HappyOS on AWS Marketplace: Unlocking a New Layer of Value

Executive Summary HappyOS is a cloud-native operating system for orchestrating secure, modular, multi-agent AI systems. It provides domain-specific agent infrastructure, orchestration, and developer tooling through a pluggable SDK. Unlike foundation model APIs like OpenAI or Claude, HappyOS is a commercial-grade platform customers can *build on*, *resell*, and *own*.

Through AWS Marketplace, HappyOS becomes a deployable AI operating layer with $1,000/month per-customer pricing — with monetization opportunities both for AWS and for domain partners.

Why AWS Wins HappyOS is not just a Marketplace product — it's a workload generator: - **Runs on AWS-native services:** Fargate, S3, Lambda, CloudWatch, IAM, EKS, Bedrock - **Drives downstream usage:** Observability, autoscaling, billing, secure networking - **Creates resale potential:** Partners and customers can sell vertical agent packs inside AWS Marketplace (Legal, HR, Gov, MedTech, FinTech, etc.) - **Stays on AWS:** Customers don't call external APIs — they build and run the entire intelligence stack *within AWS boundaries*

For every $1,000 HappyOS subscription sold: - AWS gets 20% Marketplace cut = $200 - +$300–$800 in monthly usage from underlying infrastructure - +long-term AI adoption inside regulatory, private and public sectors

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Strategic Opportunity OpenAI and Claude can't be white-labeled or sold as SaaS. HappyOS *can*.

That makes HappyOS the **only agent OS in the market today** that: - Enables resale - Enables domain-specific deployment - Embeds security and observability from day one - Aligns natively with AWS's infrastructure incentives

HappyOS creates a **SaaS-layer on top of AWS**, purpose-built for agentic AI.

GTM Plan - List HappyOS Core in AWS Marketplace @ $1,000/month (includes SDK + 5 agents) - Offer vertical packs ("LegalOps Kit", "ComplianceOps Pack", etc.) as Marketplace addons - AWS and HappyOS co-market to AI-specialist consultants, GovTech integrators, and vertical SaaS builders

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Next Steps 1. AWS Partner Manager onboarding 2. Marketplace listing & entitlement configuration 3. Joint reference customer deployment 4. Launch announcement @ AWS AI Summit or re:Invent

HappyOS is the agent runtime layer AWS never had — but every customer now needs.