

## Gem Free for Startups

Startup hiring is a demanding process, but it's your #1 priority. Sometimes it's hard to know where to start. It may be helpful to think of recruiting your founding team as analogous to founder sales—after all, recruiting and sales are remarkably similar. And that's a good thing, since, as a founder, you've probably done sales in some form or another—whether it's landing your first few customers or “selling” to investors to raise money.

Recruiting an early-stage team doesn't look like hiring at large companies does. You won't be launching a career site and waiting for inbound applications, and you won't be hiring a recruiter—at least not yet. Instead, you'll be spending a lot of time working your network, gathering referrals, and taking a very high-touch approach to outreach. And because time and organization are of the essence, you'll want a tool that will

help you hire the right people faster, and that will allow you to build all your talent relationships in one central place. That's where Gem comes in.

Gem's Free for Startups program gives teams of 15-and-under access to unlimited free Gem licenses for up to 2 years. That's unlimited seats for you and your founding team—no funding restrictions. Teams larger than 15 get a 40% discount for their first seat for year one.

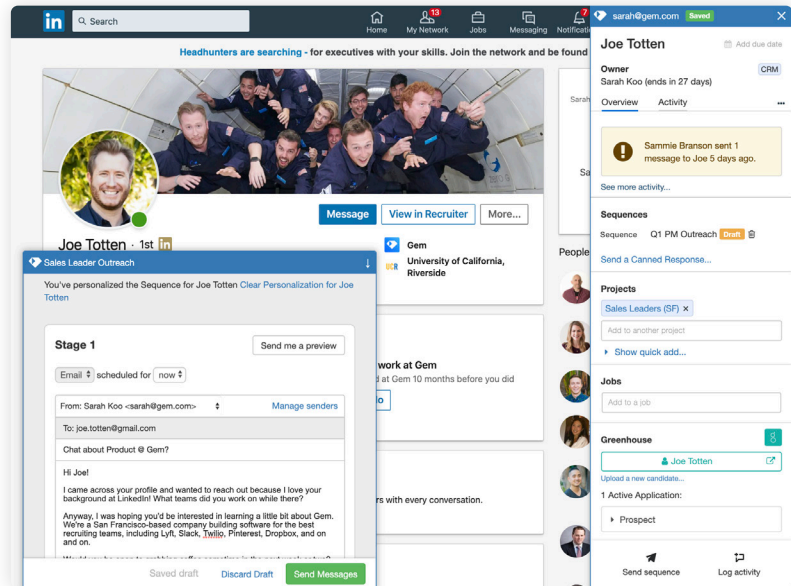
“Hiring is the #1 priority for every startup once they've raised money, and to do it well you need the right platform. YC companies have consistently raved about Gem, and we recommend it for all companies, whether they're hiring their first employees or at scale.

**Jared Friedman**  
Partner, Y Combinator



## Automate your sourcing

Source, nurture, and track 1st- and 2nd-degree connections from your network. Find emails, craft highly-personalized outreach at scale using dynamic tokens pulled from prospects' profiles, and set-and-forget your follow-ups. Gem automates the tedious, manual work, and integrates with Gmail & LinkedIn.



## Build talent relationships in one central place

Manage referrals and track every talent relationship and touchpoint—emails, InMails, calls, texts, or coffee chats—in one place. No more spreadsheets. Consolidate your data using Gem Projects and stay coordinated across the team. Know what outreach strategies are working with Gem's Outreach Analytics and Content Stats. Get immediate visibility into your hiring funnel, including where prospects are in process.

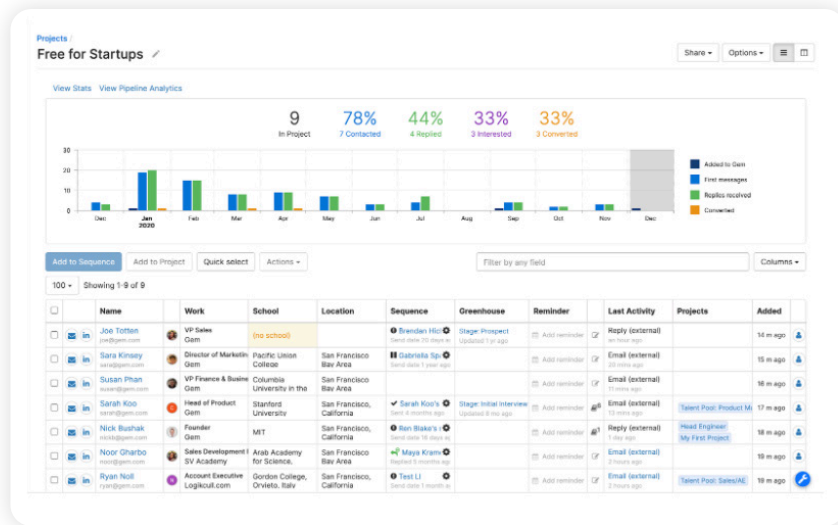
## Access resources built for startups

Gem has collaborated with top talent partners and founders to open-source "Startup Hiring 101: A Founder's Guide," filled with resources including playbooks, step-by-step instructions, and templates to kick-start and optimize your hiring. Learn how to find and nurture passive talent from your network, how to interview, and how to close the right talent.

“ Before Gem, we were wasting our time on candidates sourced from low-quality channels, such as agencies. With Gem, we were able to target top-tier candidates and hire 2 of the first 5 members of our founding team.

**Lisa Marrone**  
Co-Founder at Revel, YC S19





Apply to Gem's Free for Startups program today to start automating your outreach, organizing your relationships with prospective candidates, tracking top talent as they move through your funnel, and accessing our resources and best practices.

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One of the hardest parts of recruiting your early team is knowing where to begin. Gem's open source resources for startup hiring are a big help for founders who want to build the right foundation and get off to a strong start. We recommend them day 1 to every new founder in the Accel portfolio.

**Peter Clarke**  
Talent Partner at Accel

Accel

Apply to Gem's **Free for Startups program**. Terms and conditions: Free Gem for up to 2 years for teams of up to 15 people. Must have raised less than \$5M. Full terms and conditions at [gem.com/startups](https://gem.com/startups)



Gem is an all-in-one recruiting platform that integrates with LinkedIn, Gmail, Outlook, and your ATS. We enable data-driven, world-class recruiting teams to find, engage, and nurture top talent.