StartupPro

PARTNER EDITION

MEDIA KIT 2026

Independent research for B2B technology decisions.

StartupPro is an independent business research and discovery platform. It helps founders and decision-makers discover, compare and select software and service providers.

99	10	6	9
Providers in the directory	Software and service categories	Head-to-head comparison guides	Intelligence Archive publications

Figures checked against startuppro.org on 25 November 2026. Intelligence Archive: 6 market briefings and 3 research summaries.

ABOUT STARTUPPRO

Where startups research what they buy.

StartupPro is an independent business research and discovery platform. It helps founders and decision-makers discover, compare and select software and service providers, while staying independent from the providers it reviews.

WHO THE PLATFORM SERVES

- Founders and entrepreneurs at scaling startups
- Teams deciding on global hiring, compliance and payroll
- Leaders choosing cloud, security, CRM and finance tools

WHAT IS ON THE PLATFORM

- Provider discovery and directory
- Provider comparisons and category rankings
- Intelligence Archive and research publications
- Buying guides
- Stack Builder and startup programs
- Resources for global hiring and business expansion

MAIN AREAS OF COVERAGE

Employer of Record | Global Payroll | HR Software | Recruitment | CRM Software | Cybersecurity | Accounting | AI Tools | Cloud Providers | Legal Services

WHAT DIFFERENTIATES STARTUPPRO

Independent editorial research

Side-by-side comparisons based on documented capabilities, pricing transparency and operational fit.

Checked against public sources

Reviewed profiles record the provider's official pages, source URLs and verification dates.

A documented score

The StartupPro Directory Score is a 5-point editorial rating, kept separate from commercial relationships.

A disclosed revenue model

Commissions may be earned from affiliate and referral links. They do not determine ratings or placement.

AUDIENCE & CONTENT

Content for readers who are choosing.

Comparisons, rankings and buying guides are written for readers at the shortlisting stage, weighing providers against each other.

TARGET AUDIENCE

- Startup founders and entrepreneurs
- Business owners and startup operators
- HR and global hiring decision-makers
- Finance professionals
- Technology and software decision-makers

AUDIENCE METRICS

- [Monthly Website Visitors — To Be Updated]
- [Monthly Organic Traffic — To Be Updated]
- [Audience Geographic Distribution — To Be Updated]
- [Email Subscribers — To Be Updated]

Audience figures will be added once supported by analytics. No audience, reach or engagement results are implied or guaranteed.

CONTENT FORMATS

Provider profiles
Features, evaluated pricing, pros and cons, and stage fit.

Comparisons
Head-to-head guides on features, pricing and fit as teams grow.

Category rankings
Ranked by Directory Score in each of ten categories.

Buying guides
Guides on hiring abroad, EOR, payroll and tax exposure.

Intelligence Archive
Six market briefings and three research summaries.

Stack Builder
An interactive tool for planning a startup software stack.

RESEARCH AND EDITORIAL APPROACH

- Providers are selected for market impact and fit with high-growth teams
- Reviews use public security and compliance documents, product capabilities, pricing models and stage fit
- Reviewed profiles carry a “Profile last reviewed” date, and the Directory Score is an editorial rating

ORGANIC SEARCH AND DISTRIBUTION

- Comparison pages, ranking pages and buying guides are written to be found through organic search
- Content answers the questions buyers ask before they shortlist a provider
- Email and LinkedIn distribution are available by agreement (see page 4)

PARTNERSHIP OPPORTUNITIES

Nine ways to work with StartupPro.

Every format is labelled by how it is funded. Independent editorial evaluations are never for sale, and paid content is always marked as sponsored.

INDEPENDENT EDITORIAL Not for sale. Ratings and rankings are not influenced by any partnership.

Product comparisons
Editorial head-to-head guides. Providers may submit factual corrections with a public source.

Provider directory submissions
Submit your service for editorial consideration. Inclusion is not guaranteed and listings cannot be purchased.

COMMISSION-BASED Paid on results. Terms negotiated separately with each partner.

Affiliate partnerships
Tracked links through programs such as PartnerStack and Impact.com, or direct.

Qualified business referrals
Introductions to buyers who match your ideal customer profile.

SPONSORED Paid content, clearly labelled as sponsored.

Sponsored articles
Branded educational articles on topics your buyers research.

Sponsored product reviews
A dedicated, labelled product review. It does not change the Directory Score.

Email marketing
Placement in StartupPro email, by agreement.

LinkedIn and B2B outreach
Distribution and outreach to decision-makers, by agreement.

Co-marketing and research collaborations
Joint webinars, reports and research, scoped with each partner.

SPONSORED CONTENT RATE

From $200 per sponsored article or dedicated product review

Indicative starting rate, subject to scope and agreement. Affiliate commissions and referral arrangements are separate from sponsored content pricing and are negotiated individually with each partner.

No partnership format guarantees ratings, rankings, positive reviews, editorial outcomes or audience results. Sponsored content is always disclosed.

PARTNER WITH US

Build better business decisions together.

WHY PARTNER WITH STARTUPPRO

- **Decision-stage content.** Comparison, ranking and buying-guide pages are written for readers who are choosing a provider.
- **Relevant categories.** Ten categories of software and services used by growing companies.
- **Editorial credibility.** Independent research that readers can trust and partners can cite.
- **Clear disclosure.** Paid, commission-based and editorial content are kept apart and labelled.

PARTNERSHIP PRINCIPLES

01 Independent ratings
Commercial relationships do not influence ratings. Commissions are disclosed and never determine placement.

02 Clearly labelled
Sponsored content is marked as sponsored.

03 Accuracy first
Facts are checked against official, public sources.

04 No guaranteed outcomes
No guaranteed positive reviews, rankings, business outcomes or audience results. Provider inclusion is not guaranteed.

Let’s talk partnerships.

EMAIL	admin@startuppro.org
WEBSITE	https://startuppro.org/
LINKEDIN	https://www.linkedin.com/company/startupproglobal/
POLICIES	Review Methodology · Editorial Policy · Affiliate Disclosure

Sponsored content rates are indicative and subject to scope and agreement. Directory figures were checked against startuppro.org on 25 November 2026. Audience metrics will be added once supported by analytics.