Profile Consulting Group

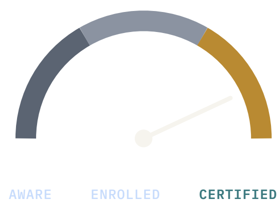
GTM STRATEGY · PARTNERSHIPS · MARKET EXPANSION

Startup Engagement with a Hyperscaler

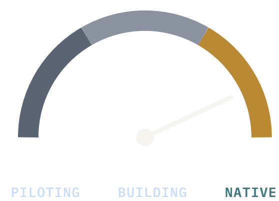
Takeaway — Hyperscalers consistently look for three signals from a startup partner: commitment, active platform usage, and customer deployments. The strongest partnerships follow a disciplined, repeatable approach that demonstrates long-term alignment and execution capability.

SIGNAL READOUT — WHAT HYPERSCALERS MEASURE

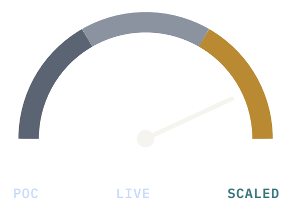
01
Commitment
Certifications & program alignment



02
Dev & Test Usage
Consumption in non-prod environments



03
Production Deployment
End-customer workloads live on-platform



01 Commitment to the Ecosystem

Show that your team is investing in their cloud, understands their frameworks, and is building capability that scales.

- — Structured certification plan across architecture, security, data, and operations.
- — Enroll in startup, partner network, and ISV programs.
- — Engage partner development managers early on roadmap and co-sell.

> *Funding: startup credits, POC funding, migration support, co-sell incentives.*

02 Meaningful Dev & Test Usage

Real consumption in non-production environments proves your engineering team is building natively on their platform.

- — Consistent usage patterns in dev and test environments.
- — Adoption of cloud-native architectural principles.
- — Platform-aligned tooling for build, test, automation, deploy.

> *Signal: product genuinely built on their cloud — not merely hosted there.*

03 Production Deployment to Clients

Customer-facing workloads in production are the strongest indicator of partnership value — net-new workloads and repeatable patterns.

- — Live customer deployments with measurable usage.
- — Marketplace listings to enable co-sell motions.
- — Joint go-to-market activities and field engagement.

> *Priority: partners who drive consumption and prove joint value.*

Crisp Engagement Approach for Startups

1. **Certify early and visibly** — build a certification roadmap tied to your product architecture.
2. **Join partner programs** — activate startup, partner network, and ISV tracks to unlock benefits.
3. **Show usage** — maintain steady dev/test consumption to demonstrate engineering commitment.
4. **Deploy to customers** — prioritize production workloads that prove joint value.
5. **Leverage funding** — use credits, POC funding, and migration support to accelerate adoption.
6. **Co-sell and co-market** — engage field teams with clear customer value propositions.
7. **Operate with discipline** — track certifications, usage, deployments, and milestones monthly.