

Microsoft Startups @ Brandeis

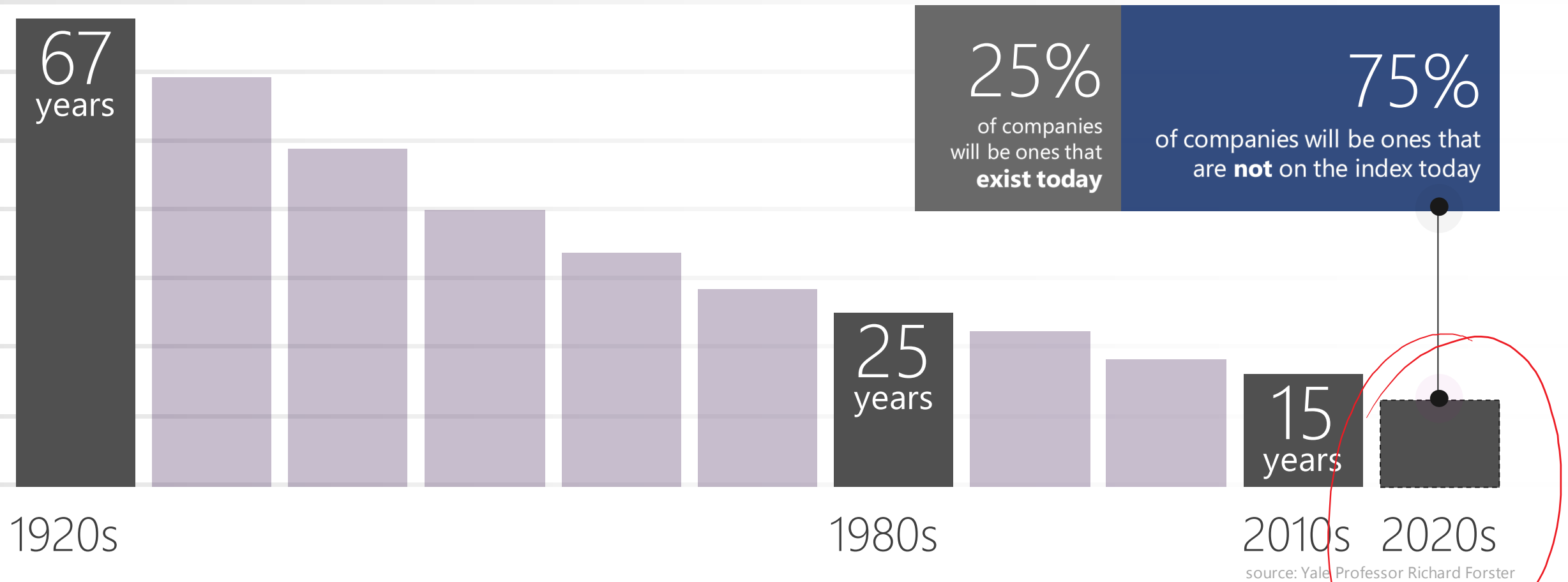
Steve Ramsay, Microsoft Startups, Students and Developers
Sharon Gillett, Microsoft Research

@MSFTstartups



An unprecedented rate of change for customers

Average lifespan of a company on the S&P 500



Our approach

A funnel structure drives value for a wide range of startups

Per year

of ww startups

Lifecycle

Engagement Model

MSFT Goal

100,000 Started	Ideate	Reach Microsoft BizSpark Program	Discover
10,000 Angel funded	Validate	Community Microsoft Innovation Center (MIC), Partnerships	Evaluate
1,000 VC funded	Build	Accelerator Partner Accelerators & Microsoft Ventures Accelerators (MVA)	Accelerate
~10 > \$1B	Grow	Enablement Customer Access Program (CAP), Top Startup (HiPo) Program	Grow

Supporting Startups Through Their Life Cycle



Discovery

Validation

Growth

Startups need ➤ *How we engage*

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Thriving ecosystem ➤ **Meetups, workshops**

Sounding board, no strings attached ➤ **Office hours**

A platform to experiment with ➤ **BizSpark**

An abundant of resources and tools ➤ **Microsoft Accelerator program: Space, equipment, platforms and tools estimated at \$1M**

Constant challenging and guidance ➤ **Mentors, experts, via accelerators**

A powerful Launchpad to set up trajectory ➤ **Access to partners, VCs, Introduction to local customers**

Extensive tech enablement ➤ **BizSpark+ Azure Offer \$120K+**

Go to market and BizDev support ➤ **Access to top VCs, customers & partners, introduction to industry leaders, Marketing and PR**

Ongoing support ➤ **Alumni program Success managers**

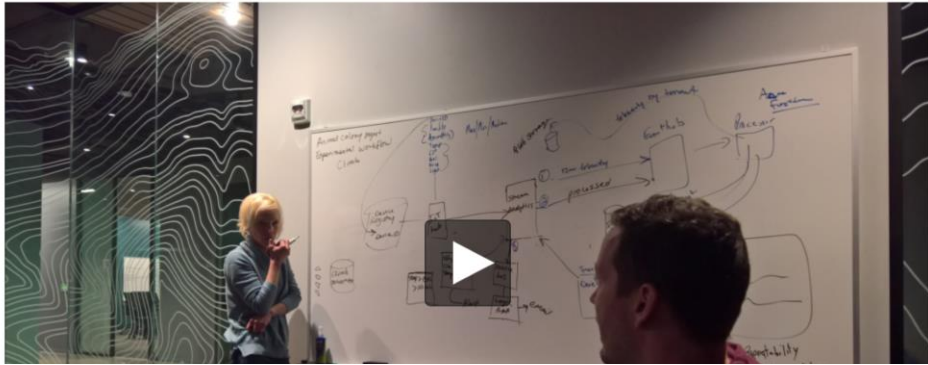
Unparalleled customer base



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Behind the Scenes: How Microsoft and RockStep Built an IoT solution for Research Labs

Feb 16, 2017 at 12:30PM by [Nick Landry](#), [Jerry Nixon](#), [DevRadio](#), [ChrisCaldwell](#), [jsturtevant](#), [Chris](#)
 ★★★★★ 2 ratings 13,743 views



Microsoft® Azure™ and Climb

Climb by RockStep Solutions + Microsoft Azure



When IT and business teams are looking to streamline lab efficiency, while increasing research reproducibility and output, they look to RockStep to provide state of the art animal lab informatics software to make it easy to utilize advanced Azure capabilities that improve the quality of the research.



Biomedical science is plagued with expensive server rooms and software that people hate to use. Climb is intuitive animal lab informatics software, designed in the secure Azure™ cloud, for preclinical research. With infinite scalability and continuous release of new features, Climb is SaaS for any research enterprise or individual lab.



Product Alignment

Climb + Microsoft Azure Logic Apps

Auditable Alerts and Messaging, In-app and Externally

Enables real time communication between lab members expediting the time of decision for critical functions.



Climb + Microsoft Azure IoT Hub & Machine Learning Studio

Integrated Environmental Monitoring & Anomaly Detection

(Coming Early 2018)
 Tracking cage conditions like ammonia, sound, light, humidity, and temperature provides a layer of reproducibility to experimental results, in addition to actionable insight into timing of cage cleanings.



Climb + Microsoft Azure Web API Management

Integrate With Enterprise Applications

Integrate with existing or new suites of enterprise applications or data sources, creating a connected data ecosystem for the research laboratory.





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Microsoft for Startups

NRF Showcase 2016

Mar 06, 2016 at 11:15PM by [Crystal Thune](#)

★★★★★ 0 ratings 103 views

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Your Call to Action

- Are you ready to Challenge?
- Consider BizSpark
- Try out Azure
- Get connected

Question time!!

