

TERMS OF SERVICE

Startup People (SUP46 AB)

Effective Date: December 3, 2025

1. Introduction and Acceptance

Welcome to Startup People ("SUP," "SUP46", "we," "us," or "our"). These Terms of Service ("Terms") govern your access to and use of our platform at startuppeople.com (the "Service"), including all content, features, and functionality.

By accessing or using the Service, you agree to be bound by these Terms and our Privacy Policy. If you do not agree to these Terms, you may not use the Service.

1.1 Controller Information

- Company Name: SUP46 AB
- Organization Number: 556936-3426
- Address: Britadalsvägen 9, 167 33 Bromma, Sweden
- Contact Email: membership@sup46.com

1.2 Governing Law

These Terms are governed by the laws of Sweden. Any disputes arising from these Terms or your use of the Service shall be subject to the exclusive jurisdiction of the Swedish courts.

2. Eligibility and Account Registration

2.1 Age Requirement

You must be at least 18 years of age to use the Service. By creating an account, you represent and warrant that you are 18 years or older.

If you are under 18, you may not:

- Create an account
- Use the Service
- Provide any personal information to us

2.2 Account Creation

To access certain features of the Service, you must create an account. You may register using:

- Email and password
- Google OAuth
- GitHub OAuth

When creating an account, you agree to:

- Provide accurate, current, and complete information
- Maintain and promptly update your account information
- Keep your password secure and confidential
- Notify us immediately of any unauthorized use of your account

2.3 Account Responsibility

You are responsible for all activity that occurs under your account. You agree to:

- Not share your account credentials with others
- Not allow others to access your account
- Not create multiple accounts for fraudulent purposes
- Not impersonate another person or entity

We reserve the right to suspend or terminate accounts that violate these Terms.

3. Membership Types and Pricing

3.1 Membership Tiers

We offer the following membership options (all prices exclude VAT):

Membership Tier	Price	Description
Starter	0 KR/month	For fresh founders & enthusiasts. Free access to tailored content, knowledge base, templates & downloads, investor & journalist databases, event calendar, search, bookmarks, and Slack community. No credit card required.
Premium	149 KR/month	For professionals & advanced operators. Everything in Starter plus: No ads, premium articles, exclusive perks, invite-only events, all

workshops, early access to new features, and content sharing. Instant premium access.

Partnerships

Custom Pricing

For VCs & accelerators. Everything from Starter and Premium plus: Custom pricing, volume discounts, invoicing, support, and platform intro session. Contact us for details.

3.2 Payment Terms

- Payment Method: Payment is made monthly or annually in advance via a valid credit or debit card through our website
- Payment Processor: All payments are processed by Stripe
- Currency: Swedish Krona (KR)
- VAT: All prices are exclusive of VAT, which will be automatically added at checkout where applicable

3.3 Billing Cycle

- Starter: Free, no billing
- Premium: Billed monthly at 149 KR/month (excl. VAT) or annually
- Partnerships: Custom billing terms (contact us at membership@sup46.com)

For Premium members:

- Monthly billing: Invoices are sent via email on the same calendar day that your membership subscription started
- Annual billing: Invoices are sent once per year on your subscription anniversary date
- Payment is due 10 days after the invoice date
- If you save your card details with Stripe, your card will be automatically charged on the due date

3.4 Free Tier

Our Starter membership is completely free with no credit card required. You can upgrade to Premium at any time.

3.5 Annual Billing Option

We offer both Monthly and Annually billing options. Please check the pricing page at startuppeople.com/#pricing for current annual pricing details.

3.6 Price Changes

We reserve the right to change our pricing with 30 days prior written notice. If you do not agree to the price change, you may cancel your membership before the new pricing takes effect.

4. Cancellation and Refunds

4.1 Cancellation by Member

You may cancel your Premium membership at any time through your account settings or by contacting membership@sup46.com.

- Your membership will remain active until the end of the current billing period
- You will continue to have access to Premium features until the end of the paid period

4.2 No Refunds

- Membership fees are non-refundable
- Your membership will remain active until the end of the current billing period
- You will not receive a pro-rated refund for unused days in the month or year
- If your membership is terminated immediately due to a violation of these Terms, no payments will be refunded

4.3 Cancellation by SUP

We reserve the right to terminate your membership immediately and without notice if you:

- Violate these Terms of Service
- Violate our Code of Conduct
- Cause inconvenience, harm, or disruption to other members
- Engage in illegal activity
- Fail to pay membership fees

In such cases, no refunds will be provided.

5. Use of the Service

5.1 License to Use

Subject to your compliance with these Terms, we grant you a limited, non-exclusive, non-transferable, revocable license to access and use the Service for your personal and business purposes.

5.2 Permitted Uses

You may use the Service to:

- Access learning content, articles, and resources
- Discover and claim perks and offers
- Find and register for events
- Search for grants and funding opportunities
- Network with other startup founders and operators
- Create and manage your profile
- Post jobs, articles, and events (subject to approval)

5.3 Prohibited Activities

You agree NOT to:

Account Misuse:

- Share your account credentials with others
- Create multiple accounts for fraudulent purposes
- Impersonate another person or entity
- Provide false or misleading information

Content Violations:

- Post illegal, harmful, threatening, abusive, harassing, defamatory, vulgar, obscene, or otherwise objectionable content
- Post content that infringes on intellectual property rights
- Post spam, advertisements, or promotional content without our permission
- Post malware, viruses, or other harmful code

Platform Abuse:

- Scrape, crawl, or use automated tools to extract data from the Service without our permission
- Attempt to gain unauthorized access to our systems or other users' accounts
- Interfere with or disrupt the Service or servers
- Reverse engineer, decompile, or disassemble any part of the Service

Community Violations:

- Violate our Code of Conduct (see Section 12)
- Harass, threaten, or harm other members
- Engage in discriminatory behavior
- Misuse personal data obtained from the platform

6. User-Generated Content

6.1 Types of Content

Users may create and post the following types of content on the Service:

- Profile information (name, bio, skills, goals, etc.)
- Articles and blog posts
- Job postings
- Event listings
- Comments and feedback

6.2 Ownership of Content

You retain ownership of all content you create and post on the Service.

However, by posting content, you grant SUP a worldwide, non-exclusive, royalty-free, transferable license to:

- Use, reproduce, modify, adapt, and publish your content
- Display your content on the Service and in marketing materials
- Distribute your content through any media channels
- Create derivative works based on your content

This license continues even after you delete your content or close your account, to the extent necessary for us to provide the Service to other users (e.g., if your content has been shared or referenced by others).

6.3 Content Standards

All user-generated content must:

- Be accurate and not misleading
- Comply with applicable laws and regulations
- Respect the intellectual property rights of others
- Not contain harmful, offensive, or inappropriate material
- Align with our Code of Conduct

6.4 Content Moderation

We reserve the right to:

- Review, approve, or reject any content before it is published
- Remove or modify content that violates these Terms or our Code of Conduct

- Suspend or terminate accounts that repeatedly post inappropriate content

Content Approval Process:

- Articles, jobs, and events may require approval before being published
- We aim to review submissions within 5 business days
- We may request edits or additional information before approval

6.5 Third-Party Content

Our Service includes content from third-party sources, including:

- Articles and blog posts from external authors
- Events organized by third parties
- Grants and funding opportunities from government and private sources
- Perks and offers from partner companies

We do not own or control third-party content. We aggregate, curate, and display this content for your convenience, but we are not responsible for its accuracy, quality, or availability.

6.6 Automated Content Collection

We use automated systems (including AI and web scrapers) to collect, analyze, and structure publicly available content from third-party sources. This content is used to:

- Populate our events calendar
- Aggregate grant and funding opportunities
- Enhance search and discovery features

For more information about our use of AI, see our Privacy Policy (Section 6.5).

7. Perks, Offers, and Affiliate Partnerships

7.1 Third-Party Perks

Our Service features perks and offers from third-party service providers. These perks are provided by the respective companies, not by SUP.

7.2 Disclaimer of Liability

We are not responsible for:

- The quality, accuracy, or availability of perks and offers
- The terms and conditions of third-party services
- Any disputes between you and perk providers

- The privacy practices of perk providers
- Whether you qualify for or are granted access to any perk

Important: Perk providers have sole discretion to determine eligibility for their offers. Even if you are a Premium member of SUP, we cannot guarantee that you will be approved for or granted access to any specific perk. Eligibility criteria, approval processes, and access decisions are entirely controlled by the perk provider, not by SUP.

You use third-party perks at your own risk. We encourage you to read the terms and privacy policies of any service you use.

7.3 Affiliate Relationships

Some perks and offers are provided through affiliate partnerships. This means:

- We may receive a commission if you sign up for or purchase a service through our platform
- The presence of an affiliate relationship does not constitute an endorsement
- We strive to feature only high-quality services that benefit our community

7.4 No Guarantee

We do not guarantee that:

- Perks will always be available
- You will qualify for all perks
- Perk providers will honor their offers

If you experience issues with a perk, please contact the provider directly.

8. Events

8.1 Third-Party Events

Our Service features events organized by third parties. We are not responsible for:

- The accuracy of event information (dates, times, locations, prices)
- The quality or content of third-party events
- Cancellations or changes made by event organizers
- Any disputes between you and event organizers

You attend third-party events at your own risk. Always verify event details with the organizer before attending.

9. Grants and Funding Opportunities

9.1 Aggregated Information

Our Service aggregates information about grants and funding opportunities from third-party sources (government portals, private foundations, etc.).

9.2 Disclaimer

We are not responsible for:

- The accuracy, completeness, or timeliness of grant information
- Eligibility criteria or application requirements
- Approval or rejection of grant applications
- Changes to grant terms, deadlines, or amounts

Always verify grant details directly with the original source before applying.

9.3 No Affiliation

We are not affiliated with, endorsed by, or responsible for any grant providers featured on our Service.

10. Intellectual Property

10.1 SUP's Intellectual Property

All content, features, and functionality of the Service (excluding user-generated content) are owned by SUP46 AB and are protected by copyright, trademark, and other intellectual property laws.

This includes:

- The SUP and Startup People names and logos
- The design, layout, and user interface of the Service
- Articles, guides, and resources created by SUP
- Software, code, and algorithms

You may not:

- Copy, modify, or distribute our content without permission
- Use our trademarks or logos without permission
- Reverse engineer or decompile our software

10.2 User-Generated Content

As stated in Section 6.2, you retain ownership of your content, but you grant us a license to use it.

10.3 Third-Party Content

Third-party content (articles, events, grants, perks) is owned by the respective creators and providers. We display this content under license or fair use principles.

10.4 Copyright Infringement

If you believe that content on our Service infringes your copyright, please contact us at membership@sup46.com with:

- A description of the copyrighted work
- The location of the infringing content (URL)
- Your contact information
- A statement that you have a good faith belief that the use is not authorized
- A statement that the information is accurate and you are authorized to act on behalf of the copyright owner

We will investigate and remove infringing content as appropriate.

11. Confidentiality

11.1 Confidential Information

Both you and SUP agree to treat all "Confidential Information" with strict confidentiality.

Confidential Information includes:

- Business plans, strategies, and financial information
- Proprietary technology and trade secrets
- Non-public information about members and partners
- Any information marked as confidential

11.2 Obligations

You agree to:

- Not disclose Confidential Information to third parties without permission
- Use Confidential Information only for purposes related to your membership

- Protect Confidential Information with the same care you use for your own confidential information

11.3 Exceptions

Confidential Information does not include information that:

- Is publicly available
- Was known to you before disclosure
- Is independently developed by you
- Is required to be disclosed by law

12. Code of Conduct

All members must comply with our Code of Conduct, which is incorporated into these Terms by reference.

12.1 Community Values

Our community is built on the following values:

- Generosity: Share your knowledge and help others
- Humbleness: Listen, learn, and be open to feedback
- Empathy: Understand and support others' journeys
- Respect: Treat everyone with dignity and kindness
- Have Fun: Enjoy the journey and celebrate successes
- Be a Role Model: Inspire others through your actions

12.2 Prohibited Behavior

The following behaviors are strictly prohibited:

- Harassment, discrimination, or hate speech
- Sexual harassment or unwanted advances
- Threats, intimidation, or bullying
- Posting pornographic, violent, or offensive content
- Fraud, deception, or unethical business practices
- Theft of intellectual property
- Hacking, phishing, or other cyberattacks

12.3 Reporting Violations

If you experience or witness a violation of our Code of Conduct, please report it to membership@sup46.com. All reports are treated confidentially.

12.4 Enforcement

Violations of the Code of Conduct may result in:

- First offense (minor violations): Written warning
- Repeated offenses: Temporary suspension (1-3 months)
- Serious violations: Immediate permanent termination without refund

For the full Code of Conduct, please visit startuppeople.com/code-of-conduct.

13. Disclaimers and Limitations of Liability

13.1 "As Is" and "As Available"

THE SERVICE IS PROVIDED "AS IS" AND "AS AVAILABLE" WITHOUT WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO:

- Warranties of merchantability or fitness for a particular purpose
- Warranties of non-infringement
- Warranties that the Service will be uninterrupted, secure, or error-free

13.2 No Guarantee of Results

We do not guarantee that:

- You will achieve specific business outcomes from using the Service
- You will secure funding, partnerships, or customers
- Perks, events, or grants will meet your expectations

13.3 Third-Party Content

We are not responsible for the accuracy, quality, or legality of third-party content, including:

- Articles, events, and grants from external sources
- Perks and offers from partner companies
- Links to third-party websites

13.4 Limitation of Liability

TO THE MAXIMUM EXTENT PERMITTED BY LAW, SUP46 AB SHALL NOT BE LIABLE FOR:

- Indirect, incidental, special, consequential, or punitive damages
- Loss of profits, revenue, data, or business opportunities

- Damages arising from your use or inability to use the Service
- Damages arising from third-party content, perks, events, or grants

OUR TOTAL LIABILITY TO YOU FOR ANY CLAIMS ARISING FROM THESE TERMS OR YOUR USE OF THE SERVICE SHALL NOT EXCEED THE AMOUNT YOU PAID TO US IN THE 12 MONTHS PRECEDING THE CLAIM.

13.5 Exceptions

Some jurisdictions do not allow the exclusion of certain warranties or limitations of liability. In such cases, our liability will be limited to the maximum extent permitted by law.

14. Indemnification

You agree to indemnify, defend, and hold harmless SUP46 AB, its officers, directors, employees, and agents from any claims, liabilities, damages, losses, or expenses (including legal fees) arising from:

- Your use of the Service
- Your violation of these Terms
- Your violation of any third-party rights (including intellectual property rights)
- Content you post on the Service
- Your violation of our Code of Conduct

15. Termination

15.1 Termination by You

You may terminate your account at any time by:

- Canceling your subscription through your account settings
- Contacting membership@sup46.com

15.2 Termination by SUP

We may suspend or terminate your account immediately and without notice if:

- You violate these Terms or our Code of Conduct
- You fail to pay membership fees
- You engage in illegal activity
- We are required to do so by law
- We decide to discontinue the Service

15.3 Effect of Termination

Upon termination:

- Your access to the Service will be revoked
- Your personal data will be deleted within 30 days (except as required by law)
- You will not receive a refund for unused membership fees
- Sections of these Terms that by their nature should survive (e.g., intellectual property, disclaimers, indemnification) will continue to apply

16. Changes to These Terms

We may update these Terms from time to time to reflect changes in our practices, legal requirements, or Service features.

When we make material changes, we will:

- Update the "Effective Date" at the top of these Terms
- Notify you via email (to the address associated with your account)
- Display a prominent notice on our Service

Your continued use of the Service after the effective date of the updated Terms constitutes your acceptance of the changes.

If you do not agree to the updated Terms, you must stop using the Service and may cancel your membership in accordance with Section 4.

17. Dispute Resolution

17.1 Governing Law

These Terms are governed by and construed in accordance with the laws of Sweden, without regard to its conflict of law principles.

17.2 Jurisdiction

Any disputes arising from these Terms or your use of the Service shall be subject to the exclusive jurisdiction of the courts of Sweden.

17.3 Informal Resolution

Before filing a legal claim, we encourage you to contact us at membership@sup46.com to resolve the dispute informally. We will make a good faith effort to resolve the matter within 30 days.

18. Miscellaneous

18.1 Entire Agreement

These Terms, together with our Privacy Policy and Code of Conduct, constitute the entire agreement between you and SUP regarding the Service and supersede all prior agreements.

18.2 Severability

If any provision of these Terms is found to be invalid or unenforceable, the remaining provisions will continue in full force and effect.

18.3 Waiver

Our failure to enforce any provision of these Terms does not constitute a waiver of that provision or our right to enforce it in the future.

18.4 Assignment

You may not assign or transfer these Terms or your account to any third party without our written consent. We may assign these Terms to any successor or affiliate without your consent.

18.5 Force Majeure

We are not liable for any failure or delay in performance due to circumstances beyond our reasonable control, including natural disasters, war, terrorism, labor disputes, or internet outages.

18.6 Language

These Terms are written in English. If we provide a translation, the English version will prevail in case of any conflict.

19. Contact Us

If you have any questions, concerns, or feedback regarding these Terms, please contact us:

SUP46 AB
Britadalsvägen 9
167 33 Bromma, Sweden

Email: membership@sup46.com
Subject Line: "Terms of Service Inquiry"

We will respond to your inquiry within a reasonable timeframe, typically within 5 business days.