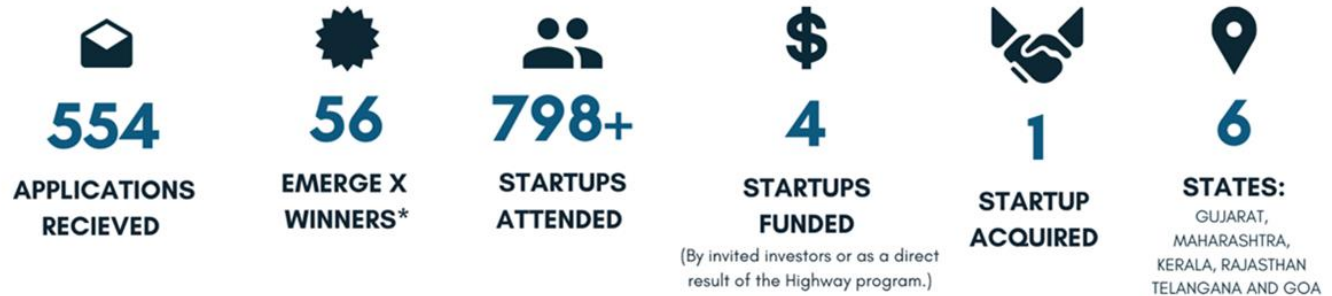




Microsoft is proud to host *Highway to a 100 Unicorns*, a series of events across several countries, with the aim to discover and enable the next wave of high-potential technology startups in the SEA and APAC region.

This program was introduced across 6 states in India and given its success here (as described below), Microsoft is taking Highway to a 100 Unicorns international.

IMPACT OF THE PROGRAM IN INDIA



Approximately **15500** startups in the ecosystems visited so far based on information from the states

*Emerge X startups are nominated for **\$25K Azure credits** and a **yearlong engagement** program

About Highway to a 100 Unicorns:

The aim of the program is to identify the top technology startups in each country we engage with and onboard them into a year long deep mentorship program with Microsoft.

Criteria for Start Ups to apply for the EmERGE X Program:

1. Preferably B2B Product Companies with product market fit
2. Revenue Generating with at least 3-4 clients
3. Funding a plus

The top 3 of the EmERGE X for each country will further be selected to a pitch competition judged by a panel of top investors and industry leaders.

The EmERGE X startups will gain access to several significant benefits including (but not limited to):

1. Upto \$120k in Azure Credits
2. Co-sell/GTM Opportunities where Microsoft takes start ups to our Enterprise Clients.

3. Founder Bootcamp – a multi-day retreat including all of the Emerge X startups from multiple regions, industry leaders, investors and Microsoft leaders from across globe if travel is allowed in FY21. Else it will be held virtually. NOTE: Travel and accommodation costs covered by the founders to the venue if held in person.
4. Access to webinars, workshops and relevant Microsoft events
5. Emerge X – top 3 startups further get the benefit of a deep, yearlong mentorship program with the Microsoft for Startups leadership team

*Detailed description of the benefits is provided on the next page.

	<u>Segment</u>	<u>Nature of Engagement</u>
<u>Level 1</u>	<p>Emerge X – Top 3</p> <p><i>\$25k to \$120k in Azure credits</i></p>	<ul style="list-style-type: none"> ● A Year long mentorship program with 2 deep dives ● B Founder bootcamp and office hours ● C Focused workshops on business and tech ● D Monthly webinars with global startup ecosystem influencers ● E Select Media Coverage
<u>Level 2</u>	<p>Emerge X – All</p> <p><i>\$25k to \$120k in Azure credits</i></p>	<ul style="list-style-type: none"> ● B Founder bootcamp and office hours ● C Focused workshops on business and tech ● D Monthly webinars with global startup ecosystem influencers ● E Select Media Coverage
<u>Level 3</u>	<p>Rest of the Ecosystem</p>	<ul style="list-style-type: none"> ● C Focused workshops on business and tech ● D Monthly webinars with global startup ecosystem influencers

Testimonials from Indian Startups selected to the EmergeX Program:

“A big vote of thanks to Lathika Pai and Vinayak Hegde for a hugely gracious 2 full hours of absolute #mentoring. These two were indeed the most well spent business hours in last few years. All started with the super dose of humility in spite of Sandeep Paliwal and I bungled up on connectivity. Crisp and precise feedback on the product pitch; Instantaneous appreciation and introduction to new markets leads; Direction on GTM and further optimisations to our native cloud platform.... were the clear the takeaways.”

- Yogesh Kaushik, Founder, Secure Learning

“Lathika took time to go through our product completely – in detail. Critical analysis in terms of benefit to customers, how we stand against competition, and how we should move forward was discussed in detail. To collaborate with other companies was something we had planned for, and Lathika suggested the same and gave it the much needed push and went ahead to talk about us and connect us with some of the companies with whom we can have an immediate win. This is truly valuable for us.”

- Thomson Skariah Thayil, Founder, Rapidor

"The founder bootcamp has been extremely insightful and great. A platform to learn and engage with the top 56 companies in India was really helpful. I had the opportunity to speak and get mentorship from Lathika Pai, Country Head of Microsoft for Startups. Overall, the best mentorship program so far!"

- Gautami Raiker, Founder, Attort Legal Consultancy Private Limited

Terms and Conditions:

- Startups that have received free Azure credits in the past will not be eligible to receive more but will still be able to avail all the other benefits.
- Level 1 and Level 2 engagements and benefits are contingent on startups starting their migration journey to Azure within 60 days of credits being allocated.
- Relevant startups will also be given access to other Microsoft events where possible.
- The format of the program may be subject to changes.