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Ingram Micro Teams with MassChallenge to Identify and Bring to Market the World's Best B2B Startup Companies

Startups will compete for more than $1.5 million in cash and go-to-market funding as part of the "Comet Competition;" Winners to be featured at Ingram Micro Cloud Summit 2019

IRVINE, Calif.--(BUSINESS WIRE)-- Ingram Micro Inc. today announced the "Comet Competition," an open-call, software developers' contest funded by Ingram Micro Cloud and deployed by startup accelerator MassChallenge that is set to uncover, fund and ultimately bring to market the next wave of business-to-business software innovators. The Comet Competition will award 12 independent software vendors (ISVs) through competitions in Boston, Austin, and Tel Aviv, Israel, with critical cash and go-to-market funds totaling more than $1.5 million, and will also leverage Ingram Micro Cloud's industry leading position to help accelerate the adoption of these technologies within the IT and service provider channels.

The Comet Competition is the only startup challenge dedicated to helping B2B ISVs find commercial success for their technology and purpose-build for the IT channel.

"Our goal is to always be at the leading-edge of technology, and ISVs are the foundation of the digital economy," says Nimesh Davé, executive vice president, Ingram Micro Cloud. "By partnering with MassChallenge, the most startup-friendly accelerator in the industry, we are able to offer ISVs worldwide the opportunity to compete to take their business mainstream as part of our ISV initiative and our industry-leading Ingram Micro Cloud Marketplace."

MassChallenge is a not-for-profit global accelerator that focuses on supporting high-impact, early-stage startups at zero cost and for zero equity. Their program has more than 1,500 alumni startups including Ginkgo Bioworks, Flywire, Localytics, and Toro. By teaming with Ingram Micro, MassChallenge is extending its efforts into the high tech industry and attracting the talent and technology of today's emerging B2B startups.

"We are thrilled to partner with Ingram Micro to identify and reward the most-promising B2B startups around the world," said John Harthorne, Founder and CEO, MassChallenge. "Leveraging our proven community-driven approach, the Comet Competition offers an incredible opportunity for startups to scale their growth with a forward-thinking partner in Ingram Micro."

To participate in Ingram Micro's Comet Competition, ISV applicants will be evaluated on a number of criteria, including future vision, potential in the channel, and ecosystem readiness. Winners will be selected by a group of distinguished engineers, executives and industry influencers, and all entrants receive expert feedback. Applications are now open at apply.masschallenge.org/comet.

“Scaling is one of the biggest challenges facing ISVs today,” says Mathias Bjorkholm, CEO, Pickit, a new and innovative solution for easier access to stock photography. “This new contest from Ingram Micro Cloud and MassChallenge is the opportunity of a lifetime for ISVs. With the investments Ingram Micro has made in their easy onboarding technology and programs like this, we now have the opportunity to plug into a built-in ecosystem and scale immediately. We’re all in.”

MassChallenge is set to join Ingram Micro on stage at the upcoming 2019 Ingram Micro Cloud Summit, taking place in San Diego, Calif., March 11-13, to feature the regional finalists and to select one global winner. More information including early registration is available here: https://www.ingrammicrocloudsummit.com/.

Ingram Micro has proven to be the fastest route to market for ISVs looking to build and scale their SaaS or IaaS-based businesses. Once onboarded to the Ingram Micro Cloud Marketplace, ISVs are able to quickly scale, promote, sell and deploy their solutions to channel partners and the customers they serve in more than 50 global markets, including China. More information about Ingram Micro’s ISV programs is available here.

For more information, or to apply to the challenge by the December 4, 2018 deadline, visit: apply.masschallenge.org/comet.

For questions, contact: Comet@ingrammicro.com.

About Ingram Micro Cloud

At Ingram Micro Cloud™, we view cloud not just as a single technology, but as a foundational platform to run and drive a whole new way of doing business. By leveraging our platforms and ecosystem, cloud service providers, telecom companies, resellers and enterprises can quickly transform and get up and running in the cloud within minutes, with little to no investment. Our portfolio includes vetted security, communication and collaboration, business applications, cloud management services and infrastructure solutions designed to help clients monetize and manage the entire lifecycle of cloud and digital services, infrastructure and IoT subscriptions. For more information, please visit: www.IngramMicroCloud.com.

About Ingram Micro Inc.

Ingram Micro helps businesses *Realize the Promise of Technology*™. It delivers a full spectrum of global technology and supply chain services to businesses around the world. Deep expertise in technology solutions, mobility, cloud, and supply chain solutions enables its business partners to operate efficiently and successfully in the markets they serve. Unrivaled agility, deep market insights and the trust and dependability that come from decades of proven relationships, set Ingram Micro apart and ahead. More at www.ingrammicro.com.

About MassChallenge

MassChallenge is a global network of zero-equity startup accelerators. Headquartered in the United States with locations in Boston, Israel, Mexico, Rhode Island, Switzerland, Texas, and the UK, MassChallenge is committed to strengthening the global innovation ecosystem

by supporting high-potential startups across all industries, from anywhere in the world. To date, more than 1,500 MassChallenge alumni have raised more than $3 billion in funding, generated over $2 billion in revenue, and created over 80,000 total jobs. Learn more about MassChallenge at www.masschallenge.org.

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