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About Women in Cloud CLOUD ACCELERATOR

Women In Cloud's Microsoft Cloud Accelerator is an immersive 6 month program to assist women-led tech companies to co-build, co-market and co-sell with Microsoft and their distribution channels. This program is designed to help you win enterprise opportunities, get access to Azure credits, an advisor community, and a global stage to showcase your business.

www.womenincloud.com

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CLOUD BUSINESS MODEL CANVAS

Helps you develop your cloud business model for your solution to achieve MRR

CLOUD SOLUTION AUTOMATION PLANNER

Helps you identify the list of activities that needs to be automated by your solution

ENTERPRISE-READY CHECKLIST

Helps you focus your solution to serve one market, one customer, one problem, one solution, one workload

CLOUD VENDOR MARKETPLACE LISTING CHECKLIST

Helps you easily publish your solution on the marketplace

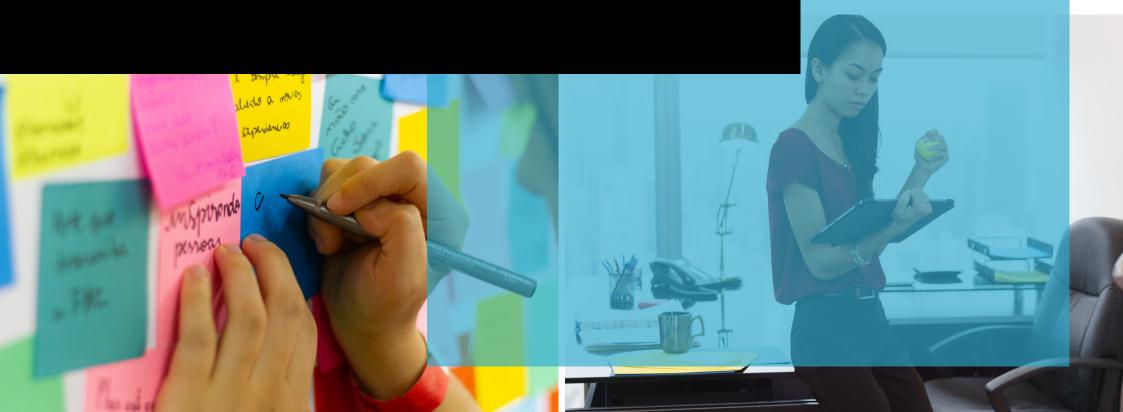
CLOUD DEAL PLANNER

Helps you put together a cloud deal for your customer

CLOUD SOLUTION CREDO

HELPING YOU FOCUS YOUR SOLUTION TO SERVE:

- ONE MARKET,
- ONE CUSTOMER,
- ONE PROBLEM,
- ONE SOLUTION,
- ONE CLOUD WORKLOAD



CLOUD BUSINESS MODEL CANVAS

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
1.	1. 2.	What value do we deliver to the customer today?	1. 2.	1.
2.	3. 4.	Which on of our customer's problems are helping to solve?	3. 4.	2.
3.	Key Resources	What bundles of products and services are we offering to each customer segment?	Distributions Channels	3.
4.	1. 2.	Which customer needs are we satisfying?	1. 2.	4.
5.	3. 4.	Which solutions can help them achieve the same vision?	3. 4.	5.
Cost Structures	Revenue Streams			
1.		1.		
2.		2.		

ENTERPRISE-READY CHECKLIST

STRATEGIC	GO TO MARKET	BUSINESS NETWORK
SOLUTION OFFERING STRATEGIC NARRATIVE TRIAL & PILOT OFFERS AGREEMENTS	PRESENTATION & FLYERDEMO VIDEOCUSTOMER EVIDENCETECHNICAL REFERENCE DOC	ADVISORINFLUENCERCOMMUNITYCONNECTOR
TEAM MEMBERS	CLOUD PARTNERSHIPS	TEAM MEMBERS
EXECUTIVE		O INDUSTRY EVENT
TECHNICAL LEAD SUCCESS MGR ACCOUNT MGR	VENDORMARKETPLACE LISTNGCO-SELL OFFER	INDUSTRY EVENTSHOWCASE ROADSHOWTHOUGHT LEADERSHIP
SUCCESS MGR	MARKETPLACE LISTNG	SHOWCASE ROADSHOW

CLOUD CUSTOMER ACTIVITIES AUTOMATION PLANNER

ACTIVITIES YOU CONDUCT WITH YOUR CUSTOMERS	ACTIVITIES YOUR CUSTOMERS PERFORM REPEATEDLY	COMMON "AUTOMATION" OPPORTUNITIES
TECHNOLOGY REQUIREMENTS	STRATEGIC OUTCOMES	ONGOING ASSISTANCE NEEDED
SECURITY COMPLIANCE B1 & DASHBOARDS PUBLIC/PRIVATE CLOUD BACKUP & RECOVERY, ETC.	REVENUE/MARKET SHARECOST SAVINGS/EFFICIENCYCUSTOMER LOYALTYTALENT MANAGEMENT	
	NOTES	

CLOUD VENDOR MARKETPLACE LISTING

CHECKLIST

CHECKLIST		
BUSINESS INFO	SOLUTION INFO	OFFER INFO
NAMEADDRESSCERTIFICATIONWEBSITE	NAMEDESCRIPTIONBENEFITSBUSINESS VALUE	OFFER NAME DESCRIPTION ADD ONS HOW TO REDEEM
CLOUD WORKLOAD	PRICING	GTM CONTENT
CLOUD VENDORWORKLOADLICENSING MODELCONSUMED VIA	<pre>TYPE MONTHLY/ANNUAL DISCOUNTS</pre>	FLYERCUSTOMER DECK & CASE STUDYSOCIAL MEDIA COPY
	MISCELLANEOUS	

CLOUD DEAL PLANNER

	Proof of Concept - Evidence Based	Plot Implementation (contract in place)	Managed Contract (ongoing)
Average deal size			
Time to implement (# of hours)			
Cost to serve customer (\$)			
Example			

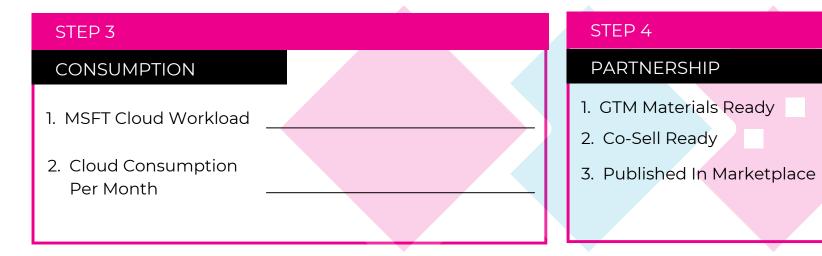
MICRSOFT STRATEGIC PARTNERSHIP FRAMEWORK

STEP 1	
FUNDAMENTALS	
1. MPN ID ————	3. Cloud Competency
2. Certification	4. Solution Name

STEP 2	
EVIDENCE	
Case Study 1	
Case Study 2	
Case Study 3	

STEP 4

PARTNERSHIP



SOFTWARE BENEFITS

CREDITS AND OFFERS

- Beautiful.AI 3 months free team subscription
- Canva 60 Day Free trial to Canva Pro Access
- Smartsheet 30 Day Free Trial
- Postal.io 2 week free trial with \$20 Postal credit
- Speaker Engage 100 Day Free Trial + 10% discount for first year subscription
- Innovation Women \$50 off first year membership

