



SAP.iO Rising Stars

Capture early joint sales & secure future partnerships

SAP.iO Rising Stars

The goal of the SAP.iO Rising Stars team is to secure [SAP.iO Foundry](#) investment in cutting edge startups, by working with SAP.iO Foundry graduates, helping them to achieve initial business momentum with SAP. We do that by executing advanced **portfolio-development** activities to generate joint pipeline, facilitate client discussions and support deal closing.

Partner progression with SAP.iO:

	Foundries	Rising Stars	Partner & Sales organizations
Target audience	Early stage startups	SAP.iO Foundry graduates (Active partners)	Mature SAP partners
Goal	Form the partnership with SAP (Use case, integration, onboard SAP Store)	Achieve initial business momentum (Lead generation & joint deals)	Maintain ongoing joint revenue
Innovation type	Disruptive	Validated & Enterprise ready	Enterprise ready & widely available
Client profile	Early adopters / Open innovation groups	Small Medium Enterprises / Tier 2-3 clients	SAP Buyers / All tiers

SAP.iO Rising Stars Portfolio Partners

Global Program:

Current portfolio – Under management



Foundry Programs:

Foundry San Francisco Rising Stars in HXM (March-July 2022)



Foundry Singapore (May-July 2022)



Foundry Paris (Oct-Dec 2021)



Foundry Tel Aviv (Sep-Dec 2021)



Rising Stars - Support Levels

Our primary KPI is the **number of new deals** signed jointly with our SAP.iO alumni partners, which indicate our partners' ability to deliver tangible enterprise innovation to our clients. Partner selection for Rising Stars is based on **criteria** and team **capacity**. In order to support as many SAP.iO graduate partners as we can, we offer 3 levels of support:



Portfolio Development

- For Partners answering **all** selection criteria
- Rising Stars team **capacity** can support another portfolio company

The offer:

- Become a Rising Stars portfolio company
- Jointly creating advanced joint sales materials
- Identify and connect to relevant SAP account teams
- Supporting deal closing

Duration:

- 3-6 months support



Testing the water

- For partners who answering **some** of the selection criteria or **unclear** joint market potential
- A strong **stakeholder** recommendation

The offer:

- Guidance on creating advanced joint sales materials
- Identifying 10 potential clients and reach out their SAP account teams
- Evaluate and decide on next steps

Duration:

- 1-time trail (1-2 weeks)



Concrete opportunity

- **Not qualify** for Rising Stars
- **No capacity** – The Rising Stars team can't support another portfolio company

The offer:

- help you promote concrete & qualified opportunities with SAP clients
- Reach-out to the SAP account executive/team and ask their support
- Support follow-up

Portfolio Development - Partner Selection

A Rising Stars candidate must be an SAP.iO Foundry alumni company, that has an active partnership with SAP, which is at the right maturity level as a company. Candidates are being identified internally by the SAP.iO global team together with the Foundries. No application is needed.

Detailed criteria:



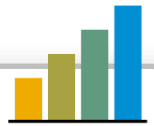
Current relationship with SAP:

Must:

- An SAP.iO alumni company
- Available on the SAP Store and an active PartnerEdge membership
- Support from an SAP stakeholder and/or SAP.iO Foundry
- Not yet recognized as Spotlight / Endorsed (Except for exceptions)

A plus:

- Have active opportunities (or deals) on the [SAP Store Partner Cockpit](#)
- Have existing integration with SAP, in production
- Signed a joint deal with SAP (recorded on SAP Store)
- Issued a PR to announce their SAP listing + promote it on company website
- Have integration or identified potential integration with SAP BTP/DWC/Industry Cloud



Company maturity:

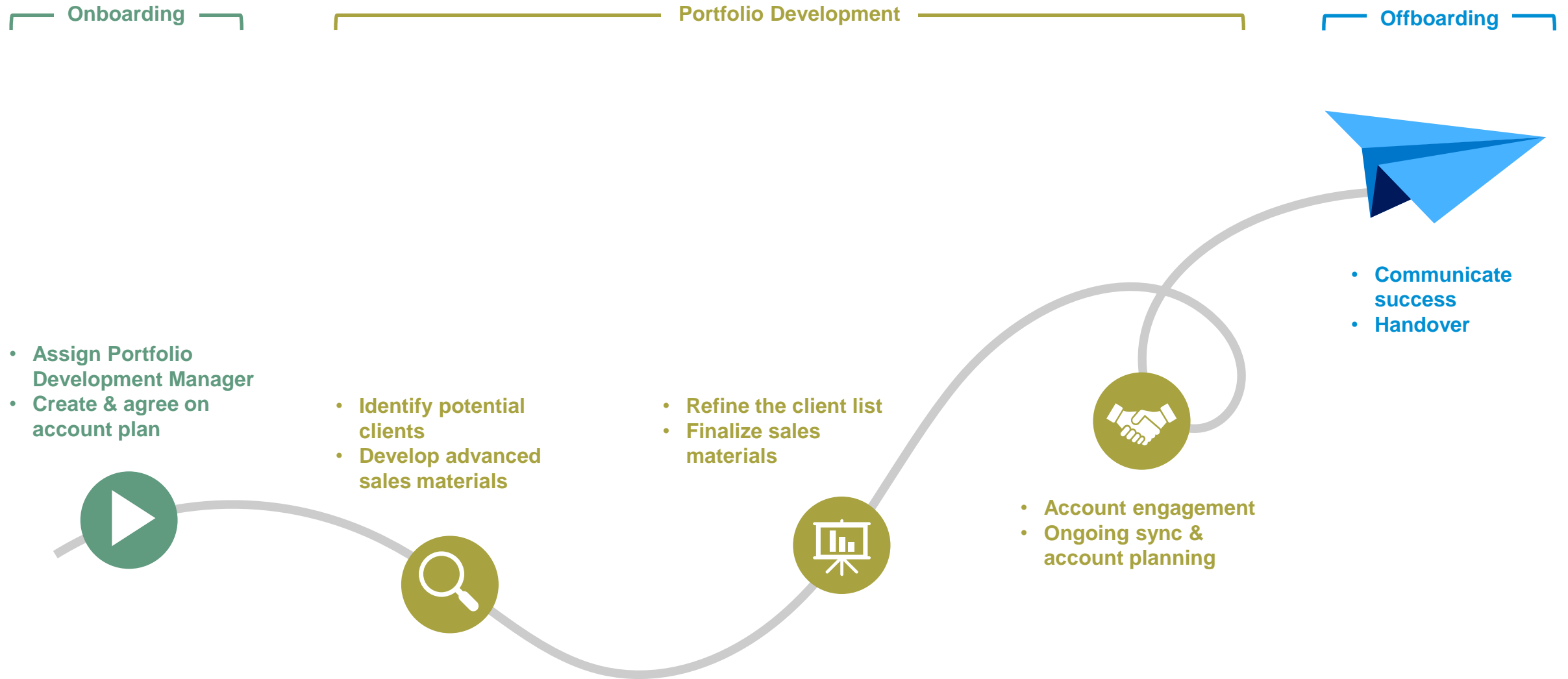
Must:

- Late stage startups, post round A, with a proven growing business (ARR)
- Enterprise grade solution, with existing enterprise clients, and the ability to scale / deploy globally
- Strategy and capability to sell at scale

A plus:

- Average contract value (ACV) > \$100K
- Dedicated VP partnership / VP Biz-Dev / Partnership team (a plus).

The Portfolio Development Process



The Portfolio Development Process



Portfolio Development – Offboarding

Once the partner has **demonstrated a good business momentum** with SAP, we will conclude our portfolio-development activities to allow our team to support additional SAP.iO Foundry graduates.

We evaluate business momentum as a combination of the following:

- Creation of advanced joint sales materials
- Engagement with SAP account teams (# of interactions)
- Generation of joint pipeline (# of opportunities)
- New deals on the SAP Store (# of deals)
- Onboard strategic initiative (BTP, Industry Cloud etc.)
- Exposure at SAP / industry event
- External / Internal communication
- Support from other SAP Partner/Sales organization
- Recognition as Spotlight/Endorsed
- Time invested – Ideally up to 6 months of portfolio development

Offboarding decisions will be made once a quarter within an internal committee.



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