FAST STARTUP PROGRAM
MAKE A JUMP START TOGETHER WITH SOFTWARE AG

You have great ideas, a clear vision and the drive to build something really cool. You are smart, you are fast, you are innovative and you are determined to become a rock star of the startup community.

Need some free software to build your solution on?

Here's the secret. When it comes to software partnership, the key differentiators are: technology leadership, ease of use, total cost of ownership and—most importantly—reliability.

Why Software AG?

The key to your success is a brilliant business idea, a sustainable business model, openhanded investors and finally paying customers.

It's a strong partnership that can be the differentiator in the success of your business.

That's why you should partner with Software AG.

Building on 45 years of customer-centric innovation, we are ranked as a leader in key market categories, year after year. Our solutions are faster to implement and easier to use than anything else on the market. Software AG invented the world's first Digital Business Platform. We're trusted by thousands of leading organizations worldwide, including the world's top brands.
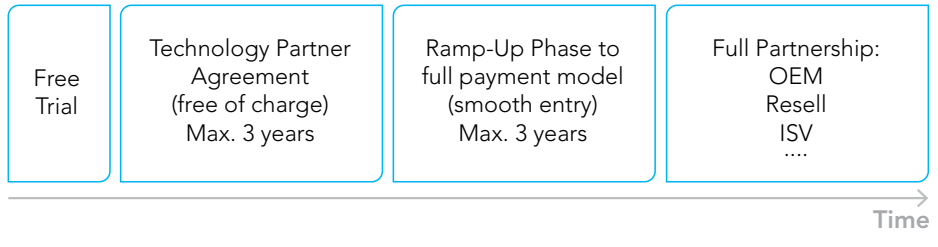
Why not just freeware?

For a homegrown, non-mission-critical application, there is nothing wrong with choosing freeware. But if you need best-in-class functionality and reliability to build your business on, you should think twice about the software you use.

What is your innovation? What do you require as the foundation for your intellectual property? Why should you spend time re-inventing what professional developers invented and optimized over many years for their paying customers? Do you want to grow your business or just your development team? How reliable are your "free" suppliers?

It turns out that the price of free is very often too high.

Count on Software AG to minimize your total cost of ownership—and provide a rock-solid foundation for your innovation and your business.

The Fast Startup Program of Software AG

| Free Trial | Technology Partner Agreement (free of charge) Max. 3 years | Ramp-Up Phase to full payment model (smooth entry) Max. 3 years | Full Partnership: OEM Resell ISV .... |

→ Time

The stages of Software AG's Fast Startup Program

Here's what you get

The key to your success is a brilliant business in one sentence: leading-edge technology from a highly reliable partner at the lowest possible risk and free of charge as long as you develop your solution.

Software AG technology
As a startup company, you get up to three years of free access to our software to develop your solution, a reasonable use case and a sustainable business model.

Official Technology Partner status
As an official Technology Partner, you become a member of Software AG's fast-growing partner ecosystem. This partner status will help you raise money from investors.

Access to knowledge and expertise
You get access to our expert community and have the chance to meet with our professionals from R&D and business development on a regular basis.

Safe investment
After the development phase, we guarantee a smooth ramp-up over another three years into a sustainable partner business payment model.

Go-to-market support
You get the chance to speak directly to Software AG customers and benefit from our market machinery through joint press releases. And as an additional option we might even invest directly into your business!

And what comes next?

Once your idea bears fruit, you want to ensure sustainability of your success. Software AG offers a variety of partner models (OEM, ISV and reseller, for example) that suit every thinkable go-to-market possibility. As a participant in the Software AG partner program, you'll gain access to a world of sales, marketing and support programs to benefit your business.

For example, PowerUp Accelerate Tracks with preferred sales enablement and premier rewards help you boost your business. You gain exclusive access to an online partner portal and partner resources and can benefit from discounts on tailored training.

Expand your business with a Software AG partnership.

For more information, visit:
www.softwareag.com/startup

To contact us, send an email to:
startup@softwareag.com

Software AG
Fast Startup

ABOUT SOFTWARE AG

Software AG offers the world's first Digital Business Platform. Recognized as a leader by the industry's top analyst firms, Software AG helps you combine existing systems on premises and in the cloud into a single platform to optimize your business and delight your customers. With Software AG, you can rapidly build and deploy digital business applications to exploit real-time market opportunities. Get maximum value from big data, make better decisions with streaming analytics, achieve more with the Internet of Things, and respond faster to shifting regulations and threats with intelligent governance, risk and compliance. The world's top brands trust Software AG to help them rapidly innovate, differentiate and win in the digital world. Learn more at www.SoftwareAG.com.

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