



SAP Startup Focus Program

Our Technology. Your Imagination



Your ideas are waiting to take flight.

SAP HANA can help.

SAP AG is a global leader in enterprise software with more than 238,000 customers worldwide . SAP launched the Startup Focus program as a 12-month global program to help promising startups in the big data, predictive and real-time analytics space develop new applications on SAP HANA and accelerate market traction.

Why SAP HANA – A platform for real-time business

- Accelerates analytics & applications on a single, high velocity, in-memory computing platform
- 100% Native In-Memory Column Store optimized to deliver blazingly fast analytics (OLAP) performance directly against transactional data (OLTP) In-Memory and in Real-Time
- Leverages common industry standards like SQL, JDBC, ODBC, MDX, ODATA (REST), JavaScript and HTML 5 to seamlessly interact with Big Data workloads with Enterprise Class tools
- More than just a super fast database, the SAP HANA Platform includes highly optimized engines for Business Functions, Predictive Analytics and Text Analytics libraries, that work directly with all of your data in-memory, without replication or pre-aggregation. This greatly simplifies solution architecture and collapses complex landscapes into a multi-node, single compute tier

What does the Startup Focus Program provide

TECHNOLOGY: Immediate access to cutting edge HANA technology platform – free

RESOURCES: Access to technical HANA experts and marketing & sales enablement support - free

CUSTOMERS: Access to our global customer base to sell market-ready solutions - free

MONEY: Opportunity to pitch to the venture community via the HANA Real Time Fund and SAP Ventures – free (SAP Startup Focus Program does not require any equity sharing from participating companies)

COMMUNITY: Of entrepreneurs, partners, investors and thought leaders in the Big Data space - free

TAKE THE FIRST STEP

See how SAP can help your startup take flight

ATTEND Athens Startup Forum, November 20-21

(The Hub Events): An in-person where entrepreneurs, investors and technology leaders get together for learning and networking. [More](#)

Join the 650+ startups that are building applications on top of SAP HANA

