

WOMEN IN CLOUD :

MICROSOFT CLOUD ACCELERATOR PROGRAM

ENTREPRENEUR GIVES & GETS



WHAT IS THE CLOUD ACCELERATOR?

WIC:MCAP is a 6-month program to accelerate female-led tech organizations to bring their Cloud + AI innovations to be co-market and co-sell ready with Microsoft. Entrepreneurs will learn to develop their Cloud business model, Cloud solution, source target customers, get access to subject-matter experts & executives with an ultimate goal of creating economic growth and job opportunities that are aligned with the UN goals.

Up to 25 applicants will be selected to participate in the program and will each be assigned a dedicated advisor to create access to potential customers, partners, and subject-matter experts to help them realize their business goals.

GIVES

- Commit \$1000 and time to participate in a 6-month accelerator program
- Win at least 1 B2B customer within 6-months (total contract value min. \$10K)
- Create a GTM campaign for customer acquisition
- Create a customer-win case study
- Deploy the solution on Azure infrastructure
- Present Cloud solution at 1 - 3 industry stages
- Nominate a minimum of 3 women-led companies in your network to participate in Women in Cloud activities
- Show up as a brand ambassador for Women in Cloud and Microsoft on industry stages

GETS

- Immersive co-selling education with Microsoft
- Downloadable workbooks
- Formal introductions to Microsoft executives and subject-matter experts
- Invitation to speak at industry stages
- Hands-on assistance to develop of Cloud business model, GTM & Co-Selling Support
- Exclusive Invitation to IdeaGEN UN Delegation participation
- Year-round Discounted Travel Benefits
- Azure credits up to \$5000 upon approval
- Business development advisory (up to 4 hours) for winning potential customers
- Two (2) complimentary tickets to Women in Cloud events
- Formal introduction to investors
- Access to Partner Benefits (includes leadership readiness, technology solutions, marketing resources)
- Case study development for PR activities

**FOR MORE DETAILS,
CONTACT:**

Name	Raisa Noelle
Phone	+1 (206) 201-2657
Email	raisawomenincloud.com
Website	www.womenincloud.com/about/accelerator

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