**Amazon New Product Memo: Instructions**

* Use the Amazon Memo Template.
* See the Amazon Memo slides for details about technology/product.
* Use the AWS press releases and FAQs as reference. For example: <https://press.aboutamazon.com/news-releases/news-release-details/aws-introduces-new-amazon-ec2-instances-featuring-amd-epyc> and <https://aws.amazon.com/alexaforbusiness/faqs/>
* Six pages max

Grading (14 points total):

* Press Release (4 points). Quality of writing and inclusion of all the key press release components is critical (see Amazon Working Backwards lecture for details).
* FAQs (3 points). Quality of writing and being able to address the common questions from customers is key.
* Appendix (7 points). Your ability to make assumptions and justify your decisions is key.