



Esri Startup Program Graduation Requirements Guide

Introduction

This guide and [Alignment Report Card](#) are provided to inform Esri Startup Program partners of the technical and business expectations during your time in the program, along with the requirements to achieve advancement into applicable [EPN Programs](#) upon graduating and exiting the program, as referenced in the [EPN Supplemental Startup Program Policies](#).

Take a moment to review the [Frequently Asked Questions \(FAQ\)](#) below for startup graduates for clarification on the graduation process, expectations, timeline, cost, updated benefits, and additional information about EPN Programs.

Please engage your Esri Partner Manager early in the transition process, along with any specific questions related to your unique situation or circumstances.

Further questions should be submitted to [Partner Case in the Esri Partner Community](#) or [Customer Service](#). International partners should work directly with their region's Esri distributor. If additional resolution is required, please direct inquiries to startups@esri.com.

See the **Alignment Report Card & FAQ** on the following pages.

ALIGNMENT REPORT CARD - EPN Program Level Requirements for Startup Program Graduates

Use this as a framework to fulfill technical and business alignment activities throughout your time in the Esri Startup Program. At least *three months* before graduation, complete the report card with your partner manager to assess eligibility for advancement into EPN Programs. Questions can be submitted through a [Partner Case via the Partner Community](#).

Requirements for Graduation from Startup to EPN Programs	MEMBER Program	GOLD Program	Fulfillment Clarification
Annual EPN Program Fee	\$2,000	\$10,000	Payment of the annual EPN fee is required.
Proactive Partner Relationship with Esri Required to Advance to EPN	Required	Required	Eligibility for EPN advancement in partnership is defined with the Partner Manager <ul style="list-style-type: none"> • Member: Aligned, committed to ArcGIS/Esri partnership (Self-Help). • Gold: Highly aligned, engaged, significant revenue contribution, proactive partner relationship (Dedicated Partner Manager).
Complete solution or content offering that extends and/or embeds Esri ArcGIS technology	Required	Required	Partner offering deployed that aligns with Esri / ArcGIS technology . <ul style="list-style-type: none"> • Member: At minimum, have a valid prototype or beta minimum viable product (MVP) moving to a final commercial offering. • Gold: Must have final commercial offering deployed, demonstrate significant revenue impact to Esri (influenced/cosell, direct, or via Selling Program OEM/Reseller)
Solution Offering: Partner must deploy an Esri-aligned solution or content service . Partner must demonstrate a clear understanding of how technical integration affects selling and the joint sales model between the partner and Esri.			
Esri technical integration extends and/or embeds ArcGIS technology & business alignment follows a joint go-to-market pattern	Required	Required	Partner must deploy an Esri-aligned solution or content/data service that embeds and/or extends ArcGIS technology. Examples: Embed: Offering uses Esri SDK/APIs & ArcGIS location services via ArcGIS Location Platform (PaaS) pay-as-you-go via API Key or User Authentication (OAuth2.0). Or, via Selling Program, gain authorization to sublicense ArcGIS Online/Enterprise and OEM User Types in value-added content, custom apps, or no code/low code ArcGIS apps deployments. <ul style="list-style-type: none"> • Note: PaaS deployment does <u>not</u> require a Selling Program. Offerings deployed with an ArcGIS Location Platform (PaaS) account include a commercial deployment license, allowing you to deploy any type of app (private or public) built on top of ArcGIS location services, billed using consumption Extend: Build offerings that require the end user to be an Esri Customer with a User Type Account provisioned from ArcGIS Online or ArcGIS Enterprise. Examples: <ul style="list-style-type: none"> • App implements user authentication requiring sign-in with a User Type account from ArcGIS Online/Enterprise. • Sell Content or Configurable apps through ArcGIS Online/Enterprise as hosted layers or no code/low code ArcGIS apps provisioned through ArcGIS sharing (Group to Group/Registered Services), • Develop an ArcGIS Pro Add-in for industry-specific, tailored workflows.
Business model and pricing prepared for offering	Required	Required	How do you sell your offering (subscription, geography)? Who is it sold to (Esri/non-Esri users)? What is the pricing model? Is a clear sales relationship with Esri identified?

Requirements for Graduation from Startup to EPN Programs	MEMBER Program	GOLD Program	Fulfillment Clarification
Selling Programs & Licensing Requirements			
Selling Program (Sublicense ArcGIS) OEM/Sublicense authorization required for value-added content or solutions deployed using ArcGIS Online/Enterprise technology via a fee-based sales authorization agreement.	Required <i>(if applicable)</i>	Required <i>(if applicable)</i>	Sublicensing required if partner deployment pattern is embedding/OEMing ArcGIS Online (SaaS) or ArcGIS Enterprise (Server), requiring User Types in a value-added solution/app or content/data service offering. Authorized via Selling Program Sales Authorization; annual enrollment/per-user fees apply. Partner licensing to match business model (by user or resell/bundle with ArcGIS). Note: PaaS deployments do <u>not</u> require a Selling Program.
Selling Program (Resell ArcGIS) US-Only: Resell ArcGIS. For partners that support extended deployment patterns, requiring the end user to have ArcGIS.	Recommend <i>(if applicable)</i>	Required <i>(if applicable)</i>	US Partners delivering highly aligned, value-added products or services can become authorized resellers of specific ArcGIS technology to end users. Provides an opportunity to increase margins and generate revenue by leveraging influence with customers who acquire Esri Products. Resell authorized through Selling Programs : <ul style="list-style-type: none"> • Referral: Sell ArcGIS to new end users via Esri Store purchase. • Bundle: Pair Esri technology with Partner value-added offering.
Business model and pricing prepared for offering	Required	Required	How do you sell your offering (subscription, geography)? What is the pricing (Esri/non-Esri users)? Is a clear sales relationship with Esri identified?
Joint Go-To-Market Activities: Business Planning & Customer Success			
Partner Directory Complete with Lead Generation Activated	Required	Required	Complete company partner directory listing and opt into lead generation 'contact us' through listing within Partner Community .
Demo of Offering	Required	Required	Provide a demo that showcases ArcGIS technology integration & Esri alignment. Help sell your app, content, and solutions directly to Esri's global user ecosystem.
Business Partner Plan	Required	Required*	Clarify what you want to achieve with Esri and business goals to help meet these, collaborating with Partner Manager. *Gold: Complete 'New Partner Plan' on Partner Community .
Potential Direct Revenue and/or Influenced Sales Opportunities	Required	Required	Summary of revenue impact or indirect sales achievements to Esri (cosell/influenced revenue), including forecasted contributions.
Referenceable Customers	Recommend	Required	A simple bullet list of customers who validate your offering has or will demonstrate success.
Co-Marketing			
Joint Marketing	Required	Required	Generate & share examples/URLs referencing Esri/ArcGIS that support the partnership (Ex: website references Esri integration/partnership with partner emblem, PR/blog, case study, flier, technical demo, webinar, awards, story map, events).
Attend Esri Events	Recommend	Required	List events attended or session participation.
Exhibit Esri Events	Recommend	Required	List events exhibited and engagement level.
Knowledge of Esri ArcGIS Systems			
Webinars: Esri Partner Network	Required	Required	Attend Esri partner webinars (onboarding/tech enablement).
Training or Certifications	Recommend	Required	Esri training/e-learning or certification accomplishments.
Partner Specialties	Recommend	Required	Attain Specialties . Validate partner has expertise working with certain Esri products and/or verticals. Often, a prerequisite to Selling Programs.

Frequently Asked Questions (FAQ) – Esri Startup Program Graduation

1. What happens upon graduation from the Esri Startup Program?

In two years or less, our goal is for [Esri Startup Program](#) partners to advance into the [Esri Partner Network \(EPN\)](#) as aligned and reputable partners within eligible EPN Programs (Member/Gold), maintaining an Esri partnership status and benefits. Alternatively, you may choose to convert to a customer relationship with Esri.

All program benefits and software expire upon graduation (agreement term-end date). Your company will need to purchase any required software thereafter. Startups that continue their relationship with Esri as customers may request quotes to renew or purchase software directly from the [Esri Store](#), [Esri sales](#), or your local Esri distributor office.

2. Who is eligible to graduate from the Startup Program to the EPN Program?

EPN Program eligibility is defined by your partner manager using the **Alignment Report Card** as a framework for fulfilling and assessing qualifications. Typically, Startups transition to Member first, then advance to Gold as their business matures.

- **Member Program** is a self-guided entry-level partnership that provides aligned partners with on-demand resources to help grow your business without needing a dedicated partner manager, offering a low-touch engagement experience within EPN.
- **Gold Program** is reserved for highly aligned startups with proven technical alignment, demonstrated well-defined business alignment, and proven revenue potential or impact. It offers a high-touch engagement experience with Esri as a partner.

3. What benefits do Startups get when graduating into EPN Programs?

If qualified, the following benefits may apply to startup partners graduating and advancing into applicable EPN Programs:

- [Annual Fee - EPN Programs](#): Partner must pay an annual fee for the EPN Program. In rare instances, highly aligned companies may receive consideration from the Esri Partner Manager for a fee discount in year one.
 - **MEMBER:** Required to pay the annual fee.
 - **GOLD:** Required to pay the annual fee.
- Commercial licenses may be transitioned at the standard partner purchase price. Startups may request quotes to renew or purchase software directly from your partner manager or your local Esri distributor office. US startups may use the [Esri Store](#) or contact [Esri sales](#).
- Includes all benefits outlined in [EPN Policies](#) (software, training, event discounts, etc.).
 - [See Software Packages](#) *Note: Existing EPN-provided ArcGIS Online Subscription is maintained, converted, and carried over with*

graduation into EPN Programs. Credits do not carry over; adjust to the referenced amount in the package. Quoted to maintain internal/commercial use software not included in the EPN package.

4. What is the process to graduate from the Startup Program to the EPN Programs (Member/Gold)?

Meet with your Partner Manager at least 3 months before your startup partner exit date to ensure a smooth transition without software disruption.

- Using the **Alignment Report Card** above, review program requirements and complete the form. Licensing and commercial software requirements should also be considered and assessed.
- **Do not reapply through the EPN application form.**

If qualified for EPN, your Partner Manager will instruct you on the appropriate program and transition process. On your behalf, the partner manager will **internally process your graduation** through Esri's Partner Resource Center Team. Please do not reapply through the online EPN application form. If you have any concerns, submit a [Partner Case via the Partner Community](#).

5. What are the qualifications and expectations for EPN Programs?

Refer to the **Alignment Report Card** for a general framework of expectations and requirements for advancing from the Startup Program to EPN Programs.

MEMBER is a self-guided, low-cost partnering experience for organizations interested in offering solutions, content, or services related to ArcGIS. No dedicated partner manager is assigned (self-help). Partners may choose to remain in this program or increase their engagement by qualifying, maturing, and advancing to higher EPN Programs. Eligibility for the program is captured in the [Esri Partner Network Policies](#).

GOLD partners must demonstrate alignment, a higher level of engagement, and mutual value through activities outlined in the report card above, for example,

- Generating revenue for/with Esri, typically supported through enrollment in sublicensing or reseller [Selling Program \(Sales Authorization\)](#).
- [Partner Directory Listing](#) is complete with Lead Generation activated.
- Attending and exhibiting at Esri events, such as Esri User Conference (UC), Partner Conference (EPC), and Developer Summit.
- Taking Esri training and having staff with Esri technical certification.
- Publishing co-marketing/customer case studies.
- Enrollment in [specialty](#) designation

6. Why do you offer multiple programs for Esri Partner Network (EPN)?

As the EPN partner community continues to grow, we have implemented programs that align with your level of engagement with Esri. Programmatic changes recognize and support our evolving partner community growth, investment, and innovation to deliver mutually positive customer outcomes.

7. How will updated EPN programs impact my organization's eligibility to participate in partner offerings (partner management support, specialties, events, etc.)?

Please refer to the [Become a Partner Site & FAQ](#) and log in to [Partner Community](#) to access self-help resources. Engage your Partner Manager to learn more about the potential impact of your EPN opportunity eligibility for specific opportunities.

8. How can my organization track its alignment progress toward compliance with EPN program requirements?

Proactive engagement is required. On an ongoing basis, work with your partner manager to create technical alignment goals and define ArcGIS licensing requirements with [Selling Programs](#) (Sublicensing/OEM/Reselling). Your organization can track progress using the requirements **Alignment Report Card** and record specific achievements within your company by developing a joint 'Partner Plan' and a company one-pager for internal education and promotion.

9. When will my organization be invoiced for the annual EPN Program fee?

The annual EPN Program annual fee is invoiced when you transition and is issued against your organization's partnership agreement renewal date. You can locate your renewal information in the [Partner Community \(My Resources\)](#) and program fee details in the [EPN Policies](#). In addition, within [My Esri](#), you can review orders, renew ArcGIS maintenance and subscriptions, generate product licenses, download installation media, request technical and customer support, review training history, and much more. Contact [Customer Service](#) or your local distributor for renewal support.

Note: *Any requirements or benefits described herein are at Esri's sole discretion and may be subject to change. Note, this document is provided as a guide for informational purposes only and does not create any offer or contractual commitment from Esri. Always refer to your executed company EPN program's agreements and [EPN Supplemental Policies for Startup Program](#) / [EPN Policies](#).*

Additional Questions:

Submit Questions to the following: [Partner Case via the Partner Community](#), your dedicated Esri Partner Manager, [Customer Service](#), or local distributor. Additional questions may be directed to startups@esri.com.