



# How 6 startups build, launch, and grow with AWS Activate

Unleash your startup's potential with AWS credits,  
member offers, and more



# Table of contents

<b>Introduction.....</b>	<b>3</b>
What is AWS Activate?.....	4
Join AWS Activate today .....	5
Take advantage of the AWS Activate Provider offerings.....	6
<b>Case studies .....</b>	<b>7</b>
Factored embraces the transformative power of technology .....	8
FLYING WHALES runs CFD on AWS .....	10
Brighte scales quickly, leveraging AWS Activate credits .....	12
Swyftx scales in minutes, not days, with AWS .....	14
Visii builds its visual search technology using AWS for ML.....	16
Amberdata builds on AWS to unify digital assets for institutions .....	18
<b>Next steps .....</b>	<b>20</b>

## INTRODUCTION

# Prove what's possible with AWS Activate

Every year, startup founders around the globe embark on their journey to solve big challenges with big, innovative ideas. The opportunities for future business leaders to disrupt industries and tackle real problems have never been greater. But to act on these opportunities, startups need the support to build, launch, and scale with optimal efficiency and minimal costs. That's where Amazon Web Services (AWS) can help.

AWS is committed to making it faster, easier, and more cost-effective to accelerate your startup's growth with our **AWS Activate** program. It offers the most complete, collaborative, and innovative suite of services to help startup founders go beyond what's possible and successfully turn their ideas into reality to define the future.

In this eBook, you will learn how six startups have benefited from the AWS Activate program and AWS Cloud solutions to develop new products, successfully go to market, and scale—all while optimizing their cloud spend. But first, we will tell you about the many ways AWS Activate can support your startup from inception to IPO and everything in between.





# What is AWS Activate?

## Access the resources you need to achieve startup success

AWS Activate is a leading program for startups that provides free tools and resources, including AWS credits, technical support, exclusive member-only offers, and more. It offers personalized guidance from the beginning and content designed to simplify every step of your startup journey. AWS has helped more startups launch, build, and succeed than any other cloud provider. Since 2013, hundreds of thousands of startups globally have benefitted from AWS Activate, with AWS investing over \$2 billion in early-stage startups over the past two years. These startups are using the power of cloud technology to solve the world's biggest problems and prove what's possible.

Whether you're looking for help with solving a technical challenge, hiring the right engineers, or finalizing a fundraising round, we have all the resources you need to get started. From the moment you register, you receive many benefits, including one-on-one expert training and support, pre-built infrastructure templates, and customized content that scales with your startup.

**AWS Startup Loft** provides 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. These locations are open to all AWS Activate members at any stage of their startup journey and provide the resources, events, training, and networking opportunities startup founders need to grow their businesses. The 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.

All startups that are less than 10 years old are welcome to apply for AWS Activate. Start by filling out the application form to get instant access to benefits that will serve your startup throughout its lifetime.



## Reduce your startup costs with AWS Activate

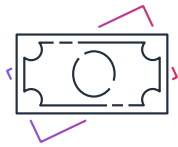
Have a great idea? AWS Activate will help you build it. Receive up to \$100,000 in credits\* and up to \$800,000 in exclusive offers for business tools and services to help your startup grow and succeed faster.

# Join AWS Activate today to enjoy:



## Up to \$100,000

Up to \$100,000 in AWS Activate credits\* to help cover your AWS service and support costs



## Up to \$800,000

Up to \$800,000 in exclusive offers for business tools and services offered by our partners to help accelerate your startup's growth



## Instant access to the AWS Activate Console

Your personalized hub of tailored content, tools, and resources



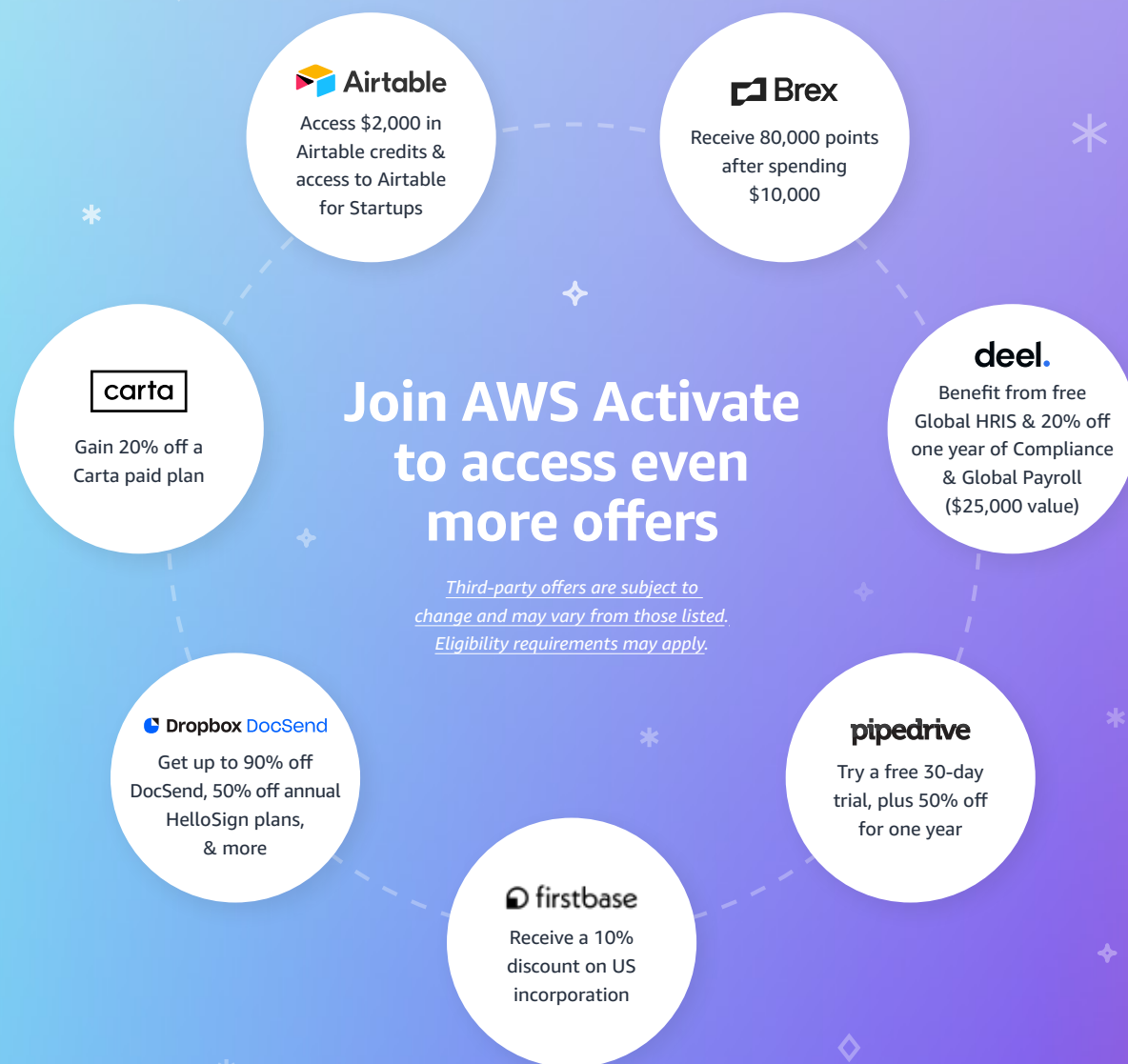
## Access to the AWS Startup Loft

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

## AWS PARTNERS

# Take advantage of AWS Activate Provider offerings

To maintain focus on building your business, leverage support from hundreds of AWS Partners across the world that work with AWS Activate. Startup-enabling organizations can help you access cost savings, smarter insights, assistance with HR, operations, finance, and more to help you grow your business. The following section explains some of the available exclusive benefits our partners to enable you to achieve your goals.



## CASE STUDIES

# Startups building, growing, and scaling with AWS Activate

### Featured customer stories

The following customer startup stories cover a broad range of innovations and use cases with AWS Activate and AWS Cloud solutions. They showcase the many possibilities you can take advantage of by joining AWS Activate and demonstrate how the program can make every step of your journey simpler, faster, and more cost-efficient.

# Factored embraces the transformative power of technology

## About Factored

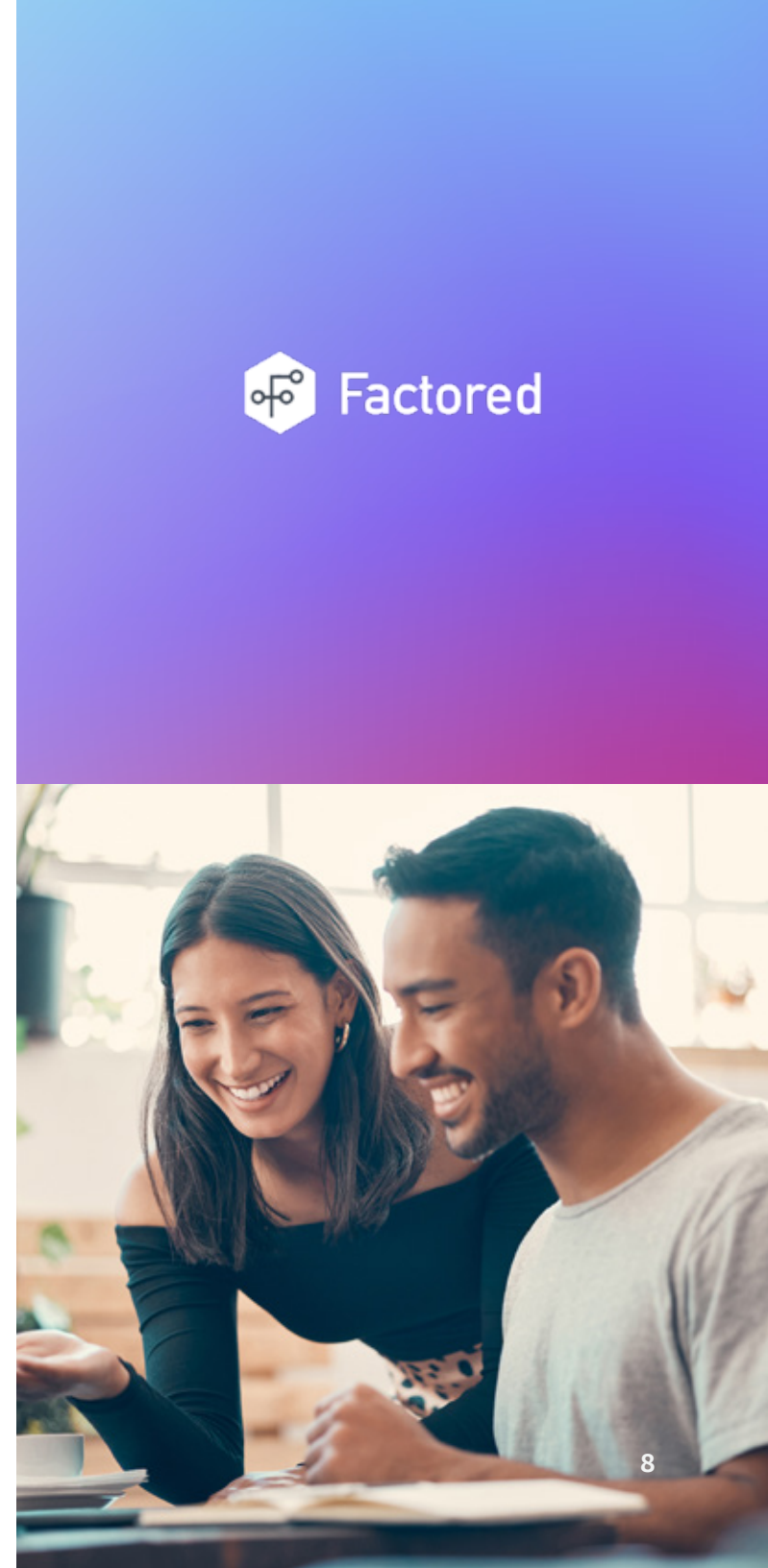
Factored develops advanced artificial intelligence (AI) and data science solutions for North American companies. Its mission is to help companies bridge the data science talent gap while providing technology careers to top engineers in Latin America.

## The challenge

There were plenty of talented data science engineers in Latin America. But without exposure to Silicon Valley training standards or work opportunities, they stood little chance of putting their talents to use. With a lack of training and opportunities for these engineers, Latin America was consistently underrepresented in technology and business leadership roles.

## The AWS solution

Factored CEO and Co-Founder Israel Niezen became involved with AWS through the [AWS Activate](#) program, which proved crucial to the development and exponential growth of the company. Niezen teamed up with Dr. Andrew Ng, founder of the [AI Fund](#), a venture studio that was coincidentally assembling a team to train machine learning (ML) engineers in Latin America. The two used AWS Activate credits to quickly and cost-effectively build proofs of concept and gain the trust and ability to deliver value, leading to the acquisition of new customers.







## The results

Three years after its founding, Factored is an **AWS Select Tier Services Partner**. The company now places engineers in AI and data science roles within industries such as financial services, healthcare, manufacturing, advertising, and retail. Niezen wants Factored to become one of the best data science and data engineering companies in the world while continuing to create employment and training opportunities for as many talented data engineers as possible.

**“[AWS Activate] credits and training allowed us to very quickly gain the trust and ability to deliver value that led to opening further accounts with clients. AWS Activate is something all startups should leverage early on.”**

Israel Niezen, CEO & Co-Founder, Factored

[Read the full story ›](#)

# FLYING WHALES runs CFD on AWS

## About FLYING WHALES

FLYING WHALES is a French startup that is developing a 60-ton payload cargo airship for the heavy-lift and outsize cargo market. It aims to provide efficient, environmentally friendly transportation for collecting wood in remote areas.

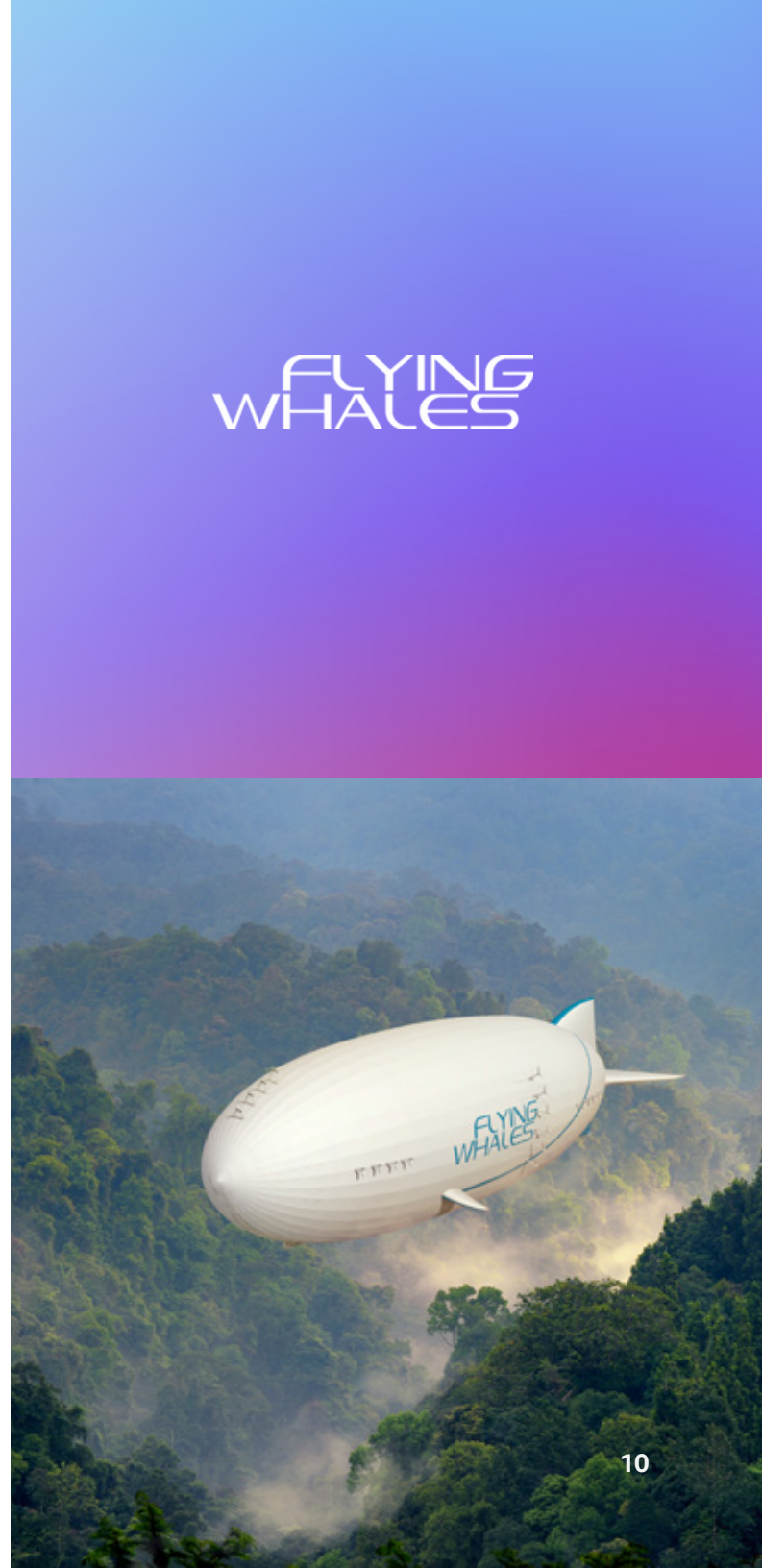
## The challenge

Due to the prohibitive size of the airship and the cost and time required, FLYING WHALES relies on data to size the airship and define workloads. Complex computational fluid dynamics (CFD) provide engineers with this critical data, but with each computation requiring about 600 cores, it takes about 400 computations to generate one model. The startup was lacking computational resources to enable scalability and flexibility, affecting the scheduled delivery of a model of the airship.

## The AWS solution

FLYING WHALES moved its high performance computing (HPC) environment to the cloud running on **Amazon Elastic Compute Cloud** (Amazon EC2) C5n.18xlarge instances, which support the network interface for Amazon EC2 instances, **Elastic Fabric Adapter** (EFA). The C5n instances provided the power and scalability needed for the CFD workloads. FLYING WHALES provisioned C5n instances using **Amazon EC2 Spot Instances**, which lowered the cost of its HPC clusters by 64 percent. **AWS ParallelCluster** simplified the deployment and management of an HPC cluster to run CFD simulations on AWS.

FLYING  
WHALES





## The results

FLYING WHALES is on track to deliver its first airship, on schedule, in 2024. It now runs CFD workflow jobs 15 times faster on AWS, completing jobs in days instead of months, and FLYING WHALES can easily scale its HPC environment to support 600 core computational models. Many computations can be performed simultaneously, giving engineers more time to analyze data and create intellectual property instead of managing infrastructure.

**“For our company, the strength of AWS is that it helps us scale and customize our HPC cluster so we always have an environment that performs well and responds to our CFD workloads.”**

Guillaume Martinat, Lead Aerodynamics Engineer,  
FLYING WHALES

[Read the full story ›](#)



# Brighte scales quickly, leveraging AWS Activate credits

## About Brighte

Brighte is a startup with a mission to make buying sustainable energy solutions easier and more affordable for homeowners.

## The challenge

The founder of Brighte, Katherine McConnell, knew from experience how much people could save by generating and storing their own energy. At the same time, she saw how difficult it was for many households to access affordable and sustainable energy solutions. Her background in energy finance helped her understand the challenges energy providers face in offering finance solutions to household customers. There was clearly a gap in the marketplace for fast and affordable point-of-sale financing for home energy solutions, and McConnell sought a cloud provider that could help her fill it.

## The AWS solution

With the AWS Activate program, McConnell was able to get credits for different AWS services. Her decision to build Brighte in the AWS Cloud gave her access to engineers who helped her team quickly build and test new ideas. She credits AWS services for helping support the growth of her business and being instrumental in helping the business scale. Those services included Amazon Relational Database Service (Amazon RDS), Amazon EC2, and Amazon CloudWatch for application and resource monitoring and observability.







## The results

Today, Brighte is partnering with more than 2,000 solar retailers nationally and has helped more than 110,000 Australian households acquire solar energy solutions. Last year, the company won a tender to become the finance and administration partner for the Government of the Australian Capital Territory's Sustainable Household Scheme. Brighte recently hit a milestone of \$1 billion in payments and loan applications submitted through the platform. As of December 2021, Brighte had financed 10 percent of all solar installations in Australia.

**"At the beginning of Brighte's journey, we were able to use the AWS Activate program [and] get credits for different AWS services, which enabled us to move faster and use the money we saved to hire an extra engineer."**

Katherine McConnell, Founder, Brighte

[Read the full story ›](#)

# Swyftx scales in minutes, not days, with AWS

## About Swyftx

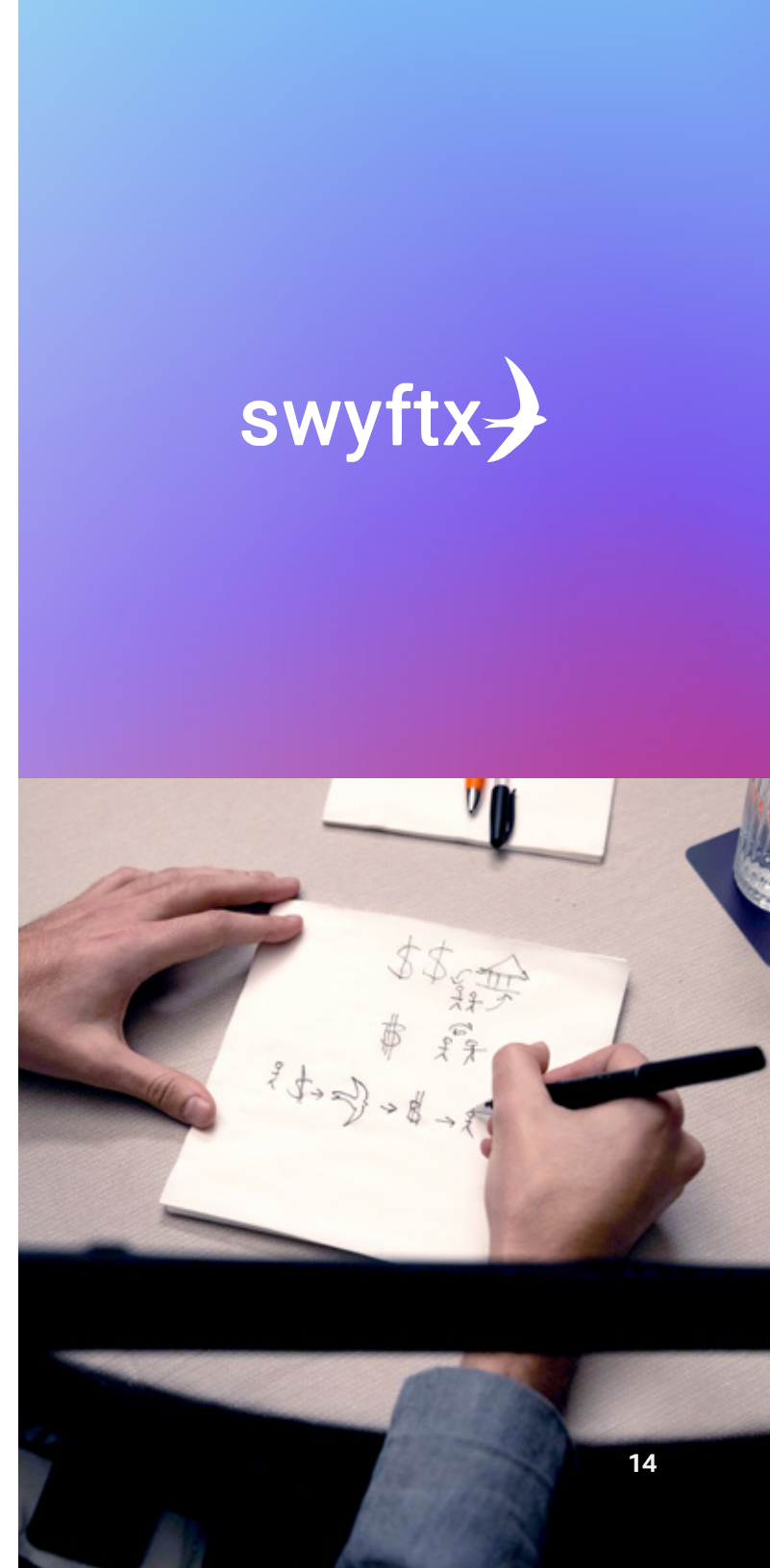
As an Australian-owned-and-operated crypto exchange, Swyftx enables users to purchase, sell, and exchange more than 300 crypto assets, including popular currencies such as Bitcoin and Ethereum.

## The challenge

The wild fluctuations in digital currencies had created a massive opportunity for entrepreneurs who wanted to add simplicity and fairness to crypto investing. The founders of Swyftx saw that the biggest exchange platform was a monopoly that was overcharging customers. The opportunity was ripe for a crypto exchange platform that offered reduced spreads and fees, greater efficiencies, simpler verification and trading processes, and top-notch customer support.

## The AWS solution

The founders decided to host much of Swyftx's systems on AWS, which offered the benefit of scaling quickly to handle rapidly increasing transaction volumes without requiring big investments in computing resources. AWS Activate provided business mentorship early on and crucial technical guidance. AWS services that were leveraged include the [Amazon Aurora](#) relational database management system, [Amazon EC2](#), [Amazon Elastic Block Store](#) (Amazon EBS) for high-performance storage, and [AWS CodePipeline](#), an automatic continuous delivery pipeline service.







## The results

Today, Swyftx is recognized as the highest-rated crypto exchange in Australia, having scaled from zero to more than 600,000 customers. The company employs hundreds of people in its Brisbane office, with additional staff in Sydney and other locations around the world.

**“AWS Activate credits allowed us to pay for our infrastructure bills for 12 months. We were able to focus on other aspects of the business or other costs within the business, like paying wages or software licenses without having to worry about the infrastructure build.”**

Angus Goldman, Co-Founder, Swyftx

[Read the full story ›](#)

# Visii builds its visual search technology using AWS for machine learning

## About Visii

Visii is a London-based startup that provides ML-based visual search technology as an alternative to keyword search, broadening the search functionality of a client's website.

## The challenge

Initially running its infrastructure in-house, the system found handling large traffic for its retail customers problematic. The option of reserving instances and buying compute time in advance forced the startup to commit significant resources upfront for services it might not use in a few weeks. Visii needed a cloud environment that was agile, flexible, cost-effective, and startup friendly.

## The AWS solution

Amazon Simple Queue Service (Amazon SQS) replaced part of its messaging service to maintain a sustainable pace of production as the ML algorithm analyzes images, proving to be much simpler and less costly. Thousands of new images are easily buffered by Amazon SQS, then filed using Amazon RDS. Visii uses Amazon EC2 for secure compute capacity and to run its public-facing APIs. The startup also takes advantage of Amazon Simple Storage Service (Amazon S3) for large-scale object storage.







## The results

After moving to the AWS Cloud, Visii's infrastructure was 3.5 times more cost-effective to run. And using Amazon EC2 Spot Instances, the company now saves 45 percent on monthly compute costs. Visii is five times more agile in its deployment processes, enabling teams to foster creativity and focus on the core business.

**"We're constantly blown away by the amount of support we receive. AWS genuinely believes in us and champions us at every opportunity. Whenever friends approach me with an idea for a startup, I direct them to AWS."**

George Whitelaw, CTO, Visii

[Read the full story ›](#)

# Amberdata builds on AWS to unify digital assets for institutions

## About Amberdata

Amberdata is a Web3 startup that delivers unified digital asset data and insights into blockchain networks, crypto markets, and decentralized finance, empowering financial institutions with critical data for research, trading, risk, analytics, reporting, and compliance.

## The challenge

With the market value of cryptocurrency sitting just above \$2 trillion, institutions see digital asset data as critical to their success. According to Co-Founder and Chief Operations Officer Tongtong Gong, "There was not enough data and tooling to enable access to clean, normalized, easy-to-digest-and-understand data to support people in the digital asset space." Gong, along with her co-founder, looked for a cloud provider to solve the challenge.

## The AWS solution

Joining the AWS Activate program, Amberdata's founders were able to work with an AWS architect to build a secure, reliable, and cost-efficient cloud solution. The program matched them to an AWS solutions architect, who helped ensure that the platform would meet rigorous standards for security, reliability, performance, and cost-efficiency. With the help of AWS Activate credits, they began building a platform to provide institutions with the tools and data necessary to adopt crypto offerings and meet clients' demands for an alternative asset class.





## The results

Using Amberdata's platform, clients can leverage a broad, granular dataset to offer digital asset products and services to their customers, sidestepping the significant hurdle of creating and managing an in-house data pipeline. Amberdata is now the market leader for digital asset data, market intelligence, and research applications, enabling financial institutions to make informed decisions while accelerating their time to market.

**"As part of the [AWS] Activate program, we had help from an AWS solutions architect and went through an AWS Well-Architected review to make sure what we built was secure, reliable, and performance- and cost-efficient."**

Tongtong Gong, Co-Founder & COO, Amberdata

[Read the full story ›](#)



## CONCLUSION

# Next steps

AWS Activate gives you access to the broadest and deepest set of cloud products and services that support a startup's growth from the earliest stages right through to maturity. Leverage a world-class infrastructure that scales seamlessly with your growth and supports you with the right resources at the right time to help get your startup going—and growing.

Join the thousands of companies that have accelerated their innovation with AWS Activate and start taking advantage of the program's many free tools and resources, expert business and technical guidance, solution templates, and much more.

Optimize costs and build at a pace that suits your startup with infrastructure that can scale over time. Access several AWS services to help you manage costs and try out particular services free of charge up to specified limits. Become one of the many thriving startups that have successfully boosted their business by leveraging the resources and benefits of AWS Activate.

# Getting started with AWS Activate

Getting started only takes 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.