

# Zero to IPO: Lessons from the Unlikely Story of HubSpot

*Editor's Note: Slides from talk Dharmesh Shah, founder/CTO of [HubSpot](#) gave at the 2016 SaaStr Conference in San Francisco. Lessons on SaaS, pricing, culture, MBAs and customer happiness.*

**Zero to IPO: Lessons From Unlikely Story of HubSpot** from  
**HubSpot**