



Microsoft  
for Startups

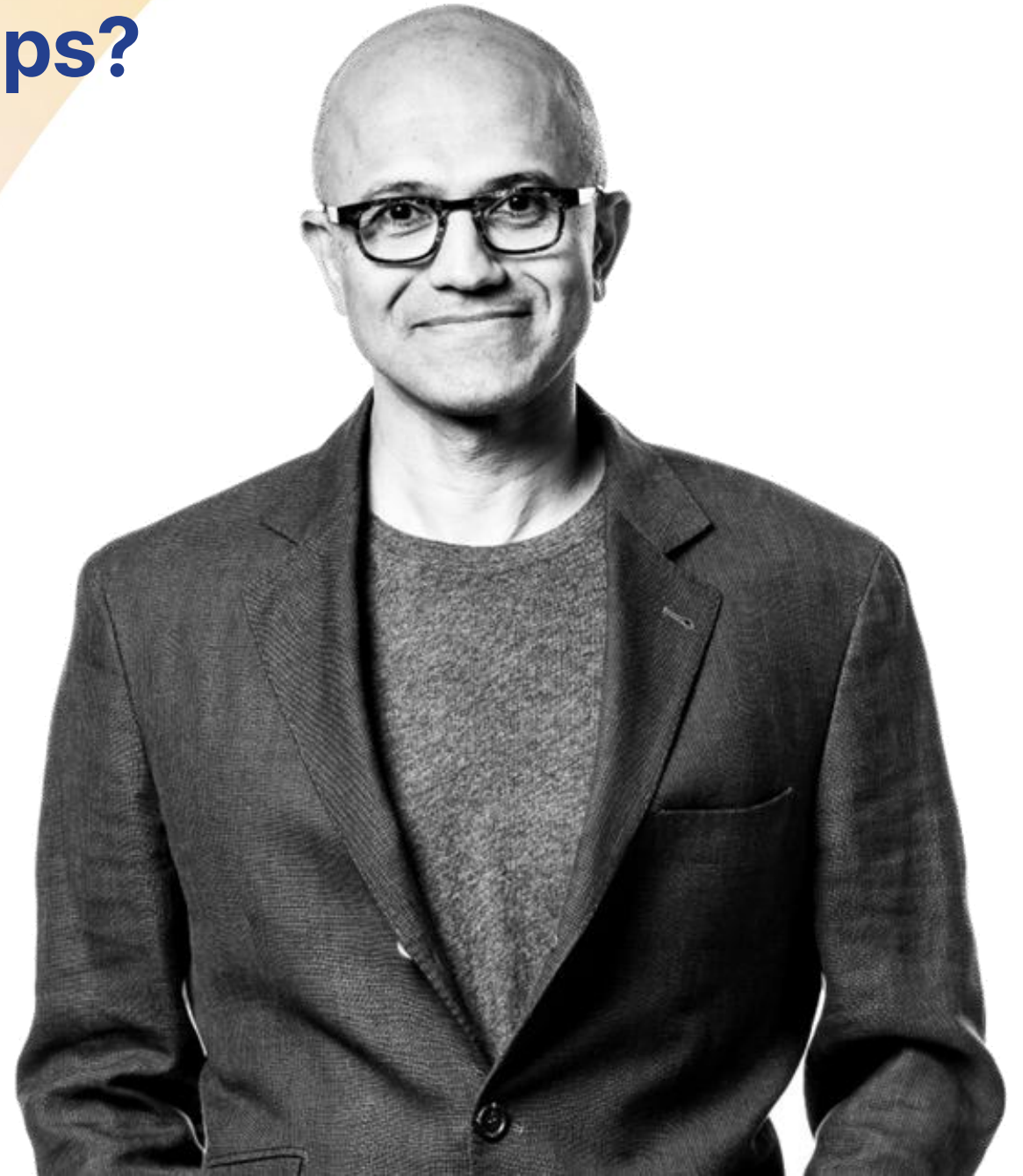
# Startup Journey with Microsoft

Minsuk Shin, Azure SMB Business Lead

# What is Microsoft for Startups?

**Microsoft for Startups is a global program dedicated to accelerating the success of high-potential, venture-backed startups** by providing them with best-in-class developer tools, scalable AI that helps cut costs and future-proof their business, expert engineering support, and access to Microsoft's global network of customers.

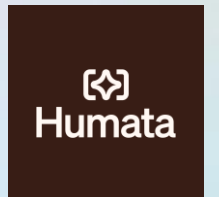
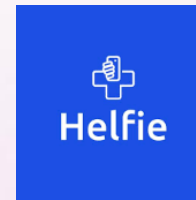
For VCs, accelerators, and ecosystem partners, this means giving your portfolio companies a competitive advantage - helping them **build, scale, and secure customers faster.**



# What is Microsoft for Startups?

70K+

Microsoft for Startups empowers early-stage startups with resources to accelerate innovation and growth.



# Startup Journey with Microsoft

Microsoft는 Startup의 성장 단계에 따라 최적화된 지원 프로그램을 제공하고 있습니다



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[microsoft.com/startups](https://microsoft.com/startups)

## Start building with Microsoft

Microsoft offers advanced supercomputing and industry-leading security and privacy, along with access to the latest AI models and developer tools so you can build faster and stay ahead the curve. We are committed to supporting startups at every stage — from first line of code to global scale.

We help startups:

- **Build fast:** discover scalable AI tools that help cut costs and future-proof their business
- **Scale smart:** deploy with peace of mind with a cloud designed for enterprise-ready scale and security
- **Sell more:** boost go-to-market success with access to the Microsoft global network of customers



### Redeem your investor referral code

Startups affiliated with the Microsoft for Startups Investor Network get up to \$150,000 USD in credits and are eligible for a higher level of support.

This includes:

- ✓ Azure credits
- ✓ Access to advanced AI services and GPUs
- ✓ Enhanced benefits, increased expert technical guidance, and go-to-market support

Apply with your code



### Get started quickly

Startups can access up to \$5,000 in Azure credits.

To get started:

- ✓ You must be a new Azure customer with no prior Azure account
- ✓ You must sign up or sign in using a valid personal Microsoft Account (MSA)
- ✓ You must be in a country/region where this Azure offer is available

Sign up with Azure

# Azure for Startups

## ✓ 조건 : 모든 스타트업, 개인 개발자

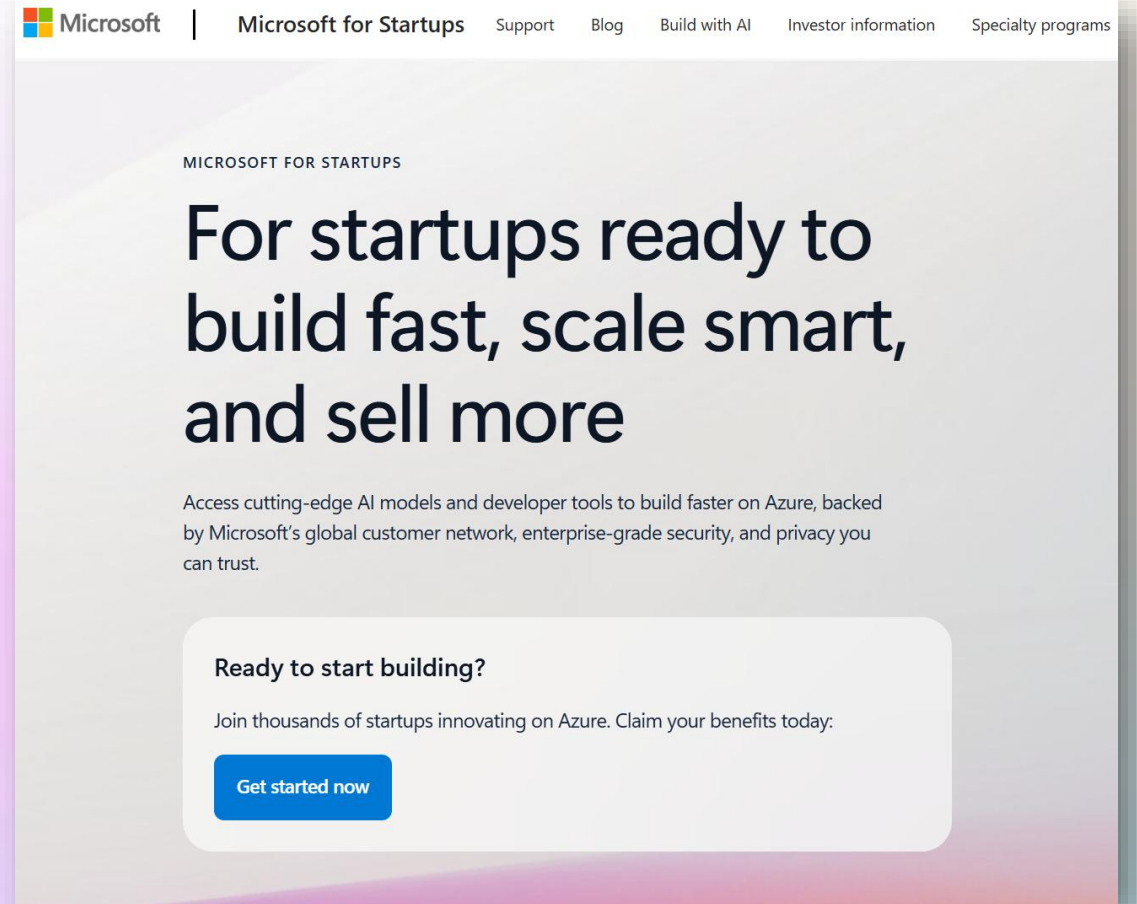
## ✓ 혜택

- 초기 크레딧: **\$1,000 USD**의 Azure 크레딧을 즉시 제공(유효기간 90일)
- 추가 크레딧 : 기업 인증 완료 시 **최대 \$5,000 USD**까지 제공 (유효기간 180일).

\* 인증 조건: 사업자 등록정보, 스타트업 제품, 비즈니스 관련 설명 정보, 소프트웨어 기반 제품 보유

## ✓ 절차

- [microsoft.com/startups](https://microsoft.com/startups) 접속 → Microsoft 계정(MSA) 로그인  
→ Azure 계정 생성 및 즉시 활용 가능



The screenshot shows the Microsoft for Startups landing page. At the top, there is a navigation bar with the Microsoft logo and links for 'Microsoft for Startups', 'Support', 'Blog', 'Build with AI', 'Investor information', and 'Specialty programs'. Below the navigation bar, the text 'MICROSOFT FOR STARTUPS' is displayed in a smaller font. The main headline reads 'For startups ready to build fast, scale smart, and sell more'. Underneath the headline, a sub-headline states: 'Access cutting-edge AI models and developer tools to build faster on Azure, backed by Microsoft's global customer network, enterprise-grade security, and privacy you can trust.' At the bottom of the page, there is a white call-to-action box with the text 'Ready to start building?' and 'Join thousands of startups innovating on Azure. Claim your benefits today:'. A blue button labeled 'Get started now' is positioned at the bottom of this box.

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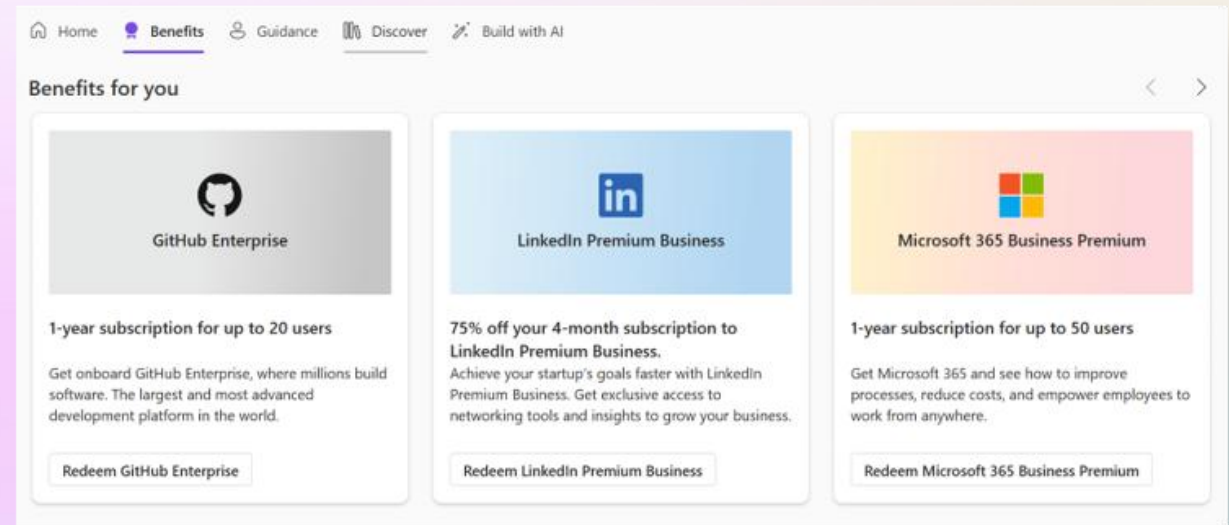
# VC 연계 프로그램

✓ **조건 : Microsoft Investor Network** 에 소속된 Investor의 포트폴리오 스타트업

✓ **혜택**

- Azure 크레딧 : **최소 \$150,000 Azure, 최대 \$350,000** 크레딧 제공
- AI 관련 리소스 우선순위 : **Azure OpenAI**(최신 GPT모델) 및 **최신 GPU** (예: H100, A100)
- Microsoft 보유 소프트웨어 **라이선스 무상 제공** : **GitHub, VS Code, M365, LinkedIn, etc.**
- 기술 지원 및 네트워킹 : **24/7 Azure Standard Support.**

✓ **절차 : VC Referral code** 로 MS Startup 포털에서 지원



# VC 연계 프로그램

## VC/AC 에서 MfS Investor Partner Network 가입 신청 필요

- 세계적인 벤처 캐피털, 액셀러레이터, 그리고 스타트업 생태계 리더들과 협력 중
- 포트폴리오 기업들에게 기술 지원, Azure 크레딧, Go-To-Market 지원 등 다양한 글로벌 리소스를 제공
- 귀사의 포트폴리오 스타트업이 Microsoft for Startups 프로그램에 신청할 때 사용할 수 있는 전용 추천 코드 제공
- .Microsoft 팀 및 프로그램과 전략적으로 협업할 수 있는 지속적인 기회 제공.



### Investor Interest Form

Microsoft for Startups partners with the leading global startup accelerators and venture capital firms to provide their startups with access to Microsoft resources - via our Microsoft for Startups Investor Network. If your organization directly enables startups through investment, incubation, or go-to-market acceleration, and you are interested in exploring a partnership with Microsoft for Startups, you may indicate your interest by providing the information below. You must be a representative of the organization for which you are providing information.

Microsoft for Startups may use the information you provide to assess potential partnership opportunities and to contact you about relevant programs. Your data may also be used to send you information, tips, and offers about Microsoft products and services. Microsoft will handle your data in accordance with its [Privacy Statement](#).

Microsoft for Startups may contact you about potential partnership opportunities based on the information that you provide below.

Please complete the following fields. Note that all \* fields are required unless explicitly stated.

# VC 연계 프로그램

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#### Redeem your investor referral code

Startups affiliated with the Microsoft for Startups Investor Network start with \$100,000 USD in credits (with opportunities for more) and are eligible for a higher level of support. This includes:

- ✓ Azure credits
- ✓ Access to advanced AI services and GPUs
- ✓ Enhanced benefits, increased expert technical guidance, and go-to-market support

[Enter your code and apply](#)

#### Get started quickly

Startups can access up to \$5,000 in Azure credits. To get started:

- ✓ You must be a new Azure customer with no prior Azure account
- ✓ You must sign up or sign in using a valid personal Microsoft Account (MSA)
- ✓ You must be in a country/region where this Azure offer is available

[Sign up with Azure](#)

[Read more about eligibility criteria here](#)

### Microsoft

## Enter your code

To access the Microsoft for Startups application, please enter the referral code provided by your investor.

[Next](#)

Don't have an invite code? [Go to the Azure portal](#)  
Already have an account? [Sign in here](#)

## Microsoft for Startups

### Sign up

[Apply with LinkedIn](#)

Having trouble logging in? [Contact support](#)

### We've received your application

Thanks so much for applying to the Microsoft for Startups program. Hang tight while we get to know you. All updates related to your application status will be sent to testuser04243042302@example.com

#### Application timeline

- Application Submitted
- Business credentials verified
- Applications are typically processed in 3 business days
- Final decision sent to your email

No longer wish to apply?  
[Delete your application](#)

Want to see the details of your application?  
[Export your data](#)

Have questions?  
[Read our FAQs](#)

#### About Microsoft for Startups

We help founders accelerate innovation with free access to tools and resources, like OpenAI GPT-4, Azure credits, one-on-one support from Microsoft experts, and more.

[Learn more](#)

#### Discover how other startups build with us

See how startups are using Azure's industry-leading AI innovation to add customer value, improve startup productivity, and lower costs.

[Learn more](#)

#### Connect with our startup community

Follow us on LinkedIn to stay up to speed with the latest happenings, connect with other founders, and get articles, videos, and tips.

[Learn more](#)

#### Get started with AI

Supercharge your journey to innovation with our cutting-edge tools, expert guidance, and cloud resources. Accelerate your AI implementation and transform your business.

[Learn more](#)

### Microsoft for Startups application

- Introduction
- Startup details
- Address
- Affiliations
- More about you
- Review and submit

#### Startup details

Now, describe your startup and the software solution you're developing.

Startup name \*

Startup website

What's your startup's primary business model? \*

What industry does your startup serve? \*

What's your startup's experience level with Azure? \*

Describe your software solution \*

What's the development stage of your software solution? [How to pick a stage](#) \*

What categories most closely describe your software solution? Select up to five.

### LinkedIn

## Welcome Back

Don't miss your next opportunity. Sign in to stay updated on your professional world.

  
 [Show](#)

[Cancel](#) [Sign in](#)

[Forgot password?](#)  
[New to LinkedIn? Join now](#)

# VC 연계 프로그램

관련 VC가 MS Network에 가입이 안 된 경우, 혹은 VC 투자를 받지 않은 경우라면??

✅ 아래 요건에 부합하면 노미네이션 가능

- **Founder**의 이전 **exit** 경험
- CTO와 공동 창업 (**Technical Co-founder**)
- **B2B SaaS** 기업
- **AI** 기업
- 제품이 최소 **MVP** 단계 이상
- Cloud 사용료가 최소 월 **\$10K 이상** (타사 클라우드 사용료 포함)

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# Pegasus Program

Microsoft 직원으로 구성된 전담팀이 직접적으로 제품 개발, Cosales, GTM 등을 지원하는 글로벌 스케일업 프로그램입니다.



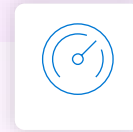
## Success Manager (SM)

- "Sell-with" expert responsible for helping startups go to market with Microsoft
- SMs ensure startups are leveraging the appropriate programs and resources to generate new customers and accelerate deal closure



## Cloud Solution Architect (CSA)

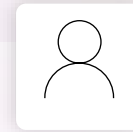
- Technical expert responsible for providing guidance to startups on how to leverage Microsoft technology
- CSAs showcase the relevant Microsoft technology so startups can build with confidence



## Vertical Lead (VL)

- Industry luminary focused on generating customer opportunities for the Pegasus portfolio
- A trusted advisor to Microsoft's managed customers, helping them solve today's business problems with startup innovation from the Pegasus portfolio

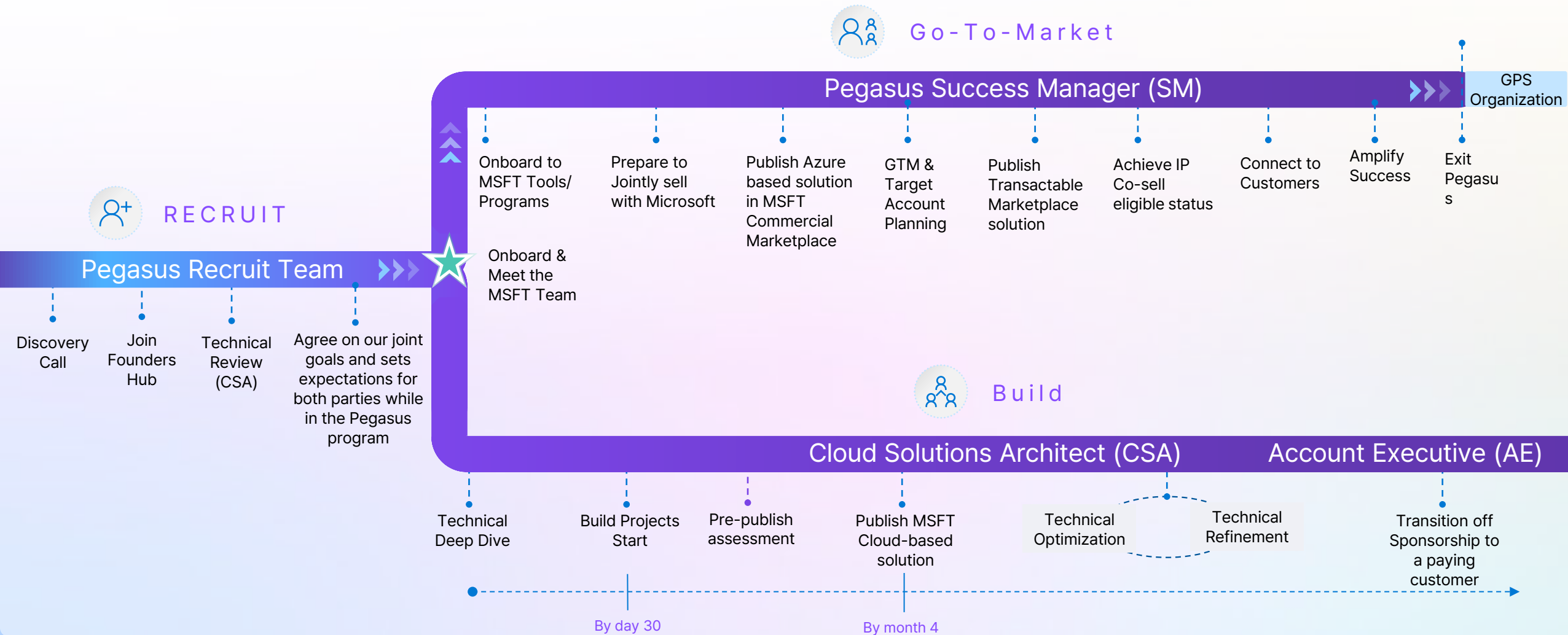
\*Available today for Healthcare, Retail, Security, and AI



## Account Executive (AE)

- Assigned as startups transition off credits to paid consumption
- Helps build the best commercial agreement for startups
- Maintains long-term ownership of the account, beyond the Pegasus engagement

# Pegasus Program



# Pegasus Program

## ✓ 조건


- VC 투자 받은 곳
- **Software** 기업 (Microsoft Market place 통해 거래가능해야 함)
- **Azure 기반**으로 서비스 런칭 준비 or 완료된 기업
- **GTM 전담 조직** 갖춘 기업 (CMO, CSO등), no founder-led sales
- 설립된지 **6년 이내** 기업
- ARR \$ 1M+ (연간 약 **14억 매출** 발생)
- Microsoft for Startups portal 등록 기업

## ✓ 절차 : Invitation only (MS 직원 통해 Nomination)




# Pegasus Program\_국내 스타트업 사례

마이크로소프트 본사와 협력, 시큐리티 코파일럿에 S2W AI 보안 엔진 탑재


 네이트뉴스  
<https://news.nate.com> > view [Translate this result](#)

**MS가 키우고 직접 계약한 유일한 韓기업 S2W, '아시아의 팔란티어 ...**  
Feb 7, 2025 · 특히, S2W는 미국 마이크로소프트 (MS) 본사와 '코파일럿 시큐리티 (Copilot Security)' 관련 협력 계약을 맺은 한국의 유일한 업체로, MS를 든든한 지원군으로 확보한 기업이다.

 메트로신문

**S2W, 인터폴·MS 등에 업고 세계 시장 뚫는다**

그간 인터폴 사이버 시큐리티 헤드쿼터(본부)와 협업해오던 S2W는 최근 프랑스 리옹에 위치한 인터폴 본사에 초청받아 자사의 AI 솔루션 '다크버트(다크웹...'



2025. 8. 6.



The Microsoft Copilot  
for Security Partner  
Ecosystem

**S2W, MS 생성형 AI  
보안 플랫폼과 협업**



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네이트뉴스  
<https://news.nate.com> > view

MS가 키우고 직접 계약한 S2W

Feb 7, 2025 · 특히, S2W는 미국 마이크로소프트와 협력 계약을 맺은 한국의 유일한 업체

메트로신문

S2W, 인터폴·MS 등에 업고 성장

그간 인터폴 사이버 시큐리티 헤드쿼터(본사)를 비롯해 인터폴 본사에 초청받아 자사의 AI 솔루션을 소개했다. 2025. 8. 6.



S2W, MS 생성형 AI  
보안 플랫폼과 협업

S2W

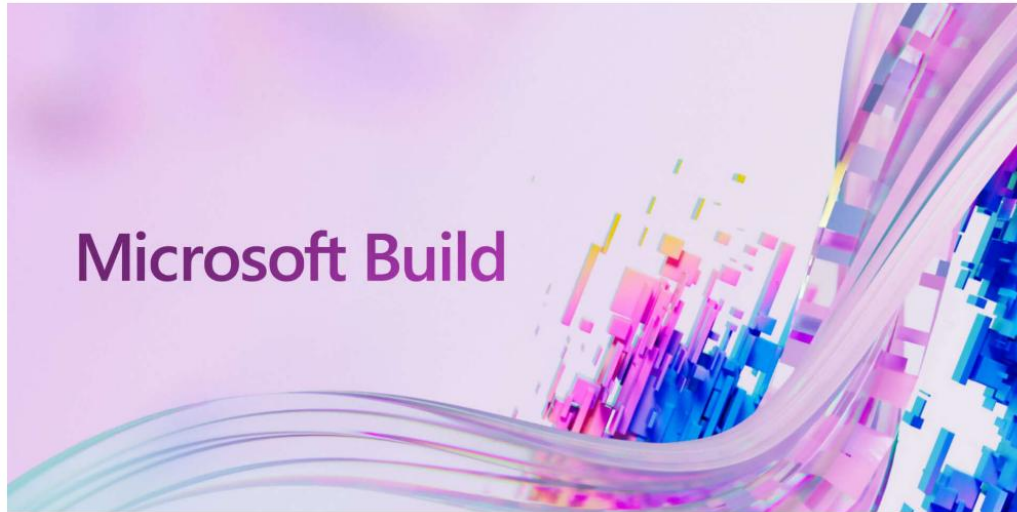
25년 9월 코스닥 상장

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마이크로소프트 연례개발자 행사 초청 및 본사 홈페이지 홍보 기사 게재 등 GTM 협업

## Meet Microsoft Build Technical Partners, DeepBrain AI

DeepBrain AI has been selected as a major startup partner for Microsoft Build. Among many global tech startups, DeepBrain AI has been selected as a major partner. Microsoft Build is Microsoft's annual developer event, where Microsoft's top developer (CTO) and key developers gather to discuss tools and platforms for building product solutions.



## DeepBrain upgrades their AI avatar tech with boost from Azure



As businesses across segments seek new ways to transform customer interactions and improve retention, advancements in AI like natural language processing, speech recognition, and computer vision technologies are contributing to new market opportunities and innovation. [DeepBrain AI](#), a leading conversational AI startup from South Korea, specializes in video synthesis with a focus on creating realistic AI avatars that enable businesses to automate and enhance customer interactions and increase operational efficiency. The company has secured a strong presence in the market across industries, including media, finance, and retail.

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Meet Microsoft Build Technical

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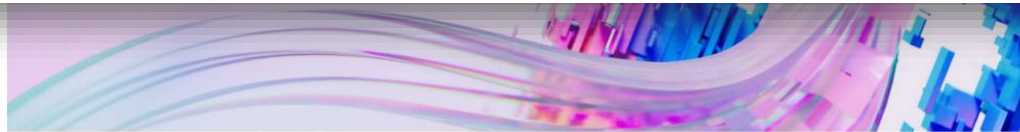


네이버 프리미엄콘텐츠

<https://contents.premium.naver.com> > stock > contents

## 딥브레인AI, IPO 준비 착착...미국·중국 확장 가속페달

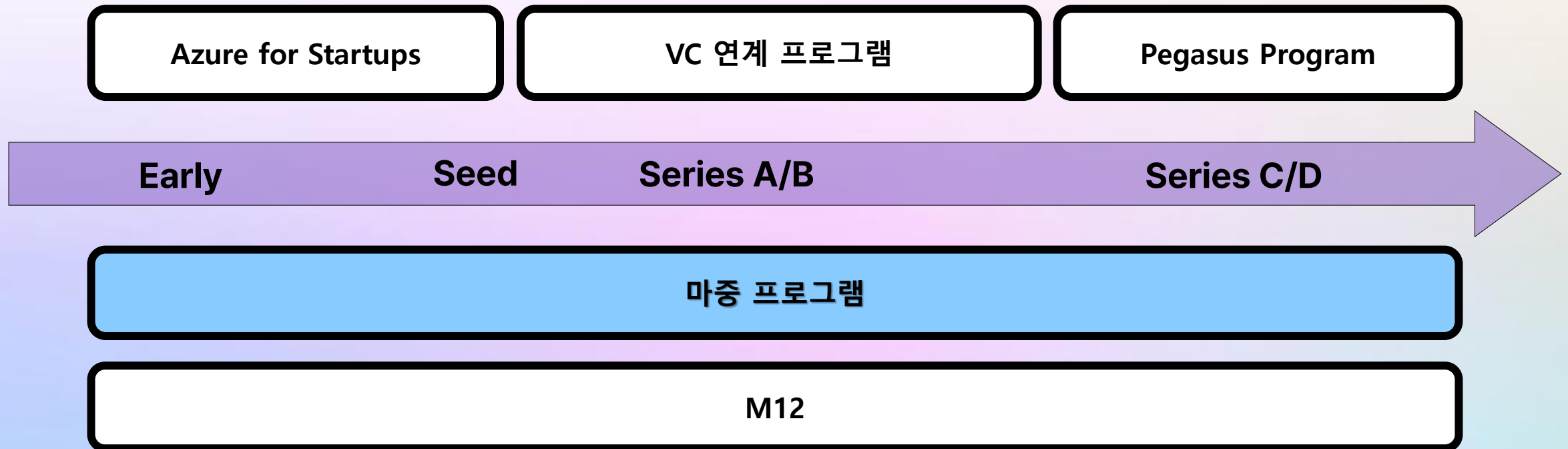
2025. 6. 2. — 딥브레인AI는 한국과 미국, 중국 법인을 중심으로 연간 매출 100억원 돌파를 목표로 삼고 사업을 확장 중입니다. 명령어, 링크, 문서 등을 올리면 음악, ...



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# 마중 프로그램

## 마중 프로그램 지원 내용

- 마이크로소프트 + 중기부 협업 프로그램
- 매년 초 심사를 통해 30~40여개사 선발
- 정부 지원 사업화 자금 혜택
- 글로벌 스케일업을 위한 특화 프로그램 제공(글로벌 VC 연계, POC 기회 등)

**마중 프로그램** | 홈 소개 프로그램 운영절차 안내영상 참여기업 성장성과 ENGLISH

**마중 프로그램은**  
클라우드 분야에 특화된 스타트업 액셀러레이팅 프로그램으로  
중소벤처기업부와 마이크로소프트가 스타트업의 클라우드 활용 기술  
고도화 및 글로벌 시장 진출 지원을 도와드립니다.

1 지원 대상	2 지원 분야	3 지원 내용	4 프로그램
창업 후 7년 이내 기술창업 기업의 대표자	헬스케어, 마케팅·애드테크, 에듀테크, 리테일테크, AI, 빅데이터 등 클라우드 활용 분야	사업화자금 최대 3억원 기술고도화, 교육, 판로개척, 투자유치 네트워크·홍보 등 스타트업 스케일업 지원	▶ 5-Scale UP ▶ Lean Customer Discovery ▶ G-PMF Expert Matching ▶ Global scale-up demo day

# 마중 프로그램

## 마중 프로그램 지원 내용

- 마이크로소프트 + 중기부 협업 프로그램
- 매년 초 심사를 통해 **30~40여개사 선발**
- 정부 지원 사업화 자금 혜택
- 글로벌 스케일업을 위한 특화 프로그램 제공(글로벌 VC 연계, POC 기회 등)
- **26년 사업명 Around X**

**마중 프로그램** | 홈 | 소개 | 프로그램 | 운영절차 | 안내영상 | 참여기업 | 성장성과 | ENGLISH

### 마중 프로그램은

클라우드 분야에 특화된 스타트업 액셀러레이팅 프로그램으로  
중소벤처기업부와 마이크로소프트가 스타트업의 클라우드 활용 기술  
고도화 및 글로벌 시장 진출 지원을 도와드립니다.

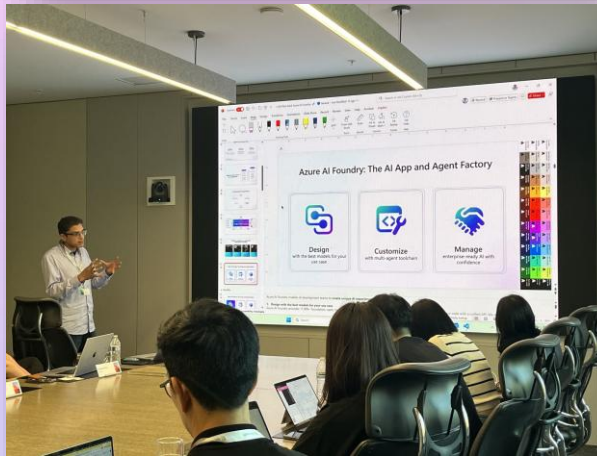
1 지원 대상	2 지원 분야	3 지원 내용	4 프로그램
창업 후 7년 이내 기술창업 기업의 대표자	헬스케어, 마케팅·애드테크, 에듀테크, 리테일테크, AI, 빅데이터 등 클라우드 활용 분야	사업화자금 최대 3억원 기술고도화, 교육, 판로개척, 투자유치 네트워크·홍보 등 스타트업 스케일업 지원	▶ 5-Scale UP ▶ Lean Customer Discovery ▶ G-PMF Expert Matching ▶ Global scale-up demo day

# 마중 프로그램

Microsoft 실리콘 밸리 방문을 통한 최신 AI기술 소개 및 현지 네트워크 형성

## EBC in Silicon Valley

- MS 최신 AI 기술 관련 데모 세션
- 본사 Product 담당자를 통한 기술 세미나
- Microsoft CVC (M12) 와의 네트워킹 세션
- Microsoft 연계 북미 Sales Channel partner 연결



# 마중 프로그램

## MS Korea와의 MOU 및 공동 영업, 마케팅 진행

### 스톤브릿지 투자 '혜움', MS와 MOU 체결 - 딜사이트

Nov 5, 2024 · 혜움은 지난 4일 마이크로소프트와 소상공인을 위한 금융 AI 에이전트 기술 사업화를 위한 업무협약 (MOU)을 체결했다고 밝혔다. 이번 협약으로 양사는 MS Azure Open AI를 활용한 ...

### 뤼튼-한국MS, 생성 AI 솔루션 MOU...애저 기반 서비스 ...

Oct 6, 2023 · 인공지능 (AI) 전문 뤼튼테크놀로지스 (대표 이세영)는 한국마이크로소프트와 MS 애저 (Azure) 기반 생성 AI 서비스의 보급, 확산을 위해 MOU를 체결했다고 6일 밝혔다. 이번 협력은 국내와 비영어권 시장에서 애저 ...



### KT·클로바인·한국마이크로소프트, AI 및 IT분야 업무협약

Mar 19, 2025 · KT대구경북광역본부는 지난 14일 클로바인, 한국마이크로소프트와 함께 인공지능 (AI) 서비스와 IT관련 프로그램 보급 확산을 위한 업무협약을 체결했다고 19일 밝혔다. ...

### 구루미, 한국MS와 손잡고 충청북도 디지털 혁신 '본격 시동 ...

Dec 19, 2023 · [K글로벌타임스] 인공지능 (AI) 화상 커뮤니케이션 플랫폼 구루미 (대표 이랑혁)는 충북 지역 기업의 디지털 혁신을 위해 한국마이크로소프트, 충청북도, 충북과학기술혁신원, ...

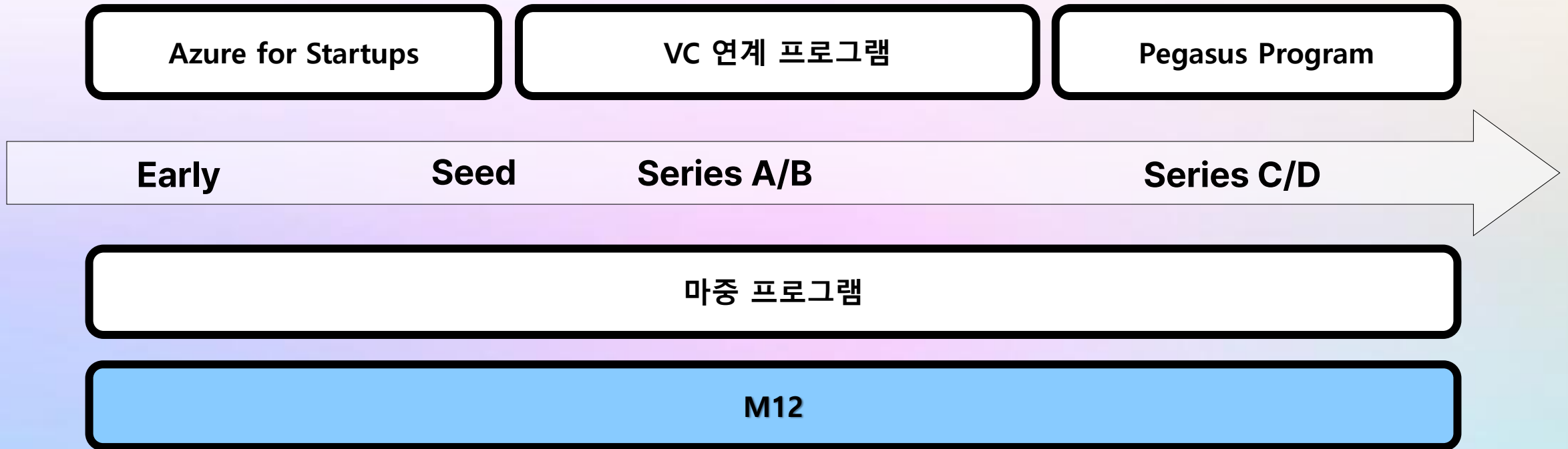
# 마중 프로그램

MS Korea와의 MOU 및 공동 영업, 마케팅 진행

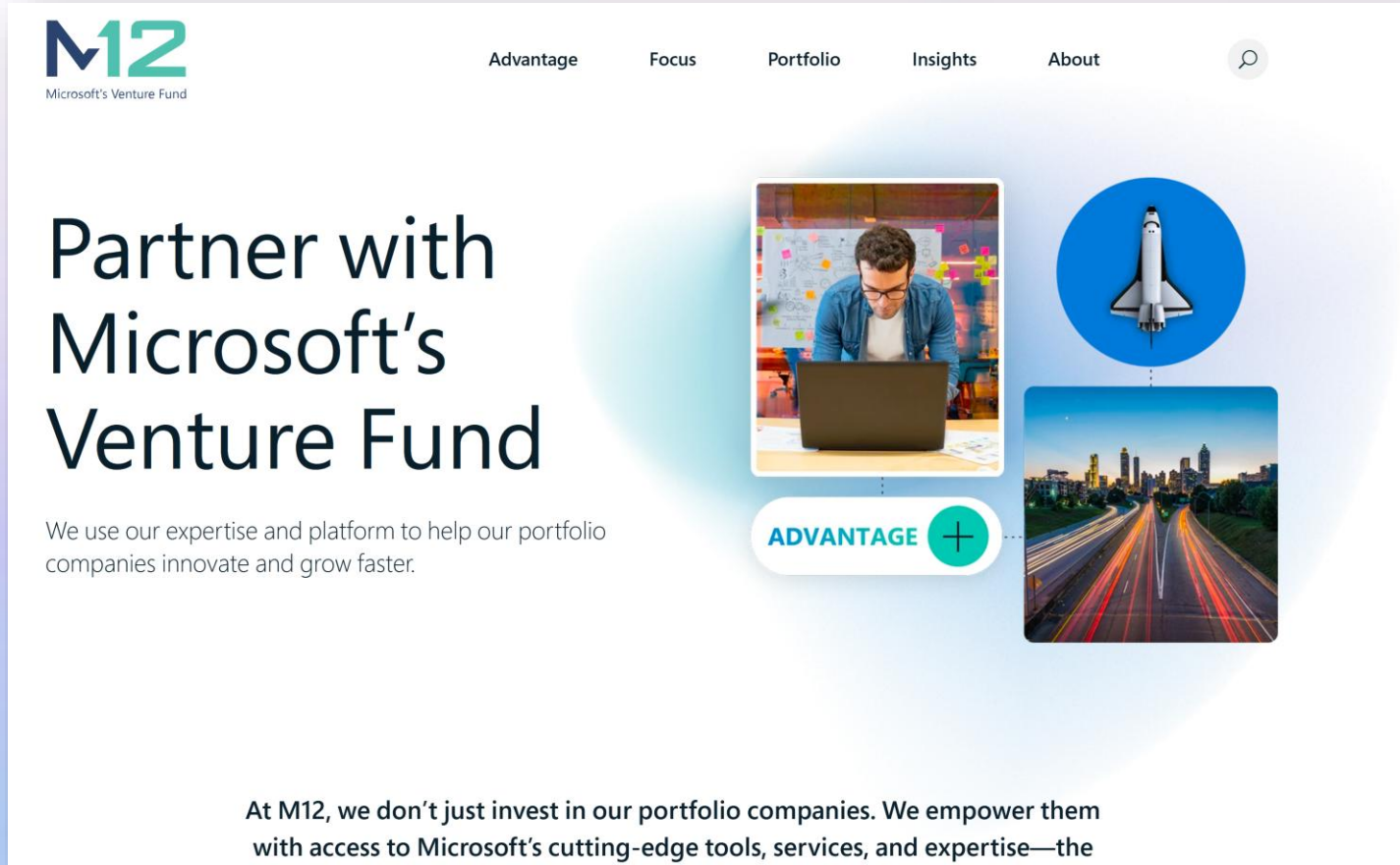


# Startup Journey with Microsoft

Microsoft는 Startup의 성장 단계에 따라 최적화된 지원 프로그램을 제공하고 있습니다



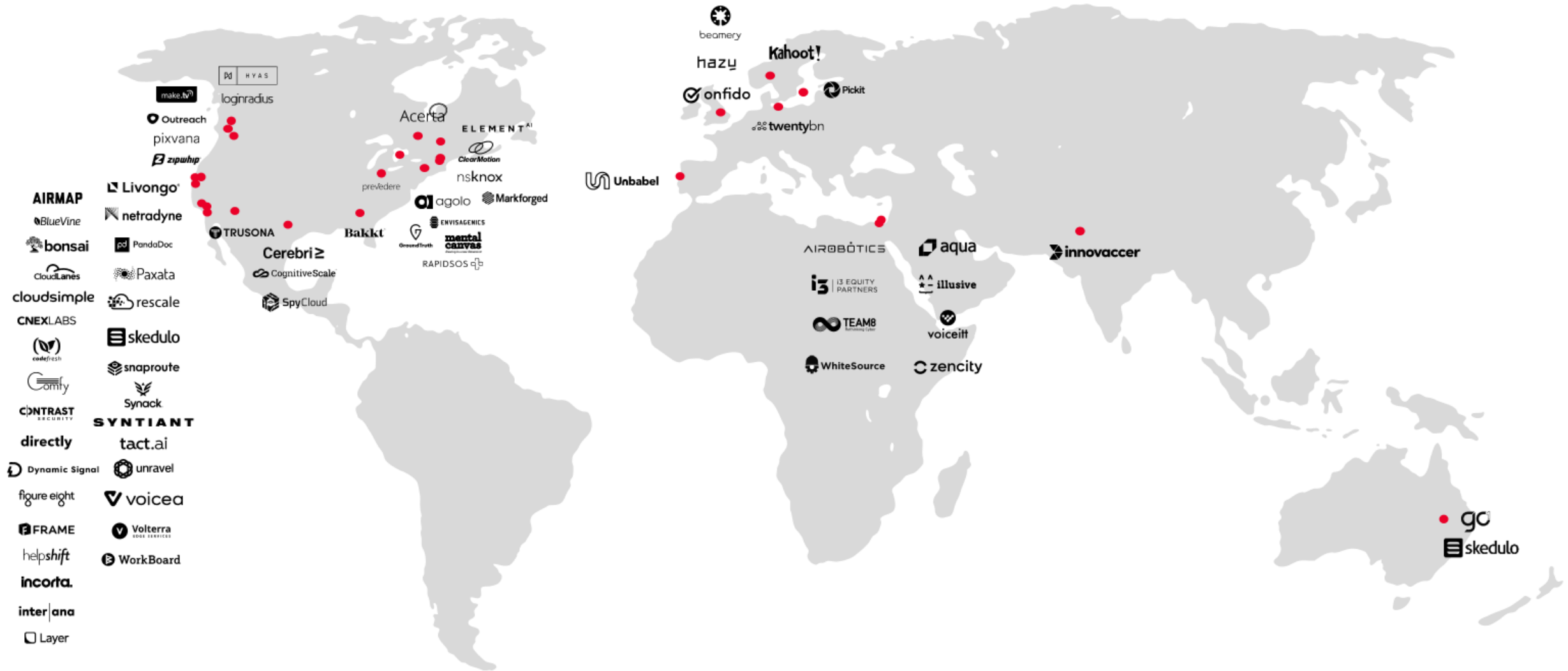
# M12 – Microsoft's Venture Fund



The screenshot shows the M12 website homepage. At the top left is the M12 logo with the text "Microsoft's Venture Fund" below it. To the right of the logo are navigation links: "Advantage", "Focus", "Portfolio", "Insights", and "About". A search icon is located in the top right corner. The main content area features the heading "Partner with Microsoft's Venture Fund" in large black text. Below this heading is a sub-headline: "We use our expertise and platform to help our portfolio companies innovate and grow faster." To the right of the text is a vertical stack of three images: a man in a blue shirt working on a laptop, a white space shuttle launching from a blue circular background, and a long-exposure photograph of a city street at night with light trails. Below the first image is a white rounded rectangle containing the word "ADVANTAGE" in blue and a green plus sign. At the bottom of the page, there is a paragraph: "At M12, we don't just invest in our portfolio companies. We empower them with access to Microsoft's cutting-edge tools, services, and expertise—the

- Enterprise Only(B2B)
- Financially Focused
- Series A – C
- Check size \$2M - \$10M
- Founder friendly & Platform Agnostic

# Investing Globally



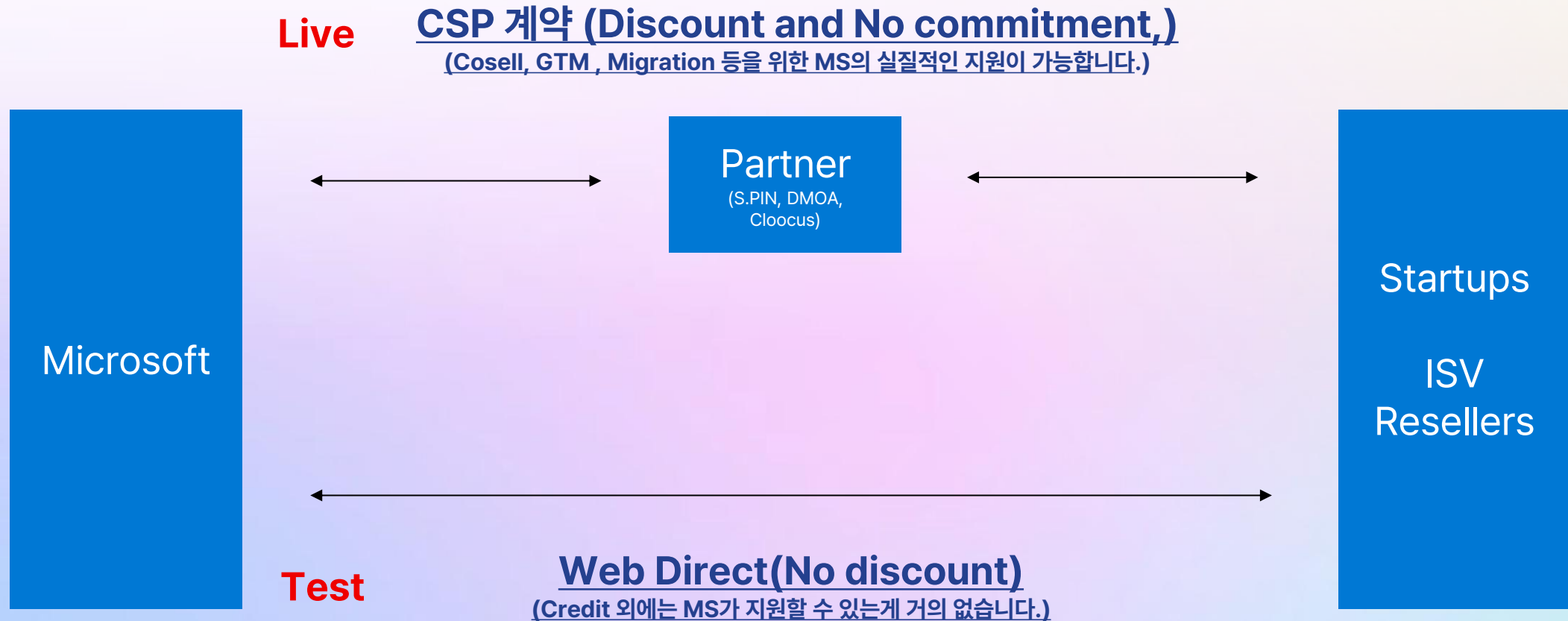
# Investing Globally



- make.b
- HYAS
- loginradius
- Outreach
- Acerta
- ELEMENT AI
- AIRMAP
- BlueVine
- bonsai
- CloudLanes
- cloudsimple
- CNEXLABS
- codefresh
- Comfy
- CONTRAST SECURITY
- directly
- tact.ai
- Dynamic Signal
- unravel
- figure eight
- voicea
- FRAME
- Volterra
- helpshift
- WorkBoard
- incorta.
- inter|ana
- Layer

# MS 계약 구조

Microsoft 는 Partner Business가 메인입니다. CSP 계약을 통해 실질적인 지원과 협업이 가능합니다.





Microsoft  
for Startups

# Thank you

Minsuk Shin, Azure SMB Business Lead  
([minsukshin@microsoft.com](mailto:minsukshin@microsoft.com))