

# Better Credits - Mixpanel

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## About:

Mixpanel's mission is to increase the rate of innovation by helping companies build better products through data. With our market-leading product analytics solution, product teams can analyze how and why their users engage, convert, and retain in real-time across devices to improve their user experience.

Mixpanel serves over 26,000 companies from different industries around the world, including Expedia, Twitter, and Ancestry. Headquartered in San Francisco, Mixpanel has offices in New York, Seattle, Austin, London, Barcelona, Paris, Amsterdam, and Singapore.

## Offer Details:

Early stage startups receive **\$50,000 USD** in credits towards the Mixpanel Growth plan.

## Who will have access?

Customers are eligible for Startup Credits if they meet the following requirements:

- Incorporated less than 2 years ago
- Less than \$5M USD raised
- Not currently on a paid plan

*\*Startups applying for the program need to choose "Other" at the application screen and list accelerator - **Better Capital** as the partner.*

**Application Link:** <https://mixpanel.com/startups/>