

Global Startup Program Onboarding Roadmap



Expected completion: 90 days

Steps 1-5 are self-serve. For support, reach out to startuppartners@amazon.com.

1. Confirm your Startup qualifies for the program

If you are an early to mid-stage VC-backed startups, follow the outlined steps to participate in the program.



3. Complete the Foundational Technical Review (FTR)

Determine if your product is ready for FTR. Watch [Leveraging the AWS Foundational Technical Review \(FTR\)](#) to learn how to validate your product. Evaluate your software architecture leveraging the validation checklist and complete the FTR. [Review the FTR Guide »](#)



5. Create a listing in AWS Marketplace

Create a listing in AWS Marketplace to qualify for the AWS Global Startup Program. Watch [Get Started as a Seller in AWS Marketplace](#) to determine if listing in AWS Marketplace aligns with your product delivery model and business goals.



2. Join the AWS Partner Network (APN)

[Join the APN](#) at no cost by creating your AWS Partner Central account. Enroll in the Software Path, specifically designed for organizations that develop software that runs on or is integrated with AWS. Upon completing the registration process, your Startup will receive a welcome email with prescriptive guidance on information required to be submitted to the AWS Global Startup team for evaluation. Fill out your startups' 'Better Together' story form and Qualification form and follow the instructions in the email to submit.



4. Become ACE Eligible

Watch [Grow Your Business with the AWS Customer Engagement Program \(ACE\)](#) to become eligible for ACE program. Share 10 "qualified" partner opportunities (over a rolling 12-month period) with AWS through the ACE Pipeline Manager in Partner Central. Upload 2 public references through the "Market" tab in Partner Central.



6. Apply for ISV Accelerate Program

Once you've completed steps 1-5, apply for ISV Accelerate Program. Upon acceptance into this program, reach out to startuppartners@amazon.com to apply for the Global Startup Program.



Refer to the Resources tab in AWS Partner Central for additional guidance on onboarding activities, including FAQs, guides, videos, and more.