

Microsoft for Startups – Program Overview – MEA 2020



Grow, build and connect with Microsoft for Startups

- **Technical enablement:** access to product, engineering resources and technical support
- **Business acceleration:** joint go-to-market and sales resources to drive rapid growth
- **Broad commitment:** \$500M commitment to support top B2B focused, Seed-Series A stage startups and local startup ecosystems around the world

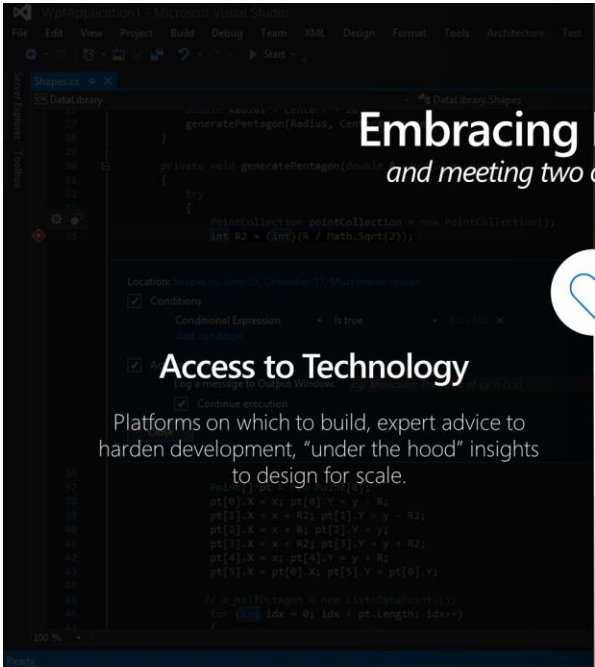
> startups.microsoft.com



The Microsoft for Startups Program

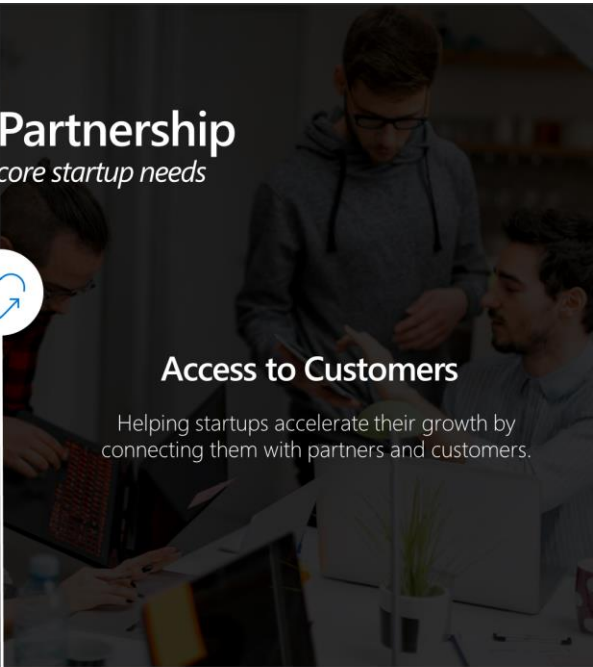
How can we help great startups, anywhere in the world, to empower their businesses?

That’s the question we asked startups like you and set ourselves to deliver with Microsoft for Startups: a program designed from the ground up to reinvent our role in helping you to grow, seeing startups as a true partner across all Microsoft platforms, products and business motions.



Embracing Partnership
and meeting two core startup needs

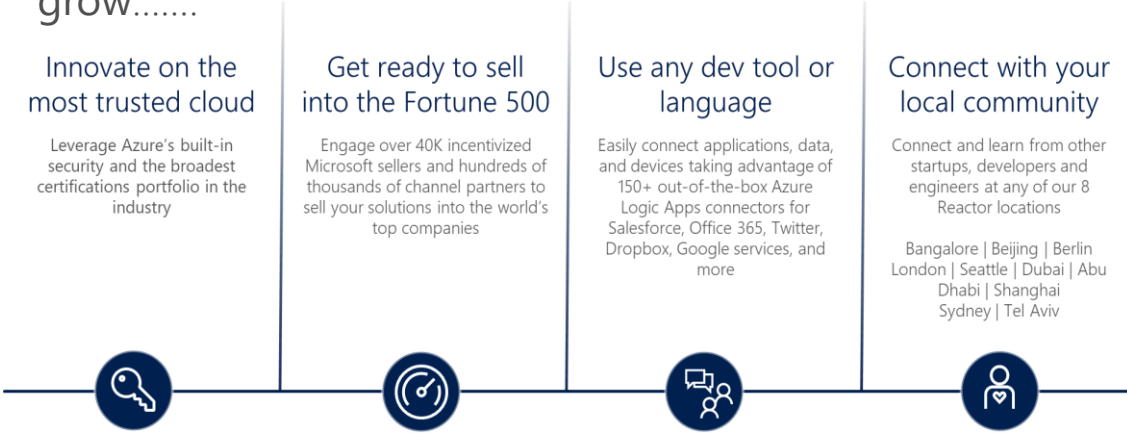
Access to Technology
Platforms on which to build, expert advice to harden development, “under the hood” insights to design for scale.



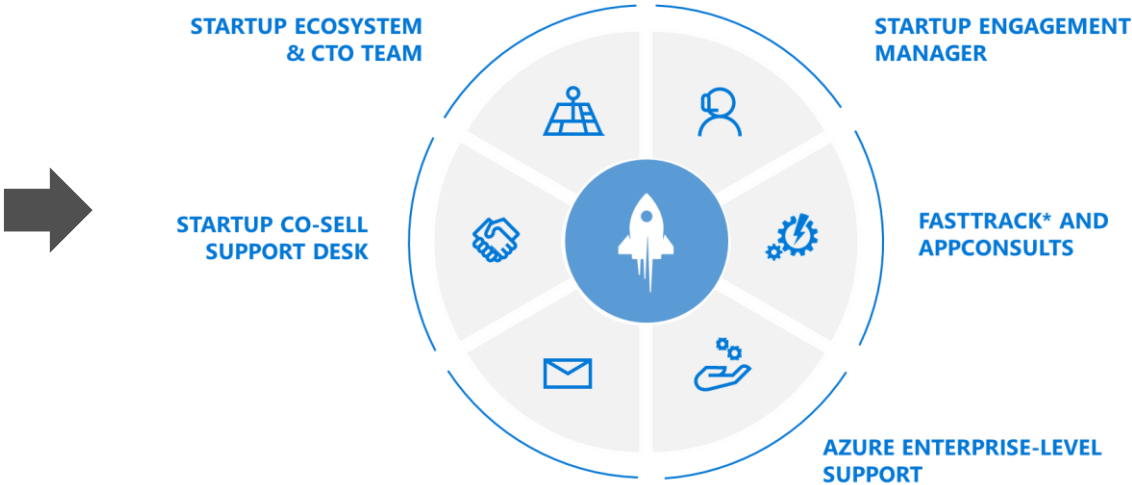
Access to Customers
Helping startups accelerate their growth by connecting them with partners and customers.



Technology, community, and go-to-market benefits to help B2B startups grow.....



Resources available to you





Microsoft for Startups

In-Program
Experience

BUILD

Scalable, secure
solution built on and
with MSFT
technology

PUBLISH

Product available
through cloud
marketplace and
partner channels

SELL

New deals won
through marketplace
listings, partners and
field sellers

GRAD

Supporting your
path to a long term
partnership with
Microsoft

> Dedicated Startup Engagement Manager

> Enterprise-level Technical Support