

HUBSPOT INC  
Form 4  
November 06, 2015

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
General Catalyst Group V LP

2. Issuer Name and Ticker or Trading Symbol  
HUBSPOT INC [HUBS]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
11/06/2015

\_\_\_ Director \_\_\_X\_\_\_ 10% Owner  
\_\_\_ Officer (give title below) \_\_\_ Other (specify below)

C/O GENERAL CATALYST PARTNERS, 20 UNIVERSITY ROAD, 4TH FLOOR

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)

\_\_\_ Form filed by One Reporting Person  
\_X\_ Form filed by More than One Reporting Person

CAMBRIDGE, MA 02138

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                                      |
| Common Stock                    | 11/06/2015                           |  | J(1)                           |   | 1,681,239   | D  | \$ 0 3,026,231                             |
| Common Stock                    | 11/06/2015                           |  | J(2)                           |   | 35,093  | D  | \$ 0 63,168                                |
| Common Stock                    | 11/06/2015                           |  | J(3)                           |   | 328,701   | A  | \$ 0 328,701                               |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form**

SEC 1474 (9-02)

displays a currently valid OMB control number.

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Owned Beneficially (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares                                       |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| General Catalyst Group V LP<br>C/O GENERAL CATALYST PARTNERS<br>20 UNIVERSITY ROAD, 4TH FLOOR<br>CAMBRIDGE, MA 02138       |               | X         |         |       |
| GC Entrepreneurs Fund V, LP<br>C/O GENERAL CATALYST PARTNERS<br>20 UNIVERSITY ROAD, 4TH FLOOR<br>CAMBRIDGE, MA 01238       |               | X         |         |       |
| General Catalyst GP V, LLC<br>C/O GENERAL CATALYST PARTNERS<br>20 UNIVERSITY ROAD, 4TH FLOOR<br>CAMBRIDGE, MA 01238        |               | X         |         |       |
| General Catalyst Partners V, L.P.<br>C/O GENERAL CATALYST PARTNERS<br>20 UNIVERSITY ROAD, 4TH FLOOR<br>CAMBRIDGE, MA 01238 |               | X         |         |       |
| Cutler Joel E<br>C/O GENERAL CATALYST PARTNERS<br>20 UNIVERSITY ROAD, 4TH FLOOR<br>CAMBRIDGE, MA 01238                     |               | X         |         |       |
| Orfao David J<br>C/O GENERAL CATALYST PARTNERS   |               | X         |         |       |

20 UNIVERSITY ROAD, 4TH FLOOR  
CAMBRIDGE, MA 01238

Fialkow David P  
C/O GENERAL CATALYST PARTNERS  
20 UNIVERSITY ROAD, 4TH FLOOR  
CAMBRIDGE, MA 01238

X

## Signatures

|   |            |
|---|------------|
| /s/ Christopher McCain, on behalf of William J. Fitzgerald, Member and COO, General Catalyst GP V, LLC, the General Partner for General Catalyst Partners V, L.P., the General Partner for General Catalyst Group V, L.P. | 11/06/2015 |
| __Signature of Reporting Person   | Date       |
| /s/ Christopher McCain, on behalf of William J. Fitzgerald, Member and COO, General Catalyst GP V, LLC, the General Partner for General Catalyst Partners V, L.P., the General Partner for GC Entrepreneurs Fund V, L.P.  | 11/06/2015 |
| __Signature of Reporting Person   | Date       |
| /s/ Christopher McCain, on behalf of William J. Fitzgerald, Member and COO, General Catalyst GP V, LLC, the General Partner for General Catalyst Partners V, L.P.   | 11/06/2015 |
| __Signature of Reporting Person   | Date       |
| /s/ Christopher McCain, on behalf of William J. Fitzgerald, Member and COO, General Catalyst GP V, LLC  | 11/06/2015 |
| __Signature of Reporting Person   | Date       |
| /s/ Christopher McCain, on behalf of David P. Fialkow   | 11/06/2015 |
| __Signature of Reporting Person   | Date       |
| /s/ Christopher McCain, on behalf of David J. Orfao   | 11/06/2015 |
| __Signature of Reporting Person   | Date       |
| /s/ Christopher McCain, on behalf of Joel E. Cutler   | 11/06/2015 |
| __Signature of Reporting Person   | Date       |

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Effective November 6, 2015, General Catalyst Group V, L.P. ("GCG V"), a venture capital partnership, distributed in-kind, without consideration, a total of 1,681,239 shares of Common Stock of the Issuer to its general and limited partners. The remaining securities are held by GCG V. General Catalyst GP V, LLC ("GP V LLC") is the general partner of General Catalyst Partners V, L.P. ("GP V LP"),

- (1) which is the general partner of GCG V. Each of David Fialkow, David Orfao and Joel Cutler is a Managing Director of GP V LLC and may be deemed to share voting and investment power over the shares held of record by GCG V. Each of GP V LP, GP V LLC, David Fialkow, David Orfao and Joel Cutler disclaims beneficial ownership of all shares held by the foregoing entities except to the extent of his or its pecuniary interest therein.
- (2) Effective November 6, 2015, GC Entrepreneurs Fund V, L.P. ("GCEF V"), a venture capital partnership, distributed in-kind, without consideration, a total of 35,093 shares of Common Stock of the Issuer to its general and limited partners. The remaining securities are held by GCEF V. GP V LLC is the general partner of GP V LP, which is the general partner of GCEF V. Each of David Fialkow, David Orfao and Joel Cutler is a Managing Director of GP V LLC and may be deemed to share voting and investment power over the shares held of record by GCEF V. Each of GP V LP, GP V LLC, David Fialkow, David Orfao and Joel Cutler disclaims beneficial ownership of

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all shares held by the foregoing entities except to the extent of his or its pecuniary interest therein.

Shares acquired through a distribution in-kind from GCG V and GCEF V by GP V LP. GP V LLC is the general partner of GP V LP.

- (3) Each of David Fialkow, David Orfao and Joel Cutler is a Managing Director of GP V LLC and may be deemed to share voting and investment power over the shares held of record by GP V LP. Each of GP V LLC, David Fialkow, David Orfao and Joel Cutler disclaims beneficial ownership of all shares held by the foregoing entities except to the extent of his or its pecuniary interest therein, if any.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.