

## **The Microsoft Black and African American Partner Growth Initiative Terms**

To be part of the Microsoft Black and African American Partner Growth Initiative, participants must [complete the enrollment form here](#) and enroll in the Microsoft Partner Network (MPN). All businesses must remain a network member—with an active MPN ID number—to be considered a part of the Black and African American Partner Growth Initiative.

By enrolling in the Black and African American Partner Growth Initiative you will start to receive ongoing communications from Microsoft by email and phone, including invitations to forums and/or meetings, and information about available resources. The frequency of these communications will depend on your engagement in the Initiative. Participants may be asked to engage in optional surveys, focus groups, and case studies to gather feedback regarding the Black and African American Partner Growth Initiative. Participants may opt-out of initiative communications at any time.

Emails that will be sent as part of the Black and African American Partner Growth Initiative may include:

- Welcome communication
- Communication listing the resources and benefits that are a part of the Black and African American Partner Growth Initiative and MPN
- Communication about upcoming events related to the Black and African American Partner Growth Initiative
- Communication asking for feedback through surveys
- Communication asking for participation in focus groups, beta tests, or roundtable discussions
- Communication responding to participant questions, comments, and concerns

### **“Terms of Use” (BLACK AND AFRICAN AMERICAN PARTNER GROWTH INITIATIVE terms/offer)**

#### **Who qualifies for the Black and African American Partner Growth Initiative?**

The Black and African American Partner Growth Initiative welcomes technology businesses who are located in the U.S. Microsoft seeks the inclusion of Black and African American-owned tech organizations that are:

- Providing consulting and services that utilize Microsoft products
- Building on a Microsoft platform to build their own for profit or non-profit business
- Developing apps using Microsoft products
- Creating IP using Microsoft products
- Startups or tech innovators that fall into a specific category (*see below*)

### Specific Eligible Black and African American-Owned Company Categories

Company Type	Summary	Definitions of Type of Company Work
<b>Independent Software Vendor (ISV)</b>	Black-owned companies that Build and Develop	<ul style="list-style-type: none"> <li>• Build software, applications, and add-ins that run on Microsoft products</li> <li>• Develop consumer applications like Xbox Games and Windows Apps</li> <li>• Consumer Developer of other apps and GTM products</li> </ul>
<b>Consulting and Services Provider (Services)</b>	Black-owned companies that Resell, Integrate, and Deliver	<ul style="list-style-type: none"> <li>• <b>Cloud Services Provider (CSP)</b> - Resell or distribute Microsoft products, or enable a partner channel</li> <li>• <b>Systems Integrator (S.I.) or Consultant</b> - Integrate solutions, create custom solutions, or consult on Microsoft products</li> <li>• <b>Managed Services Provider (MSP)</b> - Deliver value-added, outsourced I.T. services</li> </ul>
<b>Original Equipment Manufacturer (OEM)</b>	Black-owned companies that Manufacture	<ul style="list-style-type: none"> <li>• Manufacture devices, parts, and equipment</li> </ul>
<b>Other</b>	Black-owned organizations	Organizations who are willing to build technology on the Microsoft platform

### **What must businesses do to qualify for the Black and African American Partner Growth Initiative?**

Current and potential partners who meet the business eligibility and are interested in joining the Black and African American Partner Growth Initiative can do so by visiting <http://aka.ms/partnergrowth> and completing the required form. Microsoft's Black and African American Partner Growth Initiative is only available to businesses who have:

1. Completed the Black and African American Partner Growth Initiative enrollment form and shared email contact data
2. Enrolled in the Microsoft Partner Network (MPN) with an active MPN ID number

Once businesses fill out the Black and African American Partner Growth Initiative form, they will receive information about how to join the MPN. Businesses are not considered full members of the Black and African American Partner Growth Initiative until they also enroll as a network member of MPN, receive a MPN ID number, and become a partner. Businesses must become or remain a network member to be considered a part of the Black and African American Partner Growth Initiative.

Existing Microsoft partners who are Black and African American-owned and already have a current MPN ID, will still need to complete the Black and African American Partner Growth Initiative form.

**Where are the full Black and African American Partner Growth Initiative terms located?**

Any other information about the Black and African American Partner Growth Initiative can be found at <http://aka.ms/partnergrowth>, including how to join MPN. Additional qualifications and terms are provided through the partner membership portal.

**Does the Black and African American Partner Growth Initiative have an end date?**

Microsoft's Black and African American Partner Growth Initiative will move out of the pilot phase in March 2021. The Black and African American Partner Growth Initiative is designed to support a long-term effort with the agility to evolve as the needs of the Black and African American tech community shift and change. This is not a short-term campaign with an end date.

## What resources are being offered to businesses through the Black and African American Partner Growth Initiative?

Organizations enrolling in the Black and African American Partner Growth Initiative will receive personalized guidance and support to help their business take full advantage of Microsoft partner programs, offers, and resources. Cloud Enablement Desk, Go-to-Market, and training resources are provided much earlier in the partner journey so that businesses can scale and get support for sustainable growth.

<b>Resource or Benefit</b>	<b>Description</b>
<b>Go-to-Market (GTM) offerings</b>	Receive immediate access to higher-level go-to-market digital resources and consultative support with a dedicated GTM Desk agent.
<b>Cloud Enablement Desk (CED)</b>	Accelerate high potential partner growth through dedicated specialist engagement. Through the Cloud Enablement Desk, businesses have access to a human assisted experience helping businesses to navigate essential programs, GTM resources, Partner Technical Center (PTC) benefits, and Solution Workspace.
<b>Solution Workspace</b>	Solution Workspace is a self-service digital experience that helps businesses navigate the process of building a solution, taking it to market, and selling, all while simplifying and personalizing resources as businesses go through the partner journey. Solution Workspace gives partners quick access to the top tools, resources, and technical specialists.
<b>Readiness and training</b>	Get access to complimentary training and resources to create a product, service, or solution on the Microsoft Cloud. Both technical and business development training will be available.
<b>Large Community Business Network</b>	Access to broad external community engagement, networking, and support with other businesses through the Black Channel Partner Alliance (BCPA) and the International Association of Microsoft Channel Partners (IAMCP)
<b>Connection to Co-selling opportunities and U.S./Field engagement</b>	A select group of businesses will be able to join the path to co-selling with Microsoft. These businesses can engage with the "Hybrid Managed" program designed to connect partners with a Partner Development Manager who will provide programmatic support through resources and training, allowing companies to become prioritized.
<b>Finance offers</b>	Payment solutions and financing is available for eligible businesses who become partners by enrolling in the Microsoft Partner Network and receive an active MPN ID. Separate eligibility criteria is required.

### **What finance programs will be available through this Initiative?**

Microsoft believes in supporting partners as they grow for the long-term. We are piloting two programs to provide access to capital: \$20M payment solutions program and a \$50M partner fund. The \$50M partner fund will provide access to capital by providing loans to support eligible partners through their startup phase with the loans repaid over time as their business grows. The \$20M payment solutions program will provide \$20M of payment solutions to eligible existing and new partners by offering interest-free, flexible extended payment terms on Microsoft invoices. More information and the eligibility to apply for these financing programs will be available to existing and net new partners when they complete enrollment in the Black and African American Partner Growth Initiative as the programs become available.

### **Is the Black and African American Partner Growth Initiative combinable with any other Microsoft Partner Network offers?**

Yes, as a member of the Black and African American Partner Growth Initiative, you are welcome to enroll in multiple program offers. We encourage participants to take advantage of the vast partner ecosystem, from our supply chain to our partner community.