

# Microsoft BizSpark™

## Program Guide

### for Startups

#### **Disclaimer**

*This user guide is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS, IMPLIED OR STATUTORY, AS TO THE INFORMATION IN THIS DOCUMENT. Complying with all applicable copyright laws is the responsibility of the user. Without limiting the rights under copyright, no part of this document may be reproduced, stored in or introduced into a retrieval system, or transmitted in any form or by any means (electronic, mechanical, photocopying, recording, or otherwise), or for any purpose, without the express written permission of Microsoft Corporation.*

*Microsoft may have patents, patent applications, trademarks, copyrights, or other intellectual property rights covering subject matter in this document. Except as expressly provided in any written license agreement from Microsoft, the furnishing of this document does not give you any license to these patents, trademarks, copyrights, or other intellectual property.*

© 2009 Microsoft Corporation. All rights reserved.

*Microsoft and BizSpark are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. All other trademarks are the property of their respective owners.*

**Microsoft®**

# Contents

- What is BizSpark? ..... 1
  - Program Overview
  - Program Structure and Roles
- BizSpark Startups ..... 2
  - Why should I join BizSpark as a Startup?
  - Startup Eligibility
  - Responsibilities
  - How do I join as a Startup?
  - How long can I participate in BizSpark?
  - What is the Renewal Process?
  - How do I end my participation as a Startup?
  - What happens after three years of participation in BizSpark?
  - How do I pay my USD\$100 program offering fee?
- Benefits of working with a Network Partner ..... 6
- Benefits of working with a Hosting Partner ..... 6
- Miscellaneous ..... 7
  - Notices to Microsoft
  - Additional Resources
- Appendix A – BizSpark Technology Offering and Support Resources ..... 8
- Appendix B – Production and Hosting Scenarios ..... 11

*This Program Guide will be updated with program changes and important information. Visit the Microsoft® BizSpark™ website at <http://www.microsoft.com/bizspark> often to stay up to date.*

## What is BizSpark?

### Program Overview

BizSpark is an innovative global program designed to unite Startups and resources to support them into a single community. BizSpark is uniquely designed to help Startups engaged in software development, by offering Software, Support and Visibility:

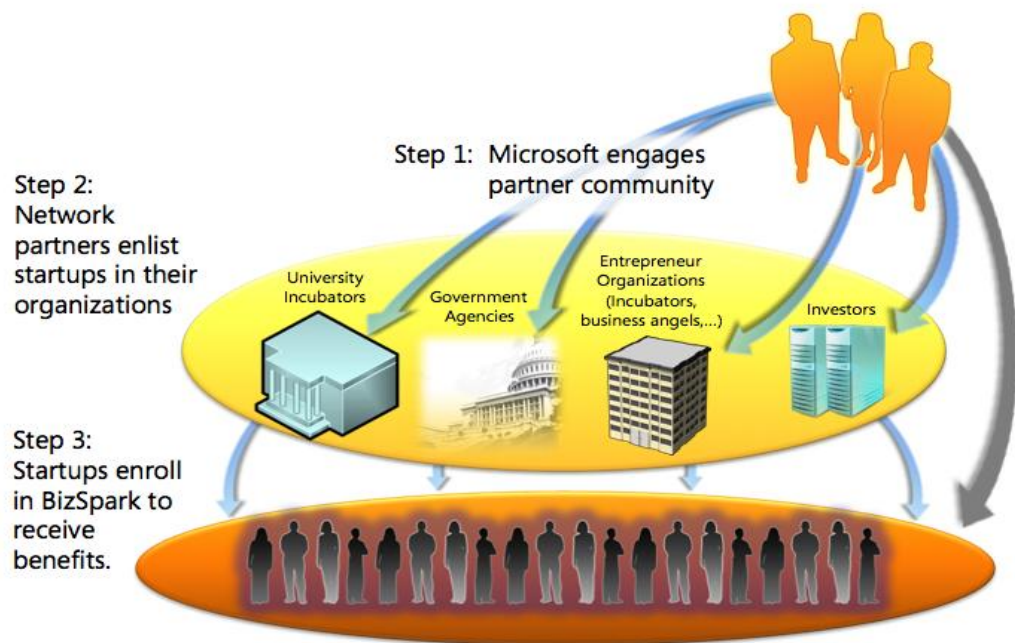
- **Software:** BizSpark provides fast and easy access to Microsoft tools and technologies, for their immediate use in design, development, testing, demonstration, and hosted application production and deployment;
- **Support:** Professional Technical Support from Microsoft, including, for entrepreneurs working with early adopter technologies: access to unlimited email support, online training and invitations to local technical events. Examples of early adopter technologies: Windows® 7, Microsoft® Silverlight, Windows® Azure and Microsoft® SQL Server 2008 as well as a connection to Network Partners, organizations that provide programs, mentoring and other resources to Startups;
- **Visibility:** The opportunity for global visibility on the MicrosoftStartupZone Website via the [BizSparkDB](http://www.microsoftstartupzone.com/bizspark), an online Startup directory, hosted on <http://www.microsoftstartupzone.com/bizspark>.

### Program Structure and Roles

#### 1. Structure:

Basically, BizSpark is a sponsor-based program, with three levels of relationships:

- 1) Champs work with and support *Network Partners*.
- 2) *Network Partners* sponsor and support eligible *Startups'* participation in the Program.
- 3) *Hosting Partners* offer hosting services to *Startups* for "software-plus-services" applications developed by them.



2. *Program Roles:*

- *Champ:* A person who acts as liaison between Microsoft and Network Partners. Champs are responsible for contacting Network Partners, approving Network Partner enrollments, and managing the Network Partners during their participation in BizSpark.
- *Network Partner:* An active member of the local software ecosystem engaged with high-potential, early stage Startups. Network Partners may be organizations specifically focused on supporting entrepreneurs and Startup businesses, or whose activities include a focus on promoting and supporting software Startups, through programs, mentoring, networking, business advice, financial assistance or similar activities.
- *Startup:* A technology Startup actively engaged in development of a software-based product or service that will form a core piece of its current or intended business.
- *Hosting Partner:* A designated Network Partner who offers hosting services for "software-plus-services" solutions developed by BizSpark Startups.

## BizSpark Startups

### Why should I join BizSpark as a Startup?

1. The Microsoft BizSpark program is based on the belief that startup success is our success. Microsoft is committed to help technology startups realize their goals on their own terms and in the shortest amount of time. Through BizSpark, Microsoft's goals are to:
  - Help young and innovative software companies gain valuable experience and expertise in Microsoft technologies, with no upfront costs, so they can get the technologies they need when they can least afford them.
  - Help startups establish connections with local and global startup ecosystems - VCs, angels, incubators, entrepreneur associations, etc. - that are equally involved and invested in software-fueled innovation and entrepreneurship.
  - Stimulate vibrant local software ecosystems and promote innovation and interoperability.
  - Work with technology startups as part of the Microsoft BizSpark Network to ensure that we support the broadest possible startup audience in a way that compliments the values of the startups and the network organizations that support them.
2. Microsoft BizSpark offers Startups the opportunity to:
  - *Get Software:* Receive fast and easy access to Microsoft's current full-featured development tools, platform technologies, and production/hosting licenses for immediate use in developing and bringing to market innovative and interoperable solutions. There is no upfront cost to enroll in Microsoft BizSpark.
  - *Get Support:* Get professional support from Microsoft and get connected to BizSpark Network Partners around the world who provide a wide range of support resources for software startups. Network Partners are incubators, investors, advisors, government agencies and hosters who are vested in software-fueled innovation and entrepreneurship. Also, get access to unlimited email support, online training and invitations to local technical events for entrepreneurs working with early adopter technologies, like Windows 7, Microsoft® Silverlight, Windows® Azure and SQL Server® 2008.
  - *Get Visibility:* Startups have the opportunity to achieve global visibility to an audience of potential investors, clients, and partners by profiling their company in the online Startup directory, [BizSparkDB](#), on the Microsoft StartupZone Website. Startups also have the opportunity to be highlighted on the [BizSparkDB](#) as a featured company and be promoted as BizSpark Company of the Week on the Microsoft StartupZone Website.

## Startup Eligibility

### 1. *Startup Eligibility Requirements:*

An eligible startup must have the following characteristics at the time of joining:

- Actively engaged in development of a software-based product or service that will form a core piece of its current or intended business<sup>1</sup>,
- Privately held,
- In business for less than 3 years<sup>2</sup>, and
- Less than US \$1 million in annual revenue<sup>3</sup>.

To be eligible to use the software for production and deployment of hosted solutions, startups must also be developing a new "software-plus-services" solution (on any platform) to be delivered over the Internet. To meet this requirement your software must:

- Add significant and primary functionality to the integrated Microsoft software.
- Be owned, not licensed, by you.

Dashboards, HTML editors, utilities, and similar technologies are not considered a primary service or applications.

2. *Term:* Startups can participate in BizSpark for up to 3 years. On the first and second anniversary of initial enrollment, they must update their enrollment (e.g., confirm they haven't gone public and their ownership hasn't changed).

3. *Fee:* A USD \$100 Program Offering Fee is due when the Startup exits the Program. As part of Microsoft's commitment to Startup success, there are no initial costs for Startups to join BizSpark.

4. *Special Offers:* BizSpark Startups may also be eligible for additional products or services offerings (from Microsoft or others) from time to time during their tenure in the Program. Startups enrolled in BizSpark will be notified of special offers when they become available as well as the terms and enrollment process to take advantage of them. Special Offers are not part of the BizSpark program benefits and Startup's participation in Special Offers will be governed by the separate terms and conditions for each Special Offer (including licenses, and fees if any)

5. *Technology offering:* The BizSpark technology offering to Startups currently includes:

- **For design, development, testing and demonstration of your software application:**
  - Software included in a Visual Studio Team System Team Suite (VSTS) with MSDN Premium<sup>4</sup> subscription is included in this Program. Additionally, VSTS Team Foundation Server (Standard Edition) is available for use by the entire development team
    - Expression® Studio Version 2

---

<sup>1</sup> Startups cannot be in the business of providing services to others such as hosting, web agency, system integration or outsourced development.

<sup>2</sup> Startups who are actively engaged in software development but have not yet completed the formalities of establishing a business are also eligible for entry into BizSpark.

<sup>3</sup> This requirement has been adjusted to add local variances calibrated to local economic conditions in the startup's place of business, below. If a Startup's place of business is not listed below, then the revenue limit is US \$1 million.

USD \$750,000	China
USD \$500,000	Korea, Malaysia, Poland, Russia, Spain, Ukraine
USD \$250,000	Egypt, Thailand, Turkey, Vietnam

<sup>4</sup> There are features of the Visual Studio Team System Team Suite (VSTS) with MSDN Premium subscription (such as concierge libraries, support and internal use licenses) that are not included in BizSpark Program.

- **For production use** – that is, to deploy and host Startup's new "software-plus-services" application to be delivered over the Internet to Startup's customers:
  - Windows Server (all non pre release editions); SQL Server (all non pre release editions), BizTalk Servers and Office SharePoint Server for Internet Sites hosting, and;
  - Systems Center for managing hosting server operations.

The information regarding software is representative and not comprehensive - see the Startup Program Guide Appendix A and Program EULA for more details. Products, versions, availability and additional benefits are subject to change. All software is available by download only.

Because this offering is likely to be updated from time to time, Startups and Network Partners should visit the Microsoft® BizSpark website at <http://www.microsoft.com/bizspark> often to check the Startup Program Guide.

- For detailed information on the current BizSpark technology offering and support resources, please see **Appendix A** of this Program Guide.
- For detailed information on production and hosting scenarios, please see **Appendix B** of this Program Guide.

## Responsibilities

Startups must:

- Enroll as a Startup on the BizSpark website and maintain an up-to-date profile on the BizSpark website.
- Renew their membership on an annual basis.
- Agree to abide by BizSpark terms and conditions as set forth in the BizSpark Startup Agreement, the BizSpark End User License Agreement, the Program website (including Terms of Use, Privacy Statement and Code of Conduct), and the Startup Program Guide.
- Pay a USD \$100 Program Offering Fee at the end of their participation with BizSpark.

*See the BizSpark Startup Agreement for more details regarding Startup responsibilities.*

## How do I join as a Startup?

The BizSpark Startup enrollment process:

The Primary Contact<sup>5</sup> connects to the BizSpark Website at [www.microsoft.com/bizspark](http://www.microsoft.com/bizspark). The enrollment process is quick and easy. The Startup Primary Contact must be signed in to Windows Live™ ID. If not, the system will prompt them to do so.

- Once connected to [www.microsoft.com/bizspark](http://www.microsoft.com/bizspark) the Primary Contact should review the eligibility requirements and check the appropriate box. The BizSpark home page offers Startups a detailed FAQ document to help with any questions that might arise during enrollment. Once they are ready, the Primary Contact clicks "Join BizSpark" to continue the enrollment process.
- The Primary Contact is prompted to review and accept the BizSpark Startup Agreement and the BizSpark Program End User License Agreement ("EULA"). Acceptance of the Startup Agreement and EULA are required to continue the enrollment process.

---

<sup>5</sup> A Primary Contact is a current member of the startup who is authorized to enroll the startup into the BizSpark program. The Primary Contact will serve as the Startup's account administrator and he or she alone will have access to the Startup's home page and subpages via its secure Windows Live ID credentials.

- Next, the Primary Contact enters information about the Startup and the individual completing the enrollment application.
- The final step in the enrollment process is to enter an approval code provided by a Network Partner or a Champ if a Network Partner was not available in your area. If a valid approval code is entered, the enrollment is completed and the Startup is approved in BizSpark.
- If a valid approval code is not available, the Primary Contact can request one from a Network Partner or Champ. We recommend that Startups look for local Network Partners, because they often provide entrepreneurial support beyond access to BizSpark. Startups who don't already have a Network Partner can select one using the "Find a Network Partner" tool on the BizSpark website. When requesting a code from a Network Partner, the Primary Contact can filter by Network Partners who only support their country/region or broaden their search by filtering Network Partners who support their country/region as well as others. The Primary Contact selects a country/region from the dropdown list box and the system populates the page with Network Partner listings that satisfy the filter criteria. If desired, the Primary Contact can refine the list by filtering on state/province for the selected country/region. The system will send notification to the selected Network Partner or Champ informing them of the Startup's pending approval.
- Once the enrollment process is complete and the Startup is approved, the Startup's primary Contact will receive a "Welcome to the Microsoft BizSpark Program" e-mail that includes next steps for getting started.

### How long can I participate in BizSpark?

For three years (renewed annually), unless the Startup goes public, is acquired by a company which does not qualify for BizSpark, or fails to abide by BizSpark's terms and conditions in the Program Materials.

See the BizSpark Startup Agreement for other situations where your participation in the Program could end.

### What is the Renewal Process?

Each Startup must renew their participation in BizSpark within 90 days of their first and second year anniversary after enrollment. The Startup's Primary Contact will receive a reminder email from BizSpark when it is time to renew. Renewal is fast and easy – the Startup Primary Contact simply logs in, clicks the renewal button, and confirms that their eligibility has not changed. If the Startup chooses not to renew, the Startup can contact customer support and ask to be removed from the BizSpark Program.

### How do I end my participation as a Startup?

You may end your participation in BizSpark as a Startup at any time. To do so, [contact Microsoft](#).

### What happens after three years of participation in BizSpark?

Generally, a Startup's participation in BizSpark will end after 3 years or earlier if it terminates its membership or if they're no longer eligible (e.g., go public or are acquired).

At the end of their program participation:

- Startups will continue to enjoy the use rights of the BizSpark Program technology offer to develop, test and demonstrate as long as all members of the Startup comply with the End User License Agreement.
- Startups will no longer have use rights to the BizSpark Program technology offer for production and hosting. However, at the conclusion of their participation in BizSpark, Startups

- will have had the benefit of the BizSpark experience, better equipped to determine the production and hosting technology that best fits their business needs.
- Startups might choose to take advantage of a Microsoft program like the Service Provider License Agreement (SPLA) (or other Microsoft licensing programs that may be available at the time), but are in no way obligated to do so.
  - Startups should manage their agreements with their hosters to anticipate the end of their production and hosting rights under the BizSpark Program.
  - Startups will be responsible to pay a USD\$100 Program Offering Fee.

### How do I pay my USD\$100 program offering fee?

An invoice for the USD\$100 Program Offering Fee will be sent to the Startup's Primary Contact after the Startup exits BizSpark. For more payment information, [contact Microsoft](#).

## Benefits of working with a Network Partner

BizSpark is designed to unite a global community of peers, technical resources and entrepreneurial mentors who can effectively address the unique business development challenges that Startups face. BizSpark directly connects Startups with a community of economic and entrepreneurial development organizations, or Network Partners, who fully understand the startup environment and what it takes to go big quickly. These advisors specialize in promoting and supporting Startups provide through programs, business mentoring, networking, financial assistance, peer connections, and other resources that drive Startup success.

## Benefits of working with a Hosting Partner

Hosting Partners are designated Network Partners who can provide hosting services for "software-plus-services " solutions developed by BizSpark Startups. Startups that intend to deploy a product on the Internet within 12 months of enrollment are encouraged to engage a Hosting Partner to assist them in hosting their application on the internet. Hosting Partners can offer a wide range of unmanaged to fully managed solutions.

If the Startup is still in product development, it may be most cost-effective to engage a Hosting Partner who offers inexpensive, unmanaged server accounts that allows a Startup to deploy one or more small servers they can configure and manage themselves.

If the Startup's application is headed toward production, the Startup should consider a full-service hosting partnership. A full-service partner will work with the Startup to deploy and run securely at scale, and will give the Startup a performance "service level agreement" for their application (after all – it's the application that Startup's customer is using, not the server!). Many Hosting Partners specialize in helping Startups take their application(s) to the next step of "Software-plus-Services" readiness, incorporating automated user provisioning, automated usage metering and even automated billing services if the Startup needs them.

A Hosting Partner may operate in specific geographies, and may have special qualifications such as enhanced security certifications. It is important for the Startup to choose a hosting partner that meets their specific needs. To learn more about hosters or to designate who will be your hosting partner, please click thru the link from your Startup home page to the Manage Hoster Relationship page.

To find a Hosting Partner in your geography please visit: [www.microsoft.com/bizspark](http://www.microsoft.com/bizspark)

## Miscellaneous

### Notices to Microsoft

*All Startups:*

Send written notices under your BizSpark Network Partner Agreement to Microsoft at:

Microsoft Corporation

Attn: BizSpark

One Microsoft Way

Redmond, WA 98052

Email: [bizspark@microsoft.com](mailto:bizspark@microsoft.com)

### Additional Resources

Interested in joining as a Startup? [www.microsoft.com/bizspark](http://www.microsoft.com/bizspark).

For support issues contact: [BizSpark Customer Support](#).

For more information about Startup resources: Visit <http://www.microsoftstartupzone.com>.

## Appendix A – BizSpark Technology Offering and Support Resources

<b>Software Provided Through BizSpark</b> <i>The following list is an overview.</i>	
<b>Design, Development, Test, &amp; Demonstration</b> <i>(Licenses are for development, test, and demonstration of your software applications only)</i>	
<b>Microsoft Expression Studio</b>	<ul style="list-style-type: none"> <li>• One (1) Expression Studio v2</li> </ul>
<b>Microsoft Visual Studio</b>	<ul style="list-style-type: none"> <li>• Visual Studio Team System 2008:                             <ul style="list-style-type: none"> <li>– Visual Studio Team System 2008 Team Suite</li> <li>– Visual Studio Team System 2008 Development Edition</li> <li>– Visual Studio Team System 2008 Architecture Edition</li> <li>– Visual Studio Team System 2008 Test Edition</li> <li>– Visual Studio Team System 2008 Database Edition</li> </ul> </li> <li>• Visual Studio Team System 2008 Team Foundation Server Standard Edition</li> <li>• Visual Studio 2008 Professional</li> <li>• Visual Studio Team System 2005:                             <ul style="list-style-type: none"> <li>– Visual Studio 2005 Team Suite</li> <li>– Visual Studio 2005 Team Edition for Software Developers</li> <li>– Visual Studio 2005 Team Edition for Software Architects</li> <li>– Visual Studio 2005 Team Edition for Software Testers</li> <li>– Visual Studio 2005 Team Edition for Database Professionals</li> </ul> </li> <li>• Visual Studio 2005 Professional</li> <li>• Visual Studio 2005 Tools for Microsoft Office System</li> <li>• Visual SourceSafe 2005</li> <li>• Previous versions of Visual Studio                             <ul style="list-style-type: none"> <li>– Visual Studio .NET, Visual Basic, Visual C#, Visual C++, Visual J#, Visual FoxPro</li> </ul> </li> </ul>
<b>Microsoft Servers</b>	<ul style="list-style-type: none"> <li>• SQL Server, all versions</li> <li>• Application Platform Servers                             <ul style="list-style-type: none"> <li>– BizTalk Server, Commerce Server, Host Integration Server, Connected Services Framework, Customer Care Framework</li> </ul> </li> <li>• Business Productivity Servers                             <ul style="list-style-type: none"> <li>– Content Management Server, Exchange Server, Office Live Communications Server, Office Forms Server, Office Groove Server, Office Performance Point Server, Speech Server, SharePoint Server, Windows SharePoint Services</li> </ul> </li> <li>• IT Operations Servers                             <ul style="list-style-type: none"> <li>– Identity Integration Server, Microsoft System Center, Microsoft Operations Manager, Microsoft System Center Capacity Planner, Microsoft System Center Data Protection Manager, Systems Management Server, Internet Security and Acceleration (ISA) Server</li> </ul> </li> </ul>
<b>Microsoft Dynamics</b>	<ul style="list-style-type: none"> <li>• Dynamics AX, GP, NAV, SL, Microsoft Forecaster &amp; Microsoft FRx</li> </ul>
<b>Operating Systems</b>	<ul style="list-style-type: none"> <li>• Windows Vista                             <ul style="list-style-type: none"> <li>– Ultimate/Enterprise/Business/Home Premium/Home Basic</li> </ul> </li> <li>• Windows XP</li> </ul>

	<ul style="list-style-type: none"> <li>– Professional/Home/Media Center Edition/Tablet PC Edition</li> <li>• Windows Server 2008 (all versions)</li> <li>• Windows Server 2003 R2</li> <li>• Windows Compute Cluster</li> <li>• Windows SharePoint Services</li> </ul>
<b>2007 Office System</b>	<ul style="list-style-type: none"> <li>• Office Ultimate/Enterprise/Professional Plus/Professional 2007</li> <li>• Office Word, Office Excel, Office PowerPoint, Office Outlook &amp; Business Contact Manager, Office Access</li> <li>• Office Publisher, Office InfoPath, Office OneNote, Office Communicator, Office Groove, Office SharePoint Designer, Office Visio Professional, Office Project Standard</li> <li>• Office Accounting, Office Business Scorecard Manager, MapPoint, Office FrontPage</li> <li>• Office Project Professional</li> <li>• Office Project Server, Office Project Portfolio Server</li> </ul>
Other Microsoft Tools, SDKs, DDKs	<ul style="list-style-type: none"> <li>• Access Developer Extensions</li> <li>• Virtual PC, Virtual Server</li> <li>• .NET Framework, .NET Compact Framework, .NET Micro Framework</li> <li>• Windows SDK, Platform SDK, DirectX SDK</li> <li>• Microsoft Baseline Security Analyzer 2.0, Application Compatibility Tool Kit 5.0</li> <li>• Windows Automated Installation Kit (WAIK), Windows Installer</li> <li>• Windows Driver Kit (WDK), Windows Hardware Compatibility Test</li> <li>• Visual Studio 2005 Extensions for .NET Framework 3.0</li> <li>• Robotics Studio Standard, CCR and DSS Toolkit Standard</li> </ul>
<p><b>Production and Hosting</b>  <i>(For production and deployment of Startup's new "software-plus-services" offer to be delivered to customers over the Internet. See Appendix B below for business scenarios with the Production and Hosting rights.)</i></p>	
<b>Hosting Servers</b>	<ul style="list-style-type: none"> <li>• SQL Server 2008 Standard, Enterprise and Workgroup Editions</li> <li>• SQL Server 2008 Web Edition</li> <li>• Windows Web Server 2008</li> <li>• Windows Server 2008 Standard and Enterprise</li> <li>• Windows Server 2008 Standard and Enterprise without Hyper-V™</li> <li>• BizTalk Server 2006 R2 Branch, Standard and Enterprise Editions</li> <li>• Office SharePoint Server 2007 for Internet Sites</li> </ul>
<b>IT Operations Servers</b>	<ul style="list-style-type: none"> <li>• System Center Configuration Manager 2007 with SQL Server 2005 Technology</li> <li>• System Center Data Protection Manager 2007</li> <li>• System Center Operations Manager 2007 with SQL Server Technology</li> </ul>

<b>Support Resources</b>	
<p><b>Program and Product Support</b>  <i>(Microsoft support professionals will respond to your questions within business hours.)</i></p>	<ul style="list-style-type: none"> <li>• Two technical support incidents, covering assistance with technical break-fix issues                             <ul style="list-style-type: none"> <li>– All members of the Startup are eligible to receive customer support. However, only the Startup’s Primary Contact is eligible to receive Two (2) Technical Support Incidents.</li> </ul> <p style="margin-left: 40px;">Connect to <a href="http://msdn.microsoft.com/subscriptions/aa948875.aspx">http://msdn.microsoft.com/subscriptions/aa948875.aspx</a> for regional support contact information and governing terms and conditions.</p> </li> <li>• Unlimited program support for non-technical issues                             <ul style="list-style-type: none"> <li>– Connect to <a href="http://msdn.microsoft.com/subscriptions/aa948875.aspx">http://msdn.microsoft.com/subscriptions/aa948875.aspx</a> for regional support contact information.</li> </ul> </li> </ul>

*The use of the Microsoft software and technologies are made available to Startups that are members in the BizSpark Program and the license use terms extent to the Startup’s individual members who have accepted the BizSpark End User License Agreement. The Microsoft technologies included in the BizSpark program must not be transferred to a third party.*

The information is representative and not comprehensive. Products, versions, availability and additional benefits are subject to change. Because this offering is likely to be updated from time to time, Startups and Network Partners should visit the Microsoft® BizSpark website at <http://www.microsoft.com/bizspark> often to check Program Guides, including Appendix B: Production and Hosting Scenarios.

## Appendix B – Production and Hosting Scenarios

Startups can use BizSpark Hosting and IT operations servers for production use: that is, to host and manage their “software-plus-services” application that is accessed over the Internet by their customers. Startups can self-host, or contract with a BizSpark Hosting Partner.

BizSpark hosting servers include Windows Server, SQL Server, BizTalk Server, and Office SharePoint Server for Internet Sites products. BizSpark IT operations servers include System Center Server products.

Startups may use BizSpark IT Hosting Servers to deploy a software application that the Startup developed and that is accessed by its customers over the Internet. They can use BizSpark IT Operations Servers to manage the application and the servers it runs on.

Examples of applications like this include, but aren't limited to:

- A line of business application, such as a CRM application, which the Startup's customer's use to manage their own customer relationships.
- An online auction site.
- Startup's business is logistics (e.g. package delivery).
- A social networking site.

The key points here are:

- The Startup developed the application or service itself, and hosts it (either self-hosted or via a hoster), and
- The customers access the application or service over the internet

The BizSpark servers cannot be used where they don't support an application the Startup developed. In other words, the BizSpark licenses don't apply when the Startup

- Offers the servers simply as a hosted platform(e.g. a SQL Server database)
- Uses the servers as a platform for another company's application, such as a CRM application from a third party

Please refer to the BizSpark Startup Agreement and BizSpark End User License Agreement (both posted on the BizSpark website) for definitive use terms.