



Effective Date: September 10, 2024

## Esri Partner Network Supplemental Policies for Startup Program

These policies are supplemental to the [Esri Partner Network \(EPN\) Policies](#) and apply to Startup Partners in the Esri Startup Program. These policies are subject to change with a 30-day notice at the discretion of Esri. Please refer to the online [Esri Partner Community](#) a secure destination exclusively for Esri Partners for the most current version of this document.

### ELIGIBILITY – Esri Startup Program

Esri Startup Program is an up-to two (2) year program and companies are evaluated annually, requiring high-touch participation.

The program supports open applications, although Esri reserves exclusive rights to determine eligibility. To qualify for participation in the Esri Startup Program, at a minimum, a company must be early-stage, product-centric with a clear market fit, and resourced as detailed in the following criteria:

- **Early-Stage:** Typically generating less than two million dollars (\$2,000,000) annually, was founded less than five (5) years ago, with a functioning website.
- **Product-Centric:** Building a repeatable software-based product offering (revenue-generating application or content service) with a sustainable business model.
  - Applicants *cannot* be a consultancy, professional services, dev shop, project-based entity, educational institution, or government agency.
- **Market Fit:** Committed to product alignment with Esri and ArcGIS by developing or migrating a product offering that may embed ArcGIS technology or extend access to the ArcGIS system (new or existing Esri customers), adhering to selling models, with a well-defined target market.
- **Resourced:** Companies must be seeking a long-term relationship with Esri and have access to the resources (technical staff, funding, infrastructure, etc.) necessary to build and scale the product.

Acceptance is at Esri's sole discretion.

Accepted participants must undergo periodic check-ins and an annual renewal enrollment evaluation to remain eligible. To understand additional expectations for the program, see section Supplemental Startup Expectations.

## Supplemental Startup Expectations

The Esri Startup Program is an up-to two (2) year program and companies are evaluated annually. It requires high-touch participation and alignment and strives for partners to graduate into Esri Partner Network (EPN) Programs. To remain in the program, startup partners must work towards building an ArcGIS-aligned offering and demonstrate commitment to the partnership.

To remain eligible, participants must undergo an annual renewal enrollment evaluation and should support regular check-ins with their partner manager at least every 3-6 months to ensure technical alignment and partnership goal setting are achieved.

Startups that are not meeting eligibility requirements or are unengaged (not activating software benefits, unresponsive, etc.) may be discontinued early at the program's 3-6-9 months dates, or 1-year annual renewal anniversary. Esri reserves the right to suspend or terminate your access to the Program, if you are in breach of these Policies, the EPN or Startup Supplemental Agreements or Terms of Use, Master Agreements, and all other legal documents pertaining to licensing on the [Esri Legal website](#).

## Startup Graduation

At the end of two (2) years, or sooner, Esri expects startups to advance into the greater Esri Partner Network (EPN) Programs. Alternate outcomes are converting to a customer. Reference the [Startup Graduation EPN Program Level Requirement Guide & Report Card](#) to review alignment expectations and determine qualifications for program advancement.

The graduation process is managed through your Esri partner manager. Startup companies must begin the graduation process into EPN **at least two months before their agreement end date** to ensure a smooth transition. Startup partners graduating and advancing into EPN Programs may receive the following benefits on a case-by-case basis:

- Consideration of EPN program annual fee discount or waiver for the first year

## **BENEFITS – Esri Startup Program**

### **Esri Partner Network (EPN) Benefits**

Active Esri Startup Program members are 'Startup Partners' within the Esri Partner Network (EPN) and must adhere to the following requirements and applicable benefits outlined in the [Supplemental Policies for Startup Program](#) and [EPN Policies](#). Access the secure [Partner Community](#) exclusively for Esri Partners for additional self-help program resources and initiate enrollment in [Selling Programs](#) or [Specialties](#).

### **Startup Supplemental Benefits**

Exclusive Esri Startup Program benefits for Startup Partners.

### **Esri Partner Manager - Dedicated Point of Contact**

Startup partners get a dedicated partner manager to support the relationship, help fast-track defining joint alignment, licensing, and selling program requirements, and accelerate development time to market. Regular check-ins and updates are required. Designated Esri or Esri Distributor partner manager primary contact (POC) can be discovered by navigating to *My Company* in the [Partner Community](#). Startups are also provided access to self-help assistance from Esri [Customer Service](#), [Technical Support](#), or your local Esri Distributor for account, licensing, and software issues or questions to scale.

### **Software:**

Startups receive a dedicated [Startup Partner Package](#) that outlines specific Esri software to support your product's rapid development and commercialization. Access and manage software through [My Esri](#). Get licensing and technical support assistance from Esri [Customer Service](#), [Technical Support](#), or your local Esri Distributor. Learn how to use ArcGIS with provided [unlimited e-learning training](#) benefits.

### **EPN Selling Programs for Value-Added Offerings (OEM/Sublicensing & Reselling)**

Contact your partner manager to discuss go-to-market opportunities with Esri via our [EPN Selling Programs](#). Define your ArcGIS system software needs and understand OEM/sublicensing requirements and negotiated fees for deploying a value-added application with Esri technology.

### **Esri Events - Free Passes**

Active Startup partners are granted the complimentary passes to each of the following Esri events annually:

- [Esri Partner Conference \(EPC\) Qty 1](#) is a partner-only exclusive annual meeting for Esri's global partner network, Esri staff, and distributors who are reshaping the world through the application of geospatial technology.

- [Esri Developer Summit \(DevSummit\) Qty 1](#) is designed for technical staff to show you how to build cutting-edge apps using advanced ArcGIS geospatial technology. Access hundreds of technical sessions to deploy web, desktop, and mobile environments with Esri technology.
- [Esri User Conference \(Esri UC\) Qty 2](#) is the world's biggest GIS event, attended by 17k+ ArcGIS professionals, industry experts, and geospatial developers across hundreds of industries, offering partner exhibit opportunities, networking, and tailored sessions covering content on how to implement and use the technology for thousands of use cases and organizations.

### Esri Exhibit Opportunities – Startup Zone

Following a verified integration, Startup partner may be invited to exhibit at [Esri events](#), including Startup Zones discounted packages at select conferences. Esri approval is required, space is limited, and applicable fees apply.

### Co-Marketing & Press Releases

Access exclusive [partner marketing benefits](#), like the [Esri Startup Program Partner emblem](#), to feature on your website and assets. Publish Press Releases (PRs), blogs, or case studies that allow prospective customers to learn about your offerings, ArcGIS alignment, and partnership with Esri. PRs require Esri corporate approval from [esri\\_partner\\_marketing@esri.com](mailto:esri_partner_marketing@esri.com). Share joint marketing for amplification consideration on Esri channels such as [@EsriStartups](#). Keep us informed on your successes by emailing your partner manager and [startups@esri.com](mailto:startups@esri.com).

### EPN Partner Directory Listing - Find a Partner

Gain exposure with your company listing on [Find a Partner \(esri.com\)](#). Startup partners require approval to activate their [Partner Directory listing](#) by demonstrating a complete ArcGIS integration or minimum viable product offering. To be considered for activation of this benefit contact your partner manager or submit a [Partner Case](#) in the [Partner Community](#).

### More Information

For more information or assistance, visit [Partner Community](#) or contact your Esri Partner Manager, [Customer Service](#), [Technical Support](#), or your local Esri Distributor.