



Boost your startup with AWS Activate

How to build a startup primed for
scale and success



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INTRODUCTION

You have the great idea. Let's build it together with AWS Activate.

For over 15 years, Amazon Web Services (AWS) has helped more startups launch, build, and succeed than any other cloud provider. From the beginning, we developed the most complete and innovative suite of services to help startups go beyond what's possible, prove their ideas, and define the future.

To help the next generation of startups succeed, **AWS Activate** offers a one-of-a-kind program that provides your startup with the resources it needs to transform challenges into opportunities—and bring your idea to life.

From the moment you join AWS Activate, you will have access to personalized expert guidance, AWS templates to help you build and deploy your product, and AWS Activate exclusive offers—including reduced costs for or free access to third-party services, products, and memberships, valued at up to \$800,000. As you grow your startup, you may qualify for up to \$100,000 usable for AWS services, support, and other benefits.

Read on to learn how AWS Activate can help your startup forge ahead to increase innovation and accelerate business growth.

What is AWS Activate?

AWS has helped more startups launch, build, and succeed than any other cloud provider. Over the past two years, AWS Activate has invested over \$2 billion in startups who are using the power of the cloud technology to solve the world's biggest problems and prove what's possible. This enables startups to grow their businesses using scalable, reliable, and secure cloud services from AWS—including compute, storage, database, analytics, Internet of Things (IoT), machine learning (ML), and many more.

AWS Activate provides you with instant access to the resources you need, with no upfront costs, so you can start building and experimenting on AWS right away. From there, you will pay only for the services you need, with no long-term commitments.

AWS Activate also includes expert training, pre-built infrastructure templates, and customized content that scales with your business. It all adds up to a powerful offering that enables your startup to drive innovation, extend its runway, and accelerate business growth.



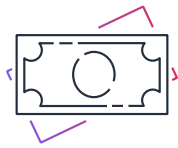
Why should your startup join AWS Activate?

Join AWS Activate today to enjoy:



Up to \$100,000 in AWS Activate credits*

Cover the costs of your AWS services and support with AWS Activate credits*



Up to \$800,000 in exclusive offers

Access offers for business tools and services from our partners to help accelerate your startup's growth



Instant access to the AWS Activate Console

Benefit from a personalized hub of tailored content, tools, and resources



Access to the AWS Startup Loft

Join a place to spark a vision, collaborate on new ideas, and reach the next big milestone in your startup journey

Who can apply?

AWS Activate is open to any eligible startup. You will only need to create a free AWS account. Then, you can apply for the AWS Activate program and gain immediate access to several AWS Activate benefits.

When your product is built, you can apply to receive AWS Activate credits* to access scalable, reliable, and secure cloud services, such as compute, storage, database, analytics, IoT, ML, and many others, to bring your business idea to life. The AWS Activate credits application** form will ask you to choose between two tiers: AWS Activate Founders or AWS Activate Portfolio.

AWS ACTIVATE FOUNDERS

For unfunded or funded startups

To apply, you will need to meet the following criteria:

- 1 Be new to AWS Activate
- 2 Have not previously received credits* from AWS Activate Portfolio
- 3 Have a functioning company website or company public profile

AWS ACTIVATE PORTFOLIO

For self-funded or funded startups

To apply, you will need to meet the following criteria:

- 1 Be associated with an **AWS Activate Provider**, such as a VC, incubator, accelerator, or startup-enabling organization, and have its ORG ID
- 2 Have a functioning company website
- 3 Must not have exceeded \$100,000 USD in awarded or redeemed AWS credits* from AWS Activate

What are the benefits of AWS Activate?

As soon as you join AWS Activate, an entire world of benefits will be available to you. At the earliest stages of the growth journey, the AWS Activate program provides your startup with a host of benefits, including AWS credits*.

You can access many of these benefits through the [AWS Activate Console](#), which is a personalized hub full of resources tailored to your needs. Through the AWS Activate Console, we offer support for every stage of your startup's journey: from initial idea to minimal viable product (MVP) to securing your first customer to scaling the business on AWS—and beyond.

The AWS Activate Console provides personalized recommendations for training topics that might interest you based on your AWS usage and AWS Activate Exclusive Offers (AEOs). AEO is a marketplace that connects your

startup with third-party (vendor) services and tools (HubSpot, Slack, or Twilio, for example). AWS negotiates deals with each vendor to help your startup accelerate business growth. AEO features 80 offers, including reduced costs for or free access to third-party services, products, and memberships, valued at up to \$800,000.

Additionally, AWS Activate grows with you. When you deploy on AWS, AWS Activate can support you with up to \$100,000 usable for AWS services and support. AWS credits* give you the freedom to experiment with different AWS services and find the infrastructure that best fits your business.

Take advantage of all the possible benefits with AWS Activate



Access to free tools and resources



More than 40 solution templates to build and deploy your product



Content and expert support



Unlimited access to best practices training with AWS Learn



AWS Activate credits*

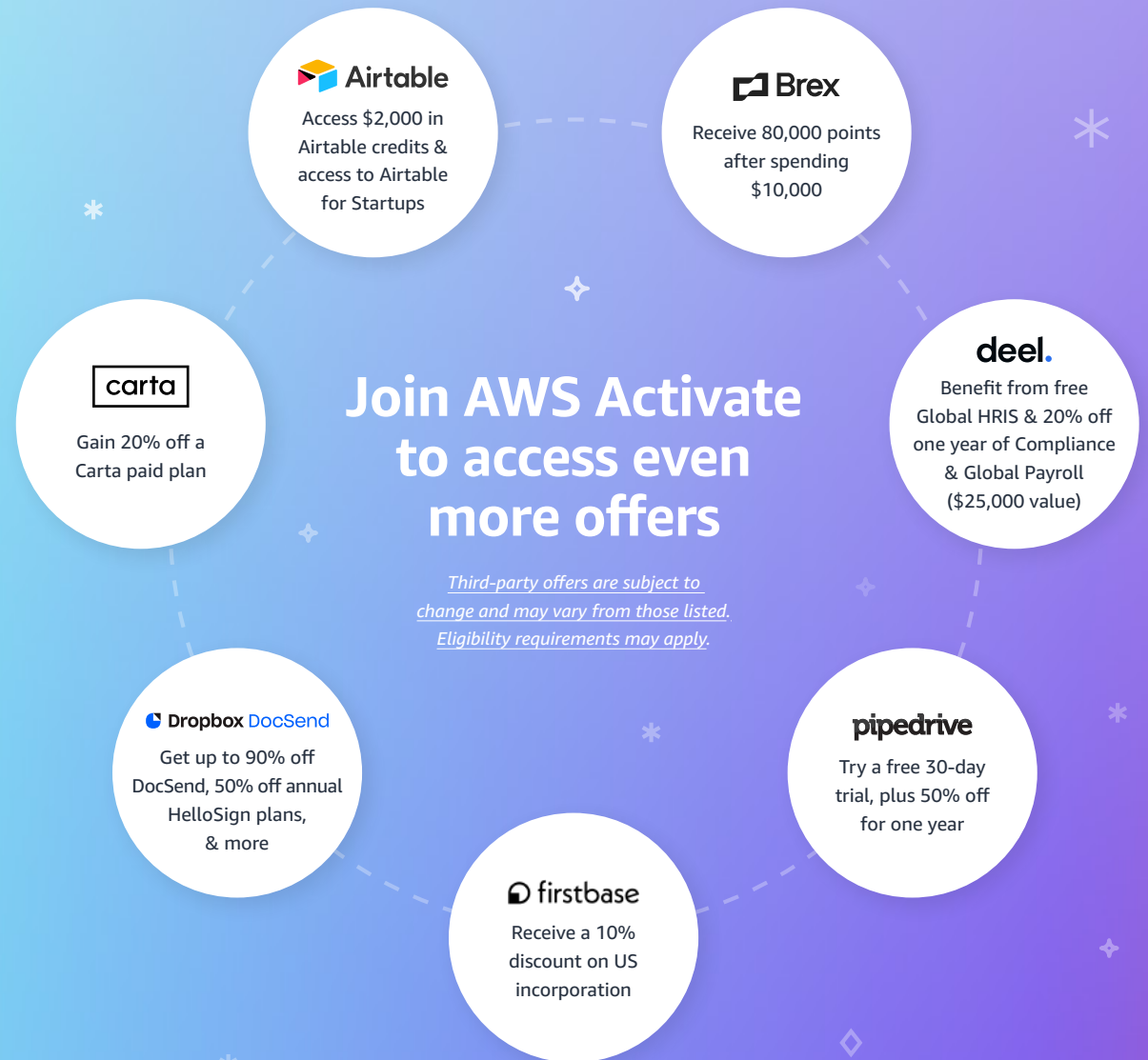
All AWS Activate members can apply for credits* when they're ready to build their MVP business. As you deploy and grow on AWS, you can apply for credits* to help your startup grow faster and extend your runway. You can also harness the right resources at the right time and get AWS expert support when you need it the most.

Use your **AWS Activate credits balance** for more than 200 fully featured services from AWS, including ML, databases, security, storage, applications, dev tools, and many more.

Plus, lean on **AWS cost optimization tools** to ensure you're optimizing your credits and making informed decisions as you build.

Access exclusive offers from AWS Partners

By becoming an AWS Activate startup, you will also gain access to exclusive offers from AWS Partners. These organizations can help your startup reduce costs, uncover smarter insights, and aid with HR, operations, finance, and more.



AWS Activate Console

The AWS Activate Console is your personalized hub full of tools, resources, and content. Designed to increase innovation and support every stage of your startup journey, it's a one-stop shop that delivers everything you need to get started on AWS quickly—and accelerate business growth.

AWS Activate Console features:

- **40+ solution templates built by AWS experts.** The right template allows you to iterate, demonstrate viability, and deploy within 60 minutes. Thoroughly battle-tested and tailored to a wide variety of use cases, these templates enable your team members to build and experiment on AWS—even with no previous infrastructure experience.
- **Personalized resources that scale with your startup.** By matching your AWS Activate profile, interests, and usage to content, your AWS Activate Console grows as your startup does, delivering the specific solutions you need at every stage.
- **Best practices training from AWS experts.** AWS powers many of the most innovative companies, and our experts are ready to pass their knowledge on to you. We can help you develop the foundational skills you need to design and build a modern startup.
- **Real-time updates.** AWS Activate Console gives you real-time updates on the health of your AWS environment, helps you discover new AWS services, and is the monitoring tool you need to help keep your growth on track.
- **Cost optimization tools.** Through extensive cost optimization services and support, AWS customers have achieved cost savings of up to 40 percent. AWS team members are tasked with reducing startup cloud bills, helping ensure you make the most economically efficient use of our services.

[Learn more about AWS Activate Console ›](#)



AWS Startup Loft

AWS Activate members have access to both physical and digital spaces, including our AWS Startup Loft locations in San Francisco, New York, London, and Tokyo, as well as our AWS Virtual Loft. AWS Startup Loft locations are open to all AWS Activate members at any stage of their startup journey and provide the resources, events, training, and networking opportunities they need to grow their businesses.

AWS Startup Loft locations offer quiet, dedicated coworking areas where you can get answers to technical questions from one of our on-demand experts or chat with a fellow founder about some of the challenges you both face.

If you can't easily access a physical AWS Startup Loft, take advantage of our AWS Virtual Loft offerings, including:

- **Virtual one-on-one sessions with startup experts**
- **Webinars on a wide variety of startup topics and skill levels**
- **Virtual workshops and training programs**

As an AWS Activate member, you become part of a global network of startup leaders who share their experiences, push each other to excel, and forge connections that could become lasting professional partnerships.

[Learn more about AWS Startup Loft ›](#)

Startups building with AWS Activate

Startup success takes more than just ideas. It also requires the right tools, expert advice, and supportive partnerships. That's exactly what you will get with AWS Activate. Gain the support and resources your startup needs to accelerate growth at every stage, innovate while your competitors capitulate, and push your ideas to the very brink of possibility. We've helped more startups launch, build, and succeed than any other cloud provider, and we've been doing it for more than 15 years. Now it's time to see what AWS can do for you—and what you can do with AWS. The future is waiting for you to invent it. Let's work together to prove what's possible.

Startups bringing their ideas to life with AWS Activate:

Paytron



Launches and scales global payments platform, processing millions of dollars

APIFY



Powers web insights for businesses and cuts cloud costs by 25%

G.



Builds solutions from entrepreneurial spirit

spacelift



Reduces time spent on cloud management by 90%

Paytron launches and scales global payments platform, processing millions of dollars of monthly payments on AWS

Paytron is a financial services technology startup founded in 2020. It provides its customers with a global payments processing platform that automates online transactions, international transfers, invoices, accounts payable, and payroll. Accountants and other customers use Paytron to simplify their jobs by streamlining workflow approvals and other key operations.

After evaluating different cloud providers, Paytron chose to launch its global payment platform on AWS. "I could navigate the AWS platform easily and was surprised by how quickly we got up and running on AWS," says Jaco Veldsman, founder and chief technology officer at Paytron.

Prior to launching its platform, Paytron took advantage of AWS Activate, a program offering startups AWS Activate credits*, support, and architectural guidance. Paytron used AWS Activate credits* to employ contractors to help the company initiate its DevOps development model.

[Read more ›](#)



* AWS Activate credits are subject to the [AWS Promotional Credit Terms & Conditions](#). If you are based in China or building on AWS China Regions, please apply for the Activate China program [here](#).

Paytron

"AWS Activate made an incredible difference to our business. As a startup, you're trying to buy yourself time in the early stages. Using AWS Activate, we could focus on building without dedicating engineers to maintain our network and infrastructure."

Jaco Veldsman, Founder & CTO, Paytron



Gallus Insights: Solutions built from entrepreneurial spirit

Gallus Insights provides tactical and strategic insights across the finance industry, the marketing industry, human resources, capital markets, and more for a fraction of the cost that it would take clients to provide their own analytics.

To quickly and efficiently put data in the hands of decision makers, Gallus Insights' technology brings data from various systems and databases into its centralized cloud data platform, which is powered by AWS. The data is secure, and its design allows Gallus to leverage the full power of the cloud, which brings unlimited computing resources and unlimited amounts of data for top performance without any scalability restrictions.

[Read more ›](#)



“There are a lot of benefits on the AWS side that I had no idea about: their entrepreneurship program has been super helpful and AWS Activate provides credits for startups. It’s like you help startup firms live rent-free for the first few months or years. Memo to startup founders: Knock on the AWS door. They will help.”

Augie Del Rio, CEO & Co-Founder, at Gallus Insights



Apify powers web insights for businesses, cuts cloud costs by 25% using AWS

Apify, a Prague-based startup founded in 2015, developed a web scraping and automation platform and a set of open tools that collect and analyze data from the web. Its customers leverage the insights gained from this data to improve their strategies around anything from product pricing to customer sentiment.

Apify began using AWS through AWS Activate.

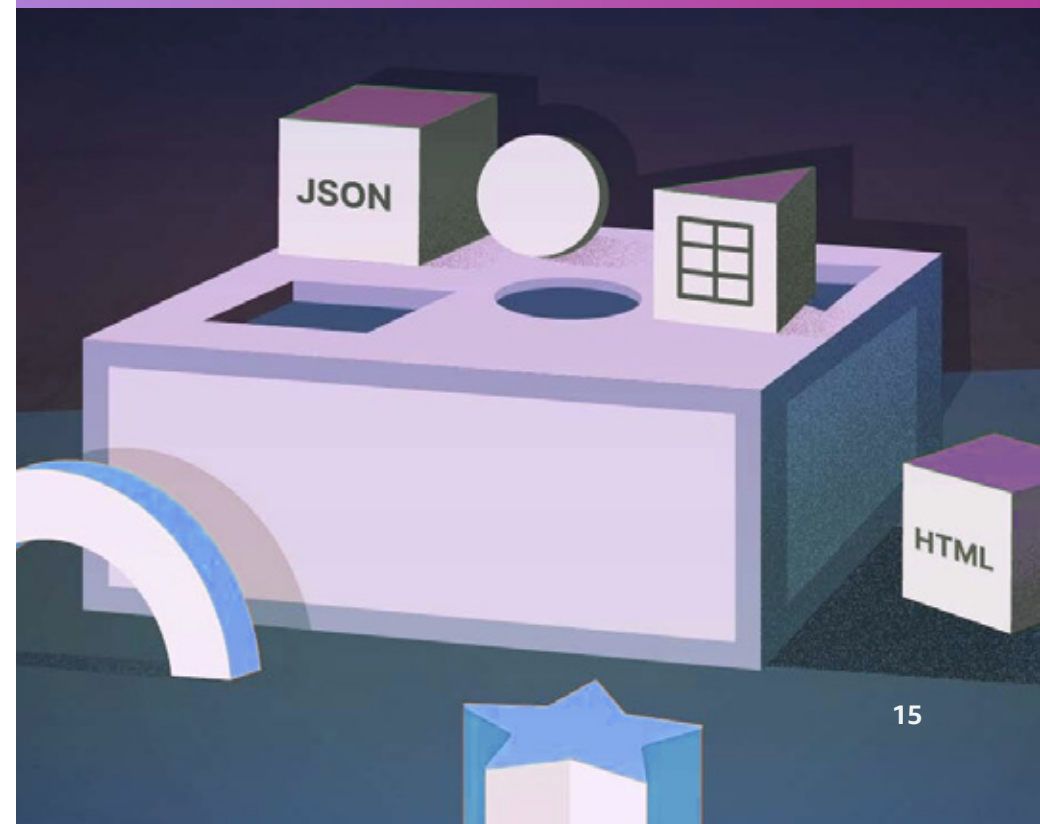
By building its offering on AWS, the company has grown rapidly and now provides services to 1,000 organizations in 179 countries. It has also scaled to process 1,000 terabytes of data a month, reduced compute costs by 25 percent, and boosted the efficiency of its development team.

[Read more ›](#)



“The support we received through AWS Activate for credits, training, and cost control was a key reason we chose AWS. It undoubtedly contributed to our early success.”

Marek Trunkat, CTO, Apify



Spacelift reduces time spent on cloud management by 90% using AWS

Spacelift helps businesses easily set up and manage complex cloud environments, so they can do more with fewer team members. Its platform combines continuous integration and continuous delivery (CI/CD) processes to manage infrastructure as code (IaC).

Using AWS, the startup has helped its customers, such as Checkout.com and Kin, cut down on the time spent on repetitive infrastructure maintenance tasks by 90 percent. For example, by automating security and data privacy configurations, the startup has reduced the time needed to handle these issues by a factor of 10 compared to doing the work manually.

The company built its system on AWS from day one and was up and running in only four months, twice as fast as it had estimated it would take.

[Read more ›](#)



“We moved so quickly thanks to help from the AWS support teams and the AWS Activate program. We were able to quickly verify product assumptions and the support team helped us to get key functionalities right.”

Marcin Wyszynski, Founder & Chief Product Officer, at Spacelift



Get started with AWS Activate today

Follow these steps to get up and running in just a few minutes:



Step 1: Create your AWS Builder ID to join AWS Activate for access to credits, free tools, resources, and your AWS startup community.

Create your AWS Builder ID ›



Step 2: When you're ready, click Apply for Credits from your account.

Apply for credits ›



Step 3: Connect the AWS account where you will receive your credits. If you don't have an AWS account, create one.

Connect your AWS account ›



Step 4: Tell us more about your startup and your applicable credits package. If you've received an **AWS Activate Provider ORG ID** from your VC firm or partner, choose the AWS Activate Portfolio credits package. If not, choose the AWS Activate Founders credits package.

Tell us more about your startup ›

Our team will review your application and contact you by email within 7-10 business days.

Need some help with your application? Want more information on how AWS Activate can boost your startup? Contact the AWS Activate team today.

Contact us ›