

## Ingram Micro Opens Global Comet Competition

Written by Marco Attard  
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Ingram Micro Cloud announces applications are open for the 2nd edition of the Comet Competition-- a chance for early-stage startups to compete for a share of \$5 million in cash and go-to-market (GTM) funds.



The competition aims to identify revolutionary B2B software innovators offering products with clear applications for the channel. The above mentioned funding will go to 60 independent software vendors (ISVs) in a series of 16 concurrent competitions held across 5 continents. Each of the regional competitions awards one winner and three runners-up, and the winners have the chance to win \$1 million at the Ingram Micro Cloud Summit on May 2020.

“Successful B2B startups are increasingly looking to an indirect distribution channel to help diversify and accelerate their revenue, and gain fast access to new markets around the world. Participating in the Comet Competition presents a huge opportunity for these innovative companies,” Ingram Micro Cloud says. “Our goal at Ingram Micro Cloud is to help identify and bring to market the best technology in the industry. It’s especially exciting to advise global startups at the beginning of their journeys and watch them achieve significant business milestones faster and more broadly than they ever anticipated.”

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Ingram Micro says winners also get the chance to expand global reach by taking advantage of a network of 48000 MSPs, VARs, telcos, hosters, system integrators and enterprise-level resellers in 50 global markets. The should also find it easier to scale by leveraging APS technology through Cloud marketplace.

The competitions take place in France, Germany, Israel, the Netherlands, Spain, Sweden and the UK, as well as Australia, Brazil, Canada, Colombia, India, Mexico, Singapore and the US. Applications are open, and close on 30 September 2019.

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