

Startup Advisor: Sustainable Development Goals

Our mission is to support & empower social impact startups at scale to solve the world's biggest problems with the best of Google.



Online
mentorship
program



100+ startups
500 mentors



Globally available

Empowering an ecosystem of entrepreneurs to reach the SDGs

Around the world, more and more startups are taking action to tackle the world's most pressing social challenges and advance the UN's [Sustainable Development Goals](#).

By launching the Startup Advisor: SDG program, Google joins the effort to fast-track the progress by 2030.

What to expect

Online on-demand mentoring program:

- 1:1 advising and support from a combination of Google advisors and selected external advisors
- Assistance with technology, product, design, growth, funding, and leadership training
- 1:many inspirational talks, panel discussions, and workshops led by experts
- Membership in a collaborative, supportive community of social impact partners & investors
- Equity-free support

Who is it for?

Google is looking for promising startups who meet the following criteria:

- Focusing on one or more SDGs
- Leveraging technology to achieve their goals
- Need the support of Google experts to solve bespoke technical or business challenges
- Proactive teams willing to learn and grow

Areas of expertise



Advertising & Publishing

App Development

Customer Experience

Data and Analytics

Design and UX / UI

Employee Learning & Development

Engineering and Technology

Fintech and Finance

Go-to-Market Strategy

HR (Recruiting, Hiring, Operations & Processes)

International Growth and Scaling

Leadership and Coaching

Legal & PR

Marketing & Comms

Monetization & Pricing Strategy

OKRs and Business Measurement

Operations and Scaling

Partnerships and Stakeholder Management

Product Management

Product specific (Google Cloud, Google Ads, Firebase, Play, etc.)

Project & Program Management

Sales & Business Development

Management & Team Development

Technical Infrastructure

Funding & Investments

And more!

Follow us & Share your journey

