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# Google x VC and Startups

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# Partnership to grow by : Google For startups

*Our objective is to support companies from start-up to scale-up - by unlocking access to the talent, passion and strategic expertise of Google.*



## Go-to-Market

- Optimize and Scale Google product usage
- Providing unparalleled access to Alphabet's experts
- Sharing exclusive Industry insights & best practices
- [Credits programs to build with Google Cloud since day one.](#)



## People & Talent

- Structured **ads** training programs for Startups and VC
- Structured **cloud** training programs for Startups and VC
- Sharing Alphabet best practices & culture pillars



## Community

- Join our active CXO network
- Press and visibility
- Access to our Partner ecosystem

# Go-to-Market



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## Optimize and Scale Google product usage

### Credits program :

[Find the most suitable credits program to build with Google](#)

### Cloud cost optimization workshop

Optimize your cloud costs with experts

### Marketing and branding tools :

Hands on approach with campaign optimization and recommendations

## Providing unparalleled access to Alphabet's experts

### Ads expertise :

Asset, Audience, Attribution  
Automation, Access

### Google Product leaders & team :

Maps, Search, GMB, GPay...

### Alphabet's connections :

Deepmind, internal funds (Gradient, GV, Capital G)...

## Sharing exclusive Industry insights & best practices

**Expert request :** mobilize Google experts for Due Diligence

**Insight & Analytics :** Data access, relevant analysis

**Industry expertise:** Deep knowledge, competitive landscape, trends, best practices

**Export:** Prepare, Launch & Grow in foreign markets

# People & Talent

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## Structured Ads training programs

- **Google Academy for VC :**  
Pre and post investment routines for investors on acquisition
- **Startup School**  
Beginners training on acquisition
- **Start Academy**  
3 weeks trainings program.  
Mid-stage level
- **CMO Growth Academy**  
Half day workshop industry specific



## Structured Cloud training programs

- **Google Academy for VC :**  
Pre and post investment routines for investors on cloud
- **Cloud trainings :**  
Monthly sessions on how to start with Google Cloud
- **Monthly office hours**  
One-to-session with engineers



## Sharing Alphabet best practices & culture pillars

- **Innovation :**  
Design Thinking, OKR, Fail fast, Operational excellence, Ethics for AI
- **Future of work :**  
Workspace, Mental health.
- **Access to the Xogler Community**  
Recruit best expert with access to former Google talents network

# Community

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## Be part of our active CXO network

- Sharing learning experiences across our network of hyper growth companies
- Develop and navigate relationships across Google

## Press and visibility

- Press/ Media (Challenges, Maddyneess, Les Echos...)
- Events (Vivatech, TWG...)
- Case studies with Google
- Access to our spaces (StationF, Google offices)

## Access to our partners ecosystem

- Global and local Venture Capital firms and Accelerators
- Incubators & Regional network
- Impactful NGO acting on diversity & Inclusion

# Your contacts information



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Leads Google for Startups Cloud Program  
In France and VC relationships

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# Thank you!