

Program Overview.

View from the top

“The biggest thing we have learned in our 40 years as an enterprise applications company is that there are not enough applications in the world and that the problem is looking for imagination far beyond the walls of SAP to the collective imagination of all of us.”

Vishal Sikka

Member of the SAP Executive Board, SAP AG - March 7, 2012

Program participation summary

650+ startups in the program

30+ production ready solutions

22 Industries

55 countries

9 Lines of Business

60% of use cases from outside SAP's traditional domain


62+ Forum recruiting events concluded thus far in 2013

Our community has 650+ active startups, and is growing!



What kinds of startups do we have in the program?

Broad range of “Big Data”, Mobile, and Sensor (M2M) companies

Area of Startup Focus	% of Startups	
Visualization / BI / Market Insight	25%	 2/3rds in these 4 categories
Social Media / Collaboration / Gaming	17%	
Predictive Analytics / Complex Analytics	13%	
Sensor Network Data / Internet of Things	10%	
Geospatial / Geo-Location / 3D Analysis	8%	
Primarily a Mobile Solution	7%	
Big Data Infrastructure / Appliance + SAP HANA	6%	
Enterprise Process Acceleration	6%	
Extension of specific SAP Solutions and SAP Expertise	4%	
Energy Management / Sustainability	3%	

What are the benefits for a startup under this program?



Technology

Immediate access to cutting edge HANA technology platform - free

Resources

Access to technical HANA experts and marketing & sales enablement support - free

Customers

Access to our 225,000+ global customer base to sell market-ready solutions - free

Money

Opportunity to pitch to the venture community via the HANA Real Time Fund and SAP Ventures - free

Community

Of entrepreneurs, partners, investors and thought leaders – free

No Equity

SAP Startup Focus does not take equity from participating startups

We are looking for a few good startups

Interested in developing their solutions on top of the in-memory database and application platform SAP HANA

1. STARTUP FORUM

- Live and Virtual Events all around the world
- Connect within the Startup Community
- Learn about SAP HANA
- Create a HANA Solution Use Case

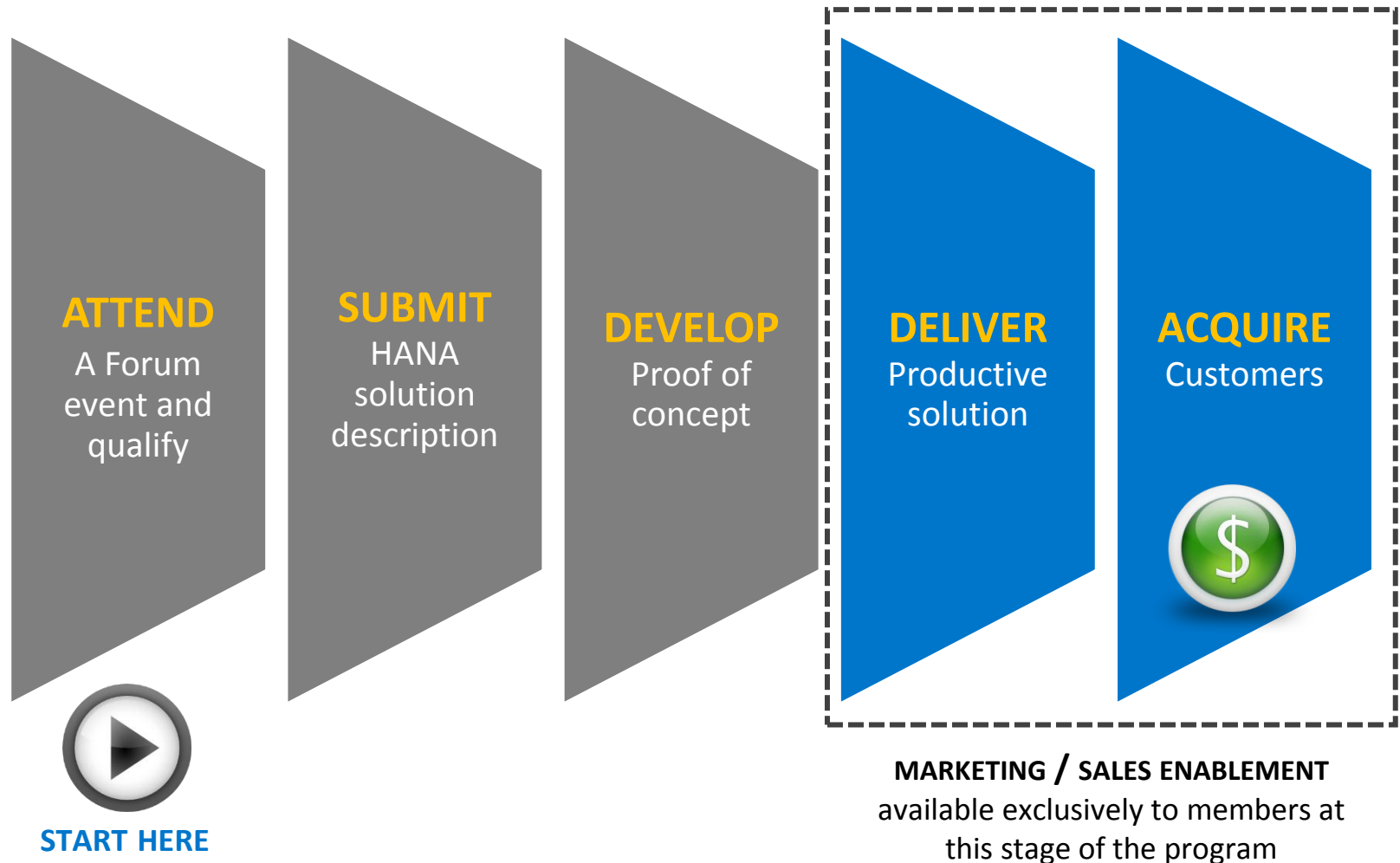
2. DEVELOPMENT ACCELERATOR

- Live and Virtual SAP HANA Boot Camps
- Technical Enablement and Coaching
- Build a Proof of Concept on SAP HANA
- Deliver a Commercial Solution on SAP HANA

3. GO TO MARKET

- SAP HANA OEM Agreement
- Participate in SAP and SAP Sponsored Big Data Events
- Develop a GTM approach with SAP and Startup Solution

How does SAP Startup Focus work?



What is an SAP HANA solution proposal?

A simple description of what you intend to build on SAP HANA

- Business problem addressed
- Proposed solution
- Solution benefits
- Statement of how SAP HANA will help

Complete your proposal now to trigger next steps

- Should not take days to produce – a simple description
- Should not include deep details – we don't want to know!
- Is not a binding contract – you can revise and replace later.

Next steps



Day 2

Attend Bootcamp

Week 1

Submit HANA solution description

Week 8-10

Deliver Proof of concept

Week 16-22

Finalize Productive solution

Next steps

We Look Forward to Working With You

- EMEA: Gary.Parnell@sap.com