



Certified



Corporation

CASE STUDY

Techstars supports many of the world's best entrepreneurs with access to capital, mentoring, finding customers, hiring talent, choosing the right infrastructure, and much more!

As the world's most active pre-seed investor, Techstars is passionate about providing underrepresented founders with access to capital by supporting the TechRise Fund by P33.

\$7,610

Savings uncovered by PIE's team for AWS & Dropbox expenses.

\$2,389

Annual recurring donation to the Techstars Foundation.



THE APPROACH

Techstars is a Certified B-Corp dedicated to using the business as a force for good. With thousands of companies in their portfolio, Techstars agreed to become PIE's pilot enterprise to stress test the model before scaling it into other portfolio companies.

The pilot started with AWS in summer 2023, where Techstars' billing moved to the PIE's portfolio to create immediate donations while beginning cost optimization. In Q4 of 2023 PIE worked with the SaaS manager on the DropBox cost optimization and donation at renewal.

THE RESULTS

PIE's AWS team uncovered \$1,694.63 in savings and a \$1,389 annual donation from existing AWS spends.

PIE then helped negotiate a \$5,916 volume discount on their annual DropBox renewal while still realizing a \$1,000 annual recurring donation.

In Q1 of 2024, PIE sent the first donation check to the TechRise to unlock a new ESG metric that Techstars can share with other portfolio companies to replicate.



David Cano
IT Director



Angela Madura
Director, ESG

"Testimonial in Progress"

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