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Microsoft launch start-up incubator for the UK

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Steve Ballmer was in London today to launch a new start-up incubator for the UK.

The Microsoft CEO announced that the Startup Accelerator Programme would help new UK software companies with marketing and sales support, as well as with guidance on the use of Microsoft technologies.

"High potential, high growth" [companies](#) will be eligible for the service, which aims to improve their chances of survival. "Software offers huge opportunities for new UK businesses, but even great ideas and groundbreaking innovation are sometimes not enough to bring long term success," warns Ballmer. "Microsoft understands the challenges facing entrepreneurs and through the technical and business support offered in this new Startup Accelerator Programme we can help fledgling businesses realise their potential and achieve success."

Six companies have already been accepted into the scheme. "This is a great chance to tap into the vast resources, experience and knowledge that Microsoft can offer," says Ben Way, founder of ViaPost. "Startup businesses on the internet live and die on the quality of support they have access to and this new initiative can only help more web entrepreneurs in the UK to build sustainable and successful companies. It's a fantastic opportunity for all of us involved."

Companies interested in the scheme can find out more [here](#).

Matthew Sparkes
