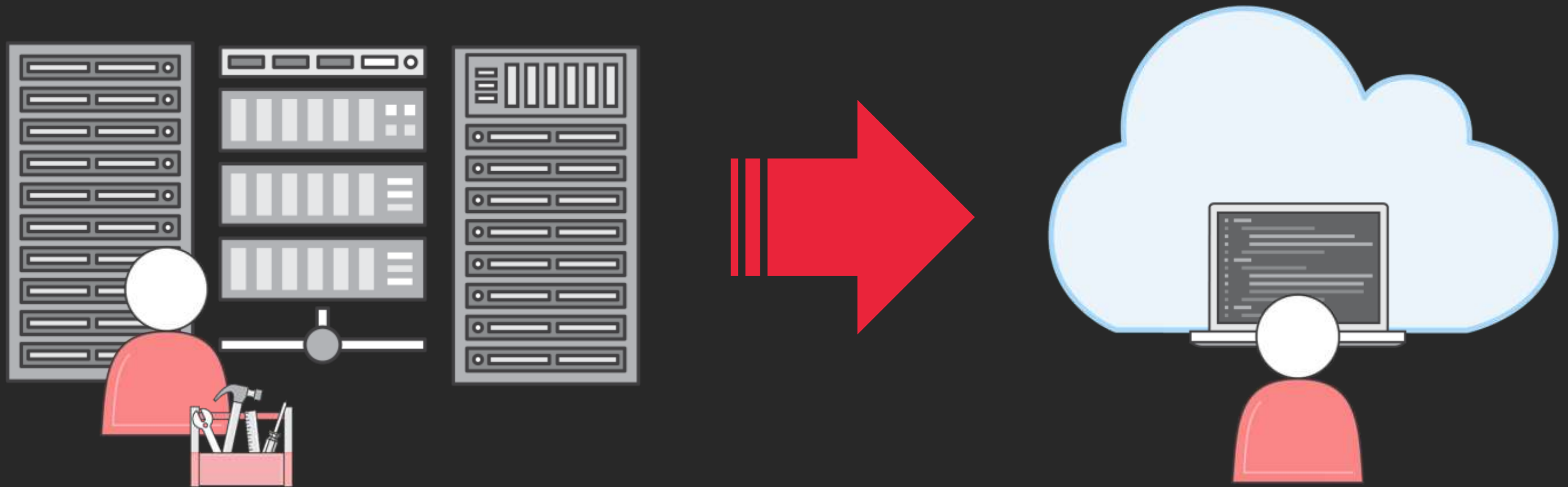aws

Builders Online Series

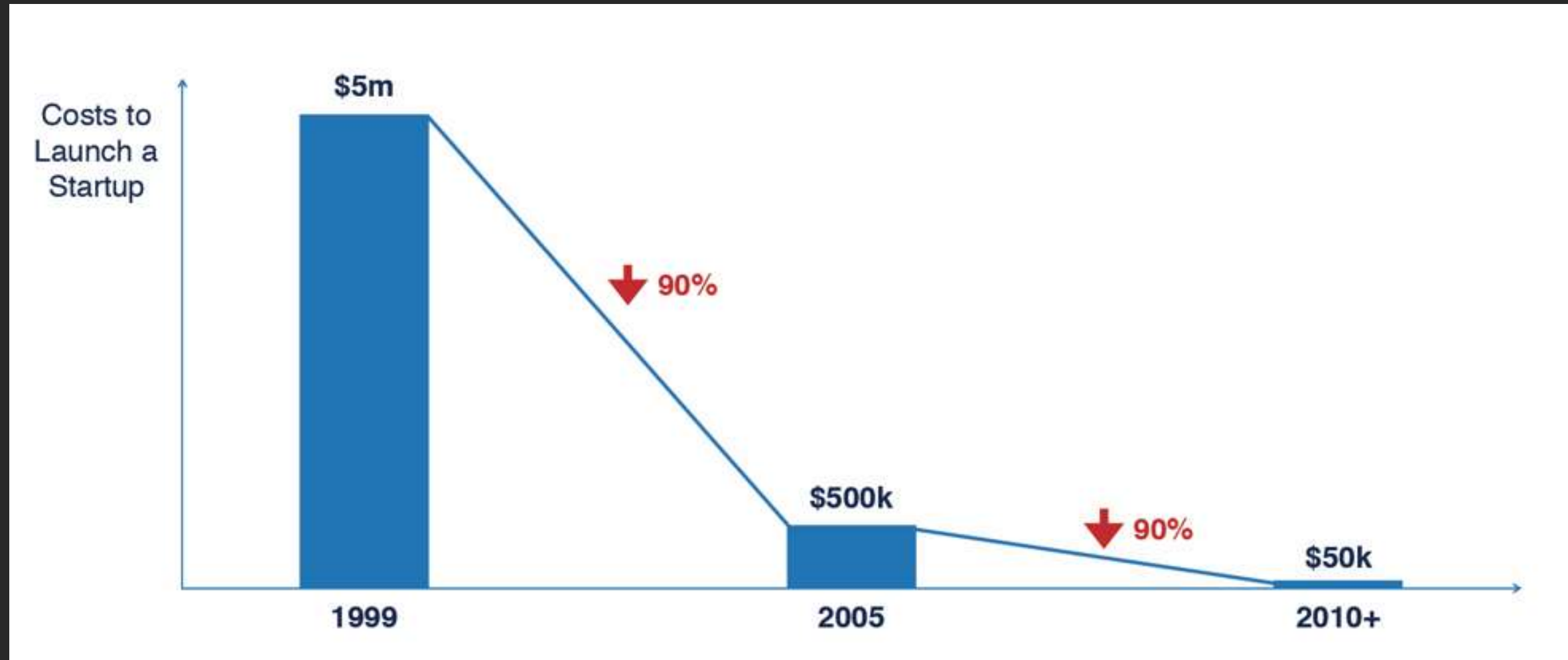## How to begin your cloud journey with AWS

Mehr Vaswani

Startup Business Development Associate
Amazon Web Services

AWS has enabled on-demand delivery of computing power, database storage and other IT resources via the internet with pay-as-you-go pricing

Massive technology shifts such as cloud computing made it significantly cheaper to launch a startup:

Costs to Launch a Startup

$5m

↓ 90%

$500k

↓ 90%

$50k

1999

2005

2010+

aws

Enabling lean startups with AWS Cloud

Zero upfront cost

With AWS's infrastructure-on-demand, startups only pay for the resources they use instead of upfront investment in the servers

Launch faster

Startups can have new IT resources available in just a few clicks which increases their agility

Focus on core business value

Startups can focus on growing their business instead of managing infrastructure

Experiment often at lower risk

Being able to deprovision servers as needed enables startups to experiment often and fail fast if an idea doesn't work

aws

Breadth and depth of functionalities

Over 175 services and features

ANALYTICS

ANALYTICS
- DATA EXCHANGE
- DATA LAKE
- DATA PIPELINES
- DATA WAREHOUSE
- ELASTICSEARCH

STREAMING
- ETL
- HADOOP/SPARK
- INTERACTIVE SQL QUERIES
- VISUALIZATIONS

AR + VR
- AR/VR EXPERIENCES

AWS COST MANAGEMENT
- ANALYZE AWS COSTS
- COST & USAGE BUDGETS
- COST & USAGE REPORTS
- RESERVED INSTANCES REPORTING

APPLICATION INTEGRATION
- EMAIL
- MESSAGE BROKER
- QUEUEING & NOTIFICATIONS
- SEARCH
- TRANSCODING
- WORKFLOW

BUSINESS APPLICATIONS
- EMAIL & CALENDARING
- ONLINE MEETINGS
- SHARING & COLLABORATION
- UNIFIED COMMUNICATIONS
- VOICE-ENABLED WORKPLACE

BLOCKCHAIN
- BLOCKCHAIN TEMPLATES
- LEDGER DATABASE
- MANAGED BLOCKCHAIN

CUSTOMER ENGAGEMENT
- CONTACT CENTER
- EMAIL TARGETING
- USER ENGAGEMENT ACROSS CHANNELS

COMPUTE

COMPUTE
- AUTO SCALING
- BATCH JOBS
- EVENT-DRIVEN SERVERLESS COMPUTING
- INSTANCE TYPES
- MANAGED VIRTUAL PRIVATE SERVERS
- MANAGED REPOSITORY FOR SERVERLESS APPS
- RUN & MANAGE WEB APPS
- SERVERLESS COMPUTE
- VIRTUAL SERVERS

CONTAINERS
- CONTAINER SERVICE
- MANAGED KUBERNETES
- STORE & RETRIEVE DOCKER IMAGES

DATABASE

REALTIONAL DATABASES
- HIGH-PERFORMANCE RELATIONAL DATABASE BUILT FOR THE CLOUD
- MANAGED MARIADB
- MANAGED MYSQL
- MANAGED ORACLE
- MANAGED POSTGRESQL
- MANAGED SQL SERVER

PURPOSE-BUILT DATABASES
- DOCUMENT DATABASE
- GRAPH DATABASE
- IN-MEMORY CACHING
- KEY-VALUE STORE DATABASE
- LEDGER DATABASE
- TIME SERIES DATABASE

DEVELOPER TOOLS
- ANALYZE & DEBUG
- APPLICATION LIFECYCLE MANAGEMENT
- AUTHORING
- BUILD & TEST
- CONTAINERS
- DEVOPS RESOURCE MANAGEMENT
- ONE-CLICK APP DEVELOPMENT
- PATCHING
- PIPELINE ORCHESTRATION
- RESOURCE TEMPLATES
- TRIGGERS

END USER COMPUTING
- APP STREAMING
- DESKTOP COMPUTING
- MOBILE ACCESS
- STORAGE & COLLABORATION

HYBRID ARCHITECTURE
- AWS SERVICES ON PREMISES
- DATA INTEGRATION
- INTEGRATED DEVICES & EDGE SYSTEMS
- INTEGRATED IDENTITY & ACCESS
- INTEGRATED NETWORKING
- INTEGRATED RESOURCE & DEPLOYMENT MANAGEMENT
- VMWARE CLOUD ON AWS

GAME TECH
- CROSS-PLATFORM 3D GAME ENGINE
- GAME SERVER HOSTING

INFRASTRUCTURE
- AVAILABILITY ZONES
- CUSTOM HARDWARE
- DATA CENTER INFRASTRUCTURE
- GLOBAL NETWORK BACKBONE
- POINTS OF PRESENCE
- POWER INFRASTRUCTURE
- REGIONS

INTERNET OF THINGS (IOT)
- RULES ENGINE
- DEVICE ANALYTICS
- DEVICE GATEWAY
- DEVICE SDK
- DEVICE SHADOWS
- EVENT DETECTION & RESPONSE
- LOCAL COMPUTE
- LOCAL DATA COLLECTION
- MANAGEMENT & SECURITY
- MICROCONTROLLER OPERATING SYSTEM
- REGISTRY
- VISUAL APPLICATIONS DEVELOPMENT

MACHINE LEARNING

ML FRAMEWORKS & SAGEMAKER
- DEEP LEARNING AMIs & CONTAINERS
- HARDWARE ACCELERATION
- ML AT THE EDGE
- TENSORFLOW, PYTORCH, MXNET

AI SERVICES
- CHATBOTS
- ENTITY EXTRACTION
- FACE ANALYTICS
- FACE SEARCH
- FORECASTING
- IMAGE LABELING
- NATURAL LANGUAGE PROCESSING
- PERSONALIZATION & RECOMMENDATION
- SENTIMENT ANALYSIS
- SPEECH TRANSCRIPTION
- TEXT & DATA EXTRACTION
- TEXT TO SPEECH
- TRANSLATION
- VIDEO & IMAGE ANALYSIS
- CONTENT MODERATION

- AUTOMATIC MODEL TUNING
- DATA LABELING
- HOSTED NOTEBOOKS
- ML MARKETPLACE
- MODEL HOSTING
- MODEL OPTIMIZATION
- MODEL TRAINING
- PRE-BUILT ALGORITHMS
- TOPIC MODELING
- DEEP LEARNING MODELS
- REINFORCEMENT LEARNING
- SPOT INSTANCES
- BATCH PREDICTIONS
- REAL-TIME PREDICTIONS

MANAGEMENT & GOVERNANCE
- ACTIVITY & API USAGE TRACKING
- CHATBOT
- CONFIGURATION TRACKING
- GOVERNANCE
- INVENTORY TRACKING
- LICENSE MANAGER
- MANAGE POLICIES
- MANAGE RESOURCES
- MONITORING
- PROVISIONING
- RESOURCE TEMPLATES
- SECURITY RECOMMENDATIONS
- SERVER MANAGEMENT
- SERVICE CATALOG
- SYSTEMS MANAGER

MARKETPLACE
- ANALYTICS
- DATA PRODUCTS
- DATABASES
- DEVOPS
- IOT
- MACHINE LEARNING
- NETWORKING
- OPERATING SYSTEMS
- SECURITY
- STORAGE

MEDIA SERVICES
- LIVE VIDEO TRANSPORT
- MEDIA STORAGE
- TRANSCODING
- VIDEO ORIGINATION & PACKAGING
- VIDEO PERSONALIZATION & MONETIZATION
- VIDEO PROCESSING & DELIVERY
- VIDEO STREAMING ANALYSIS

MIGRATION & TRANSFER
- APPLICATION MIGRATION
- DATABASE MIGRATION
- EXABYTE-SCALE MIGRATION
- ONLINE DATA TRANSFER
- SCHEMA CONVERSION
- SERVER MIGRATION
- TRANSFER FOR SFTP

MOBILE
- API GATEWAY
- DEVELOPMENT FRAMEWORK
- IDENTITY
- MOBILE ANALYTICS
- MOBILE APP TESTING
- SINGLE INTEGRATED CONSOLE
- SYNC
- TARGETED PUSH NOTIFICATIONS

NETWORKING & CONTENT DELIVERY
- APPLICATION DELIVERY
- DEDICATED NETWORK CONNECTION
- DOMAIN NAME SYSTEM
- LOAD BALANCING
- MONITOR APIS
- MONITOR MICROSERVICES
- NETWORK TOPOLOGY
- NETWORKING HUB
- PRIVATE CONNECTION TO APPS
- SCALE VPC & ACCOUNT CONNECTIONS
- SERVICE DISCOVERY
- VIRTUAL PRIVATE CLOUD

ROBOTICS
- CLOUD ROBOTICS

SATELLITE
- SATELLITE OPERATIONS

SECURITY, IDENTITY, & COMPLIANCE
- ACCESS CONTROL
- ASSESSMENT & REPORTING
- CONFIGURATION COMPLIANCE
- DATA PROTECTION
- DDOS PROTECTION
- IDENTITY MANAGEMENT
- KEY MANAGEMENT & STORAGE
- MONITORING & LOGGING
- RESOURCE MANAGEMENT
- THREAT DETECTION
- WEB APPLICATION FIREWALL

STORAGE
- ARCHIVE STORAGE
- BACKUP & RESTORE
- BLOCK STORAGE
- DATA TRANSFER
- EDGE PROCESSING & COMPUTING
- FILE STORAGE
- HIGH-PERFORMANCE FILE SYSTEM
- HYBRID CLOUD STORAGE
- OBJECT STORAGE
- WINDOWS FILE SYSTEM

CUSTOMER ENABLEMENT
- ACCOUNT MANAGEMENT
- DASHBOARD PERSONALIZATION
- ENTERPRISE SUPPORT
- EXPERTS MARKETPLACE
- OPTIMIZATION GUIDANCE
- PARTNER ECOSYSTEMS
- PROFESSIONAL SERVICES
- SECURITY & BILLING REPORTS
- SOLUTIONS MANAGEMENT
- TRAINING & CERTIFICATION

aws

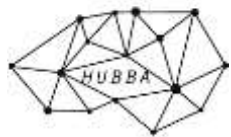# Our Startup customers

Beyond technology

Global startup business development team

At AWS, we have a team of **exited founders, former investors and startup mentors** aligned to every VC and accelerator of note

Unique access to & support of the startup community

Corporate / Institutional partnerships

Founders

Bootstrapped startups

Startup community touch points

Venture capital / private equity

Startup companies

Angel & Seed investors

Incubators

Accelerators

aws

Our partners

Your journey with AWS

| MVP | Product market fit | Growth | Unicorn |

AWS credits to cover the initial cost of building

AWS credits to explore strategic services e.g. AI & Machine Learning

Training and enablement on cloud and innovation

Business and technical mentorship and consultation

Regional expansion support

Introduction to enterprise & investors

aws

Beginning with AWS

AWS Activate

AWS credits benefits

- $1K for 2 years for unbacked startups

- $10K for 2 years for early stage startups

- $25K for 2 years for mid-stage startups

- $100K for 1 year for mature startups

Qualifying startups may receive additional credits throughout their lifecycle

Other benefits

- AWS support

- Exclusive discounts with AWS startup partners

- Go-to-market programs

More information

- [AWS Activate website](#)

AWS Activate credit benefits

AWS Activate Founders

Self-funded, bootstrapped, and unbacked startups not affiliated with an AWS Activate Provider

AWS Activate Portfolio

Startups (self-funded and funded up to Series A) affiliated with an AWS Activate Provider

(funded by a venture capital firm, enrolled in an Accelerator/Incubator, member of a startup-enabling organization or program, in a university program)

| **Beginning with AWS** | Growing with AWS | Scaling with AWS |

Founders application criteria

Benefits

- **AWS Credits**
  - $1,000 USD AWS Activate credits
  - Valid for 2 years
- **Technical support plan**
  $350 USD in AWS Developer Support credits valid for 1 year
  - 7 Core AWS Trusted Advisor best practice checks
  - Email access to 1 primary Cloud Support Associate
    and General Architectural Guidance
- **Access to AWS Activate member only benefits**

Application Criteria

- Must have not received institutional funding or be affiliated with an Activate Provider (funding from friends, families or crowdsourcing campaigns such as KickStarter are permitted)
- Not previously received AWS Activate credits
- Complete the application form in full and provide a description of their startup
- Have a company website or public profile
- LinkedIn profile (applicant)
- An AWS account

Apply at: https://console.aws.amazon.com/activate/

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Portfolio application criteria

Benefits

- **AWS Credits**
  - Up to $100,000 USD AWS Activate Credits
  - Valid for 1 year
  - Or smaller credit award(s) valid for 2 years
- **Technical Support**
  - Up to $10,000 USD AWS Business Support credits valid for 1 year
  - 24x7 phone, email, and chat access to Cloud Support Engineers and premium response speed
- **Access to AWS Activate member only benefits and offers**

Application Criteria

- Startup up to and including Series A
- Activate Provider's organization ID to apply
- A company website and LinkedIn profile (applicant)
- An AWS account
- Must not have previously received AWS Activate credits at equal or greater value from the same Activate Provider
- Must not have exceeded $100,000 USD in redeemed AWS Activate credits

Apply by reaching out directly to the program director of the AWS Activate Provider for an **AWS Activate Org ID**

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Application process

Click on apply link and login to AWS

Application goes through approval process

Takes on average 7-10 business days to process applications

aws

Startup Migrate

Benefits

- Up to 4 months of credits based on current spend
- Up to 1 month of partner funding based on current spend
- Business Support Plan credits of $5k valid for 1 year

Eligibility

- Reach out to an AWS Business Development Manager

More information

- Featured startup migrations on AWS Startup Blog: https://aws.amazon.com/blogs/startups/startup-migration-around-the-world-to-aws/

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Growing with AWS

Well-Architected Review

Benefits

- Free review of workloads by AWS solution architects to ensure secure, high-performing, resilient and efficient application infrastructure

Eligibility

- Reach out to an AWS Business Development Manager

More information

- AWS Well-Architected Tool website: https://aws.amazon.com/well-architected-tool/

Startup mentorship

- We connect founders and senior leaders at startups with experts and those who have done it before to receive guidance on business or technical challenges.

- Our mentors come from venture capital, accelerators, community organizations, successful startups, and AWS or Amazon.

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Startup mentorship

Who can join the program?

Currently, the program is by invitation only.

Startup events
- Sessions for early stage startups (Series A and before) offered at select AWS events and 3rd party conferences

Startup organizations
- If you would like to partner with AWS for mentorship at your startup organization, reach out to an AWS Business Development Manager

AWS
Capital Connect

What it is

AWS Capital Connect facilitates introductions between pre-series A startups and the AWS global network of angel investors, seed funds, accelerators, and venture capital firms via one of two means:

1. Direct 1:1 introduction between specified investor and startup
2. VC Speed-Dating event

Benefits

- Access to investors startups would otherwise not have

Eligibility

- Currently, the program is by invitation only

| Beginning with AWS | **Growing with AWS** | Scaling with AWS |

Scaling with AWS

AWS Connections

What it is

AWS Connections facilitates relationships between AWS enterprise and startup customers to solve a need of the enterprise and, in turn, grow the startup

Benefits

- Access to enterprises with a specified solution need
- Opportunity to learn from enterprise needs and specifications

Eligibility

- Built on AWS
- Please note that we work backwards from enterprise needs and an AWS startup BD manager will reach out if your solution fits those needs

Beginning with AWS   Growing with AWS   **Scaling with AWS**

APN Global Startup Program

Benefits

- Technical validation
- Go-to-market support for increased visibility
- Sales enablement to drive customer acquisition

Eligibility

- Raised Series A or later funding, backed by a top-tier VC
- Product market fit for an enterprise technology product
- One enterprise technology product listed in GA on AWS
- Support for joint Partner Business plan
- Have dedicated full-time marketing and at least 5 sales resources

More information

- APN website: https://aws.amazon.com/partners/
- APN blog: https://aws.amazon.com/blogs/apn/

AWS Marketplace

Benefits

- Visibility to over 290,000 active customers of AWS Marketplace
- Streamlined software delivery
- Integrated billing with AWS
- Seamless product support features

Qualifications

- Sell publicly available, full-feature production-ready software
- Have a defined customer support process and support organization
- Provide a means to keep software regularly updated and free of vulnerabilities
- Must register a business entity in the Australia, Bahrain, European Union (EU) member state, New Zealand, Norway, Switzerland, United Arab Emirates (UAE), United Kingdom (UK) or United States (US).

More information

- AWS Marketplace website: https://aws.amazon.com/marketplace

| Beginning with AWS | Growing with AWS | **Scaling with AWS** |

Startup co-branding

aws Builders Online Series

Thank you