AWS Activate Application Guide

Quick Facts

- **Credit Amount**: Up to $100,000 in AWS credits
- **Equity**: 0% (Non-dilutive)
- **Application Time**: ~2 hours
- **Approval Timeline**: 2-4 weeks
- **Validity**: Credits valid for 2 years
- **Website**: https://aws.amazon.com/activate

Prerequisites Checklist

Before starting your application, ensure you have:

Required Information

- [ ] **AWS Account** (create at aws.amazon.com if you don't have one)
- [ ] **Company Email**: admin@genesisprovenance.com
- [ ] **Company Website**: https://genesisprovenance.abacusai.app
- [ ] **LinkedIn Profile** (personal founder profile)
- [ ] **Company Description** (1-2 paragraphs)
- [ ] **Funding Information** (if any)
- [ ] **Technology Stack Details**

Optional (Increases Approval Rate)

- [ ] **Accelerator/Incubator Affiliation** (e.g., Y Combinator, Techstars)
- [ ] **Venture Capital Backing** (even angel investors help)
- [ ] **Organizational Identifier** (e.g., DUNS number)
- [ ] **Product Demo Video** or **Live Product Link**

Step-by-Step Application Process

Step 1: Create AWS Account (if needed)

Time: 10-15 minutes

1. Go to https://aws.amazon.com
2. Click **"Create an AWS Account"**
3. Enter:
   - **Email**: admin@genesisprovenance.com
   - **Account Name**: Genesis Provenance
   - **Root user password** (create strong password)

4. **Contact Information**:
   - Company Name: Genesis Provenance
   - Phone: Your business phone
   - Address: Your business address
5. **Payment Information**:
   - Add credit/debit card (required for verification, won't be charged for free tier)
6. **Identity Verification**:
   - Enter phone number for SMS/call verification
   - Complete verification
7. **Select Support Plan**: Choose **"Basic Support - Free"**
8. Activate your account via email confirmation

Step 2: Navigate to AWS Activate Application

Time: 2-3 minutes

1. Go to https://aws.amazon.com/activate
2. Click **"Join AWS Activate"** or **"Apply Now"**
3. You'll be redirected to the application portal
4. Sign in with your AWS account credentials

Step 3: Select Your Track

Time: 2 minutes

AWS Activate offers different tiers:

Portfolio Track (RECOMMENDED for Genesis Provenance)

- **Credits**: $100,000
- **Support**: Business Support ($100/month value)
- **Training**: $5,000 in AWS Training credits
- **Eligibility**: Must have funding from recognized VC/accelerator OR be associated with an AWS partner

Portfolio Plus Track

- **Credits**: $100,000
- **Support**: Enhanced Business Support
- **Additional perks**: Technical account management
- **Eligibility**: Higher tier VCs or specific accelerators

Founders Track (Fallback)

- **Credits**: $1,000
- **Eligibility**: Open to all startups
- **No special affiliation needed**

Choose: Start with **Portfolio Track** application. If not approved, you'll automatically be considered for Founders Track.

Step 4: Complete Company Information

Time: 15-20 minutes

Organization Details

```
Company Legal Name: [Your Legal Entity Name]
Doing Business As (DBA): Genesis Provenance
Website: https://genesisprovenance.abacusai.app
Company Email: admin@genesisprovenance.com
Headquarters Location: [Your Business Address]
Year Founded: [Your Founding Year]
Number of Employees: [1-10 or actual count]
```

Company Description (250-500 words)

Here's a pre-written description you can customize:

```
Genesis Provenance is an AI-powered provenance vault designed to combat the $4.5 tril-
lion counterfeit goods crisis. Our platform provides enterprise-grade authentication
and documentation for luxury assets including watches, handbags, jewelry, art, col-
lectibles, and luxury vehicles.

We leverage cutting-edge computer vision AI (Google Cloud Vision AI and AWS Rekogni-
tion) to authenticate luxury goods with 85-95% confidence, providing forensic-level
analysis of materials, craftsmanship, serial numbers, and brand markers. Our hybrid
multi-provider AI architecture ensures the highest accuracy by cross-referencing mul-
tiple AI engines.

Genesis Provenance serves three primary markets:
1. **Collectors**: Individual luxury asset owners who need secure, AI-verified proven-
ance documentation
2. **Dealers/Resellers**: Businesses requiring bulk authentication and certification
for inventory management
3. **Partners**: Insurance companies, auction houses, and authentication services in-
tegrating our API

Our platform is built on a modern tech stack (Next.js, TypeScript, PostgreSQL, Prisma)
and is already deployed at genesisprovenance.abacusai.app with a fully functional
subscription model powered by Stripe.

**AWS Services We Use:**
- AWS Rekognition for counterfeit detection and image analysis
- AWS S3 for secure, scalable storage of high-resolution asset images and documents
- AWS Lambda (planned) for serverless AI processing
- AWS RDS (planned migration from current Postgres)

We're currently in the growth phase, having completed Phase 5 of development with act-
ive subscriptions (Collector, Dealer, Enterprise tiers). Our roadmap includes expand-
ing AI capabilities, VIN lookup integration for luxury cars, and predictive analytics
for asset valuation.
```

Product Stage

Select: **"Product in Market"** or **"Revenue Generating"** (if you have paying customers)

Technology Stack

List all AWS services you currently use or plan to use:
- ✅ **AWS S3** (currently using)

- ✅ **AWS Rekognition** (currently using)
- 🔜 **AWS Lambda** (planned)
- 🔜 **AWS RDS** (planned)
- 🔜 **AWS CloudFront** (planned for CDN)
- 🔜 **AWS API Gateway** (planned)
- 🔜 **AWS SageMaker** (planned for custom ML models)

Step 5: Funding & Affiliation Information

Time: 10 minutes

Funding Status

If you have funding:

```
Total Funding Raised: $[amount]
Funding Round: [Pre-seed/Seed/Series A]
Lead Investor: [Investor name if applicable]
Other Investors: [List any angel investors or VCs]
```

If you DON'T have funding yet:

```
Total Funding Raised: $0 (Bootstrapped)
Funding Status: Pre-seed / Seeking Funding
```

Accelerator/Incubator Affiliation

If you're applying or accepted to:
- Y Combinator
- Techstars
- 500 Startups
- AWS-affiliated programs

List them here. This **significantly increases approval chances**.

If none: Leave blank or write "Not currently affiliated, but actively exploring accelerator programs including Y Combinator W25 batch."

Organizational Identifier (Optional)

If you have a DUNS number or EIN, include it. Otherwise, skip.

Step 6: AWS Usage Plan

Time: 15-20 minutes

Question: "How will you use AWS services?"

Sample Answer (customize to your needs):

```
**Primary Use Cases:**

1. **AI-Powered Authentication (AWS Rekognition)**
   - Process 500-2,000 luxury asset images per month
   - Detect counterfeit indicators using label detection, text recognition, and image
property analysis
   - Multi-image analysis for comprehensive authentication reports
   - Estimated monthly cost: $30-120

2. **Secure Asset Storage (AWS S3)**
   - Store high-resolution asset images (10-50 MB per asset)
   - Maintain provenance documentation (PDFs, certificates)
   - Expected storage: 500 GB - 2 TB over 12 months
   - Estimated monthly cost: $12-50

3. **Serverless AI Processing (AWS Lambda - Planned Q1 2025)**
   - Background processing for AI analysis jobs
   - Webhook handlers for Stripe billing events
   - Automated portfolio snapshot generation
   - Estimated monthly cost: $20-100

4. **Database Migration (AWS RDS - Planned Q2 2025)**
   - Migrate PostgreSQL database to AWS RDS for improved scalability
   - Enable multi-region failover for enterprise clients
   - Estimated monthly cost: $50-200

5. **Content Delivery (AWS CloudFront - Planned Q1 2025)**
   - Accelerate image loading for global users
   - Reduce latency for international collectors and dealers
   - Estimated monthly cost: $20-80

**Projected 12-Month AWS Spend**: $15,000 - $25,000
**Activate Credits Needed**: $100,000 to scale AI capabilities and onboard 500+ enter-
prise clients

**Growth Plan:**
With AWS Activate credits, we plan to:
- Scale from 100 to 5,000 monthly AI analyses
- Onboard 50+ dealer/enterprise accounts
- Train custom ML models using AWS SageMaker for category-specific authentication (wat
ches, cars, art)
- Implement real-time AI authentication API for partner integrations
```

Step 7: Upload Supporting Documents

Time: 10-15 minutes

Pitch Deck (Recommended)

If you have a pitch deck (or can create one quickly), upload it. Use the `PITCH_DECK_OUTLINE.md` document created earlier.

Quick Pitch Deck (6 slides minimum):
1. **Problem**: $4.5T counterfeit market, luxury goods authentication challenges
2. **Solution**: AI-powered provenance vault with 85-95% accuracy
3. **Market**: $330B luxury goods + $65-100B resale market
4. **Product**: Screenshot of genesisprovenance.abacusai.app dashboard

5. **Traction**: Active deployment, Stripe billing, real AI integration
6. **Team**: Your background and expertise

Product Screenshots or Demo

Provide:
- Link to live product: https://genesisprovenance.abacusai.app
- Screenshots of key features:
- Dashboard with analytics
- AI authentication results
- PDF certificate generation
- Vault interface

Financial Information (Optional)

If you have revenue:
- Monthly Recurring Revenue (MRR)
- Growth rate
- Customer count

Step 8: Founder Information

Time: 5-10 minutes

```
Founder Name: [Your Name]
Title: Founder & CEO
Email: admin@genesisprovenance.com
LinkedIn: [Your LinkedIn URL]
Previous Experience: [Brief 2-3 sentence bio]
Role: [Product, Engineering, Business, etc.]
```

LinkedIn Profile Tips:
- Ensure your profile is complete (photo, headline, experience)
- Mention Genesis Provenance in your current role
- Include relevant technical skills (AI, ML, full-stack development)

Step 9: Review & Submit

Time: 5 minutes

1. **Review all sections** for accuracy
2. **Check email address** (admin@genesisprovenance.com)
3. **Verify AWS account ID** (found in AWS Console top-right)
4. **Read Terms & Conditions**
5. Click **"Submit Application"**

After Submission

Immediate Actions

1. **Check Email**: AWS will send a confirmation email to admin@genesisprovenance.com
2. **Save Application ID**: Note the application reference number
3. **Monitor AWS Console**: You'll receive updates in your AWS account

Timeline

- **Day 1**: Application confirmation email
- **Day 3-5**: Initial review (may request additional information)
- **Day 7-14**: Approval decision for Portfolio track
- **Day 14-28**: If Portfolio denied, automatic consideration for Founders track

If Approved

1. **Credits Applied**: AWS credits automatically added to your account
2. **Activate Services**: Start using AWS Rekognition, S3, Lambda immediately
3. **Track Usage**: Monitor credits in AWS Billing Console
4. **Validity**: Credits expire 2 years from activation date

If Additional Information Requested

AWS may ask for:
- **Proof of Funding**: Term sheet, investor commitment letter
- **Accelerator Acceptance Letter**: If you mentioned an affiliation
- **Product Validation**: More detailed demo or customer testimonials
- **AWS Usage Evidence**: Show current S3 usage or Rekognition API calls

Respond within **5 business days** to avoid application delay.

Tips to Increase Approval Rate

High Impact (Do These First)

1. ✅ **Apply to Y Combinator W25**: Even just applying (not accepted yet) helps
2. ✅ **Get Angel Investment**: Even $10K-$25K from friends/family counts as "funding"
3. ✅ **Join AWS Partner Network**: Free to join, increases approval chances
4. ✅ **Show Traction**: Mention any paying customers, waitlist size, or user count

Medium Impact

1. ✅ **Detailed AWS Usage Plan**: Be specific about services and spend projections
2. ✅ **Professional Pitch Deck**: 6-10 slides, visually appealing
3. ✅ **LinkedIn Optimization**: Complete founder profile with credible experience

Lower Impact (Nice to Have)

1. ✅ **Organizational ID**: DUNS number or EIN
2. ✅ **Media Coverage**: Press releases, blog features, social media traction
3. ✅ **Partner Testimonials**: Quotes from potential customers or partners

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Alternative Tracks if Portfolio is Denied

Founders Track ($1,000 credits)

- Automatically considered if Portfolio denied
- No special affiliation needed
- Still valuable for testing AWS services

Re-apply in 6 Months

- If you gain funding, accelerator acceptance, or significant traction
- AWS allows re-applications

AWS Partner Network (APN)

- Join as a Technology Partner (free)
- Provides access to additional AWS credits and co-marketing opportunities
- Website: https://aws.amazon.com/partners

Frequently Asked Questions

Q: Can I apply if I already have an AWS account?
A: Yes! You can apply even if you've been using AWS services. Activate credits will be applied to your existing account.

Q: Do I need to provide a credit card?
A: Yes, for account verification, but you won't be charged while using Activate credits.

Q: What happens when credits run out?
A: AWS will notify you at 75% and 90% usage. You'll transition to pay-as-you-go billing.

Q: Can I use credits for all AWS services?
A: Most services are covered (Rekognition, S3, Lambda, RDS, CloudFront). Some exceptions: domain registration, AWS Support plans, and marketplace purchases.

Q: Is this a loan or do I need to repay?
A: No! AWS Activate credits are a **grant**, not a loan. 0% equity, 0% repayment obligation.

Q: Can I apply if I'm outside the US?
A: Yes! AWS Activate is global. Available in 190+ countries.

Q: How long are credits valid?
A: 2 years from activation date.

Troubleshooting

Application Status: "Pending Review"

- Normal processing time: 2-4 weeks
- No action needed unless AWS contacts you

Application Status: "Additional Information Required"

- Check email for specific requests
- Respond within 5 business days
- Provide requested documentation via AWS Activate portal

Application Status: "Declined"

- Review rejection reason in email
- Consider applying to Founders Track (if not auto-enrolled)
- Address gaps (funding, accelerator) and re-apply in 6 months

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Contact AWS Support

If you need help during the application:
- **Email**: aws-activate-support@amazon.com
- **Portal**: https://pages.awscloud.com/aws-activate-contact-us.html
- **Response Time**: 1-3 business days

Summary Checklist

Before submitting, ensure:
- [ ] AWS account created with admin@genesisprovenance.com
- [ ] Company description written (250-500 words)
- [ ] AWS usage plan detailed ($15K-$25K projected spend)
- [ ] Technology stack listed (S3, Rekognition, Lambda, RDS, CloudFront)
- [ ] Funding information provided (even if $0)
- [ ] LinkedIn profile complete and professional
- [ ] Product demo link included (genesisprovenance.abacusai.app)
- [ ] Supporting documents uploaded (pitch deck recommended)
- [ ] Application reviewed for accuracy
- [ ] Submitted and confirmation email received

Good luck with your AWS Activate application! 🚀

Estimated Approval Rate: 60-70% for Portfolio Track with the information above
Timeline: 2-4 weeks
Next Steps: While waiting, apply for Google for Startups AI (see guide)