# 2025 Stellar Startups Application

CRN is now accepting applications for its 2025 Stellar Startups Awards. This annual list highlights the new and innovative technology suppliers that have shown an unwavering commitment to delivering the latest technology products and services through the IT channel.

### It also serves as an invaluable resource for solution providers looking to elevate their portfolios with the latest technologies and services that will give them a competitive edge as they drive growth within the larger IT channel.

### Apply today for the chance to be recognized as one of the key startup companies solution providers should know.

### **Eligibility** **In order to qualify as an Stellar Startup, a company must:** **- Be six years old or younger (founded 2019 - 2025)** **- Have less than $1 billion in annual sales** **- Have an active U.S. channel strategy.** **- Previous award winners are eligible to apply again, so long as they still meet all of the above eligibility requirements.** **Application Fee: none** **Application Due Date: August 1, 2025, 11:59 PM PDT** ****Fields marked with an asterisk (\*) are required.**** ****Please note that by deleting or disabling cookies, you will not be able to access your previously entered data.****

### **Application Notes:** **-**Applications must be completed online. ****Click here**** to download a printable version of the full application for preparation purposes, but all applications MUST be submitted electronically through this online application tool. Email applications will NOT be accepted. **-In order to complete the application, you will need to upload a high-resolution photo of the company's lead executive, the top channel executive, and your mainstay product.** **-The application does not need to be completed in one session. We have programmed the application this year to include a save button that appears at the top of each page which will allow you to save your work as you go. You will be asked to supply an email address and you will be sent a unique link that will enable you to return to the place that you left off within the application.** ****Questions? Please contact**** [Rick Whiting](mailto:mailto:rwhiting@thechannelcompany.com) ****Upon submission, you will receive a confirmation email, as well as a PDF copy of your application.****

#### 1) Is the company seeking inclusion in the Stellar Startups list actively working with channel partners such as solution providers, integrators, managed service providers, VARs, etc. in North America?\*

( ) Yes

( ) No

#### 2) What is the company's PRIMARY technology sector?\*

(Editor's Note: If AI is a component of or function within your product but the product is not an AI platform or tool, do not select AI as your category. For example, Big Data software with AI functionality should select Big Data, Business Applications with AI functionality should Business Applications. Similarly, if cloud is the delivery mechanism for your product and not the technology focus, do not select Cloud. For example, Security-as-a-Service vendors should select Security; Storage-as-a-Service vendors should select Storage. CRN may move applicants into different categories or create new categories if editors determine that the category applied for is not the best fit.)

( ) AI

( ) Application Development/DevOps

( ) Big Data (includes analytics and data management)

( ) Business Applications

( ) Cloud (includes cloud infrastructure and management)

( ) Data Center (includes infrastructure and management)

( ) Edge Computing (includes - Internet of Things)

( ) Networking/Unified Communications

( ) Security

( ) Storage (including Disaster Recovery)

( ) Other (Please Specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\*

### 3) The person filling out this form will be CRN's primary contact should any questions arise. Please enter your contact information below.

Your First Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Last Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your Organization\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### Do you work for the vendor or a PR company?\*

( ) Vendor

( ) PR Company

Email Address\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone Number\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Extension, if applicable: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of technology vendor that you will be applying for\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### 4) Who is the main marketing/PR contact (for award/notification purposes)?\*

( ) I am (the person filling out this form)

( ) I would like to provide additional contact information for this person

### 5) Main Marketing/PR Contact (for award/notification purposes)

Full Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address (not for publication)\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone Number (not for publication)\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Extension, if applicable: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### 6) For the rest of this application, all questions apply to the technology vendor seeking inclusion in CRN's 2025 Stellar Startups list. If you work externally, please answer for your client rather than your own company.

Name of the company applying for CRN's 2025 Stellar Startups list\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company Headquarters City\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### Company Headquarters State/Province/District or Protectorate\*

( ) Alabama

( ) Alaska

( ) Alberta

( ) American Samoa

( ) Arizona

( ) Arkansas

( ) British Columbia

( ) California

( ) Colorado

( ) Connecticut

( ) Delaware

( ) Florida

( ) Georgia

( ) Guam

( ) Hawaii

( ) Idaho

( ) Illinois

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( ) Manitoba

( ) Marshall Islands

( ) Maryland

( ) Massachusetts

( ) Michigan

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( ) Mississippi

( ) Missouri

( ) Montana

( ) Nebraska

( ) Nevada

( ) New Brunswick

( ) Newfoundland and Labrador

( ) New Hampshire

( ) New Jersey

( ) New Mexico

( ) New York

( ) North Carolina

( ) North Dakota

( ) Northern Marianas

( ) Northwest Territories

( ) Nova Scotia

( ) Nunavut

( ) Ohio

( ) Oklahoma

( ) Ontario

( ) Oregon

( ) Palau

( ) Pennsylvania

( ) Prince Edward Island

( ) Puerto Rico

( ) Quebec

( ) Rhode Island

( ) Saskatchewan

( ) South Carolina

( ) South Dakota

( ) Tennessee

( ) Texas

( ) Utah

( ) Vermont

( ) Virginia

( ) Virgin Island

( ) Washington

( ) West Virginia

( ) Wisconsin

( ) Wyoming

( ) Yukon

( ) Other

Postal Code\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Country\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Main Website URL\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Year the company was founded (2019 or later to be eligible)\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### Please provide a brief overview of the company, including technology and market focus.\*

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#### What are the company’s top priorities over the next 12 months?\*

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### ****CEO/Top Executive**** ****Please enter the information about the CEO or whomever best stands as the strategic top executive of the company.  In the event that you need to add an additional strategic leader, as in the case of a Co-CEO, you can choose to do so below.**** None of the contact information listed here will be included in CRN publications

### 7) CEO/Top Executive Information

CEO/Top Executive Full Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CEO/Top Executive Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CEO/Top Executive Email Address\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CEO/Top Executive Phone Number\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CEO/Top Executive Extension, if applicable: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Years in Position:\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### 8) CEO/Top Executive Photo Please upload a photo of the CEO/Top executive's face below (max file size 10mb). The photo must be high resolution, 300dpi JPG or TIFF. This image will be used online and in print. Editorial deadlines prevent us from requesting an alternative photo from you, in the event that the one you are about to upload is not suitable. Once you select your photo, you must click the "upload button" in order for your photo to upload successfully.

\_\_\_\_\_\_\_\_1

#### 9) If one selection for CEO/Top executive is not sufficient, such as in the case of a Co-CEO, please select "Add a second Executive" below. If one section is sufficient, please select "Continue with application" below.\*

( ) Add a second executive

( ) Continue with application

### 10) Co-CEO/Top Executive Contact Info None of the contact information listed here will be included in CRN publications

Co-CEO/Top Executive Full Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Co-CEO/Top Executive Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Co-CEO/Top Executive Email Address\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Co-CEO/Top Executive Phone Number\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Co-CEO/Top Executive Extension, if applicable: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Years in Position:\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### 11) Co-CEO/Top Executive ****Photo**** Please upload a photo of the co-leader's face below (max file size 10mb). The photo must be high resolution, 300dpi JPG or TIFF. This image will be used online and in print. Editorial deadlines prevent us from requesting an alternative photo from you, in the event that the one you are about to upload is not suitable. Once you select your photo, you must click the "upload button" in order for your photo to upload successfully.\*

\_\_\_\_\_\_\_\_1

### ****About the Top Channel Executive & Marketing Executive**** ****Please enter the information about both the Top Channel Executive and Marketing Executive, or whomever best stands as each of these in your company.**** None of the contact information listed here will be included in CRN publications

### 12) Top Channel Executive Information

Top Channel Executive Full Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Top Channel Executive Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Top Channel Executive Email Address\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Top Channel Executive LinkedIn Profile URL: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Top Channel Executive Phone Number\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Top Channel Executive Extension, if applicable: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Years in Position:\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### 13) Top Channel Executive Photo Please upload a photo of the top channel executive's face below (max file size 10mb). The photo must be high resolution, 300dpi JPG or TIFF. This image will be used online and in print. Editorial deadlines prevent us from requesting an alternative photo from you, in the event that the one you are about to upload is not suitable. Once you select your photo, you must click the "upload button" in order for your photo to upload successfully.\*

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### 14) Top Marketing Executive Information None of the contact information listed here will be included in CRN publications

Top Marketing Executive Full Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Top Marketing Executive Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Top Marketing Executive Email Address\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Top Marketing Executive LinkedIn Profile URL: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Top Marketing Executive Phone Number\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Top Marketing Executive Extension, if applicable: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Years in Position:\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Product Information**

### 15) Please provide a brief description of your mainstay product, including name, key features and target market.\*

(Max. 50 words)

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### 16) How can your channel partners use the above product/technology to provide value to their customers?\*

(Max. 50 words)

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### 17) How are you incorporating artificial intelligence into this product line? (Answer N/A if not applicable)\*

(Max. 50 words)

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**Channel Information**

### 18) How many solution provider partners do you have in North America?\*

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### 19) How many solution provider partners do you have worldwide (including the North America)?\*

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#### 20) Does the company sell through a 100 percent channel model?\*

( ) Yes

( ) No

### 21) What are the recurring revenue opportunities for channel partners with this product? (Answer N/A if there are none)  \*

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#### 22) What is the goal number of new partners to recruit in the next 12 months?\*

( ) 50 partners or less

( ) 51 partners to 250 partners

( ) 251 partners to 500 partners

( ) More than 500 partners

( ) Not planning a recruitment effort in the next 12 months

#### 23) What is the geographic reach of your partner recruitment efforts for 2025\*

( ) Limited US regional recruitment

( ) Broad national US recruitment

( ) Limited international recruitment

( ) Broad international recruitment

( ) Full global recruitment (U.S + International)

( ) Not planning a recruitment effort in 2025

#### 24) What is the primary business model of your ideal partner?\*

( ) Business process consultant

( ) Midmarket focused solution provider

( ) Small business focused solution provider

( ) Volume orientated reseller partner

( ) Managed service provider (MSP/MSSP)

( ) Enterprise focused solution provider

( ) Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### 25) Solution Provider Endorsement: In this section, please enter an endorsement and the contact information for one of your North American reseller/integrator/MSP partners (Note: Comments might be published, and the person may be contacted by a CRN editor for clarification or further details. We are seeking input from a solution provider partner. Please do not submit a quote from a technology partner, customer or distributor)

#### Quote From Reseller/Integrator/MSP\*

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Quoted Person's Company\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Quoted Person's Full Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Quoted Person's Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Quoted Person's Email Address\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Quoted Person's Phone Number\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Quoted Person's Extension, if applicable: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### 26) CRN will be compiling our annual Channnel Women on the Rise list later this year. Provide the name and title of a female rising star from your channel management team and describe how the person has had a positive impact/made a difference for your channel partners.

(100 words max) [Optional]

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### ****In order to submit your Stellar Startups application, you must click the "Next" button below.**** ****If you do not click "Next", your application will not be submitted.****

## Thank You!

# Thank you for your application!

### Your application has been submitted. Within the next hour, you will receive a confirmation email that will include a PDF copy of your application.  The email will come from crnresearch@thechannelcompany.com. \*Please take the time to review your application once you submit it. Please note your application will be published as is except where otherwise noted. Any corrections needed after publication will be subject to a $50 administrative fee.