

INNOVATE

GENERATIVE AI + DATA

Q1 2025



STARTUPS TRACK

Building Smarter Startups with GenAI

Zera Ong

Senior GenAI Go-to-Market Specialist
Amazon Web Services

Building Smarter Startups with GenAI

- Why Now?
- Where to Begin with GenAI
- GenAI in Product Innovation & Efficiency
- Building a GenAI-focused Talent Strategy
- Next Steps
- Q&A



Building Smarter Startups with GenAI



Why Now?



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GenAI is Changing the Startup Landscape

- Faster growth
- Higher revenue with less capital
- Startups are rethinking talent strategy

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Working Backwards from Your Startup's Priorities

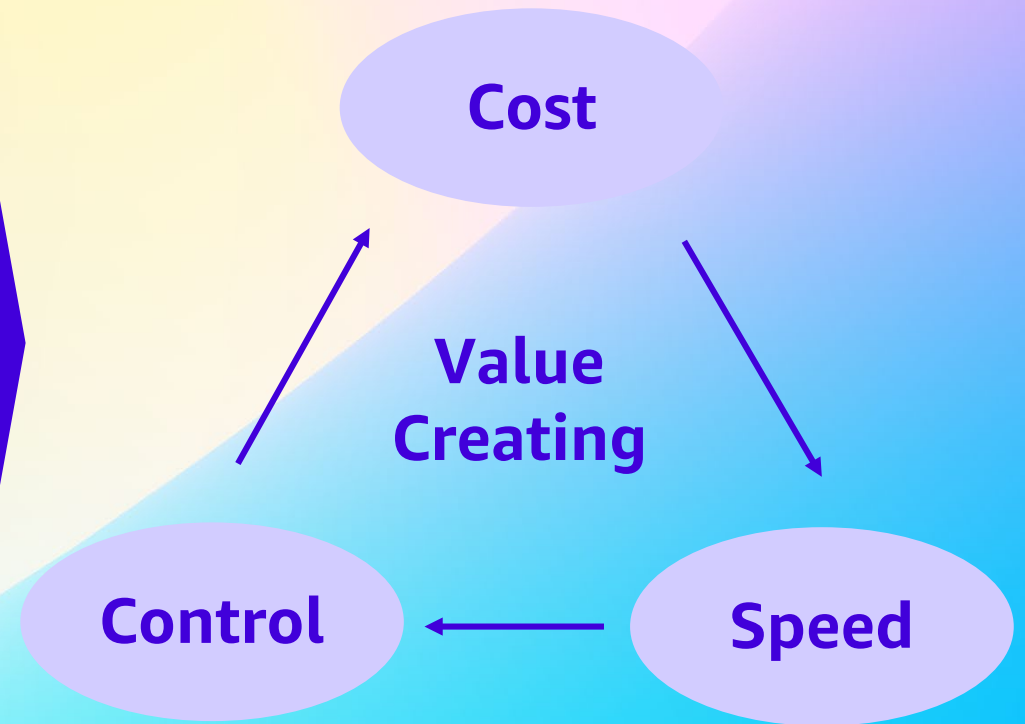
- **What** is the underlying business priority?
- **How** will we measure success?
- **Where** can GenAI/ML drive the highest ROI?

Choice of Use Case & Approach

Potential Use Cases



Build vs. Buy?



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GenAI Applied: Innovation and Efficiency

Product Innovation (Customer-facing)

- New product features
- Personalised user experience
- Improved automation



High Return, Higher Risk?

Operational Improvement (Internal)

- Reducing manual processes
- Faster software development



Lower Risk, Medium Return?

Product Innovation: Market Research

PROMPT

*Let's roleplay. **You are Sara, a 35 year old HR officer** who works at a large software house in Dubai.*

*I am a startup founder who is doing **early market research** to validate the feasibility of my recruitment technology startup.*

*The **format** will be question and answer based. My **goal** is to find out more about how you do your work to validate if I should pursue building my solution or not. Be accurate and honest with feedback. We have mutual friends, so speak casually and without formalities.*

Product Innovation: Market Research

Multi-turn Conversation



as Sara The most challenging part is definitely finding the right candidates with the specific skills and experience we need, especially for more specialized technical roles. Sifting through piles of resumes can be overwhelming, and it's tough to really assess a candidate's fit just from their CV.

Integration - It absolutely needs to integrate with our existing HR systems and applicant tracking software. Having to manually transfer data between platforms would be a dealbreaker. Look into common ATS systems used by large companies.

Mobile accessibility - A lot of my resume review happens on the go between meetings. So optimizing for mobile with a clean, easy to navigate interface is crucial.

Rapid Prototyping with Multimodal Tools

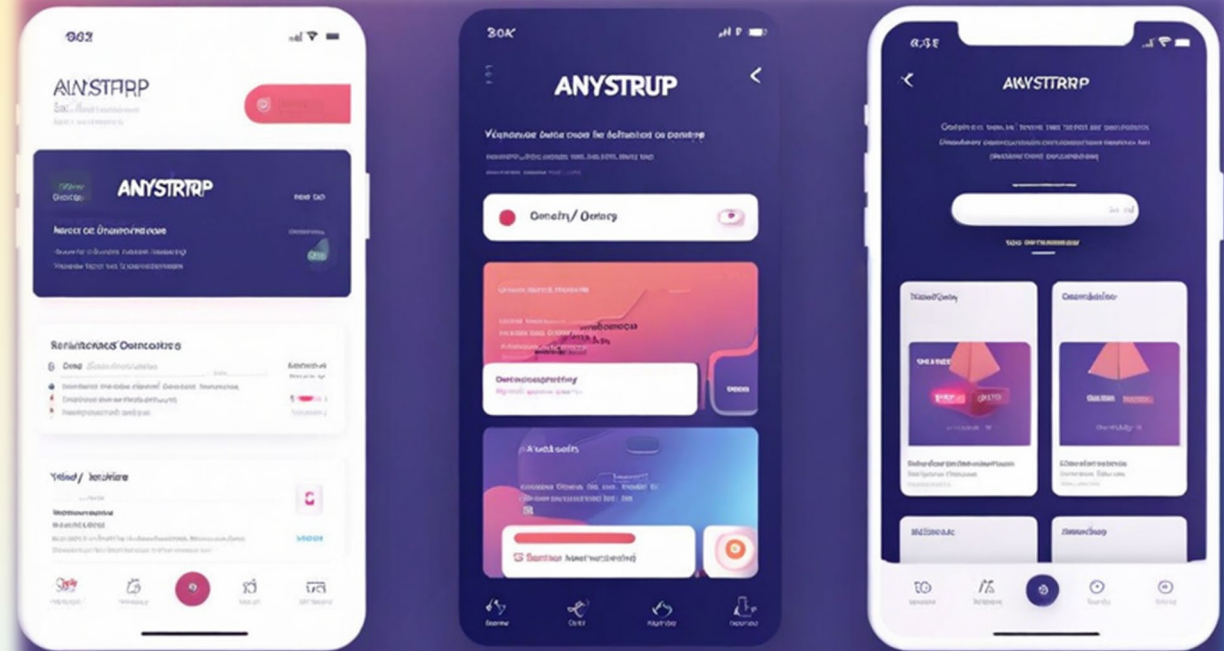
Amazon Nova Models

Amazon Nova Canvas

State-of-the-art image generation model

Amazon Nova Reel

State-of-the-art video generation model



Customer Story: Rapid Prototyping



Cybersecurity

Accelerated ability to rapidly prototype

Moving essential product features from concept to full-scale production

Surpassing initial timelines

Accelerate Product Innovation: Right Tool for the Right Job



Fan Engagement
Platform

1 Model



No change in
infrastructure

Multiple
Models

Accelerate Product Innovation with Broad Model Choice

Preview

Amazon Bedrock Marketplace

Foundation models

Amazon Bedrock supports over 100 foundation models from industry-leading providers and emerging leaders. Select a serverless model or Bedrock Marketplace model that is best suited for achieving your unique goals.

View Model catalog

Discover marketplace models

New Models & Model Providers in Bedrock



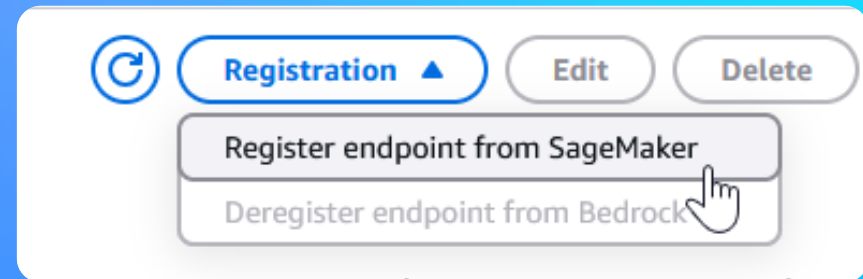
malibu

point



stability.ai
Stable Diffusion 3.5

Use SageMaker JumpStart models in Bedrock



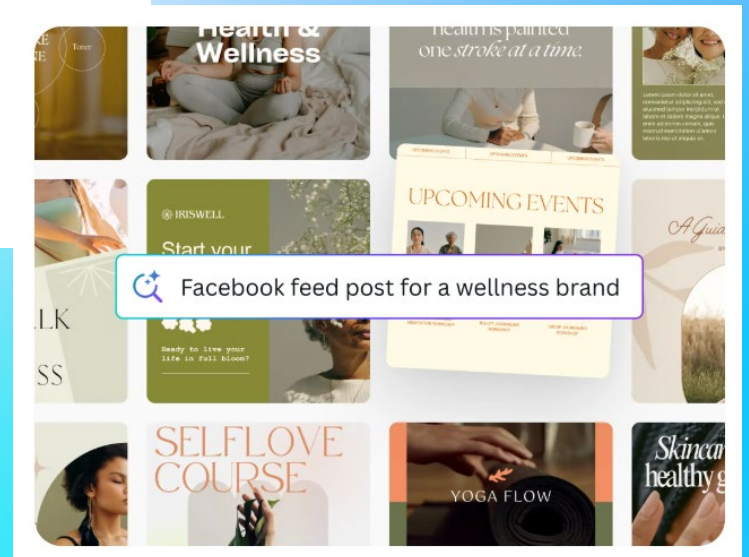
Product Monetization

Canva
Design Platform

Experience the upgraded Magic Design™

Bring your ideas to life in an instant with Magic Design, powered by leading AI technology. Start with a text prompt and generate high-quality, on-brand designs every time. Further customize by adding your images or by applying your brand style. Magic Design is trained and reviewed by Canva's designers, so you'll spend less time editing your images, freeing you up to design and deliver faster.

Try Magic Design

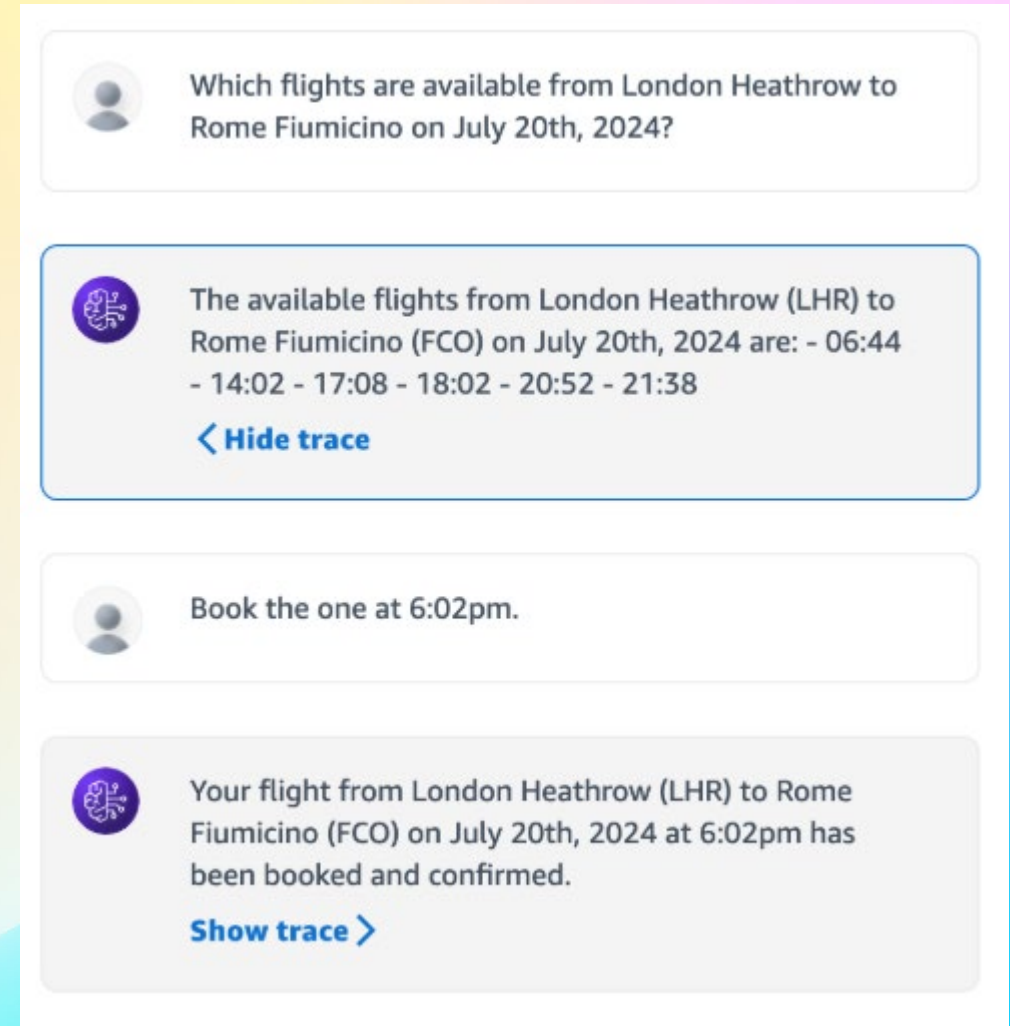


Enhancing the Customer Journey

- Automation in customer onboarding
- Content personalization
- User experience improvements

Increase Automation with Agents

- Smoother user experience (natural language)
- Reducing friction



The screenshot displays a chat interface with four messages in a vertical sequence. The first message is from a user (grey icon) asking for flight availability. The second is from an agent (purple icon) providing a list of flight times and a 'Hide trace' link. The third is from the user asking to book a specific flight. The fourth is from the agent confirming the booking and providing a 'Show trace' link.

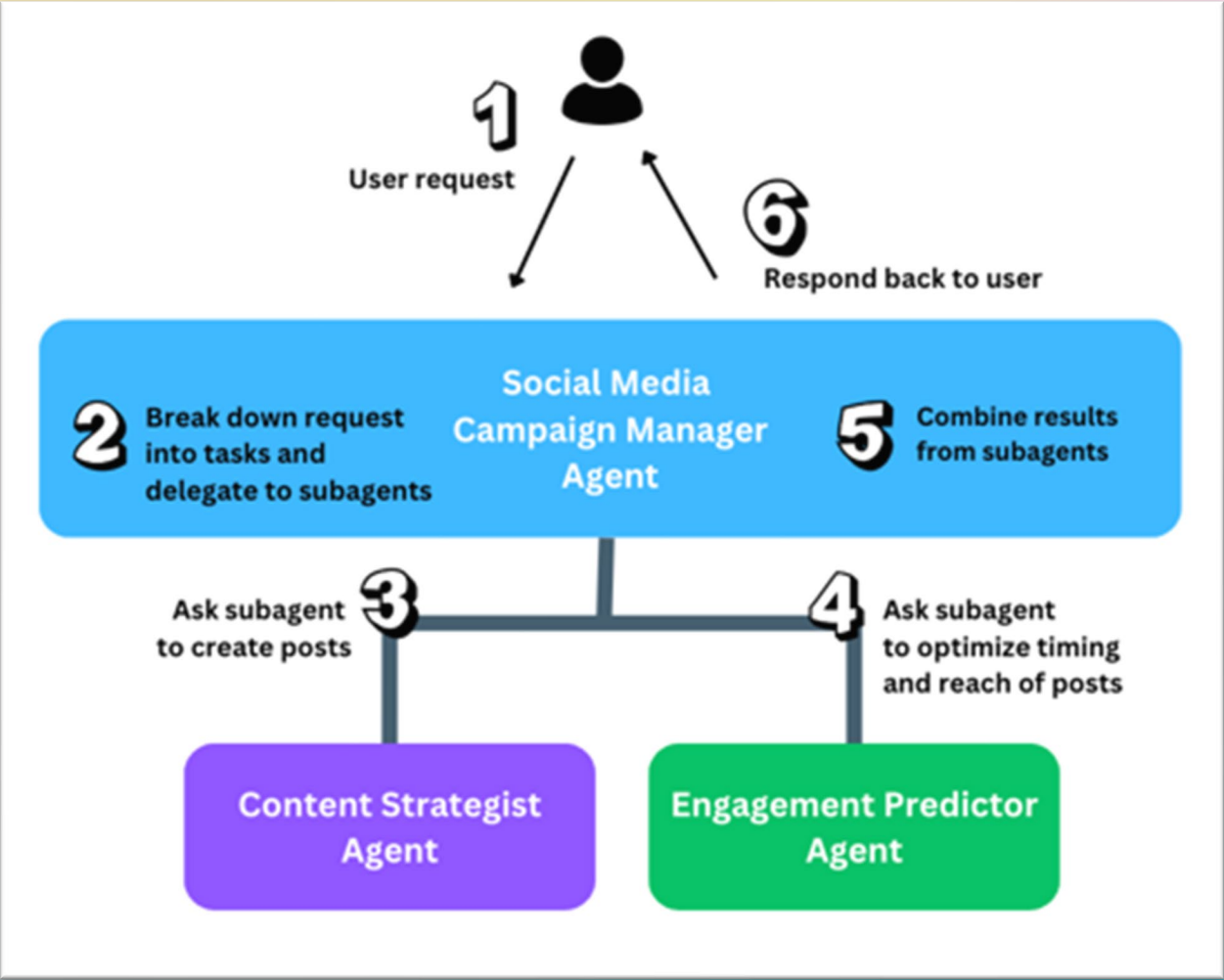
User: Which flights are available from London Heathrow to Rome Fiumicino on July 20th, 2024?

Agent: The available flights from London Heathrow (LHR) to Rome Fiumicino (FCO) on July 20th, 2024 are: - 06:44 - 14:02 - 17:08 - 18:02 - 20:52 - 21:38
[< Hide trace](#)

User: Book the one at 6:02pm.

Agent: Your flight from London Heathrow (LHR) to Rome Fiumicino (FCO) on July 20th, 2024 at 6:02pm has been booked and confirmed.
[Show trace >](#)

Automating More Complex Processes with Agents



Increase Team Efficiency with AI Assistance



Amazon Q Business



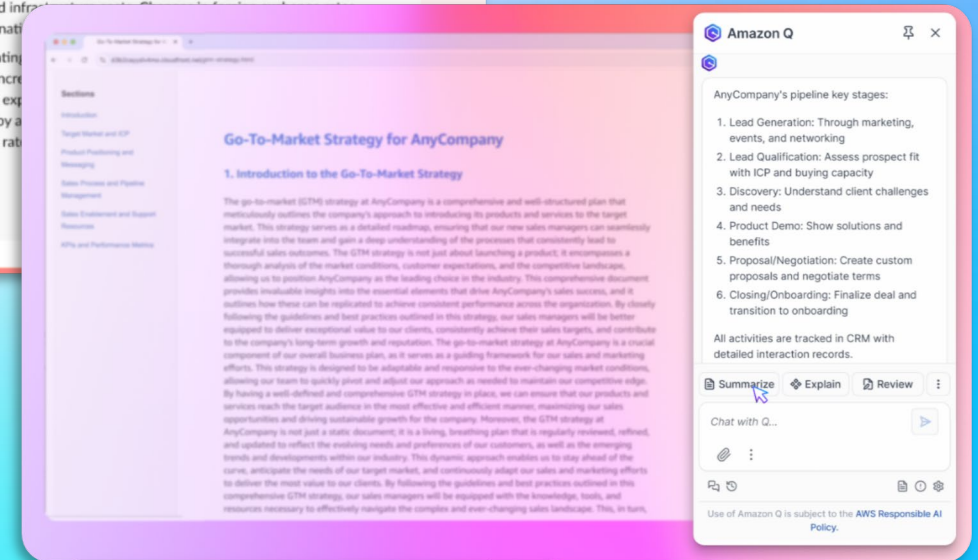
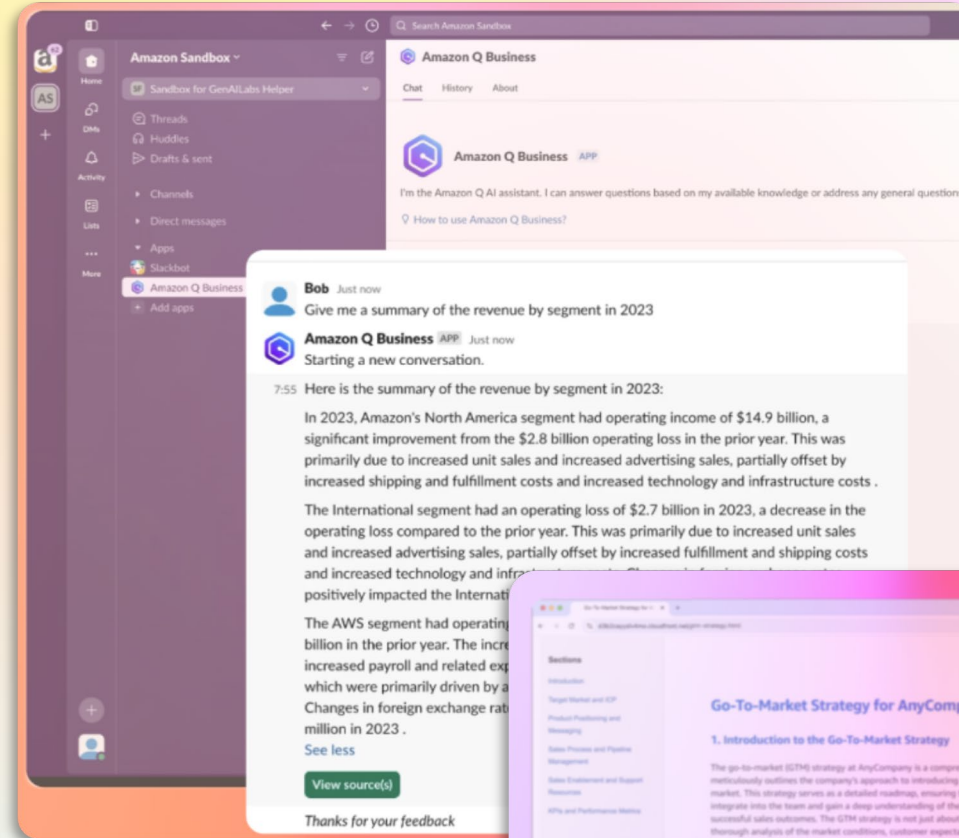
Available in the application
you're working in



Summarize content within
the application



Supports web browsers, Slack,
and Microsoft Teams



Increase Team Efficiency with Coding Assistants

Generate Code



Amazon Q Developer

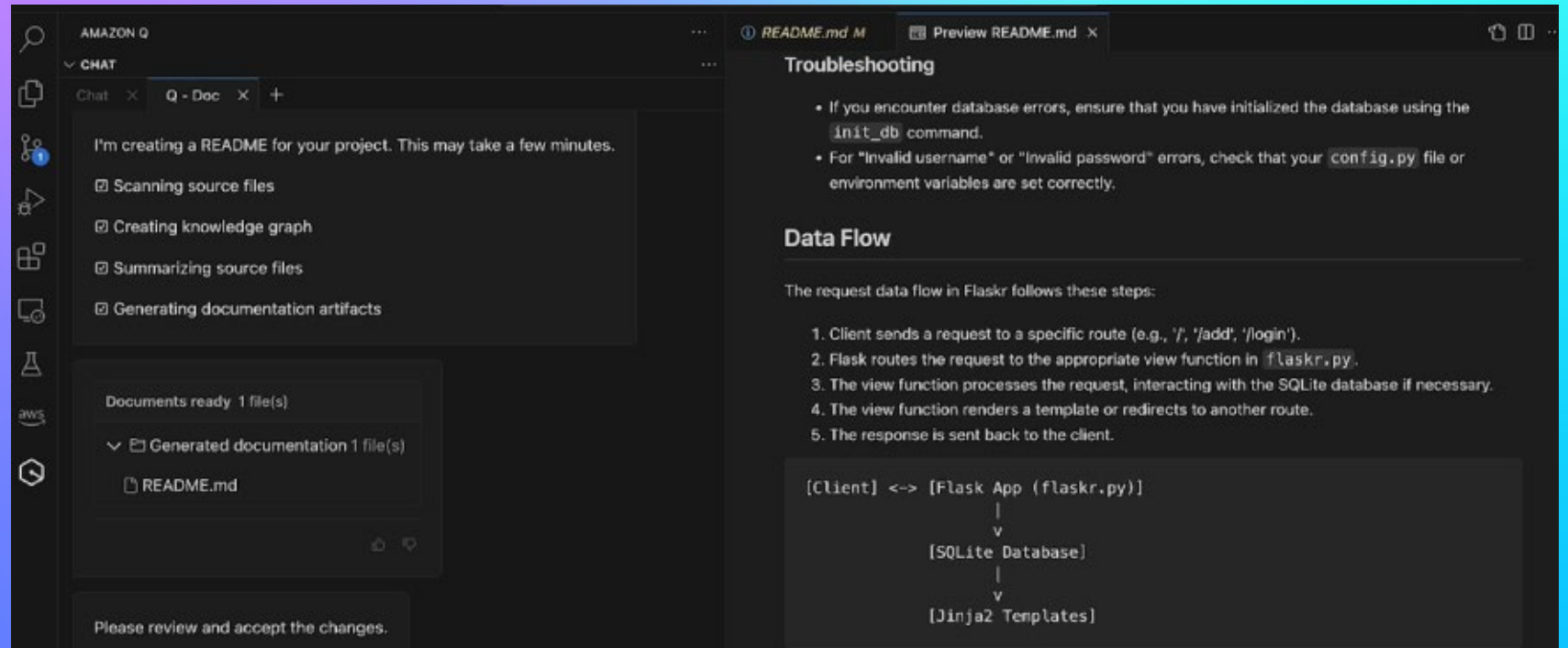


malibu

point

Automate Code Reviews

Document Generation



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Honing Skills for a GenAI-Fluent Workforce

Engineering

- Code evaluation
- Integrating multiple AI systems
- Designing

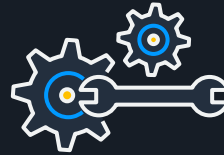
Product

- Fluency with low/no-code tools
- Knowledge of GenAI applications
- Adoption & trust

Building a GenAI-focused Talent Strategy



Diverse Teams



Embracing
Change



Learning &
Upskilling

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Resources to Consider



GenAI Courses

<https://bit.ly/3WwihY>



GenAI Workshops

<https://bit.ly/4h2QyqN>

Food for Thought



The GenAI skills revolution (McKinsey)

<https://bit.ly/40ujqkO>



State of AI Report (Air Street Capital)

<https://bit.ly/40lVaNo>



2024 Year in Review (Y Combinator)

<https://bit.ly/4g3vJKM>

Next Steps

- Reach out to your account team
- Check out the Startups at AWS page for GenAI events



Thank You

Zera Ong

zeraong@amazon.com