



## **4 Programs Every Startup Founder Should Know About**



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Every startup founder can use a hand when it comes to developing software and finding a way to focus on your customers rather than the nitty-gritty of your business.

It's easy to get caught up in the technicalities of running a business and lose sight of what matters the most to your company: the customers.

There are four programs and websites that are strictly for assisting startups in using software and finding customers with their huge databases.

**Salesforce for Startups is a program started by the well-known company Salesforce.com. The program will allow startups to focus on customers and will help you in the beginning of your journey to success, including helping startups utilize new technologies such as Service SOS or Journey Builder for Apps.**

## Salesforce for Startups

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### Features of Salesforce for Startups:

- Allows your startup to grow with free CRM and customer service tools for a year
- Provides you with a place to publish your apps to over 100,000+ customers
- Gives its members free access to the Salesforce1 Platform
- The program has adopted the 1-1-1 model so entrepreneurs can have a chance to give back to their communities
- Use of the service cloud, which allows you to respond to customers from anywhere at any time



**Amazon also offers Web Services for startups. This includes free tools for your cloud so you can access servers, storage and databases for your business. With a new AWS account, you can receive 12 months of free access to the features for Amazon's Cloud program.**

#### **Benefits of Salesforce for Startups:**

- Helps businesses find new customers and continue to grow
- Offers a community for entrepreneurs to learn from other successful entrepreneurs and Salesforce professionals
- Manage your business from any device
- Stay in the know regarding startup events and other opportunities available for startup founders
- Improve your customer service

### **Amazon's Cloud for Startups**

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#### **Features of the AWS:**

- 12 months of free tier; after that, only pay for what you actually use
- Free accounts include the AWS basic support which includes customer service and more
- Provides data storage which you can access at any time

- The free tier, Amazon S3, is 5GB's of storage
- Free storage gateway after you activate your first virtual gateway appliance – it then connects software with cloud-based storage
- Free tier offers 30 GB of Elastic Block Storage (EBS)

#### **Benefits of AWS:**

- Storage offers backup options for disaster recovery and archiving
- Many of the products you pay for as you use and have no upfront costs
- Access as much or as little as you need, so your capacity is always known
- Auto scale your Amazon capacity yourself
- Focus more on your customers

### **Google's Cloud for Startups**

Google's Cloud for startups is specifically designed to help startup founders focus on the things that are the most important to them. Google will manage the details so you don't have to.

#### **Feature of Google Cloud:**

- App Engine where you can begin developing and building a new app

- Build Cloud Platform solutions through their templates or your own designs
- Cloud storage so you can manage data and access from anywhere at any time
- Startup a virtual machine or set up your own web server

### Benefits of Google Cloud:

- Up to \$100,000 free in Cloud Platform Credits for 1 year, which can be applied to all Cloud Platform products
- 24/7 support if you need assistance
- Eligible for startups which include people who have never received Cloud credits, have less than \$5 million in funding or make less than \$500,000 in annual revenue

## Microsoft's BizSpark for Startups

Last but certainly not least, is Microsoft's BizSpark for startups. Microsoft has created a program called BizSpark, which offers support and software for startups so that they can succeed.

### Features of BizSpark:

- Access to software and development tools you need to build software applications
- You will gain access to advisors and investors to help you begin and run your business successfully
- Find and obtain financing through BizSpark for your startup
- Free monthly benefits that will help startups build and develop Web

applications

- Free one-year Windows Store and Windows Phone developer accounts

### Benefits of BizSpark:

- With your Windows Store and Windows Phone accounts, you will have the ability to distribute your apps all over the world
- A network of over 100,000 startups, 5 years of experience and in over 165 countries
- Promote your apps through the BizSpark website
- Startups qualify if they are less than five-years-old or make less than \$1 million annually

