



How AWS Activate Helps Startups Build, Launch and Grow

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Global Head of Product Marketing
AWS Activate





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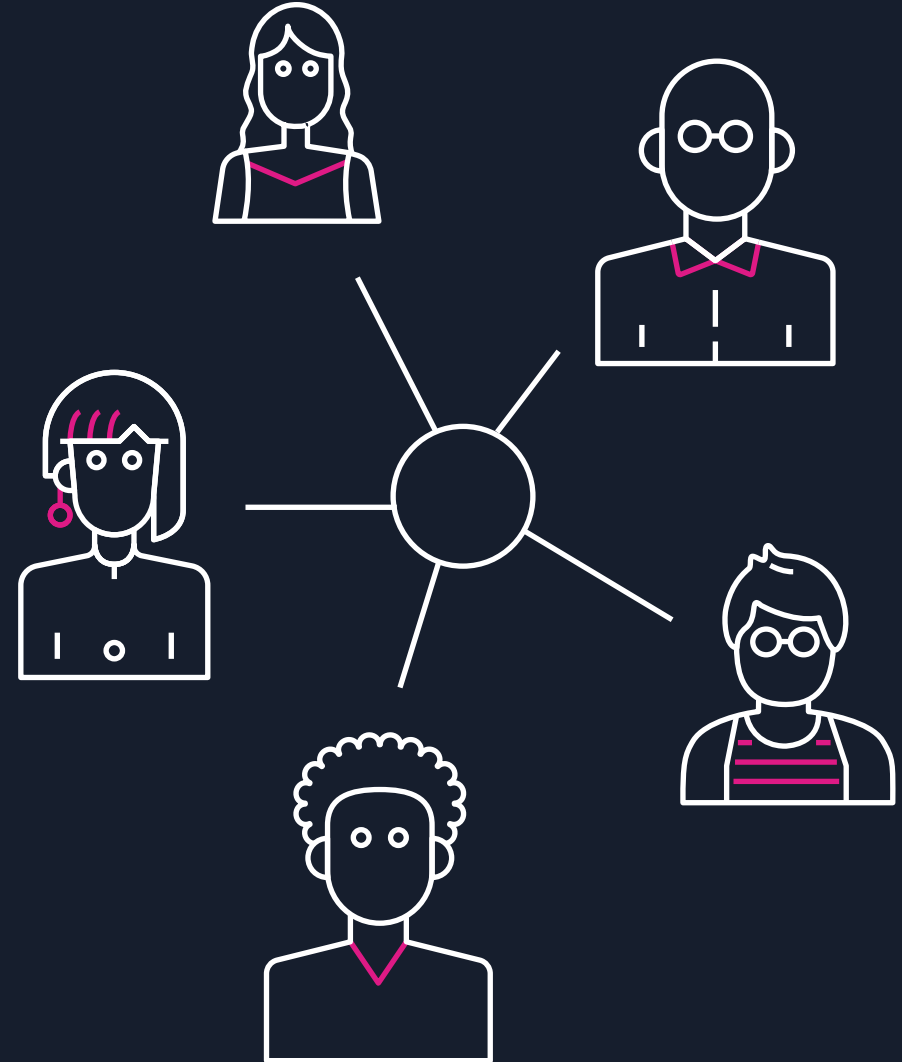
**Head of Product Marketing,
AWS Activate**

- Two decades of marketing for tech firms
- BA (Hons) in Business Management from the University of Southampton
- Post Graduate Diploma from the Chartered Institute of Marketing in the UK
- Based in the Bay Area

Embark on an Exciting Journey

This year, over 100 million entrepreneurs will pursue their dream of founding a startup.

- You've identified an opportunity
- You've an idea that delivers tremendous value
- You've validated your business idea
- You've started building your business



You'll Face Challenges Along the Way

- Access to funding and capital
- Thriving on limited resources
- Gaining visibility and attention
- Securing and onboarding your first 50 customers
- Building a best practice architecture
- Finding the right technical guidance



You're further along than you think—you've started your journey. You've taken your first steps and you've got access to more resources than you realize.

No matter where you are on your journey, AWS Activate is on a mission to help you succeed. You focus on your idea; we'll provide the tools and resources to help you grow.



How does
AWS Activate
help startups?

Reduce risk and lower costs

Experiment rapidly and test safely

Access enterprise-scale services early

Build and scale your startup in the cloud

Accelerate product development

Go to market faster, with confidence

Agenda

- What is AWS Activate?
- AWS Activate Founders vs. Portfolio
- How to apply and get started
- Learn more
- Q&A



Introducing

aws activate

Empowering startups to
build, grow and succeed

AWS Activate



AWS Activate, launched in 2013, is a free program that provides free tools and resources including AWS credits, AWS Support credits, exclusive member-only offers, personalized guidance, expert advice and more.

Designed to help you build, launch, and grow your startup – on a mission to help you succeed.

AWS Activate consists of two program tiers – Activate Founders and Activate Portfolio.

Activate Benefits



Get started on AWS at ZERO cost with up to \$100,000 in AWS credits



Get technical support and architecture guidance with up to \$10,000 in AWS support credits



Build your AWS Cloud skills with 80 credits for self-paced labs with Quiklabs



Take advantage of special offers including discounts, free products, memberships, services and tools



Get access to the Activate Console that provides personalized guidance, details of your AWS credits and more!

New! AWS Activate Console – launched in Oct 2020

AWS Activate Startup Profile

Industry	Funding
Startup stage	Tech interests
AWS usage	Product type
AWS interests	And more!

AWS Activate Console



Real-time



IAM Users

Recommendation feed

Cost and credit summary

Exclusive offers

Tech hub

On-demand, instant access to personalised tools and resources

Content

Resources

Tools

stripe



airbnb

Over 200,000 startups have enrolled in AWS Activate. With over \$1 billion AWS Credits issued each year, we're empowering startups to take big steps forward.

Deep Dive into AWS Activate Founders & AWS Activate Portfolio

Two Activate Tiers



AWS Activate Founders

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



AWS Activate Portfolio

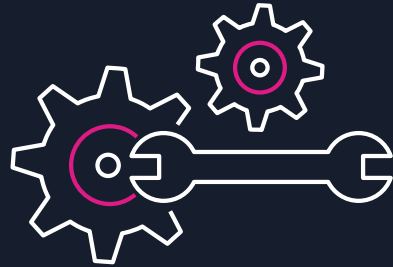
Startups (self-funded and funded up to Series A) **affiliated** with an Activate Provider

Founders Tier benefits



AWS Credits

- Up to \$1,000 in AWS credits
- Valid for 2 years



Technical Support Plan

- \$350 in AWS Developer Support credits
- Email access to a primary Cloud Support Associate and General Architectural Guidance
- 7 Core AWS Trusted Advisor best practice checks
- AWS service reports and alerts when your resources are impacted



Activate Console

- Personalized guidance, business acceleration benefits, ability to track and monitor your credits/bills, exclusive offers and more!

Founders eligibility criteria

New to AWS Activate
Founders; no previous credits
from AWS Activate

Self-funded or
bootstrapped startup

Startup must be less than
10 years old



Have a fully functional company
website or public profile

Have an AWS account in
good standing

Portfolio Tier benefits

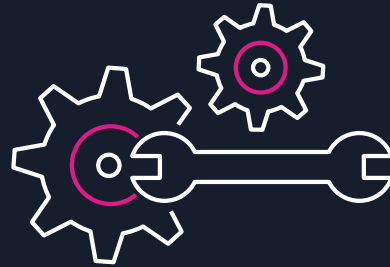


AWS Credits

- Up to \$100,000 in AWS credits
- Valid for 1 or 2 years

Training Credits

- 80 credits for Qwiklabs



Support Plan Credits

- Up to \$10,000 AWS Business Support credits
- 24x7 phone, email, and chat access to Cloud Support Engineers
- Architectural guidance contextual to your use-cases



Activate Console

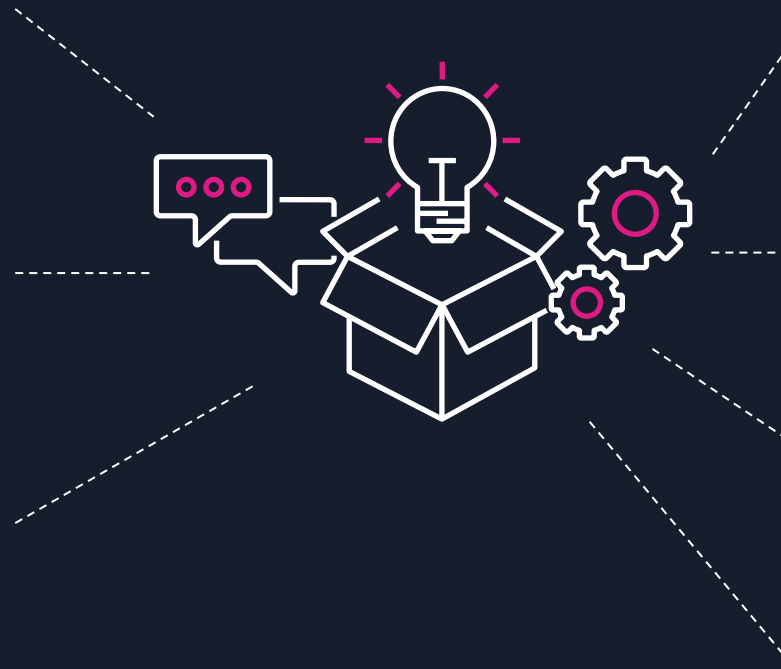
- Personalized guidance, business acceleration benefits, ability to track and monitor their credits/bills, real-time updates on the health of their AWS environment, exclusive offers and more!

Portfolio eligibility criteria

Self-funded or funded startup
*Pre-Seed, Angel, Seed, Debt
Finance and Series A*

Startup must be less
than 10 years old

Have an Activate
Provider's organization ID



Have not previously received
AWS credits at equal or greater
value from the same or different
Activate Provider

Not reached the Activate lifetime
max of \$100k in AWS credits

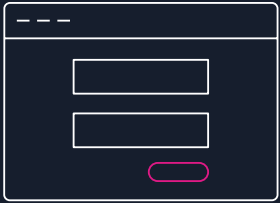
Have a fully functional company
website or public profile

Have an AWS account in
good standing

**Apply for
AWS Activate today!**



How to apply for AWS Activate – it takes just a few minutes



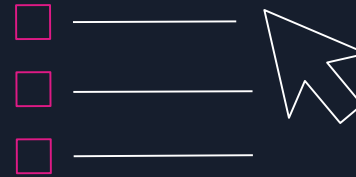
Step 1:

Log in to your AWS account. If you do not have an AWS Account, you can create one for free [here](#).



Step 2:

Next, visit aws.com/activate and click on “apply” or use the link your Activate Provider shared with you.



Step 3:

Complete the application form in full and submit – it takes just a few minutes to complete. If you have an Org ID, it must be entered into the application.



Step 4:

Look out for a confirmation email from AWS. It takes on average 7-10 business days to process each application.

Getting started with your AWS credits

Track your AWS credits

- AWS credits and Support credits are added to your AWS account the same day you receive your Welcome to AWS Activate email.
- Check the Activate Console to view your AWS credits, balances, and bills.



Start building

- Start building on the world's most comprehensive, broadly-adopted cloud platform with over 200 fully-featured services from global data centers.
- You can build almost anything on AWS – we've got you covered!
- Need help? Leverage AWS Support credits to get the expert help you need.



Save money and leverage tools and resources

- Save money with AWS cost optimization tools that help make your credits go further.
- Take advantage of additional tools and resources, including the Activate Console, designed to help you grow and succeed.



Thank you

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