



## **Upstream Ventures Selected to Join Microsoft BizSpark Program**

*Global Program Fosters the Success of Innovative Startups Committed to Microsoft's Platform Technologies*

SINGAPORE – 20 November 2008 – UPSTREAM VENTURES today announced that it has been selected to join the Microsoft BizSpark Program as a Network Partner. The BizSpark Program is a new global program designed to accelerate the success of early Startups by connecting them to Network Partners : active members of the global software ecosystem who can provide mentorship, guidance and resources to BizSpark Startups. BizSpark creates an ongoing, mutually beneficial ecosystem between Microsoft, Startups and Network Partners.

*"We are pleased to collaborate with Microsoft as a Network Partner on this important initiative. Upstream Ventures understands the struggles of new ventures and is committed to helping Startups overcome the complex challenges they face in the early stage of their business. Leveraging Microsoft's development tools and platform technologies, Startups can accelerate speed to success, reduce development risk and lower development costs" said Pierre Hennes, Partner, Upstream Ventures.*

Microsoft is committed to help entrepreneurs to transform their ambitions into sustainable, dynamic businesses and to foster innovation and entrepreneurialism. To this end, the BizSpark Program provides Startups with software, support and visibility at a time when they are most valuable and least affordable – during their first three years, with no upfront costs and minimal requirements.

*"BizSpark will support startups with a global community of peers, entrepreneurial resources and experts who can help address the unique technical and business development challenges that startups face. We are excited to have Upstream Ventures as one of our Network Partners here in Singapore. Together, we'll be making a difference to help startups and entrepreneurs in Singapore achieve their dreams" John Fernandes, Director, Developer & Platform Evangelism, Microsoft Operations Singapore.*

BizSpark gives Startups fast and easy access to Microsoft's current full-featured development tools, platform technologies as well as production licenses to bring to market innovative and interoperable solutions for the next generation of user experiences.

To be eligible for the Microsoft BizSpark Program, Startups must be actively engaged in development of a software-based product or service that is a core piece of their business model, have been in business less than three years, and have less than USD\$1M in revenue. Startups may enroll for the program by obtaining sponsorship from a designated BizSpark Network Partner.



For complete information on eligibility and enrollment, please visit the Microsoft BizSpark Startup Enrollment site <http://www.microsoft.com/bizspark>.

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About Upstream Ventures

Established in 2003 in Singapore, Upstream Ventures focuses on early-stage venture creation by providing funding, expertise and networks to emerging companies across Singapore, India and China. We back outstanding teams that have the vision and discipline to build high-growth enterprises targeting Asian and global markets in sectors such as communications, Internet, IT software & solutions, IDM and semiconductors.

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