



Become a TensorFlow AI Service Partner

Application guide

Thank you for your interest in becoming a TensorFlow AI Service Partner. We are excited for our partner roster to grow and look forward to seeing AI/ML solutions expand into new sectors, and reach new businesses. This guide will walk you through the benefits and goals of the program and provide application instructions. Please read everything carefully before submitting your answers in the application form linked below. Reach out to us at tf-ai-partners-team@google.com with questions.

Overview

Implementing machine learning solutions can help businesses innovate, but it can be a challenge if a company doesn't have the knowledge, experience, or resources to get started. The goal of this program is to connect experienced AI/ML practitioners with companies looking to implement AI/ML and TensorFlow-based solutions for their business. By fostering these connections, we hope to give access to more enterprises that can benefit from AI-based systems and help them innovate faster, solve smarter, and scale bigger.

Partner benefits

We want to show the world how machine learning and TensorFlow can help improve enterprise organizations across a variety of industries and verticals. Our partners share this goal. If this resonates with your vision, we invite you to apply to join this community.

- Collaboration** Connect with the TensorFlow engineering and product teams to give feedback on TensorFlow and any challenges in end customer implementation and engagements.
- Growth** Gain exposure and build expertise to help more clients.
- Proximity** Stay at the forefront of cutting-edge TensorFlow applications by learning about the latest from the TensorFlow team so that you can provide the best solutions to your clients.

Application instructions

Thank you for your interest in applying to this program. We look forward to reading your application.

Below are the questions that you will find in the online application form. We encourage you to read through them carefully and prepare your responses with your team, as you cannot change your responses once you submit.

When you're ready to apply, complete the application form. If you have any questions, reach out to us any time at tf-ai-partners-team@google.com.

Application process

- Step 1** Review this application guide to understand all requirements and instructions. Prepare your answers and get approvals from your team ahead of submitting your responses in the application form.
- Step 2** Submit your final responses in the online application form.
- Step 3** If we feel you are a good addition to our TensorFlow AI Service Partners, our team will be in touch with next steps.

A few notes before you begin...

- You can save your application along the way (see “Save and Resume Later” button), but you will not be able to modify responses once you’ve submitted.
- We recommend drafting your responses in a separate document first and only completing the form when the entire application is ready for submission.
- All open-ended responses will be limited to 150 or 500 characters. Please keep your responses within the indicated limit.
- Do not submit any confidential or proprietary information through this application.
- Please know that TensorFlow AI Service Partners are required to use TensorFlow 2.x.
- Submission of your application does not guarantee acceptance into the program. If you are selected as a potential TensorFlow AI Service Partner, we will reach out to you to share additional information about the program, and you will have the opportunity to review and agree to our TensorFlow AI Service Partners requirements and terms prior to participating.
- Please review [Google’s AI Principles](#) and [Google’s Privacy Policy](#) before proceeding.

[Apply now](#)

[Preview] Application questions

Here is a **preview** of the application questions. When you're ready, [please fill and submit this form online](#).

Please complete this form to share information about yourself, your company, and your areas of interest. If you have any questions or need help, you can read more on our website.

* Indicates a required field

1. Contact Information

This person will be the primary point of contact between your company and the TensorFlow AI Service Partners team.

1. Full name*
2. Job title*
3. Email*
4. Phone*

2. Company Overview

Please provide company information including name, website URL, and account domain.

1. Registered legal company name*
2. Company website URL*
3. GitHub repo URL (if applicable)
4. Address of company headquarters*

Oftentimes, this can be similar to your legal address.

5. Company description*

500 character limit

Company Details

1. Years in business*

- Less than 1 year
- 1-3 Years
- 3-5 Years
- 5-10 Years
- 10+ Years

2. Years working with ML solutions*

- Less than 1 year
- 1-3 Years
- 3-5 Years
- 5-10 Years
- 10+ Years

3. Number of employees*

- 1-50
- 51-100
- 101-250
- 251-500
- 501+

4. Number of current and past clients your company served using ML solutions*

5. Target markets*

- | | |
|-------------------------------------------|-------------------------------------------|
| <input type="checkbox"/> Consumers | <input type="checkbox"/> Mid-Market |
| <input type="checkbox"/> Education | <input type="checkbox"/> Small Business |
| <input type="checkbox"/> Government | <input type="checkbox"/> Software Startup |
| <input type="checkbox"/> Large Enterprise | |

6. Target industries*

- | | |
|-----------------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> Advertising & Marketing | <input type="checkbox"/> Healthcare & Life Sciences |
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Industrial Goods & Manufacturing |
| <input type="checkbox"/> Automotive | <input type="checkbox"/> Law & Government |
| <input type="checkbox"/> Business & Professional Services | <input type="checkbox"/> Logistics & Transportation |
| <input type="checkbox"/> Consumer Packaged Goods | <input type="checkbox"/> Media & Entertainment |
| <input type="checkbox"/> Education | <input type="checkbox"/> Non-Profit |
| <input type="checkbox"/> Electrical & Electronics | <input type="checkbox"/> Other |
| <input type="checkbox"/> Energy & Utilities | <input type="checkbox"/> Retail & Wholesale |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Software & Internet |
| <input type="checkbox"/> Food, Beverage, & Restaurants | <input type="checkbox"/> Telecommunications |
| <input type="checkbox"/> Gaming | <input type="checkbox"/> Tourism & Leisure |

7. Total annual revenue (USD)*

4. Engagement Information

1. Engagement of interest*

Select all that apply.

- Consultation
- Development
- Strategy

2. TensorFlow products of interest*

Select all that apply.

- TensorFlow Core
- TensorFlow.js
- TensorFlow Lite
- TFX
- Swift
- Other

3. Target countries of operation*

5. Machine Learning Expertise

1. What kind of ML solutions has your company built to production using TensorFlow (or any other framework) in the last 12 months?*

500 character limit

2. Please elaborate on the nature of ML used.*

For example, Deep Learning, Boosted Trees, etc.

500 character limit

3. What is the primary ML framework your company used in the past year?*

150 character limit

4. What is the secondary ML framework (if any) that your team/company used in the past year?

150 character limit

5. What type of platform does your company typically deploy on?*

Select all that apply.

On-prem

Mobile

Cloud

On device

Web

6. What TensorFlow libraries/APIs does your company use? *

For example, [keras API](#) or one of the TF [libraries and extensions](#).

150 character limit

7. As you look towards the next 12 months, is your company looking to expand into new areas of expertise in ML? If so, please explain.*

500 character limit

6. Client Project Pipelines

1. Are you currently working with clients on new projects expected to deploy in the next 12 months? If so, please explain at a high-level.*

500 character limit

7. Confirm

- I accept [Google's Terms and Conditions](#) and acknowledge that my information will be used in accordance with [Google's Privacy Policy](#).
- I have not included any confidential or proprietary information.