

Microsoft for Startups : Where B2B Startups Scale

Microsoft for Startups is a unique program designed to help startups develop a business partnership with Microsoft, and grow their business through access to technology, channels, markets and customers.

Ready-to-scale startups receive dedicated support and access to sell with our robust partner ecosystem and alongside our Microsoft sellers, in addition to free access to Microsoft cloud technologies, enterprise-grade technical support, and powerful development tools.

Program Benefits

Microsoft for Startups focuses on supporting accelerated business growth through a set of technical and business benefits tailored to help you:

- **Sell faster** by tapping into to the largest customer base in the world, including global sellers who are incentivized to sell your solution.
- **Grow market share** via Microsoft's global channels, entering new markets and geographies through Microsoft's established global customer base.
- **Gain a competitive edge and increase valuation** with new leads, enterprise co-sell deals and cutting-edge technology.

Over the course of 12-24 months, startups work with Microsoft to further develop their product, package it for distribution through Microsoft sales channels, and bring it to market in partnership with Microsoft.

Program benefits include:

- Dedicated Startup Advocate to work with you throughout the program
- Azure Marketplace Onboarding support
- Go-to-Market Resources
- WW Microsoft sellers paid to sell your solution into their enterprise accounts*
- Up to \$120K of free Azure Cloud Credits
- Visual Studio Enterprise Cloud Monthly Subscription
- Dynamics 365 for Sales (CRM) & Dynamics 365 for Talent*
- GitHub Enterprise
- Office 365 Business Premium
- Enterprise-level, unlimited 24x7 technical support

** Available for qualified startups*

Applying to The Program

At Microsoft for Startups we look for innovative, technical solutions unique in the market that will benefit from access to Microsoft enterprise customers and sales channels. The program is set up to best support technology startups that fit the following:

1. B2B sales model
2. have found product market fit and customer traction
3. have an existing sales unit in place
4. externally funded at series A, B, or C stage or validated equivalent



As a member of **Oxford Sciences Innovation**'s portfolio, we invite you to apply to the Microsoft for Startups program at:

<https://aka.ms/Oxford20>

The process is simple: fill out the application form online so that the Microsoft for Startups team can get to know your startup. Your investor's information will automatically pre-populate page 3 of the application. On this page you'll also find a place to indicate your affiliation to your investor - please make sure you fill out this code **SEFSWLGWPMTJ9SOMIO**. Please be detailed and complete when filling out the application form so that the team can get to know your startup and your needs.

Should you have any questions regarding the program or your application, please reach out to our dedicated support team at startups@microsoft.com

The Microsoft for Startups team looks forward to hearing from you!