



Esri Startup Program Graduation Requirements Guide

Introduction

This guide and report card is 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 EPN Silver or Bronze upon graduating and exiting the program.

Take a moment to review the Frequently Asked Questions (FAQ) below for startup graduates for clarification on the process, timeline, special startup benefit opportunities, and additional information about EPN.

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

Further questions may be directed to startups@esri.com and partnerresourcecenter@esri.com.

Report Card: EPN Program Level Requirements for Startup Program Graduates

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 evaluate eligibility for advancement into EPN Silver or Bronze Programs.

Requirements for Graduation Startup Program	Bronze Program	Silver Program	Fulfillment Clarification	Partner Comments
Annual EPN Program Fee	\$1,000	\$5,000* (waived yr1)	<i>Bronze required to pay annual fee. *Only Silver eligible for fee waiver for first year per startup graduation benefits.</i>	
Proactive Partner Relationship with Esri	Recommended	Required	<i>Bronze = self-help/transactional. Silver = proactive/engaged partner relationship.</i>	
Solution Offering				
Complete solution or content offering that extends or embeds Esri	Required*	Required	<i>Silver must have final solution or minimum viable product (MVP). *Bronze must at a minimum have valid prototype or beta, moving to final offering.</i>	

Requirements for Graduation Startup Program	Bronze Program	Silver Program	Fulfillment Clarification	Partner Comments
ArcGIS technology				
Validate technical integration and business alignment clearly follows a joint go-to-market pattern (extend or embed ArcGIS technology)	Required	Required	<i>Partner demonstrates clear understanding of how technical integration impacts selling and influences joint sales model between partner and Esri.</i>	
Business model and pricing prepared for offering	Recommended	Required	<i>How do you sell your offering (subscription, geography), what is the pricing (Esri/non-Esri users), clear sales relationship with Esri identified?</i>	
Complete the following joint go-to-market activities:				
Sales Authorization (Solution Delivery Licensing)	Recommended	Required*	<i>*If partner is embedding/OEMing ArcGIS Online or Enterprise/Server Technology. Sales Authorization: Partner licensing to match your business model (by user, unit, revenue share, or bundle with ArcGIS).</i>	
ArcGIS Marketplace Listing	Recommended	Recommended	Marketplace: Esri's online partner provider store. Sell your app, content, solutions directly to Esri's global user ecosystem.	
Business Planning & Customer Success				
Business Partner Plan	Recommended	Recommended	<i>Clarify what you want to achieve with Esri and business goals to help meet these. Optional, complete 'New Partner Plan' on Partner Community.</i>	
Partner Specialties	Recommended	Recommended	<i>Specialties validate partner has expertise working with certain Esri products and/or verticals. Often prerequisite to fulfill Marketplace or Sales Authorization.</i>	
Potential Direct Revenue and/or Influenced Sales Opportunities	Recommended	Required	<i>Summary of revenue or indirect sales achievements to Esri.</i>	
Referenceable Customers	Recommended	Required	<i>Simple bullet list of customers, validate your</i>	

Requirements for Graduation Startup Program	Bronze Program	Silver Program	Fulfillment Clarification	Partner Comments
			<i>offering has or will demonstrate success.</i>	
Marketing				
Partner Directory Complete	Required	Required	Update listing on Partner Community .	
Attend Esri Events	Recommended	Required	List events attended or session participation.	
Exhibit Esri Events	Recommended	Recommended	List events exhibited and engagement level.	
Joint Marketing	Recommended	Required	Share examples/URLs referencing Esri/ArcGIS that support the partnership. (Ex: website landing page, press, case study, story map, technical demo, webinar, external events, flier, awards).	
Knowledge				
Training or Certifications	Recommended	Required	List Esri online training or certification accomplishments.	
Webinars	Recommended	Required	Attend partner webinars (onboarding/tech enablement).	

Frequently Asked Questions (FAQ) – Esri Startup Program Graduation

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

In three years or less, our goal is for [Esri Startup Program](#) partners to advance into the [Esri Partner Network \(EPN\)](#) as a reputable and aligned partner in the Silver program. Alternatively, you may choose to continue in the more transactional, entry-level Bronze program, or convert to a customer relationship. Demonstrating alignment and advancing to Silver is the preferred outcome and provides waived fees for the first year.

All program benefits and software expire upon graduation (agreement term-end date). Your company will need to purchase any required software thereafter.

If qualified, the following benefits apply to startup partners graduating as a Silver or Bronze partner:

- [Annual Fee - EPN Partner Program](#):
 - Bronze: Required to pay annual fee.
 - Silver: Fee waived for the first year.
- Commercial licenses may be transitioned at the cost of maintenance rather than the standard partner purchase price.

- Includes all benefits outlined in [EPN Policies](#) (software, training, event discounts, etc.)
 - Robust software offering, [Silver Package](#) or [Bronze Package](#).
 - *(Note, existing ArcGIS Online is maintained and converts to EPN provided subscription within benefits. Credits do not carry over, adjust to the referenced amount in the software package).*
- Otherwise, startups will continue their relationship with Esri as customers and may request quotes and directly purchase software from the [Esri Store](#), [Esri sales](#), or your local Esri distributor office.

2. What is the process to graduate from Startup Program to EPN Silver or Bronze Programs?

Do **not** re-apply through the EPN application form. Meet with your Partner Manager *at least three months before your startup partner exit date* to ensure a smooth transition with no software disruption. Using the **Report Card** above, review program requirements and complete the form. Licensing and commercial software requirements should also be assessed.

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, partnerresourcecenter@esri.com. Please do not re-apply through the online EPN application form.

3. What are the qualifications and expectations for EPN Silver or Bronze programs?

Reference the **Report Card** for requirements to advance into Silver or Bronze Programs from the Startup Program.

Bronze is a self-guided, low-cost partnering experience for organizations interested in offering solutions, content, or services related to ArcGIS. Partners may choose to stay in this program or increase their engagement by qualifying and maturing into Silver. Eligibility for the Bronze program is captured in the [Esri Partner Network Policies](#).

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

- Generating revenue to Esri through a sales authorization
- Listing in [ArcGIS Marketplace](#)
- Earning a specialty designation
- Attending and exhibiting at Esri events, such as Esri Partner Conference
- Taking Esri training and having staff with Esri technical certification
- Publishing customer case studies

4. 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.

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

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

6. How can my organization track its progress toward compliance against EPN program requirements?

Your organization can track progress using the requirements **Report Card** and record specific achievements within your company [Partner Community](#) 'Partner Plan'.

7. When will my organization be billed for the annual EPN Program fee?

The annual EPN Program fee is billed 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](#).

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 policies.

Additional Questions

Direct additional questions to partnerresourcecenter@esri.com or startups@esri.com.