

Microsoft BizSpark™

Program Guide for Network Partners

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

What is BizSpark?

Program Overview

BizSpark is an innovative new program that unites startups with global entrepreneurial and technology resource in one community, with a common goal of supporting and accelerating the success of a new generation of high-potential Startups.

BizSpark is uniquely designed to help Startups engaged in software development to jump-start their business, by:

- Providing them with “express access” to Microsoft tools and technologies, for their immediate use in design, development, testing, demonstration, and hosted application production and deployment; and
- Connecting them with Network Partners and a united, global community of resources designed to support them.

Program Highlights

For BizSpark Network Partners and Hosting Partners:

1. *Eligibility:*
 - *Network Partners:* Network Partners are active members of the local software ecosystem engaged with high-potential, early stage Startups. They are organizations specifically focused on supporting software entrepreneurs and Startups, or whose activities include a focus on promoting and supporting software Startups, through programs, mentoring, networking, business advice, financial and legal assistance, or similar services and activities.
 - *Hosting Partners:* Hosting Partners are designated Network Partners who can provide hosting services for “software as a service” solutions developed by BizSpark Startups. Generally they are members of the SaaS Incubation Center Program.
2. *Term:* Perpetual unless terminated by either the Network Partner or Microsoft.
3. *Fee:* Network Partners are not charged a fee to participate in BizSpark.

For Startups:

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 business¹,
 - Privately held,
 - In business for less than 3 years², and
 - Less than US \$1 million in annual revenue.³
- To be eligible to use the software for production and deployment of hosted solutions, startups must also be developing a new “software as a service” solution (on any platform) to be delivered over the Internet.

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

- Design, development, testing and demonstrations rights with regard to:
 - All the software included in the Visual Studio Team System Team Suite (VSTS) with MSDN Premium subscription
 - Expression Studio (Version 2)
 - VSTS Team Foundation Server (Standard Edition)
- Production Use rights to host a “software as a service” solution (developed by the startup during their participation, on any platform) over the Internet, with regard to products including: Windows Server (all versions up to and including Enterprise); SQL Server (all versions); Office SharePoint Server; Systems Center, and BizTalk Server

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 <https://microsoft.com/bizspark> often to check Program Guides.

5. *Special offers:* By virtue of their participation in BizSpark, Startups may also be eligible for additional special technology 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 of those offerings and how to sign up for them.

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

² 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.

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

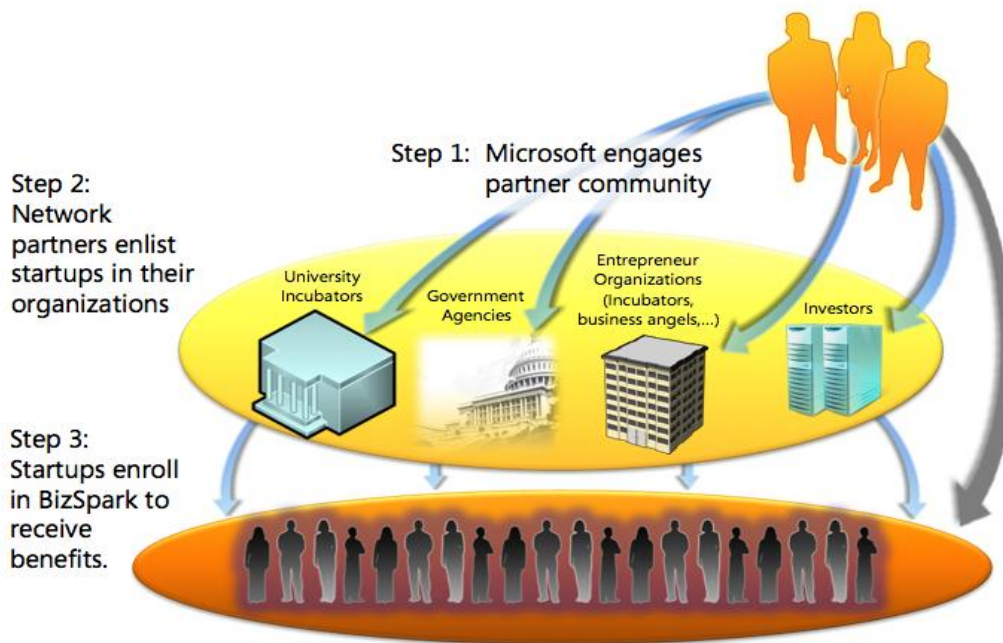
USD \$750,000	China
USD \$500,000	Greece, Korea, Malaysia, Poland, Russia, Spain, Ukraine
USD \$250,000	Egypt, Pakistan, Thailand, Turkey, Vietnam

Program Structure and Roles

1. Structure:

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

- 1) Champs work with and manage *Network Partners*.
- 2) *Network Partners* sponsor and manage eligible *Startups*' participation in the Program.
- 3) *Hosting Partners* offer hosting services to *Startups* for “software as a service” 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 as a service” solutions developed by BizSpark Startups.

Why should I join BizSpark as a Network Partner?

1. *Generally:* By virtue of their participation in BizSpark, Network Partners can extend their reach in the Startup community and receive exposure as a Microsoft partner. Specifically, participation in BizSpark provides Network Partners:
 - The opportunity to provide Startups in their network with express access to valuable technology-based benefits, at no cost to the Network Partner's own organization
 - The opportunity for visibility as a BizSpark Network Partner on the "Find a Network Partner" feature on the BizSpark Website and company information on the Microsoft Startup Zone Website.
 - The opportunity to attract high-potential technology Startups and help increase in bound flow of new members to the Network Partner's organization.
 - Increase visibility to high-potential Startups via BizSparkDB, an online directory of Startups on the Microsoft Startup Zone website.
2. *Promotional Activities:* Network Partners are eligible to participate in promotional activities, such as:
 - Profile on the BizSpark website or other Microsoft online properties targeting Startups and entrepreneurial communities
 - Prominent exposure to new technology Startups via the BizSpark web site "Find a Network Partner" feature
 - Opportunity to use a BizSpark referential link on the Network Partner's website. For more information, please see the Program Reference Link "How To" document in the Network Partner Welcome Kit which Network Partner receives after successful enrollment.
 - The opportunity for high-profile, global exposure as a Microsoft partner, which could include joint PR and marketing activities with local Microsoft affiliates through a variety of channels (e.g., Microsoft websites, podcasts, webcasts, and newsletters)

BizSpark Network Partners

Eligibility

1. Network Partners are active members of the local software ecosystem engaged with high-potential, early stage Startups, and are organizations specifically focused on supporting software entrepreneurs and Startups, or whose activities include a focus on promoting and supporting software Startups, through programs, mentoring, networking, business advice, financial assistance or similar activities.
2. Network Partners are recruited by Champs based on the above qualifications. If you would like to be considered to become a BizSpark Network Partner, contact bzsmsft@microsoft.com.

No Program Fees

1. Network Partners are not charged a fee to participate in BizSpark.
2. In turn, Network Partners should not charge any fee to Startups to sponsor them for the Program, although Network Partners may choose to charge Startups the customary membership fee (if any) to become a member of Network Partner's organization or otherwise participate in Network Partner's network, at the Network Partner's discretion.

Responsibilities

Network Partners must:

1. Enroll their organization as a Network Partner on the BizSpark website and maintain an up-to-date profile, including primary and secondary contacts, on the BizSpark website. For additional information, see the Network Partner User Guide.
2. Agree to abide by Program terms and conditions as set forth in the BizSpark Network Partner Agreement and in the BizSpark website (including Terms of Use, Privacy Statement and Code of Conduct), as well as in this Network Partner Program Guide.
3. Use commercially reasonable best efforts to:
 - Promote BizSpark to Startups in their organization or network,
 - Respond promptly to Startup inquiries (e.g., within 3 business days),
 - Recruit eligible Startups to join BizSpark,
 - Ensure that the Startups they sponsor for BizSpark meet Startup Eligibility Requirements, and
 - For the Startups sponsored by a Network Partner, leverage the relationship to encourage Startups to annually update their membership in BizSpark.
4. Not charge Startups any amount for sponsoring them for BizSpark, or otherwise in connection with BizSpark or any benefits available under BizSpark.
5. Maintain as confidential any information or materials regarding BizSpark they receive or access, unless and until such information or materials are made public by Microsoft via the BizSpark Program.

See the BizSpark Network Partner Agreement for more details regarding Network Partner responsibilities.

How do I join as a Network Partner?

Contact a Microsoft Champ in your area by visiting www.microsoft.com/bizspark and follow the onscreen instructions.

How do I end my participation as a Network Partner?

You may end your participation in BizSpark as a Network Partner at any time. To do so, [contact Microsoft](#). See the BizSpark Network Partner Agreement for other situations where your participation in the Program could end.

BizSpark Hosting Partners

Eligibility

Hosting Partners are designated Network Partners who can provide hosting services for “software as a service” solutions developed by BizSpark Startups. Generally, Hosting Partners are members of the SaaS (Software as a Service) Incubation Center Program, which is subject to its own terms and conditions (including, but not limited to, a one-time \$10,000 fee for SaaS Business training and ongoing delivery of 1-day SaaS workshops).

How do I join as a Hosting Partner?

Contact the Microsoft Communication Sector Team Email: bzshstr@microsoft.com

Miscellaneous

Notices to Microsoft

All Network Partners:

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

Julien Codorniou
Microsoft Corporation
One Microsoft Way
Redmond, WA 98052
Email: bzsmsft@microsoft.com

Additional Resources

Interested in joining as a Network Partner? Contact: bzsmsft@microsoft.com

Interested in joining as a Hosting Partner? Contact: bzshstr@microsoft.com

For already-participating Partners:

All Network Partners:

For technical assistance regarding use of this site: Contact Program [Customer Support](#)

For other Network Partner issues: Contact your Microsoft Champ or [Customer Support](#)

Hosting Partners:

For Hosting Partner issues, contact your Microsoft Communication Sector contact.
bzshstr@microsoft.com

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