

Lessons From Microsoft And Other Corporations On Partnering With Startups

Partnering with startups can be a great way for corporations to stay innovative and grow their business. But it's not always easy to get it right. Here are some lessons from Microsoft and other corporations that have successfully partnered with startups:



Gorillas Can Dance: Lessons from Microsoft and Other Corporations on Partnering with Startups

by Shameen Prashantham

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1. Be clear on your goals

Before you start partnering with startups, it's important to be clear on what you want to achieve. Are you looking for new technologies? New markets? New customers? Once you know your goals, you can start to look for startups that align with them.

2. Do your research

Once you've identified some potential startups to partner with, it's important to do your research. Learn as much as you can about their team, their technology, and their market. This will help you to assess whether they're a good fit for your corporation.

3. Build a strong relationship

A successful partnership is built on a strong relationship. Take the time to get to know the people behind the startup. Understand their goals and values. And be transparent about your own expectations.

4. Be flexible

Things don't always go according to plan when you're partnering with a startup. Be prepared to be flexible and adapt to change. This could mean adjusting your goals, your timeline, or even your partnership structure.

5. Be patient

Building a successful partnership takes time. Don't expect to see results overnight. Be patient and give the partnership time to develop.

Here are some specific examples of how Microsoft and other corporations have successfully partnered with startups:

- Microsoft has partnered with a number of startups to develop new technologies for its Azure cloud platform. For example, Microsoft partnered with the startup Databricks to develop a new data analytics platform for Azure.
- Amazon has partnered with a number of startups to develop new products for its Amazon Web Services (AWS) cloud platform. For

example, Amazon partnered with the startup Docker to develop a new container management platform for AWS.

- Google has partnered with a number of startups to develop new products for its Google Cloud Platform (GCP). For example, Google partnered with the startup Kubernetes to develop a new container orchestration platform for GCP.

These are just a few examples of how corporations can successfully partner with startups. By following the lessons learned from these companies, you can increase your chances of success in your own startup partnerships.



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