



AI Tech Accelerator Community





Kick-Off 4 February

Linda Fuchs
Maruscha Heyner



Agenda

- Welcome & Program Overview
- Lunch
- GitHub Copilot Enterprise Setup
- How to Get the Most out of Microsoft
- Coffee & Break
- Out of the Box with Microsoft
- Apéro & Meet the Community

Who we are – Swiss Startup & Scaleup team



Andrew



Roberta



Marta



Maruscha



Linda



Thibaut



Martin



Juanma



Oliver



Many More



maisot

ATENIA AI

augment IT



DecisionQ^{Ind}

Demetrics

EARTH XCG

e x e o n

ImmuniWeb[®]
AI for Application Security

Intellyse

legal.i



NET
WORCX

NIATSU

novigenix

ParetoLabs

PROXINEA
~~~

CARAlink

Reshape.  
systems  
smarter, safer.

UTHEREAL

yoordi

zenline

# Get to Know the Community

“

Name  
Company  
Industry  
“1 sentence” pitch



# Meet the extended Community



**Microsoft  
Experts**



**Microsoft  
MVPs**



**Partners**

# Program Overview



# Dates of the Accelerator

| 2025    |    |    |    |    |    |          |    |    |    |    |    |       |    |    |    |    |    |        |    |    |    |    |    |    |    |    |    |
|---------|----|----|----|----|----|----------|----|----|----|----|----|-------|----|----|----|----|----|--------|----|----|----|----|----|----|----|----|----|
| January |    |    |    |    |    | February |    |    |    |    |    | March |    |    |    |    |    | April  |    |    |    |    |    |    |    |    |    |
| S       | M  | T  | W  | T  | F  | S        | S  | M  | T  | W  | T  | F     | S  | S  | M  | T  | W  | T      | F  | S  | S  | M  | T  | W  | T  | F  | S  |
|         |    |    | 1  | 2  | 3  | 4        |    |    |    | 1  |    |       |    |    | 1  |    |    |        |    |    |    |    |    |    |    |    |    |
| 5       | 6  | 7  | 8  | 9  | 10 | 11       | 2  | 3  | 4  | 5  | 6  | 7     | 8  | 2  | 3  | 4  | 5  | 6      | 7  | 8  | 6  | 7  | 8  | 9  | 10 | 11 | 12 |
| 12      | 13 | 14 | 15 | 16 | 17 | 18       | 9  | 10 | 11 | 12 | 13 | 14    | 15 | 16 | 17 | 18 | 19 | 20     | 21 | 22 | 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 19      | 20 | 21 | 22 | 23 | 24 | 25       | 16 | 17 | 18 | 19 | 20 | 21    | 22 | 23 | 24 | 25 | 26 | 27     | 28 | 29 | 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 26      | 27 | 28 | 29 | 30 | 31 |          | 23 | 24 | 25 | 26 | 27 | 28    |    | 30 | 31 |    |    |        |    |    | 27 | 28 | 29 | 30 |    |    |    |
| May     |    |    |    |    |    | June     |    |    |    |    |    | July  |    |    |    |    |    | August |    |    |    |    |    |    |    |    |    |
| S       | M  | T  | W  | T  | F  | S        | S  | M  | T  | W  | T  | F     | S  | S  | M  | T  | W  | T      | F  | S  | S  | M  | T  | W  | T  | F  | S  |
|         |    |    | 1  | 2  | 3  |          | 1  | 2  | 3  | 4  | 5  | 6     | 7  |    | 1  | 2  | 3  | 4      | 5  |    | 1  | 2  | 3  | 4  | 5  | 6  | 7  |
| 4       | 5  | 6  | 7  | 8  | 9  | 10       | 8  | 9  | 10 | 11 | 12 | 13    | 14 | 6  | 7  | 8  | 9  | 10     | 11 | 12 | 3  | 4  | 5  | 6  | 7  | 8  | 9  |
| 11      | 12 | 13 | 14 | 15 | 16 | 17       | 15 | 16 | 17 | 18 | 19 | 20    | 21 | 13 | 14 | 15 | 16 | 17     | 18 | 19 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 18      | 19 | 20 | 21 | 22 | 23 | 24       | 22 | 23 | 24 | 25 | 26 | 27    | 28 | 20 | 21 | 22 | 23 | 24     | 25 | 26 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 25      | 26 | 27 | 28 | 29 | 30 | 31       | 29 | 30 |    |    |    |       |    | 27 | 28 | 29 | 30 | 31     |    | 31 |    |    |    |    |    |    |    |

# Streams of the Microsoft AI Tech Accelerator Community

Joining the Microsoft AI Tech Accelerator Community will give you access to three parallel streams: the community coworking, the 1:many sessions and dedicated 1:1 sessions (upon request). This ensures a tailored experience for all.



## Community Coworking

- Meet the AI Tech Community
- Ad-Hoc technical support
- Get inspired and share your learnings with others
- Work from the Circle in a motivating environment with peers



## 1:many sessions (open to community)

- Different 1:many sessions, business and technical
- Led by Microsoft or external experts, or startups or ISV
- Phase 1: technical sessions organized by Microsoft
- Phase 2: technical & business sessions, topic ideation and voting by community



## 1:1 sessions (upon request)

- Request (via Forms, 2 weeks in advance) deep tech or business 1:1 sessions for your specific use case / challenge
- Get the right expert from Microsoft or the ecosystem
- Length and depth of engagement dependent on various factors



Microsoft Conference  
Center 1

Microsoft Conference  
Center 2

Microsoft Office or  
Online

# Community Coworking

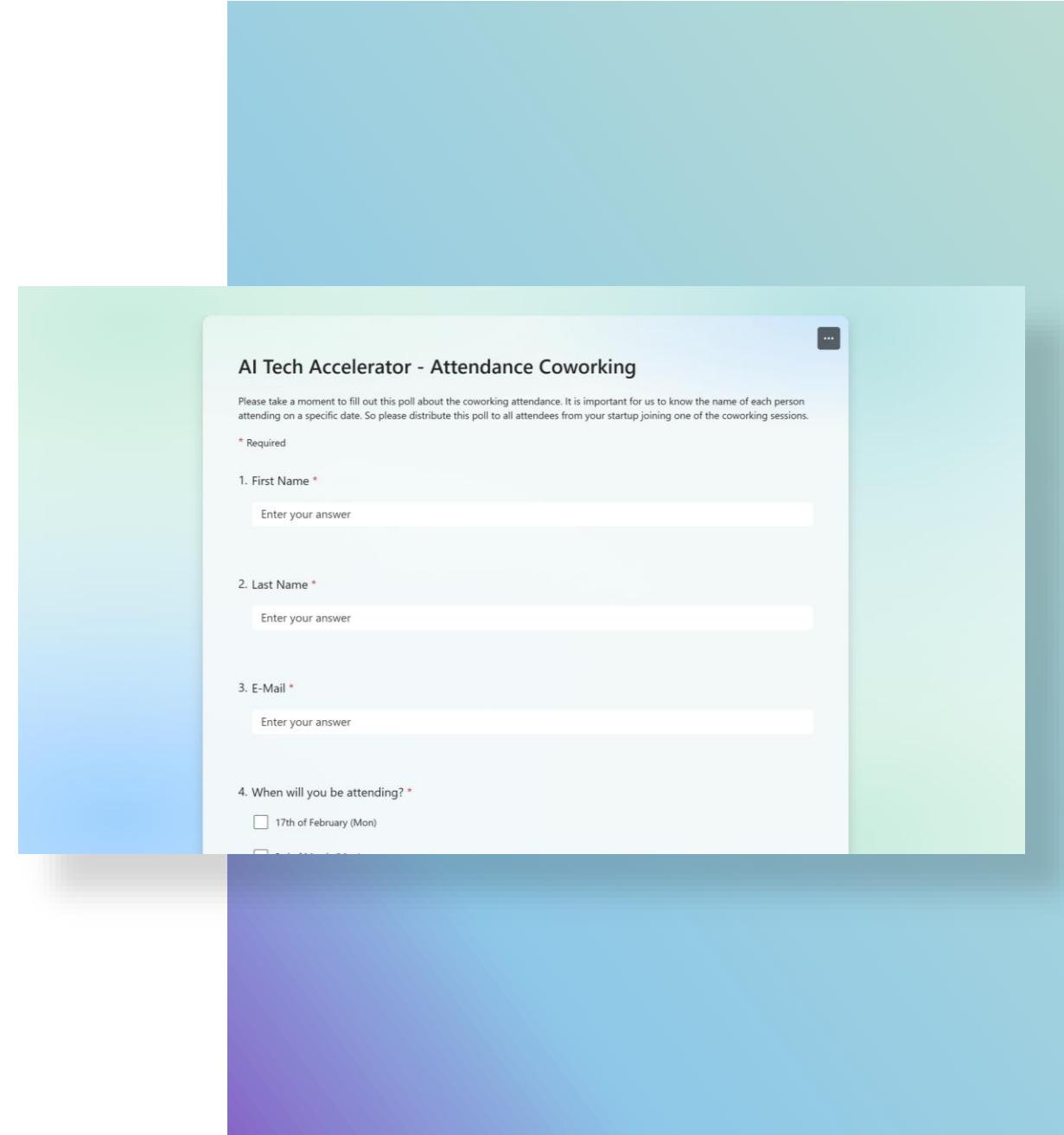
- Meet the AI Tech Community
- Ad-Hoc technical and program support
- Get inspired and share your learnings with others
- Work from the Circle in a motivating environment with peers



Microsoft Conference  
Center 1

# Register for Coworking

- Make sure to always register – at least 3 business days in advance  
<https://forms.office.com/r/wSmSW3g3K0>
- A maximum of 2 people per startup / company is allowed per day



AI Tech Accelerator - Attendance Coworking

Please take a moment to fill out this poll about the coworking attendance. It is important for us to know the name of each person attending on a specific date. So please distribute this poll to all attendees from your startup joining one of the coworking sessions.

\* Required

1. First Name \*

Enter your answer

2. Last Name \*

Enter your answer

3. E-Mail \*

Enter your answer

4. When will you be attending? \*

17th of February (Mon)

18th of February (Tue)

# 1:many Sessions

- Different 1:many sessions, business and technical
- Led by Microsoft or external experts, or YOU
- Topic ideation and voting by community
- Bring your challenge to be addressed by the community or by Microsoft
- Learn from others with similar challenges



Microsoft Conference  
Center 2

# 1:many Sessions

Linda Fuchs



# 17 February – organized by Microsoft

Hands-on-Labs “Create a Digital Contact Center” with Juanma & Martin

Doors 9:00, optional session starts at 10:00

Break for lunch

Continues in the afternoon



# 1:1 Sessions

- Request (in advance) deep tech or business 1:1 sessions for your specific use case / challenge
- Get the right expert from Microsoft or the ecosystem
- Length and depth of engagement dependent on various factors



Microsoft Office or  
Remote

# 1:1 Sessions

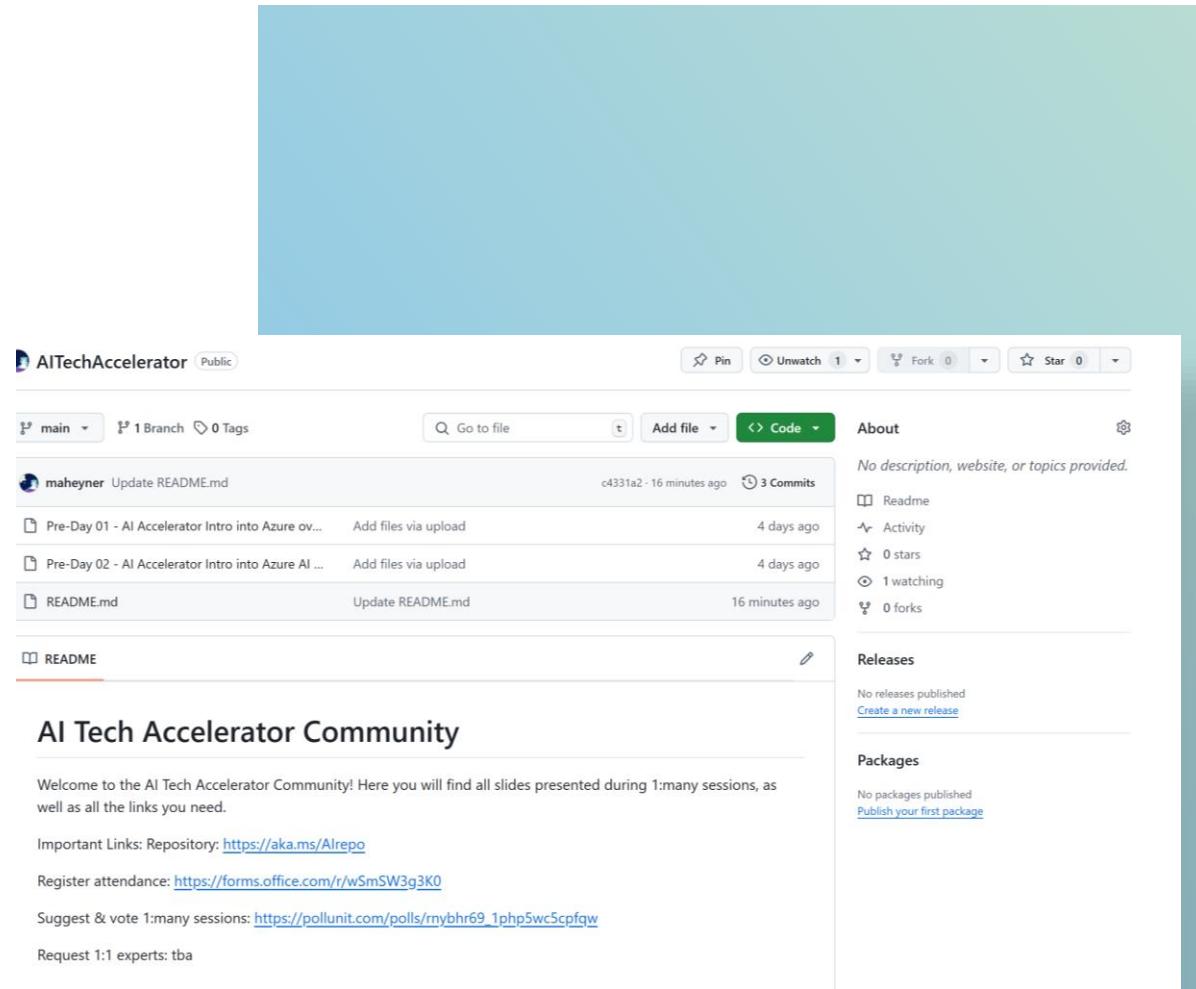
Maruscha Heyner



# Aka.ms/Alrepo

Find all

- Information
- Links
- Presentations



# Rules of the Game

- Register at least 3 business days before the next iteration
- If you can't make it – let us know
- Please always use [swiss-su@microsoft.com](mailto:swiss-su@microsoft.com) to contact us
- If something doesn't work, doesn't feel right or could be better – tell us
- Mutual respect
- Be curious



# Lunch

We will resume at 13.15





# GitHub Copilot Enterprise Setup

Martin Abrle  
Juan Manuel Servera





# The GitHub experience



A single integrated enterprise-ready platform



Industry-best collaborative tools for developers



Security at every step of the workflow



Powered By AI

# What and Why

Founders Hub: Up to 20 Enterprise seats for 1 year

Metered services can be paid with your Azure billing

- Actions
- Packages
- Storage
- Codespaces
- Copilot
- GHEC
- GHAS
- GHAzDO

The image shows a comparison of GitHub's pricing plans. The Free plan is \$0 USD per user/month and includes unlimited public/private repositories, automatic security and version updates, 2,000 CI/CD minutes/month (free for public repositories), 500MB of Packages storage (free for public repositories), Issues & Projects, and Community support. It also lists FEATURED ADD-ONS: GitHub Copilot Access and GitHub Codespaces Access. The Team plan is \$4 USD per user/month and adds everything from the Free plan plus: 3,000 CI/CD minutes/month (free for public repositories), 2GB of Packages storage (free for public repositories), and Web-based support. The Enterprise plan starts at \$21 USD per user/month and adds everything from the Team plan plus: Data residency, Enterprise Managed Users, User provisioning through SCIM, Enterprise Account to centrally manage multiple organizations, Environment protection rules, Repository rules, Audit Log API, SOC1, SOC2, type 2 reports annually, FedRAMP Tailored Authority to Operate (ATO), SAML single sign-on, Advanced auditing, GitHub Connect, 50,000 CI/CD minutes/month (free for public repositories), 50GB of Packages storage (free for public repositories), and Premium support.

| Plan       | Price                   | Features                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|------------|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Free       | \$0 USD per user/month  | Unlimited public/private repositories, Automatic security and version updates, 2,000 CI/CD minutes/month (free for public repositories), 500MB of Packages storage (free for public repositories), Issues & Projects, Community support, GitHub Copilot Access, GitHub Codespaces Access                                                                                                                                                                                                                                   |
| Team       | \$4 USD per user/month  | Everything included in Free, plus... 3,000 CI/CD minutes/month (free for public repositories), 2GB of Packages storage (free for public repositories), Web-based support                                                                                                                                                                                                                                                                                                                                                   |
| Enterprise | \$21 USD per user/month | Everything included in Team, plus... Data residency, Enterprise Managed Users, User provisioning through SCIM, Enterprise Account to centrally manage multiple organizations, Environment protection rules, Repository rules, Audit Log API, SOC1, SOC2, type 2 reports annually, FedRAMP Tailored Authority to Operate (ATO), SAML single sign-on, Advanced auditing, GitHub Connect, 50,000 CI/CD minutes/month (free for public repositories), 50GB of Packages storage (free for public repositories), Premium support |

## Additional add-ons

The image shows four additional GitHub add-ons:

- GitHub Copilot**: Get started for free with up to 2,000 completions and 50 chat requests per month. [Compare plans >](#)
- Codespaces**: Starting at \$0.18 per hour of compute and \$0.07 per GB of storage. [Learn more >](#)
- Large File Storage**: \$5 per month for 50 GB bandwidth and 50 GB for storage. [Learn more >](#)
- GitHub Advanced Security**: \$49 per month per active committer. [Learn more >](#)

# How to

1. Redeem your benefit
2. Connect your subscription:  
<https://aka.ms/ghazurebill>

The screenshot shows the Microsoft for Startups Founders Hub interface. At the top, there's a navigation bar with links for Home, Benefits (which is currently selected), Guidance, Discover, and Build with AI. The main content area is titled "Demo Account 41362e4a6aa74b8". Below this, there's a section titled "Benefits for you" featuring two cards: "GitHub Enterprise" (1-year subscription for up to 20 users) and "LinkedIn Premium Business" (75% off for 4 months). Each card has a "Redeem" button. To the right, a modal window for "GitHub Enterprise" provides more details about the offer, including a 1-year subscription for up to 20 users, and instructions on how to redeem it. It also lists valid offers for 12 months. Below the modal, there's a section titled "All Benefits" with a grid of cards for various services like Ansarada, Azure, Close, Dynamics 365, Dynamics 365 Team Member, and E.B. Howard Consulting. Each card includes a brief description and a "Redeem" button. At the bottom right of the main page, there are "Redeem" and "Close" buttons.

**Demo Account 41362e4a6aa74b8**

Home Benefits Guidance Discover Build with AI

Benefits for you

**GitHub Enterprise**

1-year subscription for up to 20 users

Get onboard GitHub Enterprise, where millions build software. The largest and most advanced development platform in the world.

**LinkedIn Premium Business**

75% off your 4-month subscription to LinkedIn Premium Business.

Achieve your startup's goals faster with LinkedIn Premium Business. Get exclusive access to networking tools and insights to grow your business.

**All Benefits**

Filter by: All New Popular Developer tools Business tools Sales and marketing Investment readiness

**Ansarada**

Simplify how you raise capital with Ansarada's AI-powered deal technology.

**Azure**

As your startup grows, so do your Azure credits. Click "Get more" when you're ready to accelerate your development.

**Close**

Build and scale your sales motion with Close, an out-of-the-box CRM and sales process platform made specifically for startups and growing teams.

**Dynamics 365 - Customer Service Enterprise**

Deliver consistent, connected support across channels with end-to-end solutioning from Dynamics 365 Customer Service Enterprise.

**Dynamics 365 Team Member**

Empower your team to work better together with access to your Dynamics 365 instance.

**E.B. Howard Consulting**

Save time and reduce risk while improving your opportunities to secure non-dilutive funding with E.B. Howard Consulting.

**GitHub Enterprise**

Build like the best when you use GitHub. Trusted by over 65 million developers, GitHub allows you to increase developer velocity, automate entire workflows, and redefine collaboration to ensure you're hitting every development milestone right on time.

Your offer:

- 1-year subscription for up to 20 users

Valid for:

- 12 months

How to redeem this benefit:

- Click on "Redeem" and save the URL/coupon code. You will need it later to redeem the benefit.
- You may create a new account or sign into an existing account to redeem your benefit.
- Once your organization is set up, use the redemption link you saved in step 1 to redeem the benefit. You will be redirected to the "Redeem Your Coupon" page.
- You will be prompted to provide a Payment Instrument, but you will not be charged until your benefit expires.

Terms & Conditions:  
This offer is available globally, valid for customers that are new or returning to GitHub Enterprise who have not previously received credits for GitHub Enterprise and is subject to GitHub's applicable terms and conditions here.  
<https://github.com/customer-terms>

Redeem Close



gavino@outlook.com

## Approval required

Open in

This user request your action is assigned to:

- ... Azure Active Directory Management as responsible party
- ... Helpdesk Team
- ... Microsoft Managed Support Team (global) as seconded to

Read in Inbox (2014-01-01)

Sign in with your account

These Microsoft services are associated with your account:

Cancel

Secure sign-in



# How to Get the Most out of Microsoft

Marta Saracino  
Maruscha Heyner



# Paint by Numbers

Maruscha Heyner



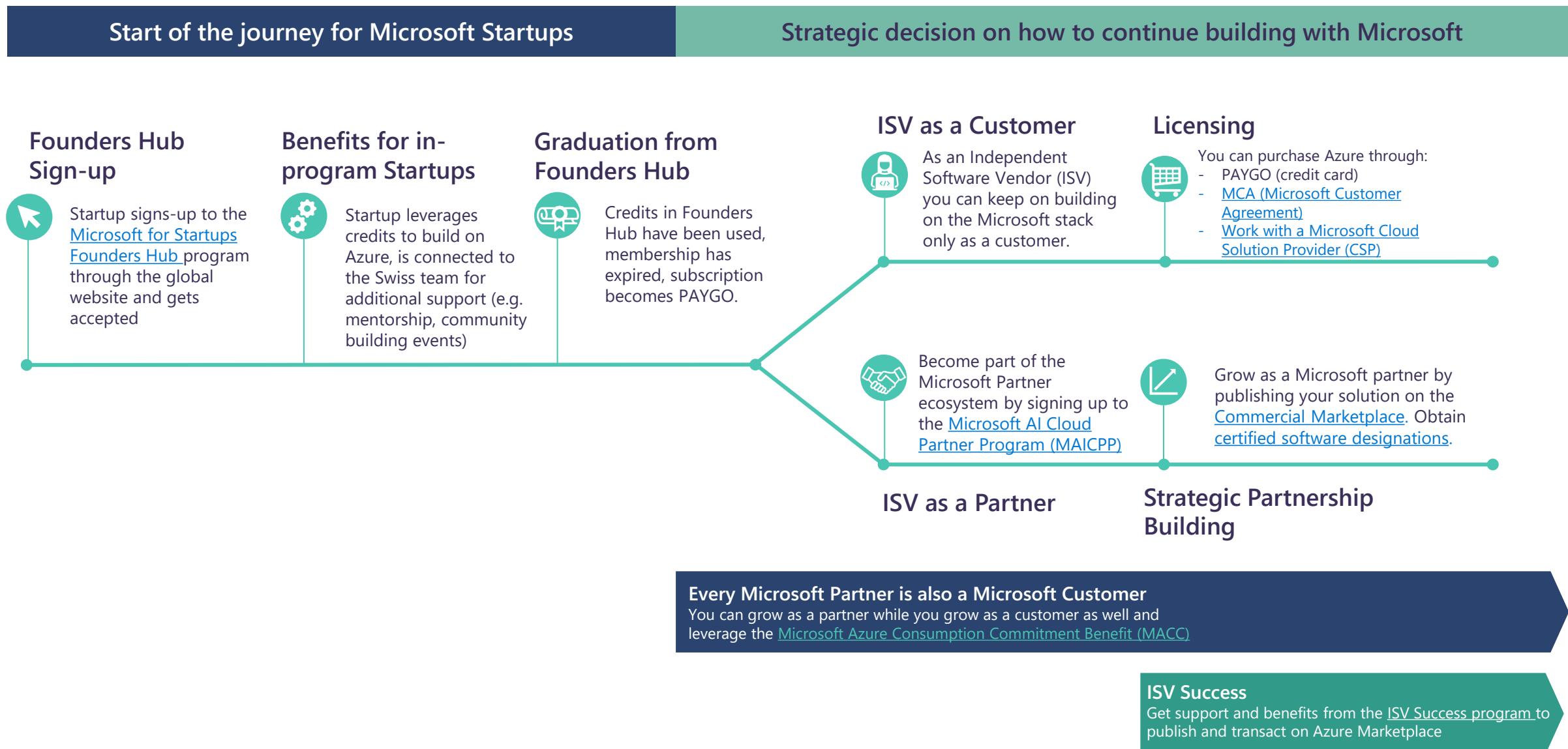


# From Startup to Microsoft Partner

Marta Saracino  
Sr. Partner Development Manager



# From Microsoft for Startups to Microsoft ISV Partner



# What does Microsoft care about?



Money



When you accelerate  
your or Microsoft  
customer spending



Fancy, publishable tech  
use cases that  
revolutionize an  
industry



Tech solutions that  
impact society

# Our tips & tricks



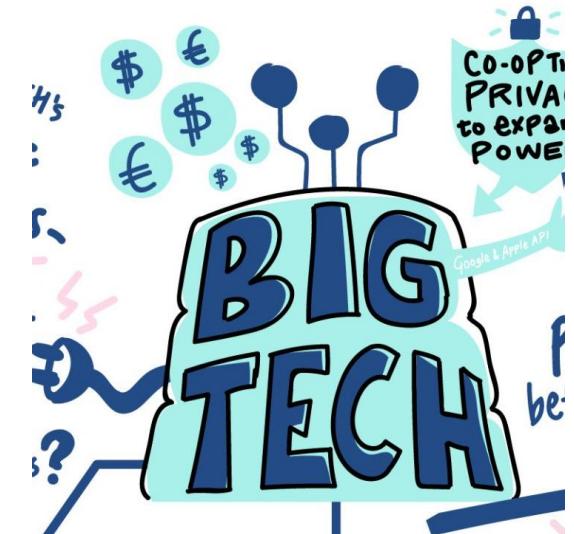
If you need us – let us know. And don't be shy.



Go to the Microsoft office and drink a coffee in the cafeteria. Talk to people.

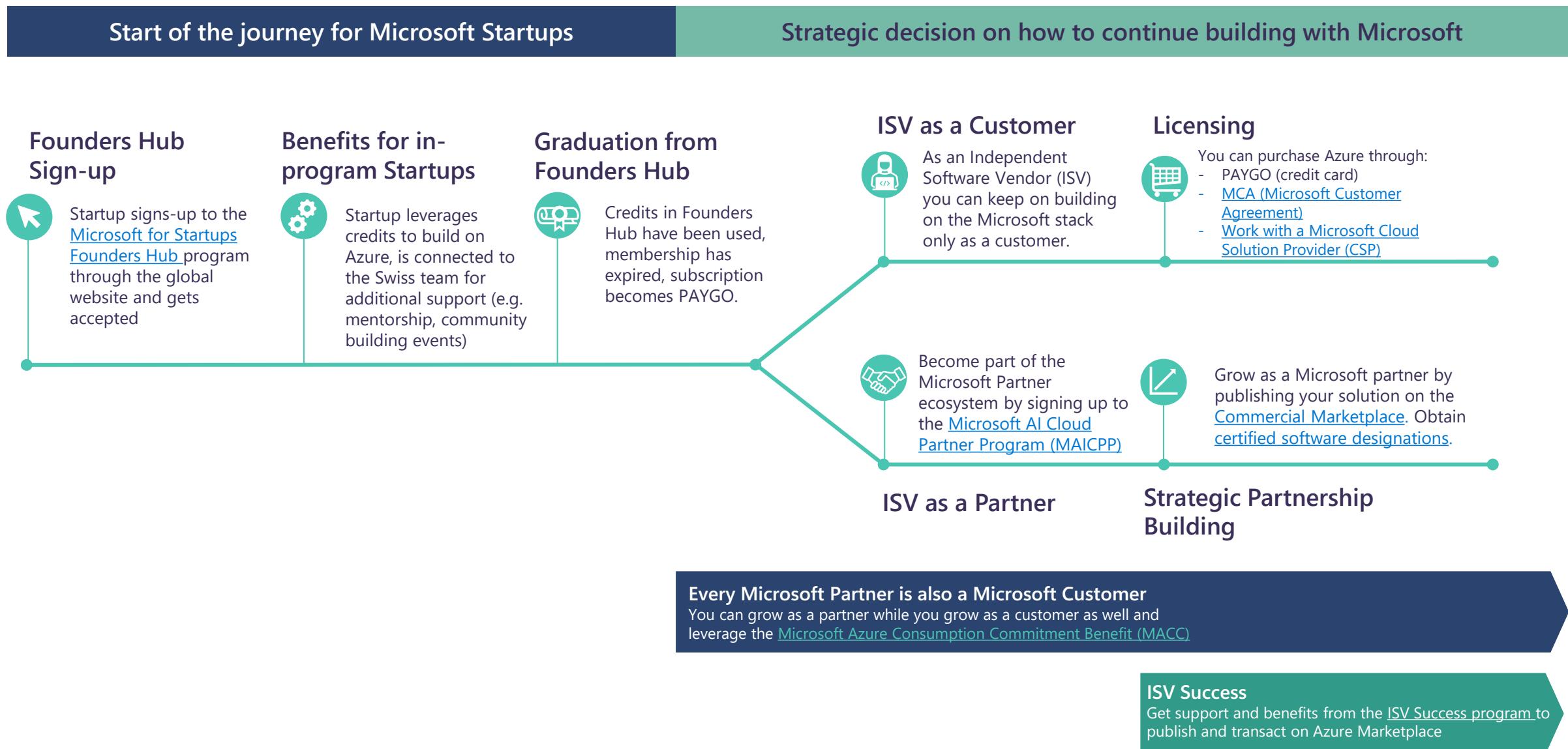


Share your progress with us & make sure it's reflected in our systems



Understand how Microsoft works – and then make it work for you (incl. using programs).

# From Microsoft for Startups to Microsoft ISV Partner



# Strategic Partnership Approach

How Microsoft supports in building a high-value partnership

## AI Resources

Create and deliver intelligent apps that reshape customer success through the advanced AI, machine learning tools and Copilot.

All is safeguarded by industry-leading data privacy and security.

## Technical Support and Consultations

Extensive technical support, including 1:1 consultation with experts, helping ISVs overcome technical challenges and optimize solutions

## Comprehensive Development Tools

Wide range of development tools, including Visual Studio, GitHub, Azure DevOps, to help ISVs streamline their development process and innovate faster

## Marketing and Sales Support

Whether you're building a new app, migrating or replicating an existing app, ISV Success helps you to go to market faster and reach million of potential customers through the Microsoft Commercial Marketplace.

# Microsoft's top customers buy through commercial marketplace



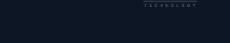
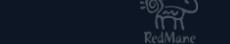
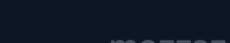
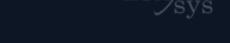
Reach more customers,  
globally



Centralized  
deal-making



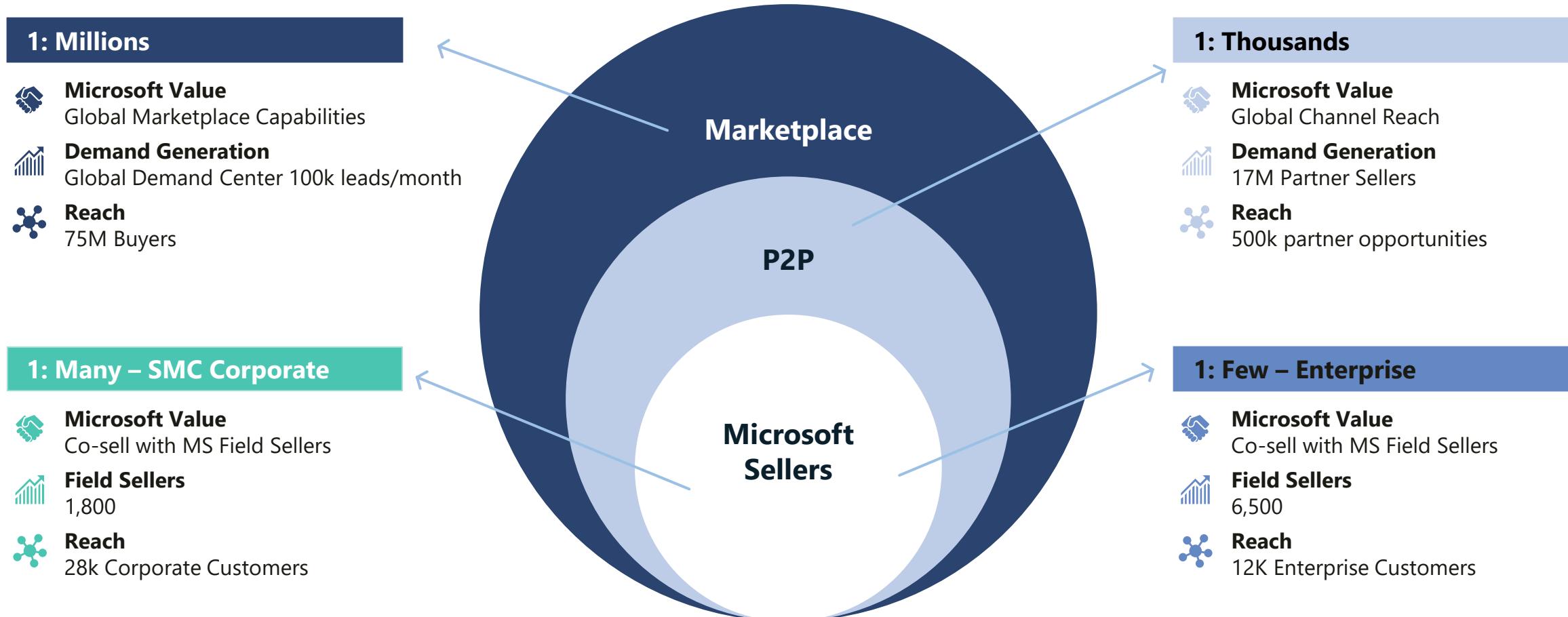
Close bigger deals, faster



Unlock pre-committed  
cloud budget

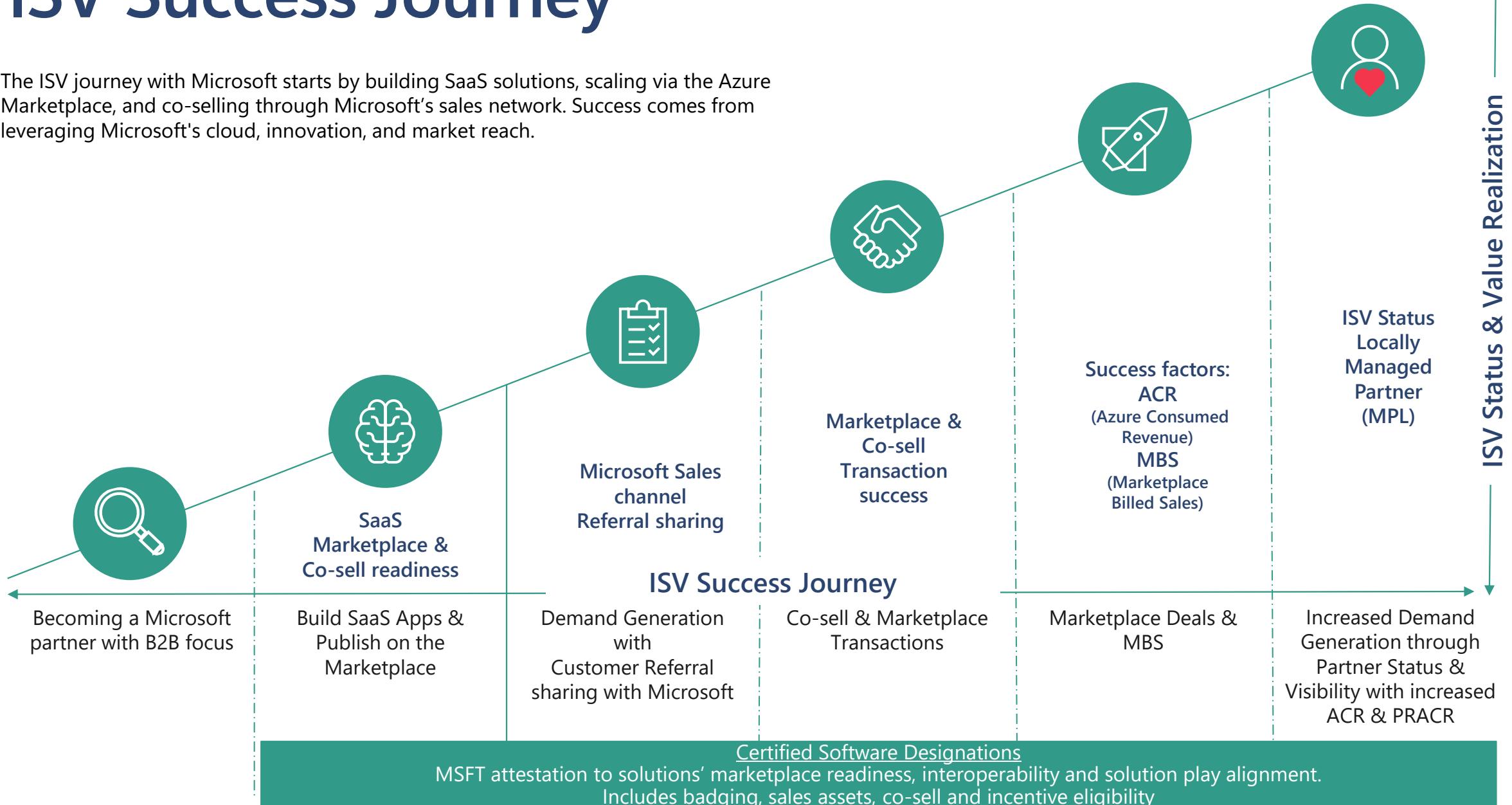
# Global Ecosystem & Marketplace

Connect with customers through Marketplace, partner channels, and field sellers



# ISV Success Journey

The ISV journey with Microsoft starts by building SaaS solutions, scaling via the Azure Marketplace, and co-selling through Microsoft's sales network. Success comes from leveraging Microsoft's cloud, innovation, and market reach.



# How do I become a Microsoft Partner?

You can enroll at no cost  
[aka.ms/MAICPP](https://aka.ms/MAICPP)



Create free account



Confirm company details



Validate your credentials



Explore program benefits

## Join the Microsoft AI Cloud Partner Program

Enroll at no cost and get access to exclusive tools, benefits, and resources to help you drive growth and deliver high-performing, customer-centric AI solutions.

[Become a partner](#)



### Why become a Microsoft partner?

Reach more customers and accelerate business growth.

The Microsoft AI Cloud Partner Program is a global community of partners and resources designed to connect your organization with everything it needs to succeed. With access to Microsoft's extensive AI portfolio and extensive customer reach, this unique partner ecosystem will support your organization with exclusive training, support, service, and sales offerings to accelerate innovation and drive growth.

# **Hands-on: enroll as a Partner with Martin**





# Becoming a Microsoft Partner

Martin Abrle



# Demo + Steps

- Register at <https://partner.microsoft.com/en-US/partnership>
- Benefits:
  - Product licenses, Action packs, Azure credits, Partner incentives, Support services, marketing benefits, trainings, go-to market, ...
- Wizard-led – company registration, address, employment status verification (takes a few days)
- Contact us if there are any issues
- Partner Centre: all partner program related activities: Marketplace onboarding, ISV success, deal sharing,... <https://partner.microsoft.com/dashboard/v2/membership/offers>

The screenshot shows the Microsoft Partner Center interface. At the top, there's a dark header with the Microsoft logo, a search bar, and various navigation icons. Below the header, the main content area has a left sidebar with a tree view of account settings categories: Overview, My learning profile, My access, User management, Programs, Agreements, Organization profile, Legal info (which is selected and highlighted in blue), Identifiers, Tenants, Billing profile, Payout and tax, Payout and tax profiles, and Payout and tax profile assignment. The main right-hand pane is titled "Account settings | Legal info". It contains a sub-header "Developer" with a warning icon. Below this are sections for "Legal business profile" and "Account details". In the "Account details" section, there's a horizontal progress bar with five steps: "Verification started" (green checkmark), "Email verification" (green checkmark), "Employment verification" (red X), "Business verification" (empty circle), and "Decision" (empty circle). Under "Employment verification", it says "Rejected". Other details shown include "Account type: Company", "Vetting status: Rejected", and "Things to take care of" (with a dropdown arrow). At the bottom, there are sections for "Publisher IDs" (Symantec ID: 87042670, Seller ID: 180646180, User Id: 180646180, Windows publisher ID: Martin Abrie Very Limited GmbH), "Learn more" links, and a footer with "Help" and "Feedback" buttons.



# Coffee & Break

We will resume at 15.30





# Out of the Box with Microsoft

Dominique Broeglin





# Closing

Maruscha Heyner





# Thank You

