

Microsoft BizSpark™

How to make BizSpark
work for you (?)

Ronan Geraghty

BizSpark Program Manager

Developer and Platform Group, Microsoft Ireland

ronang@microsoft.com

Microsoft BizSpark™

Microsoft BizSpark™ is a global program designed to help accelerate the success of early stage startups, providing:

Software

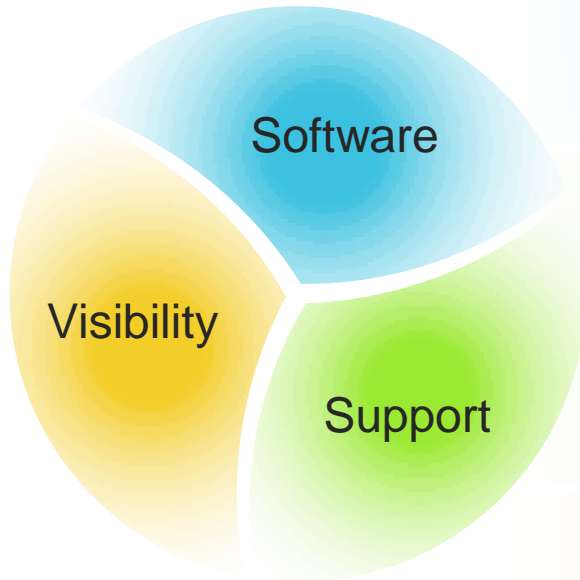
- Development tools and production licenses
- No upfront costs

Support

- Community support from over 300 network and hosting partners
- Professional technical support from Microsoft

Visibility

- Profile and promotion on the BizSparkDB



Entry Criteria

- ✓ Actively engaged in development of a software-based product or service
- ✓ Privately held
- ✓ In business for less than 3 years
- ✓ Less than US \$1 million in annual revenue

There are no initial costs to join



Network Partners in Ireland/Northern Ireland



How to work the program!

- ✓ InishTech : spun out SLPS from MS, now saving \$ with BizSpark
- ✓ Lucey Technologies : pitched at MS Investor summit in Prague; build channel
- ✓ Rtweeteer.com : single developer encountering scalability issues previously
- ✓ Dolphin Software : engaged with a development NP to accelerate time to market
- ✓ Pulse Technology : beta to release with NP to accelerate time to market
- ✓ SaasCom – written and video case study
- ✓ TradeFacilitate: early adopter program, SDR with product team
- ✓ Eplixo and SwarmTeams: pitching at CMyPitch Live
- ✓ SOTD
- ✓ Software du Jour / Mugurdy + GEC



Upcoming opportunities

- ✓EVCA forum, Berlin 14th October – funding opp
- ✓CMyPitch Live, get investor ready and pitching opp (Dublin)
- ✓IT@Cork Tech in Business Conference – startups x 10
- ✓GM Emerging Business Team (Oct) / BizSpark 1 year on : demo / PR opp
- ✓Pilots
- ✓Early adopter programs : innovations around
 - ✓Windows 7
 - ✓Office 2010 (+ Sharepoint 2010)
 - ✓Windows Azure (Academy)
 - ✓Visual Studio 2010 (Academy)
- ✓GEC BizSpark cluster



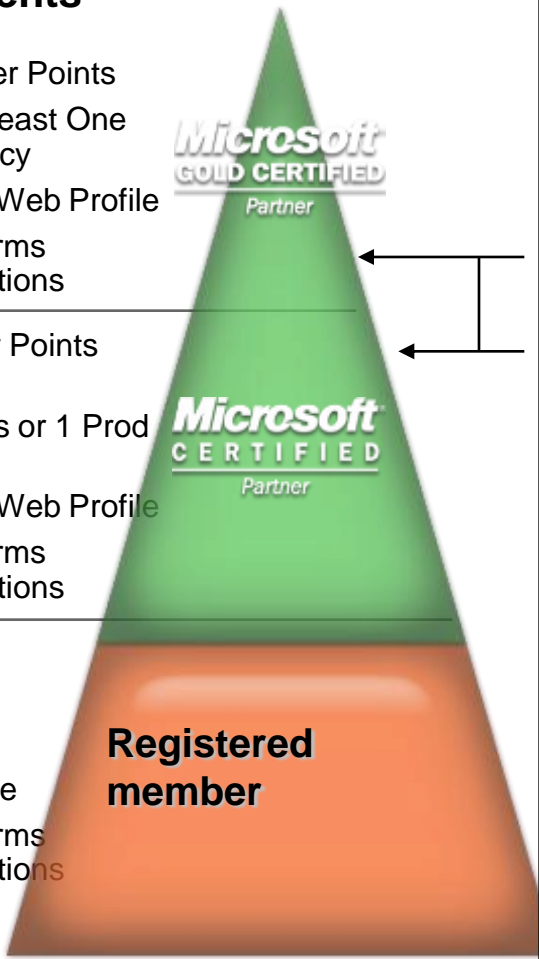
“Work more closely with Microsoft”

Requirements

- 120 Partner Points
- Obtain at least One Competency
- Extended Web Profile
- Signed Terms and Conditions

- 50 Partner Points
- 2 Certified Employees or 1 Prod Cert
- Extended Web Profile
- Signed Terms and Conditions

- 0 Partner Points
- Web Profile
- Signed Terms and Conditions



MS Competencies

- Networking Infrastructure
- Advanced Infrastructure
- Security Solutions
- Business Intelligence
- Information Worker Productivity
- Integrated E-Business
- ISV/Software Solutions
- Learning Solutions
- Microsoft Business Solutions
- OEM Hardware Solutions*
- Licensing Solutions*

Category	Definition
Certification	Given to products that have passed Veritest or WHQL requirements
Business Wins	References to end customer projects (in addition to competency requirements)
Premier MCP Certification	Certifications in addition to competency requirements
Competency	Level of expertise in a given area as measured by certifications and references.
Customer Satisfaction	Measure of end customer happiness with products and services
Microsoft Courseware Unit Sales	Sales for Microsoft Official Learning Products
Microsoft Licenses	Microsoft revenue attributable to partner
Other	Non Microsoft training and various assessments

Resources

- BizSpark home page : www.microsoft.com/bizspark
- Contact ronang@microsoft.com for more details





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