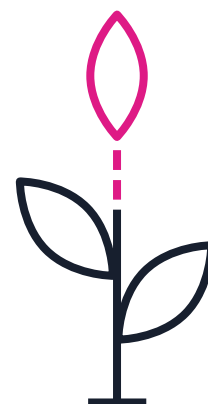




# Startup Resources

Explore content, programs, and solutions to power  
*your startup.*

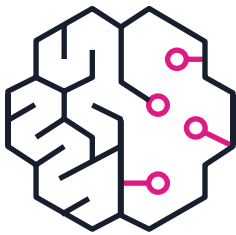


**“**  
*The AWS Accelerator gave us **global exposure**- markets, mentors, potential customers and investors. As a part of the acceleration, we were able to learn how to pitch our solution differently and it helped **push our sales globally**. We were able to leverage our association with AWS to **build trust** among our clients and investors.”*

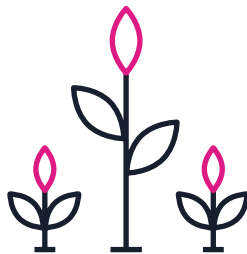
**Govinda Upadhyay, CEO,  
SmartHelio**

# Let us help you...

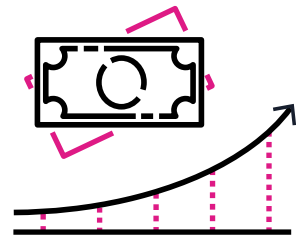
Click on each icon to navigate to options



[I am looking for \*\*early stage\*\* programs](#)



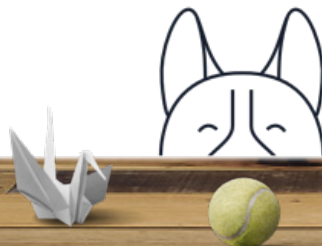
[I am looking for \*\*mid stage\*\* programs](#)



[I am looking for \*\*late stage\*\* programs](#)



[I am looking for \*\*resources and content\*\*](#)



# Early stage programs



*Click each program name to link our to program website*

## **AWS Activate**

AWS Activate Portfolio is a free program designed for startups and early stage entrepreneurs that provides AWS credits, AWS Support credits, training credits, exclusive offers, go-to-market support and more. These benefits are designed to give you the right mix of tools, resources and expert support to quickly get started on AWS and grow your business.

## **AWS EdStart**

AWS EdStart, the AWS educational technology (EdTech) startup accelerator, is designed to help entrepreneurs build the next generation of online learning, analytics, and campus management solutions on the AWS Cloud. The accelerator is designed to enable EdTech startups to move faster through benefits such as equity-free financial support through AWS Promotional Credit, technical training and support, access to a global community of EdTech experts, and more.

## **AWS Lofts**

AWS Lofts offer a physical space to enable a deeper level of engagement and build and ongoing relationships between AWS and Startups. The Lofts offer customers free resources to get started and grow their expertise on the AWS platform. This includes technical and business education, free AWS training, in-person access to AWS technical staff, thought leadership and networking events, and free co-working space (with coffee + snacks!). We are building a community of entrepreneurs, developers, and tech influencers.

## **AWS Cloud Innovation Centers**

The Cloud Innovation Centers (CIC) Program provides an opportunity for nonprofits, education institutions, and government agencies to collaborate with other public sector organizations on their most pressing challenges, test new ideas with Amazon's innovation process, and access the technology expertise of Amazon Web Services (AWS).

## **AWS GovTechStart**

AWS GovTechStart, the Amazon Web Services (AWS) government technology (GovTech) startup accelerator, is designed to help eligible U.S. startup companies build the next generation of technology solutions for state and local government agencies using the AWS Cloud. The accelerator enables AWS GovTechStart participants to scale faster with tailored benefits like access to: AWS Promotional Credit, technical training and support, a national community of GovTech experts, and more.

## **AWS Startup Ramp**

AWS Startup Ramp is a program supporting builders across startups and public sector teams delivering new products and services in government and civic technology, healthcare, agriculture, sustainability, space technology, as well as smart cities and infrastructure. Early-stage startup teams with under \$10M in annual revenue can request an application online to apply to be an AWS Startup Ramp member.

# AWS Activate case study

The logo for Ralali.com, featuring the company name in a bold, orange, sans-serif font on a light blue rectangular background.

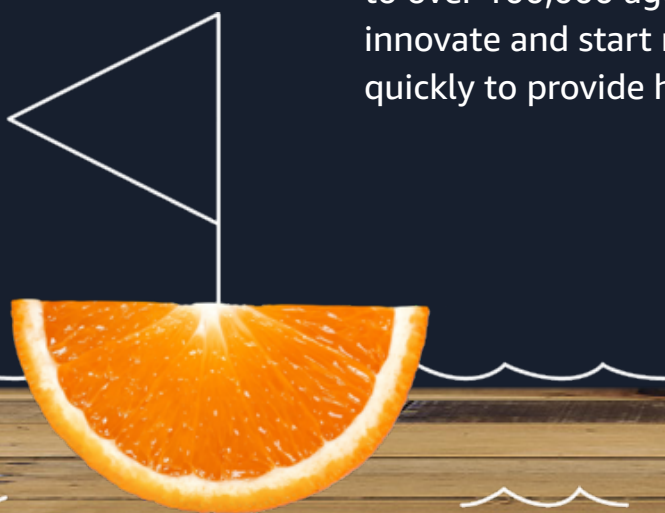
*From 400  
agents to  
over 100,000  
agents in a  
year*

Ralali.com

**WILLIAM NOTOWIDAGDO**

Head of Engineering  
Ralali.com

Ralali.com is an online B2B marketplace in Indonesia. It connects local sellers and buyers, from Industrial and MRO categories to office supplies, automotive, medical, agriculture, and many others. Its BIG Agent, an on demand workforce platform, connects businesses with available manpower. Since using AWS, its BIG Agent business has grown from 400 agents to over 100,000 agents in a year. Ralali.com has been able to innovate and start new projects in under than 3 days, scaling quickly to provide highly available services for its end users.





# Mid stage programs

*Click each program name to link our to program website*



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## AWS Accelerators


Spanning multiple global industries, Healthcare, Space, Defense, and Sustainability, AWS Accelerators are focused on dedicated resources, expertise, and support to help high-potential startups excel and grow. We match AWS and Amazon capabilities to the needs of startups, and help you build for scale, overcome technical and regulatory challenges, and accelerate time to market. We invest credits, people, time, technology, experience, and best practices in an effort to remove obstacles and open doors for our startups.

## Alexa Next Stage, Powered by Tech Stars

The Alexa Next Stage, Powered by Techstars program started with sessions focused on voice design best practices and each team had the opportunity to work with mentors, including Alexa solutions architects to help the teams understand the tools and resources Amazon makes available for developers to build exciting Alexa experiences. Startup teams also participate in hands-on workshops that guide companies on how to set up key performance indicators (KPIs), manage sales funnels, optimize marketing, conduct negotiations, and build fundraising strategies.

## AWS Partner Network (APN)

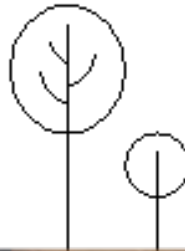
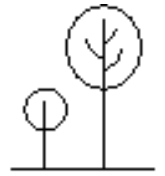
AWS Partner Network helps validation stage and growth stage startups to go to market together with AWS to win more enterprise business. The program consists of opportunities for co-selling, co-marketing, referrals of AWS customers, and programs that subsidize proofs-of-concept with your customers and help your startup gain visibility.





*The AWS Space Accelerator provided us at Lunar Outpost the technical and business tool kit to prepare us for the rapid growth we are currently undergoing. Additionally, the Accelerator provided a unique opportunity to network and collaborate with the best in class in the space industry. Opportunities such as the AWS Space Accelerator are a must for any space company looking to leverage the cloud to reach the stars.*

*Lunar Outpost CEO  
Justin Cyrus*



# 30%

“The major benefit we have seen with having our products listed in AWS Marketplace has been the acceleration of procurement timelines for customers. On average, deals in AWS Marketplace close **30 percent faster** than direct deals.”

---

Jabari Norton, Vice President Global Partner Sales & Alliances, Sumo Logic

# 3mo

“Although we just closed our first deal on AWS Marketplace, the efficiencies gained throughout the sales process indicate that our sales cycle will be reduced by three months.”

---

Sean Vierling, Director of Strategic Partnerships, Helpshift





# Late stage programs

*Click each program name to link our to program website*

## AWS Marketplace

AWS Marketplace is a curated digital catalog that makes it easy to find, test, buy, and deploy third-party software, with the simplified procurement and controls.

AWS Marketplace makes it easy for startups to grow at scale by giving you access to millions of AWS customers looking for innovative products from startups like you. We help you get the visibility you need to gain traction in the market, allowing you more time to focus on your core business.

## AWS Global Startup Program (*invite only*)


The AWS Global Startup program is an invite-only, go-to-market program supporting mid-to-late stage startups that have raised institutional funding, achieved product-market fit, and are ready to scale.

This program offers your startup unique support by assigning Partner Development Managers (PDMs) with deep AWS knowledge and startup or business development experience. Get support for your business in three key areas: product development, go-to-market, and co-sell.



# Resource list

*Click each program name to link our to program website*

- 
- **[Alexa Fund & Accelerator](#)**: Helps with growing and integrating Alexa to evolve and innovate the technology.
  - **[Amazon Launchpad](#)**: Supports entrepreneurs by providing resources, expertise and global support to help showcase and deliver innovative products like yours to millions of Amazon customers.
  - **[APN Healthcare Partner Network](#)**: Allows you to explore AWS partner profiles, solutions, case studies, and locations.
  - **[AWS Cloud Connections](#)**: Is an event series, presented by AWS and AWS Partner Network (APN) Partners, aimed at educating technology communities on today's biggest cloud topics.
  - **[AWS International Startup Mentorship Program](#)**: Platform that strives to provide International startups with comprehensive resources and rich experiences, to empower them for future growth globally.
  - **[Free Training/Training Credits](#)**
  - **[AWS Business Support Plan](#)**
  - **[AWS Enterprise Support Plan](#)**
  - **[AWS Cost Optimization](#)**
  - **[AWS Seminars and Events](#)**: Provides access to seminars and content for startups.
  - **[AWS Biotech Blueprint](#)**: Helps startups build a bioinformatics environment on AWS in 30 minutes using best practices for security and compliance.
  - **[Registry of Open Data on AWS](#)**: Provides access to 70+ publicly available life sciences datasets including Cancer Genome Atlas, NIH NCBI Sequence Read Archive, and more.
  - On Demand Solution Architecture Consulting/ Startup Account Specialists

- [\*\*AWS Tech Talks\*\*](#): Presentations that cover a broad range of topics at varying technical levels. These tech talks, led by AWS SAs and engineers feature technical deep dives, demonstrations, customer examples, Q&A with AWS experts.
- [\*\*AWS IQ\*\*](#) : Complete projects faster with AWS Certified freelancers and consulting firms. Pay through AWS when work is completed and you are satisfied.
- [\*\*Sagemaker Jumpstart\*\*](#): Helps you quickly and easily get started with machine learning. To make it easier to get started, it provides a set of solutions for the most common use cases that can be deployed readily with just a few clicks. The solutions are fully customizable and showcase the use of AWS CloudFormation templates and reference architectures to accelerate your ML journey.
- **Self Paced Labs**
- [\*\*Startup Migrate\*\*](#): Provides resources and stories of startups migrating to AWS.
- [\*\*Well-Architected Review\*\*](#): Provides a consistent approach for customers



# AWS Diagnostic Development Initiative

Accelerating research and innovation to mitigate current and future outbreaks of COVID-19 and other infectious diseases



## OVERVIEW

The AWS Diagnostic Development initiative is a two-year, \$20 million commitment to accelerate research and innovation for our collective understanding and detection of COVID-19 and other infectious diseases in order to mitigate current and future outbreaks. AWS is offering AWS Promotional Credits and technical expertise to support the use of AWS services for projects by selected institutions in four program areas:

- **Early Disease Detection** to identify and forecast outbreaks at the individual and at the community level
- **Diagnostics** that provide rapid and accurate testing
- **Prognosis** to better understand disease trajectory
- **Public Health Genomics** to bolster viral genome sequencing worldwide

We will prioritize COVID-19 projects, but we will also evaluate projects focused on other infectious diseases. Interested organizations can learn more about the program, and apply, at [www.aws.amazon.com/ddi](http://www.aws.amazon.com/ddi).

## Frequently Asked Questions

**Q: Who can apply?** The program is open to accredited research institutions, research consortia, non-profit, and private entities that are current or future AWS customers. This is a global program and we encourage applications from researchers and organizations around the world. AWS Partner Network members are also eligible to apply.

**Q: What factors will AWS consider in determining who receives support?** We approve applications based on factors such as: alignment with the four program areas; stage of the research or proposed project; potential to disseminate the results and data through sharing a pipeline or software; succinctly defined milestones; project scope and timeline; the applicability of AWS services and support within the project scope; and value of AWS Promotional Credits requested suited to the scope of the project.

**Q: What are the timelines for proposal submissions and decisions?** Dates for the next application cycle will be announced in 2022. Check the program website for updates at [www.aws.amazon.com/ddi](http://www.aws.amazon.com/ddi)

**Q: How does the notification process work?** Applicants who submit an application will receive an acknowledgment email within 48 hours, confirming receipt. In most cases, we will notify you within approximately 45 business days of receipt with a status of your application.

Additional program details, FAQs, and the application link are available at [www.aws.amazon.com/ddi](http://www.aws.amazon.com/ddi).



Early Disease  
Detection



Diagnostics



Prognosis



Public Health  
Genomics



# Harnessing the power of the cloud to advance health equity

## OVERVIEW

Over the next three years, AWS is committing \$40M to harness the power of the cloud to advance health equity globally. Amazon Web Services (AWS) is offering AWS Promotional Credit and technical expertise to selected institutions and companies addressing health disparities that impact underserved or underrepresented communities around the world. The program will support applications that:

- **Increase access to health and social services for underserved and underrepresented communities.**
- **Reduce disparities by addressing social determinants of health.**
- **Leverage data to promote equitable and inclusive systems of care.**

We have the opportunity to harness the power of health-related data in the cloud to address longstanding social and structural disparities that were amplified by the differential impact of COVID-19 on underserved populations. Cloud innovation can help achieve the [United Nations Sustainable Development Goals for ensuring healthy lives and promoting wellbeing](#) by supporting more equitable, sustainable recovery efforts.

## Frequently Asked Questions

**Q: Who can apply?** The program is open to accredited research institutions, research consortia, non-profit, and private entities that are current or future AWS customers. This is a global program and we encourage applications from researchers and organizations around the world. AWS Partner Network members are also eligible to apply.

**Q: What factors will AWS consider in determining who receives support?** We approve applications based on factors such as: alignment with the three program areas; how the project will advance health equity for underserved or underrepresented communities; stage/maturity of the project; clear impact metrics and outcomes; applicability of AWS services and support within the project scope; and value of AWS Promotional Credits requested suited to the scope of the project.

**Q: What are the timelines for proposal submissions?** Application deadlines are March 31, June 30, and November 15 of each year.

**Q: When will I be notified of my application status?** Applicants will receive an acknowledgment email within 48 hours confirming receipt. We will send application status notifications within approximately 60 business days after each application review date. For example, if you apply on or before November 15, we will send application status notifications approximately 60 business days after November 15.

Additional details, FAQs, and the application link are available at <http://aws.amazon.com/health/health-equity>.



Increase access to  
health services



Address social  
determinants of health



Leverage data for equitable and  
inclusive systems of care

