

EPISODE: 17 See Jane work at Microsoft with TEREZA NEMESSANYI

Kelly: You're listening to the See Jane Invest Podcast, episode 17. See Jane work at Microsoft with Tereza Nemessanyi, Entrepreneur-In-Residence at Microsoft.

Kelly: Hi, I'm Kelly Keenan Trumbour. As an angel investor and film producer, there's one question I always ask myself and the women I mentor. What does it mean to invest in yourself and not simply wait around for someone else to invest in you? If you want to play big in places that might not be familiar with your voice, your brand of leadership and your place in the world, the first person you should be expecting to back you is you. So if you're craving a conversation that goes beyond fighting for a seat at the table and instead, talks about how to take over the whole damn lunch room, you're in the right place. Welcome to the See Jane Invest Podcast.

Kelly: One of the gold standards in really having made it in the entrepreneurial world is if you get invited by a giant corporation to be their Entrepreneur-In-Residence. Basically what this means is you've done things so well that a corporation wants to know how you think and what your worldview is like for other startups that might be in your space. It's really quite a coveted gig. I've known a lot of entrepreneurs who hope to have it at some point. It's often something they do in between their startups. Our next guest happens to be Microsoft's Entrepreneur-In-Residence.

Kelly: It's a pleasure to welcome Tereza Nemmessanyi to the program. She lives in New York. She has helped high growth startups go further and faster by leveraging frontier technologies and scale distribution channels. So what that means is, especially at Microsoft, what she's doing is she's helping entrepreneurs understand how Microsoft's products might help them and she works at Microsoft to help them understand the way startups are thinking. She's a seasoned media and technology entrepreneur and executive. Tereza's breadth and depth of experience spans high growth startups in the world's largest enterprises. She's worked with a ton of incredible companies at senior levels, including PWC, IBM, The Walt Disney Company, Unilever, Symphony, IRI, Interpublic Group and the Inter-American developmental bank.

Kelly: She was a ground floor member of a startup team which IPO'd. She's been named a Forbes 10 female entrepreneurs to watch 2011 and its top 40 over 40. Tereza is a sought after speaker. She's been at TEDx, she's done South by Southwest. She's a blogger for Reuters and the Huffington Post and she holds an MBA from the Wharton School. She lives in New York with her husband and two daughters. So let's welcome her to the program and dive in.

Kelly: Today's guest is Teresa Nemmessanyi and she is Microsoft's Entrepreneur-In-Residence. So Tereza, welcome to the show.

Tereza: Thank you.

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Kelly: So Entrepreneur-In-Residence. I think this is kind of a coveted thing amongst startups. Can you talk to us a little bit about your journey here and basically what you do as an entrepreneur-in-residence at Microsoft?

Tereza: Sure, sure. So what you can't see over the podcast is that I'm grinning because people always ask me this question. I get it a lot. What does it take to be an entrepreneur-in-residence? What I always wind up telling them is I made it up. Yeah, I know, it's true. So what had happened was I came off of having been a serial entrepreneur and there had been entrepreneurs-in-residence at various VC firms at the time. So this is going back seven years, 10 years, that kind of thing. To be perfectly honest, I wasn't crazy about entrepreneurs-in-residents in VC firms because that was sort of, those were people who had been good entrepreneurs. They didn't know what they were going to do next and a VC firm would take them in order to hold them until their next thing. The deal was that they'd be looking around the market for potential investments, but really, ultimately a startup that they would take over.

Tereza: So if you're an entrepreneur and you're pitching, I quickly discovered that you want to avoid entrepreneurs-in-residents because they either were going to say no or they were going to steal your idea, which was like way not pro-entrepreneur, right?

Kelly: No.

Tereza: But it was a cool sounding title. So then fast forward a little bit and I wound up having, the last startup that I worked on directly was successful and then it wasn't successful and I rapidly had to figure out what I was going to do next. I realized that over 20 plus years of my career, I had somehow fallen into a pattern that seemed to have some value. And that was to plumb the world of what's possible at the intersection of startups and really big corporates.

Tereza: Microsoft actually reached out to me saying, hey, we heard you are available. We are interested in redefining what Microsoft is for startups in New York, which is our second biggest market in the world. We're not relevant right now. So imagine this is five years ago at this point. I guess it was 2013. I thought, wow, okay, first of all, at the time, I was really not that interested. I had not been working with Microsoft through my startups and it really felt like a has been to me to be perfectly honest. And then a number of months went by and worked on some projects and they actually got back to me and they said, no, no, no, we're really, really interested in your take because you have corporate strategy experience And you've done a lot of biz dev and sales, but you've led startups, you're known in the ecosystem and we need someone that can bring this together.

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Tereza: And I said, You know what, actually, upon thinking about it, that's actually quite interesting problem, really multifaceted. I'd also discovered along my journey that I like complex problems. Sometimes startups are not a good place to attack a complex problem. Sometimes they're better for simple problems. So it became attractive to me. And as I was speaking with the folks who were hiring me in for this role and developed my vision of it, I said to them "Well, so what would you call this?" And they said, "I don't know, call it what you want." I said, "Okay, how about entrepreneur-in-residence?" They're like, "No, literally call it whatever you want."

Tereza: And so I landed on that because what it occurred to me I was stepping into was sort of two things. One is that Microsoft as a company was looking to refresh in terms of the world of open source, the world of mobile, the world of cloud, all of this great new stuff that it just wasn't being connected with. And really all up an entrepreneurial mindset. So, there was that. And then on the flip side, I literally was being brought in to be Microsoft's face to startups and entrepreneurs in New York and an East Coast more broadly. So, if you imagine in a way I was going to be bridging those two worlds. And so, it was in that context that words entrepreneur-in-residence seemed to make a lot of sense.

Tereza: Another piece of it was that the approach I was seeking to take was going to have kind of a portfolio aspect to it, which does hint toward venture capital. So while I wouldn't be making financial investments, I would be looking at the entire market and making recommendations for startups that I thought Microsoft would find really interesting and to whom we would be contributing pre-cloud, engineering, resources, business development, introducing them to our customers, to really kind of do cool things that they could only do with us.

Kelly: So instead of like a financial investment it was in-kind investment, networking investment, that kind of thing?

Tereza: Yes. Yeah. Some of the in-kind investments could be quite substantial.

Kelly: I bet.

Tereza: And worth a lot more than an angel check, let's say, or a seed check. So once you're doing that, you really have to start taking your shots and decide what you want your full portfolio to look like. So it was with that portfolio point of view that I moved forward into it. Slapped the name Entrepreneur-In-Residence on my card. I think I might be one of the very first in a corporate setting that did that. The only other person I knew at the time that was doing that was Ingrid Vanderveldt at Dell, Ingrid. I'm picturing her in front of me, she's amazing. It seemed to me like it made sense. And then as time went forward, it made more and more sense. I found I was really getting pulled into conversations inside of Microsoft about that entrepreneurial growth mindset and refresh, and often finding startups to provide that example or to provide opportunities for us to partner for mutual benefit.

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Tereza: Then on the flip side, a lot of entrepreneurs really need help navigating Microsoft because it is so big and complex, and helping them suss out which opportunities are worth pursuing, which ones are not. So, in many ways, I view myself as a key advocate for startups as they walk into the Microsoft world. We can do things that can make a company. We can also do things that can kill a company. We have to be really thoughtful and mindful and super respectful of the entrepreneur so that it does right by them.

Kelly: What are some of the end goals of this relationship? It sounds like on the one hand, it might be that in this portfolio of startups you're curating for Microsoft, you're helping them find what will hopefully become Microsoft's ideal customer. A startup that grows into a big corporation and is using Microsoft products, knows them, can teach their employees how to use them and pass it down. How about on the partnership side? Is Microsoft ever using these startups as potential acquisitions that they're bringing into the Microsoft house and adapting them so that that's kind of an exit strategy for the startup?

Tereza: Yeah, it's all of that. And so, to pull back the aperture, I think it's helpful to have a full, I think from a consumer perspective when we hear about Microsoft, we think about Microsoft Office which is hero product and as office 365 it's amazing and I could go on. But actually, in the sort of startup and SAS world, it's really about Azure, the cloud and innovation that happens with the cloud and because of the cloud. With data and analytics on top of it, machine learning, IoT, even augmented reality all sits on the cloud. So imagine that platform as a catalyst for innovation.

Tereza: If you've got startups that are building the next rocket ship, we really want our tools on the rocket ship. So think more about tools broadly rather than seats of Office 365. We're certainly selling seats of Office 365 but that's not the focus of the startup business. What I would say is, in particular, we can be really useful to emergent sort of SAS companies that are serving enterprise and driving breakthrough among enterprise customers. So we know that our major customers, all of our customers are in a period of digital transformation. We seek to be their strategic partner in their digital transformation.

Tereza: Obviously, productivity is part of it but it's only one piece. It really is about, well, who are we and where are we going and who are our customers and what data do we have and what's our value proposition etc. The thing is as Microsoft, we're a platform company. So like I don't go or our financial services colleagues who are selling into let's say major banks, Microsoft doesn't build Finserve financial services pointed solutions. We have platforms and then we have an ecosystem of partners that bring the point of view that's industry focused. Do you know what I'm saying?

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Kelly: Yes.

Tereza: So, it is critical to the growth of the company to nurture that ecosystem of partners. So some of them have been around a very long time and are super well established but there are disruptive partners that we want to invite into and encourage and help be really successful on our platforms. Right?

Kelly: Yeah.

Tereza: If our customers are asking for them, we want them to be able to run those solutions on Azure. Or even set them up so that what they do with us maybe is better than how it might configure with a competitor.

Kelly: Right.

Tereza: Right? And also how might play with LinkedIn. We own LinkedIn, how might it play with your office suite? How might it play with, who knows, Xbox. I'm just throwing it out there. There are a lot of different ways to skin the cat once you really start looking at our full portfolio, our full ecosystem.

Tereza: Each startup and each customer's a snowflake and they're each looking to disrupt the world in their individual way. And it really is their journey to own but we want to be right there alongside them handing them, partnering with them to give them the best of the tools that we see in the marketplace and help them succeed. So they could be ours, they could be our partners and we're actually super neutral to that. In fact, almost not neutral, like We really need our partners. Without partners, we're not Microsoft.

Kelly: Right. Yeah. So talk about how you use your lens as being an entrepreneur, a serial entrepreneur to help Microsoft build these portfolios. What are you looking for in the companies that you're going out and finding?

Tereza: Good question. So, I generally look for three things. One is, I'm a huge fan of like laser focus on the customer. Who is the customer, really know who they are. What really, really is their need. What are they trying to get done. What are their unmet needs, unspoken needs. What are their screening needs. And having that hyper listening ability to serve that need is super important. So entrepreneurs and solutions that really get their customer. And they're not just a cool tech solution but they really solve that problem, are very, very important to me. It's just very tempting in the tech environment to fall for solutions and fall for whiz bang tools. So, I'm always on the lookout for that.

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Tereza: Also, as you start building up partnerships and stuff like that, you can sometimes lose sight of the end customer. So that's important. That was number one, laser focus on the customer.

Tereza: Number two in looking at startups is a kind of a wrestling match between, where an entrepreneur has kind of cracked the code in that they are doing something that is unique to them but at the same time it's kind of easy for them to do. So it doesn't take Herculean effort, the market's almost pulling it. So if it's unique to them and yet the market is pulling from them for it, then that's a special moment. That's where they should be leaning. I think oftentimes, not only for entrepreneurs but also just for people, we tend to attribute our own value to areas where we did hard work. There's a degree to which I'm a massive believer in hard work and whatnot.

Tereza: But in the world of scalable businesses, you actually need to come up with something that is both unique to you but actually, at some moment becomes really easy to deliver because the market so clearly wants it and it so clearly points to you and also it's just easy and scalable to deliver. So, that's a kind of like magical moment I'm looking for. It's when that starts to hit, you're instrumenting the sales, a boat, let's say when a wind comes along, there's just energy that's happening outside of you. It's not just one unit of energy in, one unit of energy out. It's like one unit of energy in, 10 units out. That's a magical moment, always on the lookout for that.

Tereza: And then the third piece is, you know, what everybody's looking for, which is a great team. That's very largely reflected in the first two pieces. I think that the descriptions I'm putting out here are a little bit distorted in representing where I, coming from Microsoft because it happens that I sit on a team of 700 engineers, like elite engineers who are amazing people. I'm non-technical myself and it's such a privilege to get to bear witness to these incredible people every single day. I have the luxury of being able to ask these super smart people to kick the tires on stuff really quickly. We're able to pretty rapidly assess whether there's something for real there or not. That kind of does some pretty big de-risking.

Tereza: And then the other piece that's part of that team thing is I am on the lookout for, if that entrepreneur and the team is hitting that moment where their solution is starting to get pull through, I want to be thinking about like who specifically among our customer base and among our partner base might we put them in front of that would be a really, really good fit. Like I'm talking save them six months, 12 months, 18 months of meetings kind of a fit.

Kelly: So crucial.

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Tereza: Like literally the right person. I'm not throwing those introductions out willy-nilly. It takes like a long path to for me to get to the point like, okay, you're ready, they're ready, let's do this. Because if it hits wrong, it's going to be really hard for them to get a bite at the apple again. And also, it reflects on us, it reflects on me and on Microsoft as a brand. So, I need to know that they're going to deliver. I need to know that if something goes wrong, that there are people we can work with. There's a lot of risk when we're, I mean, we're not guaranteeing introductions by any stretch but it's inferred. It's really important that we feel like the entrepreneur is ready and can deliver. And also that the customer has the right sort of risk tolerance for running a pilot or doing something where they're going to learn but it's de-risked in some kind of a way.

Tereza: If I'm kind of like looking for that magical moment of moving from that sort of one in, one out to one in, 10 out, then it's also like, okay, let's kind of see if there's a customer or something that can help us pilot out that one to 10 ratio, one in 10 out ratio, you know what I mean?

Kelly: Are the startups that you're working with, do they tend to be at a common stage? Are they early stage, have they done a lot of fundraising? Where are they in their journey?

Tereza: That is such a good question because it truly has been evolving over time. I do a ton with seed stage and sort of accelerator stage. Although many of them are still in the product market fit journey. So, I have been getting involved with a bunch of them because a lot of them are making platform decisions at that stage and also, I've been working a partner program for three years with some of the top accelerators on the east coast. Like ERA and Techstars and Grand Central Tech and 1776 and Mass Challenge. We really get sort of, we get to see a fantastic early stage deal flow in that.

Tereza: The reality is too that sort of product market fit and accelerator stage has been kind of stretching out and seed capital is almost coming after an accelerator. A series A for sure is becoming like a year or two after the accelerator. And series A's have gotten so much bigger so there's been this kind of, if you've gotten accordion, the accordion's been stretching out across these phases.

Tereza: And so, I think for shorthand, what I've been finding is if my biggest asset is really shaping a startup to access our channels, then it's pretty hard to do that before series A, unless it's a very special, and even then it's sort of piloty and then Series B is where it really starts to take off. But the thing is, I'm not helpful when it's already taken off, I'm helpful right before it's about to take off. So I'd say probably in the seed bridge series A is when I'm really helping, nurturing, making introductions, early introductions that are sort of like hey, let's get to know each other, that kind of thing.

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Kelly: Yeah, you sound seem almost like a grad school after accelerator.

Tereza: Yeah. It has been turning into that, it has been turning into that. There's a certain amount I can do during the accelerator but time and time again, I've had folks call me up a year after and they're like, hey, now I'm ready for you. Or like, I get what you were talking about. Sometimes also, less so now, but for sure, a few years ago where entrepreneurs even would be like, hey, like no offense, Microsoft is way not my jam. I work with other people. Look, I'm not going to beg you to work with me, it's really okay. Then over time, over a few cycles, they came to realize that maybe they're pursuing a market segment that is actually really strong for Microsoft.

Tereza: I worked with one out of Techstars that was pursuing law enforcement. Microsoft didn't seem relevant to them when they were going through the accelerator. And then after the fact, they said, you know what, we did the sprint, we called up 20 major municipal police forces and all we kept hearing was what are you doing with Microsoft, what are you doing with Microsoft. So I'm calling it set up my Microsoft partnership plan. So that's just one example. But there are a number of segments where we're just in those games and we want to be working with the emerging partners. We've systems to do it and we have frameworks to do it and whatnot.

Tereza: So startups can do it in a high touch way. Sometimes if I pick them and then they're also kind of self-serve ways to do that, even if it's just pointing them towards the self-serve, these are actually worlds that often they don't know about. Certainly not first time entrepreneurs.

Tereza: I'll also tell you that there's a world of serial entrepreneur, second, third, fourth time entrepreneurs that I never even knew about before I entered this job that just know our ecosystem really, really well. And so they like look at our ecosystem and work backwards from that ecosystem to build stuff. They are just really attractive businesses. They may not be on the VC radar or the sort of crunch kind of radar, but they do a lot and can do extremely well. They just take, they're just laser-focused on finding the programs and access points and whatnot to stand stuff up and start making money fast. It's an amazing thing to see.

Kelly: Yeah. I've run into a couple of those and they fascinate me because it's a very gifted mindset to be able to do that. But they really, they're not necessarily in the spotlight, but they do, they just kind of churn them over and over again and they just build from what they learned in the last company. So, I could see why they'd be a fount of knowledge for you just their experience. With the earlier startups or the ones that are maybe coming out of accelerators, it sounds like you source a lot of these good fits with accelerators. Is there any other way that you're finding them or they're coming to you?

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Tereza: Oh, for sure, for sure. So, I'd say, let's say if we rewind two or three years, blockchain was starting to get hot in the sort of Zeitgeist. But it was a bit early for accelerators to be getting involved in them. In the meanwhile, we had a group of people inside of Microsoft who were serious Bitcoin crypto blockchain enthusiasts who were thinking a lot about how that can be built up in our ecosystem. We all kind of met each other and realized that we were getting, having some great conversations and meeting some amazing people, but they weren't even going to be going through accelerators at that time because it just wasn't, it didn't even seem relevant to them. You know what I mean? They were kind of creating their own ecosystem.

Tereza: And so, I actually set up kind of a process wherein great people from across the company could refer startups that they find to me that, you know, they might be through former colleagues or people that they know in their community or who knows what, right? Someone that they're advising that is just awesome and we should be supporting. So I did that with blockchain and it really helped us kind of take an early run. Another area where I've been doing that is synthetic biology and bio-fabrication. They've just been kind of on the fringe of not really what bread and butter accelerators have been doing at least for the last few years. Kind of happening with ARVR although they've started having accelerators too.

Tereza: Another thing I'd say that's been interesting in the broader accelerator world is that there's like almost a ladder of accelerators. Not just from a branding perspective but also some are more early stage, some are later expansion stage. Some have an industry pivot, some have a technology pivot. You know what I mean? like New York Fashion Tech Lab has some that also went through Techstars or may go through an ARVR accelerator. So I think that these communities of innovation and ecosystems of innovation have become so important for entrepreneurs to tap into in order to get what they need fast and know what's going on, that I really see a lot of entrepreneurs becoming almost serial accelerator members, if you will, based on various pivots of their businesses. It's very interesting.

Kelly: Yeah, I can imagine. Why don't you tell me, what is it that Microsoft can learn from these startups? Because I imagine there's just a whole back and forth of benefits happening here that the startups obviously are going to benefit from Microsoft's connections, knowledge, the whole spectrum of applications that are going to be used in a business. But what's Microsoft hoping to gain from the experience besides maybe grooming a new customer or getting a partner?

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Tereza: Sure, sure. So one of the greatest benefits that we found, we do a lot of what we call hack festing which is kind of like a hackathon but it's pretty focused. They tend to be like a week long sprint or maybe a sprint over maybe a few weeks or something like that with a really clearly defined desired outcome that stands up some sort of a proof of concept. And so what it means is that we're marrying together a customer and a maybe a startups sort of tooling data sets etc. What comes out of it is not going to be perfect but it is seeking to identify as quickly as possible any potential blockers and unblock them.

Tereza: So, it can get our customers, our startups or whomever, just up and running a lot faster. It's amazing some of the things I've seen. You can save six months or 12 months when you have truly the right person at the table that goes, oh, I didn't realize. There's a setting in Azure machine learning or there's an algorithm over here that's doing something funky, I'll go fix it. It's sort of breathtaking.

Tereza: But then also what happens is when we push out our own products, we need to observe them in situ with all different kinds of technologies that developers and alpha developers are using. Most of which are open source, a lot of them are the newest, newest. We don't always know how our products are going to interact. Where are the tangles, and also documentation needs to be created for those, developer documentation, for how that stuff works. Case studies need to be developed.

Tereza: While at first I think we thought we were helping the startups and the customers, and hopefully for sure, hopefully we are but what we gain from it is at least that important. We really learn how they do what they do. We we are coding alongside them and understanding how our products are working and not working. Expediting that feedback back to the product teams. It affects how we prioritize sort of everything. So that's been tremendous and sort of keeps proving itself out such that our org seems to continue to make investments in that. There's just nothing like seeing it with your own eyes.

Kelly: I can imagine. I think a lot of big corporations too are paying attention to startups because startups have the advantage of being nimble in a way that a big corporation can't be.

Tereza: Just can be, absolutely. That's a great segue. The other thing about what Microsoft has been learning from startups beyond that sort of in the trenches, engagement with with tools, you know, working with, whatever. Building this on Ethereum and blah, blah, blah. But it's just that testing mindset. I have this idea, do I start selling my idea or do I just try to come up with some sort of a free cheap test to like try it out. Don't even tell anybody necessarily, and see if something comes out of it. And if it does, like take that data and then craft it into something bigger. This just lean test it, test it, test it. Less about asking for permission and more about just trying stuff out.

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Tereza: We had I think for years been very much a permission based culture and our CEO, Satya has been truly a driver of that cultural change in which he's saying, look, if you see something that's broken, it's up to you to go fix it. We need to have a growth mindset. When you make a mistake, figure out what happened and learn from it. And just again, like test stuff out. We have so many assets sitting around that there's a huge amount that we can do for free. That's the power of a startup quite frankly. When there are no rules, what do you try?

Kelly: I get to see that on a daily basis. There's so much creativity, there's so much invention that happens in a startup. And sure, there's ups and downs and things can get ugly but that ability to move test to kind of look outside established patterns is really what keeps people coming back to startups for the next thing.

Tereza: Yeah, it truly is. Most great innovations, I don't think any great innovations are born in a vacuum. They're born kind of between functions and between people. It can be really hard in corporations to cross those silos in order, not only to cross the silos so that you have that sort of cross semination but then also avail enough time and effort and the right kind of talent to provide just enough focus that you can ship something across those silos. So, if there are ways that you can do that, I think the benefits come back in spades.

Tereza: A few years ago, Satya launched the One Week Hackathon, which is a week in July where literally everybody in the company is invited to both pitch and enjoin hack teams about anything. It can be about a cause, it can be about your functional area. It can be something that you just plain want to build. It's a massive online platform. There are a bunch of sort of nodes across the world where people fly into or participate in hacks virtually. It's really unlocked a tremendous amount of creativity from people all over and I think highlighted the fact that great innovation can come from anywhere, and you kind of need to just create the space where nature can do its work.

Tereza: So that's been pretty amazing. In fact, there's an initiative I'm trying to work on which I can't tell you a whole lot more right now. But I just got the email today, like sign up for your hack teams for one week. And I'm like, oh, oh my god, oh my god, I'm going to do it at the hack. Rather than trying to bust through layers of senior management, I'll just do it at the hack and then define it there and then send everybody the link and tell them to vote for it. You know what I mean? Why not?

Kelly: Yeah, sounds like a lot of fun.

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Tereza: It is, it is. And it's really cool to just meet people from completely different parts of the business and hear what they care about. By the way, some of these also turn into products. Like we recently released an app that, it's like a computer vision AI app that describes for a blind person what they see in front of them, what they would see in front of them, and that came from that. It seeds some super cool stuff. That's the kind of be all end all is to end up as an actual Microsoft like product. There are lots of processes and just passion projects and things like that that really matter for people that come from that. Once you flex those muscles you can start applying them elsewhere. You experience the joy and the creativity and you also gain confidence. Like, yeah, yeah, I could do this. My ideas matter.

Kelly: Well, if anyone listening wanted to find out more or like whether or not their startup was a fit for your program, where could they learn more about what you do and more about the programs you're involved with?

Tereza: Ooh, great question because I think we've just changed our URL. I need to check what it is.

Kelly: We'll have it in the show notes too.

Tereza: Look up Microsoft for startups. That should be there. I've got a Twitter handle. That's MSFDstartups. A lot of news there. You can go to Azure.com and there is a free credit to get started on Azure. I think it's like 200 bucks of free Azure. To meet with me, usually startups are a little bit further along, so I don't generally do kind of like concept phase. I start working with people when there's live code. There are a lot of tools out there through the Microsoft ecosystem that are available. There are also tons of meetups and communities and things like that that are a great way to get started as well. To start really taking advantage of our ecosystem, that's when it's important to have some live code. That's the entry point on that.

Kelly: So find the channels. Yeah.

Tereza: I judge a lot of startup competitions. I just did a really cool sort of global blockchain for social impact virtual competition which is amazing. They had many, many teams participate from worldwide across the world. So yeah, people will see me popping up in sort of judging events and speaking and stuff like that.

Kelly: That's fantastic. Tereza, thank you so much for being on our program. We're going to have the show notes with all these great links for anybody who wants to learn more. But thank you. And is there anything else we should keep our eyes out for?

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Tereza: You know what, I think we summed it up. To every single person I'd say, put that creativity out there. The world needs it. We have so many problems that need to get solved. I always tell everybody I meet, I can't wait to see what you cook up. Put it out there, let's see it.

Kelly: Oh, it's so true. I love the arts and I love nonprofits but I have never seen anything like the startup community for how they can take creativity and match it with things that solve big problems or just do things better. It's just like magic watching some of the stuff that comes out of people's minds and teamwork. So, I can't imagine when you've got the resources of Microsoft plus that energy what you come up with. It's just got to be so much fun to watch.

Tereza: Oh, it's really a privilege to watch that. I'm a lucky person. I really appreciate it. Well thank you so much for having me today, it was a lot of fun.

Kelly: Pleasure talking to you, all right.

Kelly: You can always find this episode and all the links and resources we talked about at seejaneinvest.com/podcast. While you're there, check out some of our free resources like what will investors think of your business or is seeking outside investment the right next step for you. We'd love to have you stay up to date by subscribing to the See Jane Invest newsletter. We'll have events, happenings, we'd love to have you be a part of that. And as always, we'd love your review on iTunes. Your subscription, your review means the world to us. It helps our podcast get heard. It's really important. So thank you in advance and if you've already left one, so appreciate it. Until next time, see Jane invest in her idea, see Jane invest in her community, see Jane invest in her.