Microsoft BizSpark

Thank you for being a valued member of Microsoft BizSpark. If you would like to be considered as a featured startup, please fill out the following questionnaire as thoroughly as possible.

To convert this PDF into an editable Word document, re-open this file using Microsoft Word 2016. Word will prompt you to convert the file into an editable Word document. Once you have updated your Startup information please return to our team as referenced below.

The BizSpark Team will review and be in touch with you in the next few weeks if you are selected and/or if we need any additional information. Please bear in mind we may have a large pipeline at times so it may take 2-3 weeks, however if you have an upcoming product release, event, or investor interest you are targeting feel free to reach out again to inform us of this date. We will do our best to review and coordinate the feature to these activities if selected.

If chosen we will want to follow up with you to get more background and to better enable our storytelling about your startup. All featured startups are given the rights to review the feature article, ensuring your happiness, prior to publishing.

When you have completed the questionnaire please submit the questions below along with the specified attachments (logos, images, video links, etc.) and your signature to our required Microsoft Case Study and PR Release to us at startups@microsoft.com.

Thank you,
The Microsoft Startup Team

PART 1: Profile Information

- Your Full Name:
- Your Email:
- Your Title (Founder, CEO, CTO, etc.):
- Company Name:
- Company Email:
- Country:
- URL:
- Company Twitter Handle:
- Company Facebook Page:
- Include any links to all marketplace apps (Windows, Azure, iOS, Android):
- Please tell us which Microsoft tools/technologies you use to build the app (and if you’re using Microsoft Azure, please answer the Microsoft Azure section below).
- How have Microsoft tools helped you develop and deliver your app to market?:

PART 2: Startup Information

Company Background:

- In 140 characters or less, tell us what your company does.
Microsoft Azure Information:

- Tell us about your Microsoft Azure solution.
- Do you use Azure features such as machine learning, business intelligence, virtual machines, web roles, etc?
- Is your company a part of the Internet of Things? If so, how?
- A key benefit of Microsoft Azure is that it works on Linux and can easily integrate thousands of open source software (OSS) packages. Please share which OSS packages you use with Azure - and why?

PART 3: Logos, Photos and Videos

We are excited to share your story as a featured BizSpark member with over 60,000 of our fans. The more that you can share an interesting and unique photograph and/or video – the greater your long-term impact will be in social media.

1. Required: Attach a high resolution logo (png, tif, jpeg, or gif)
2. Required: Attach a high resolution photos that show your company in-action (png, tif, jpeg, or gif). Ideal photos include images of your unique workspace; company outings; meetings with customers at tradeshows, branding images from your website/collateral, etc. Anything that helps you stand out as either demonstrating the product / service in a unique and memorable way or ideally the members of your startup team together.
3. Optional: Attach a high resolution photo of your company's leadership team, ideally not a posed or canned studio shot. You can add an optional logo to this photo.
4. Link to videos – please provide as many of the following as possible:
   - Video of the team that makes up the company working together.
   - Video of your core team sharing more on what your company does and what makes it unique.
   - Video of product demonstration

PART 4: Microsoft Case Study & PR Release

Microsoft and its affiliates would like the opportunity to participate in certain PR activities with you in order to describe your use of Microsoft technologies. The purpose of this PR release is to describe the activities in which you agree to participate and the use rights of the parties with regard to any documentation resulting from these activities. Unless otherwise agreed to in writing by the parties, this release will apply to all occurrences of the activities you select from the list below. The parties agree as follows:

1. You agree to participate in the activities that are marked with an ‘x’ below:
   - **Blog Post** – inclusion in a blog post describing your experience with use of Microsoft technologies
   - **Press Release** – issued to press and media in order to make a newsworthy announcement relating to your experience with use of Microsoft technologies
   - **Testimonial Advertisement** – an advertisement describing your experience with the use of Microsoft technologies
   - **Reference Customer** – speak at Microsoft events and/or with new potential Microsoft customers about your experience with use of Microsoft technologies
Your agreement to participate in these activities does not obligate Microsoft to create any of them or to offer the opportunity to you.

2. The following terms apply to all documentation created under this release, including any testimonial advertisements, or press releases.
   a. Microsoft may interview your employees and/or contractors to gather information for creating the documentation. You agree to obtain sufficient permissions from any of your employees and/or contractors whose quotes, names, or pictures appear in the documentation, in order to grant the rights described in this release.
   b. Microsoft may display your name, trademarks, service marks, logos, and other identifying information in the documentation, as approved by you by providing the information.
   d. Except for any of your trademarks, service marks, logos, and other identifying information contained in the documentation, Microsoft will own the documentation, and grants you a license to use and distribute the documentation for your own advertising and marketing efforts.

Both parties will have the right to publish, use, reference, and display the final, approved documentation, in whole or through unedited excerpts, in all forms of media now or hereafter known, and to sublicense the foregoing rights to third parties. Both parties agree that the content of the documentation will not be altered without prior written consent from the other party. Both parties also agree to stop distributing, publicly referencing, and displaying the documentation at any time upon written request from the other party.

3. Each party agrees to release the other party and its contractors, agents, and employees, from any claims relating to use of the material that the releasing party provides and which is included in the documentation, so long as such use is in accordance with the rights granted under this release.

COMPANY: ______________________________
Signature (Full Name): _________________________
Title: _______________________________
Date: _______________________________

MICROSOFT: ________________________
Signature: _______________________
Title: _______________________________
Date: _______________________________

*Please type your signature above, returning with your approval in email and print a copy for your own records.