



# Become a TensorFlow Trusted Partner

## Application guide

Thank you for your interest in becoming a TensorFlow Trusted Partner. We are excited for our list of partners to grow and look forward to seeing AI/ML solutions expand into new sectors, and reach new businesses. This application guide will walk you through the benefits and goals of the program, as well as instructions on how to apply. Please read everything carefully before submitting your answers in the application form linked below. If you have any questions, feel free to reach out to us at [tensorflow-trusted-partner-team@google.com](mailto:tensorflow-trusted-partner-team@google.com).

# Overview

The goal of this pilot program is to connect experienced AI/ML system integrators with clients interested in implementing AI/ML and TensorFlow-based solutions for their business. By fostering these connections, we hope to give access to more businesses that can benefit from AI-based systems and help them innovate faster, solve smarter, and scale bigger.

We are piloting our TensorFlow Trusted Partners Program because we know that implementing machine learning solutions can help your business innovate. But it can be a challenge if your company doesn't have the knowledge, experience, or resources to get started. As early participants in our pilot program, our TensorFlow Trusted Partners are key players to pave the way to help foster relationships between companies experienced with implementing TensorFlow business solutions, and potential clients seeking machine learning solutions to their business problems. With the help of consultants knowledgeable in machine learning implementation, we hope to expand access to the benefits of TensorFlow for businesses, and unlock the potential to transform core business models, and create new revenue streams.

## Partner Benefits

We want to show the world how machine learning and TensorFlow can help improve enterprises in a variety of industry verticals. Our partners share this goal, and we would like to invite you to apply to join this community.

### Benefits

- **Collaboration:** Receive training and support from the TensorFlow team within the scope of your engagements.
- **Growth:** Gain exposure and build expertise to help more clients.
- **Impact:** Stay at the forefront of cutting-edge TensorFlow applications so that you can provide the best solutions to your clients.

## Application Instructions

Thank you for your interest in applying, and we look forward to reading your application. Below is a list of 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, please do so by completing the application form. If you have any questions, feel free to reach out to us at [tensorflow-trusted-partner-team@google.com](mailto:tensorflow-trusted-partner-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 Trusted Partners, our team will be in touch with next steps.

## A few notes before you begin:

- 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 Trusted Partners are required to use TensorFlow 2.0.
- Submission of your application does not guarantee acceptance into the program. If you are selected as a potential Trusted 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 Trusted Partner requirements and terms prior to participating.
- Please review [Google's AI Principles](#) and [Google's Privacy Policy](#) before proceeding.

[Apply now](#)

# Application Questions

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 required*

## 1. Contact Information

*This person will be the primary point of contact between your company and the TensorFlow Trusted Partner 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. Company description\*

*500 character limit*

5. Address of company headquarters\*  
*Oftentimes, this can be similar to legal address.*

## 3. 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\*

- Consumers
- Education
- Government
- Large Enterprise
- Mid-Market
- Other
- Small Business
- Software Startup

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"/> Laws & 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
- Other

2. TensorFlow products of interest\*

*Select all that apply.*

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

3. Target areas of operation\*

*In the form, you will have the opportunity to select from a drop down all countries that you plan to work in.*

4. Languages your company works in\*

*Please list all languages that you work in.*

#### 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, do you focus on 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?\*

*Please check all that apply.*

- On-prem
- Cloud
- Web
- Mobile
- On device

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.

**Apply now**