

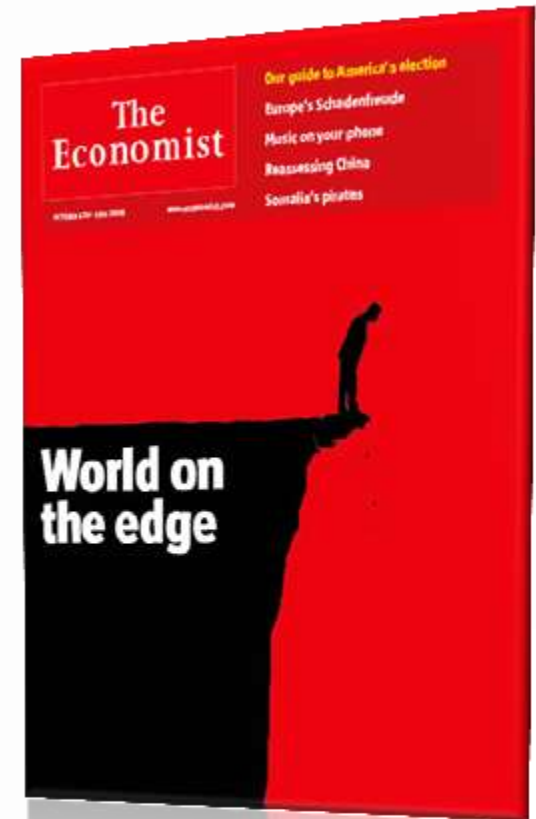
Microsoft BizSpark™



Best Of Times Or Worst Of Times?

Emerging trends

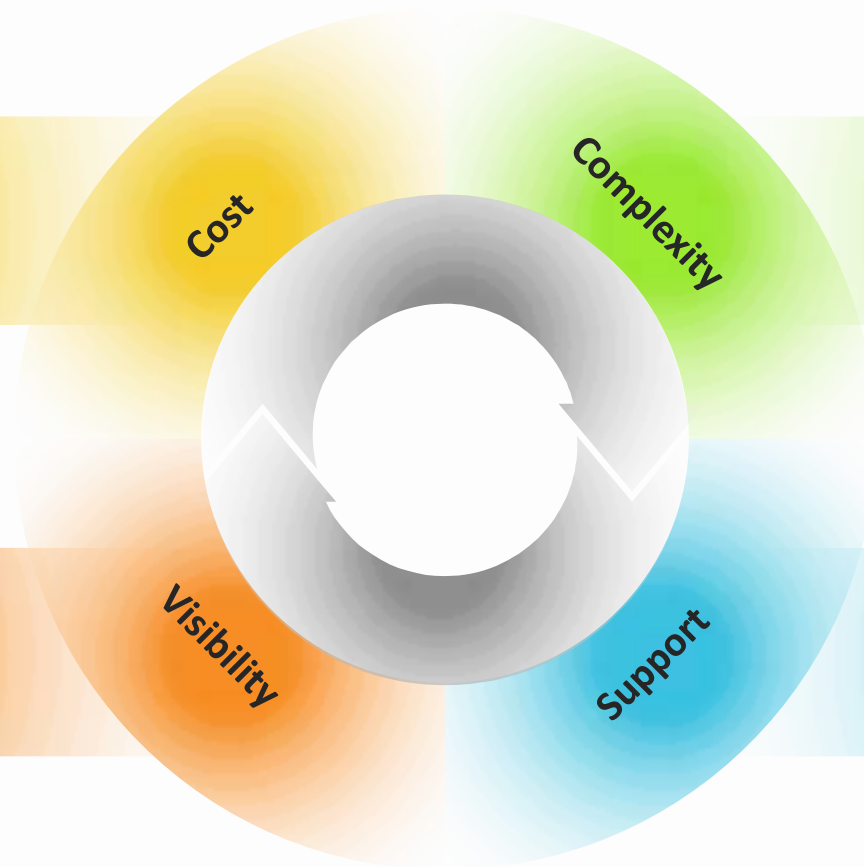
- Turbulence abounds
- Out of difficult times come rare opportunities
- Entrepreneurs need nurturing more than ever



Challenges For Startups

- Extending runway
- Cash crunch
- Technology lock in

- Market exposure
- Funding
- Customer credibility



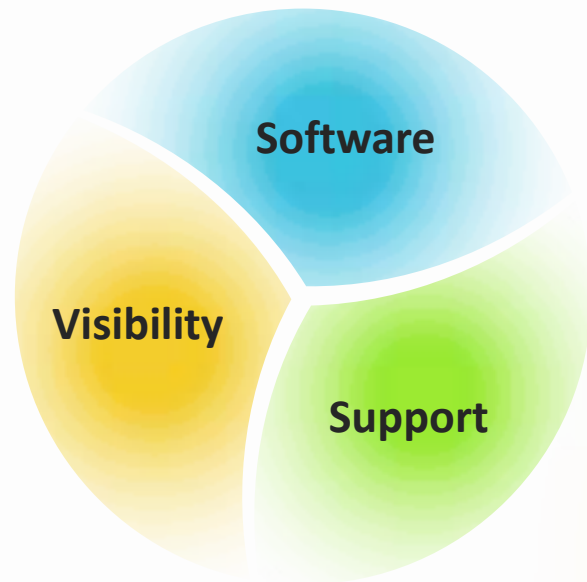
- Licensing provisions
- Installation/Configuration
- Business model

- Professional support
- Technical guidance
- Architectural guidance

Microsoft BizSpark

Microsoft BizSpark is a program designed to provide software startups all the resources they need to build successful companies and connect them with a community of experts.

Over **30k startups** have joined BizSpark. BizSpark is available in 112 countries, 9 languages



Software

- Full featured development tools and production for 3 years.
- Free **Windows Azure** computing time for 16 months.



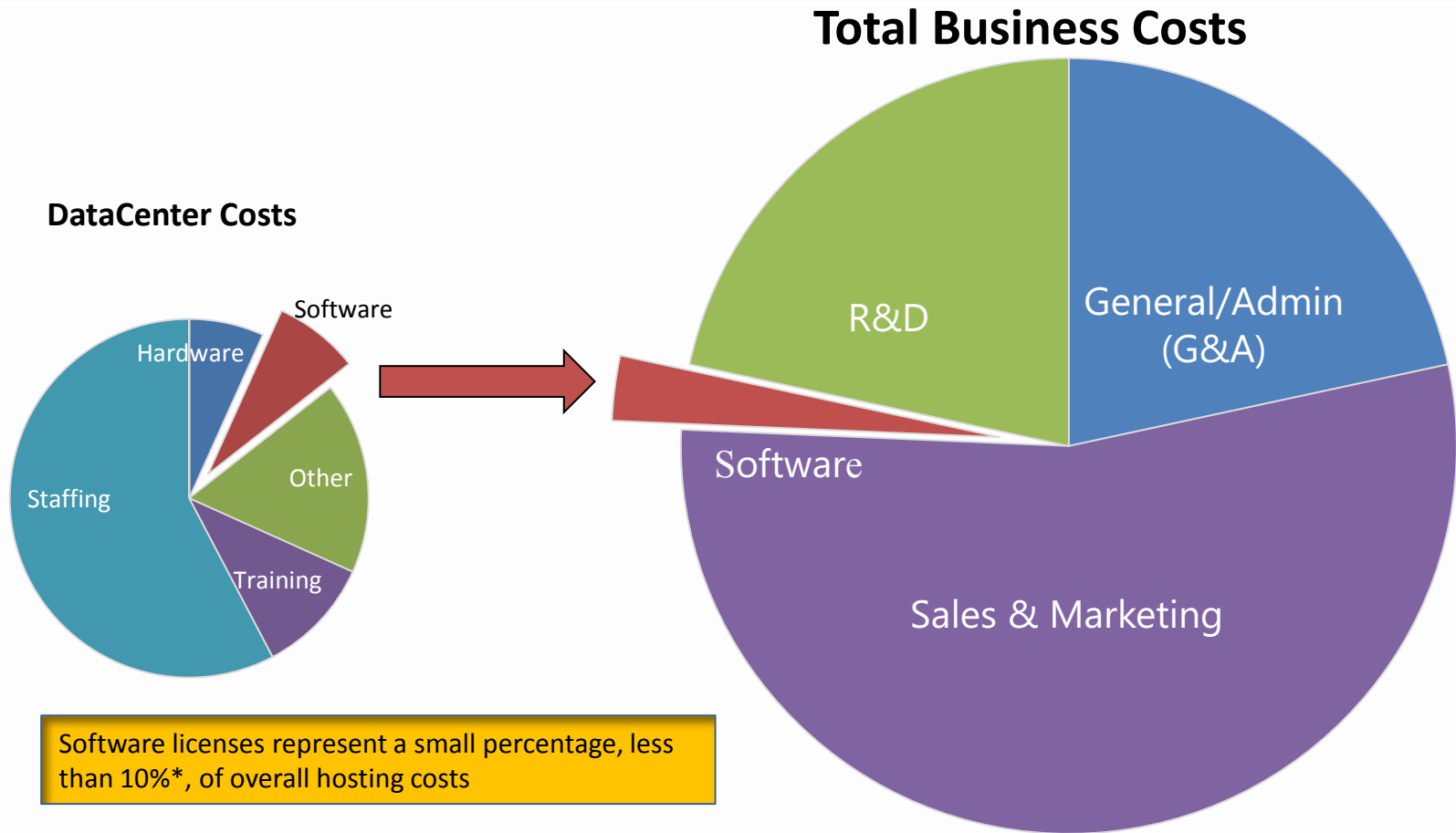
Support

- Professional technical support from Microsoft: Email support, Managed newsgroups, invitation to **BizSpark Camps**.
- 2 Free MSDN Support incidents.

Visibility

- Profile on **BizSpark Connect**.
- Promotion on **BizSpark.com**.
- Offers and Events on **BizSpark Connect**.

Software Costs



*Source: IDC, 2007, Three Year Server TCO Study and estimated by hosters, OpSource and GoGrid, October 2008.

Microsoft BizSpark – Early Wins

Eight BizSpark Companies selected:



Boxed Ice

PLUG IN SEO



comufy



VOICES

shout'em

plafogo



TechCrunch50 Award—\$50,000



TechCrunch Web Audience Award



Best of show: Two of the top five pick from TC50

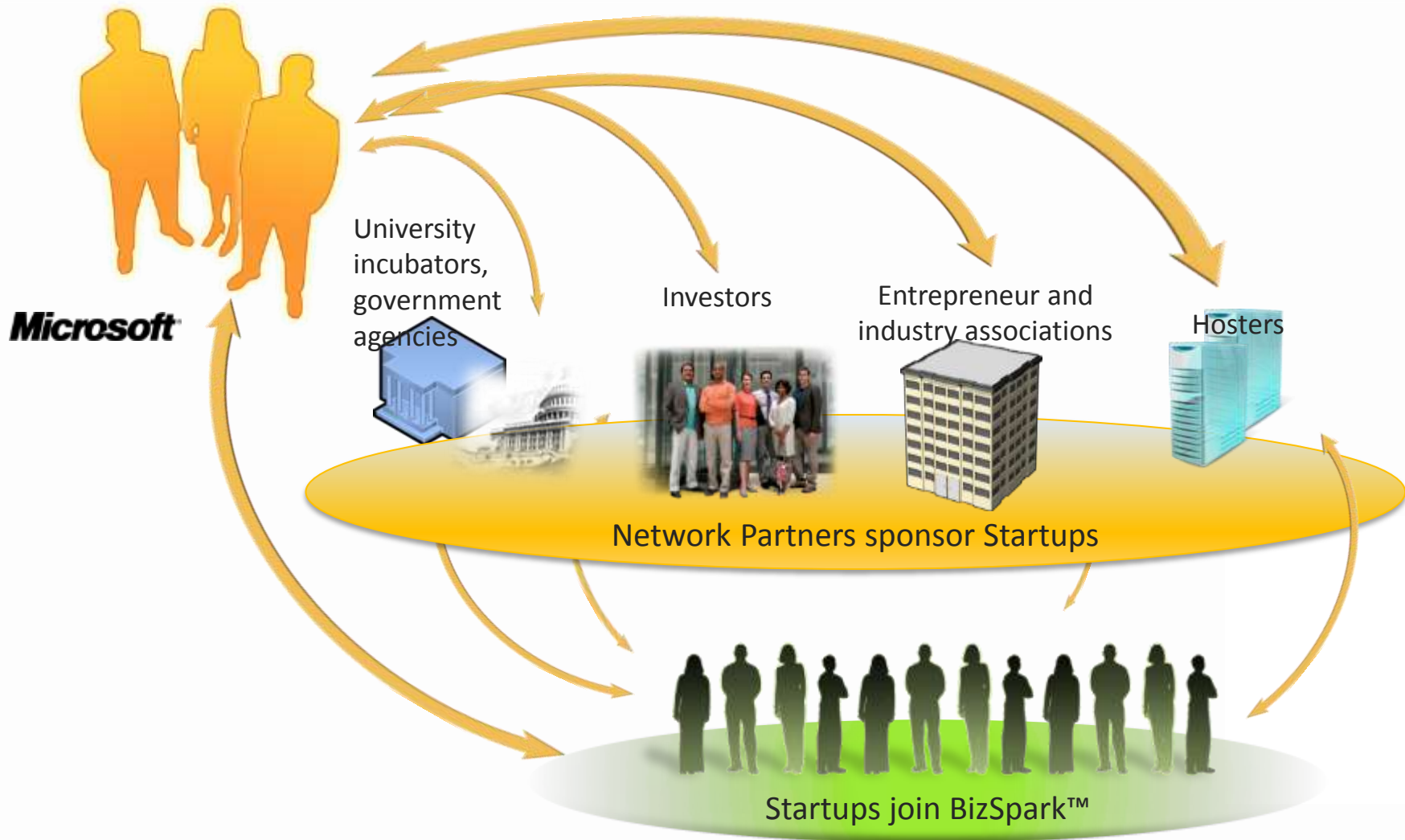


DEMOfall09

Winner of the DEMOfall People's Choice Award – \$500K in IDG Advertising



How BizSpark Works



Three Years And Beyond

Get software, support, and visibility when they are most valuable and least affordable.

Get all the program components for three years.

After 3 years

BizSpark Graduation Offer

Keep the software you have & optionally purchase subscriptions to keep it updated

Tools and platform technologies

- Startups keep the perpetual licenses for the development and design tools
- Startups have the opportunity to renew the MSDN subscription to review updates

Production licenses

- Upon exit transition to appropriate commercial license offer
- Once in production, software licenses typically represent a small percentage, less than 10%*, of the overall hosting costs.
- Scalability and manageability will be the major cost drivers

Partner programs

- Startups can join one of our partner programs, e.g. Microsoft Partner Program

Eligibility

To qualify for BizSpark, your Startup must be:

There is no fee to enroll in Microsoft BizSpark

Developing Software

Privately held

Less than 3 years old

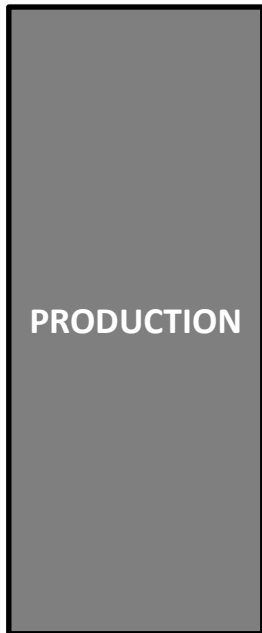
Making Less than US \$1 million in annual revenue

BizSpark Transition Offer

General approach: keep the software you have & optionally purchase subscriptions to keep it updated



Keep your MSDN *Ultimate* software; optionally *renew* your subscription(s) *at any level*



Keep all the **Windows and SQL Servers** you are using in production
optionally purchase Software Assurance for two years at a 50% discount

Azure Offer included in MSDN Renewal (more to come)

New in BizSpark

Software



Support

- BizSpark Camps



Microsoft Partner Network

Visibility

- BizSpark.com = Startup of Day + Mashable.com
- BizSpark Connect

New in BizSpark

Software



Resource

Monthly Benefit

Compute

1,500 hours of a Small Instance

Storage

30 GB

Storage Transactions

2,000,000

SQL Azure*

5 GB

Access Control Transactions**

500K

Service Bus

Free through May 31, 2012

Cache

128 MB cache

Data transfers (WW)

35GB Out

Free In

Annual Savings***

\$3,700.00

BizSpark Camps

BizSpark Camps are designed to enable the accelerated success of early stage Startups by providing a hands-on experience for Startups, driving engagement with technology and provide proving prototyping opportunities to accelerate solution development and deployment. It also allows Startups to engage with other Startups in their network to raise awareness around their software solutions.



BizSpark Camps

Breadth Event

Reach

Hands-On Lab

**Facilitate
Adoption**

PoC

**Accelerate
Evidence**

BizSpark Connect

BizSpark Connect offers Startups the opportunity to achieve global visibility to an audience of potential investors, clients and partners by profiling their company and posting offers and events in the BizSpark virtual networking hub.



Summary

Visit www.bizspark.com to learn more

Additional Slides

BizSpark Camps - Example

Windows 7 Modern Apps - BizSpark Camps

- 130 Events
 - 30 countries
 - 3500 Developers reached
 - First evidences in 2monhts
 - Technologies : W7MA, Silverlight
 - SAT = 4.2
 - 112 TTT instructors trained
- Additional Topics
- Cloud
 - Hosted Apps
 - Windows 7
 - Complement local events with on-line training available at <http://msdev.com/bizspark>

200
Events



On-Line Training Channel

- On-line content for startups
- 45 business related sessions
- Multiple technical sessions
- Content updated every quarter

www.bizspark.com

www.msdev.com/bizspark

The screenshot displays the Microsoft BizSpark website interface. At the top left, the 'Microsoft BizSpark' logo is visible. Below it, a text block describes the program as a global initiative to help startups succeed by providing key resources. A central image shows a woman holding a glowing lightbulb, symbolizing an idea. To the right, a 'Featured Training' section lists two courses: 'Web 2.0 Marketing: What's Real and What's Hype in the Social Media' and 'Best Practices in Growing Your Business Through Channels'. Below this, a 'Top Viewed Training' section lists three courses: 'SQL Server 2008: Creating a Database', 'SQL Server 2008: Installing SQL Server Express with the Web Platform Installer', and 'SQL Server 2008: Uncovering T-SQL'. The website layout includes navigation tabs for 'Business Training' and 'Technical Training', and various icons for social media and other services.

Microsoft Innovation Centers

An environment for innovation

Founded and operated with government, universities, and/or industry organizations

On the way to 200 MICs in 85 countries. Doubling this year in Middle East and Africa

A place for entrepreneurs, students, academics, and partners to

Learn

Innovate

Connect

Build

Achieve

Show