



LAUNCH GUIDE

Explore a galaxy of startup resources

Select the button that best describes the growth phase of your startup. Then, [Stratus](#) will guide you through some helpful Amazon Web Services (AWS) resources.





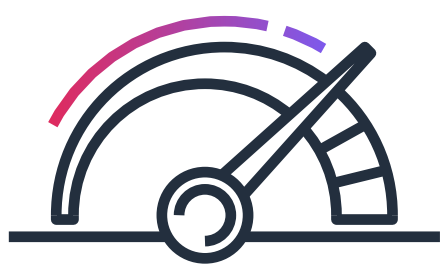
GO BACK

AWS resources for pre-MVP startups

AWS ACTIVATE



AWS ACCELERATORS



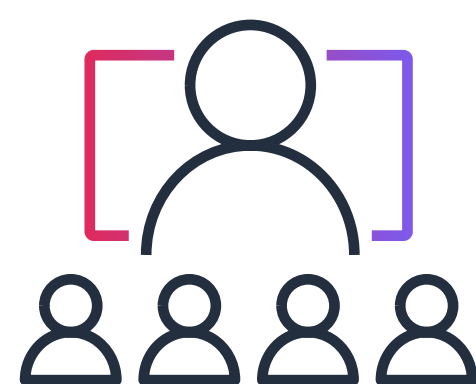
These resources
can turn your
startup launch
into a 3, 2, 1...
blastoff!

AWS TRAINING

AND CERTIFICATION



AWS STARTUP LEARNING CENTER



aws startups

AWS resources for MVP/go-to-market startups

Shift startup growth into hyperdrive with these resources!

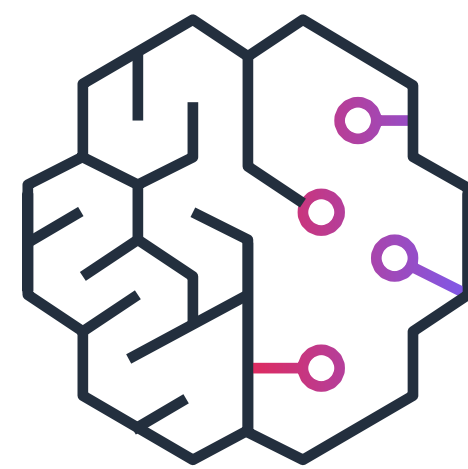
AWS ACTIVATE



AWS PARTNER NETWORK



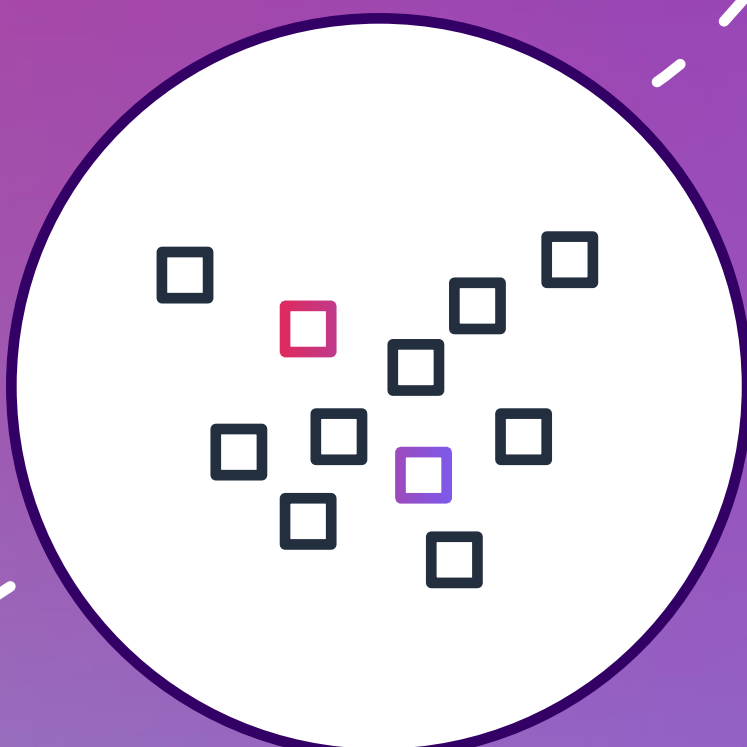
AI AND ML



COST OPTIMIZATION



DATA



AWS TRAINING

AND CERTIFICATION



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AWS resources for scaling startups

AWS PARTNER NETWORK



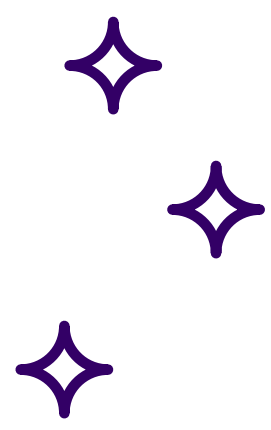
AWS MARKETPLACE



Browse resources
to bring your most
stellar ideas to life!



 startups

[PRE-MVP](#)[MVP/GO-TO-MARKET](#)[SCALING](#)

AWS Activate

Follow in the footsteps of hundreds of thousands of startups and join AWS Activate, a program designed for startups at any stage to help you launch your business and accelerate growth. You can apply for up to \$100,000 in AWS Activate credits*, and you'll gain access to technical support, training, and more.

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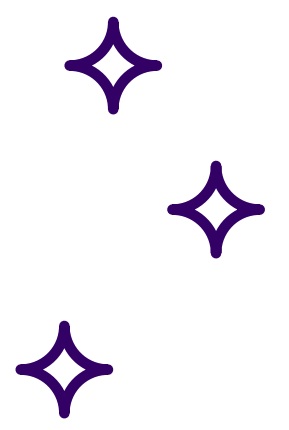
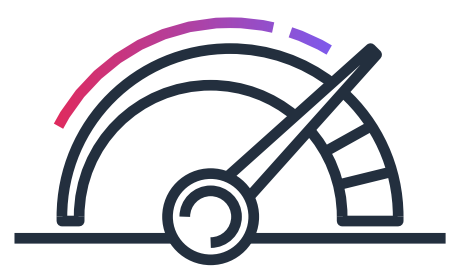
Over the last 2 years, AWS has provided more than \$2 billion in AWS Activate credits to help startups launch, grow, and reach for the stars!

*AWS Activate credits are subject to the [AWS Promotional Credit Terms & Conditions](#).



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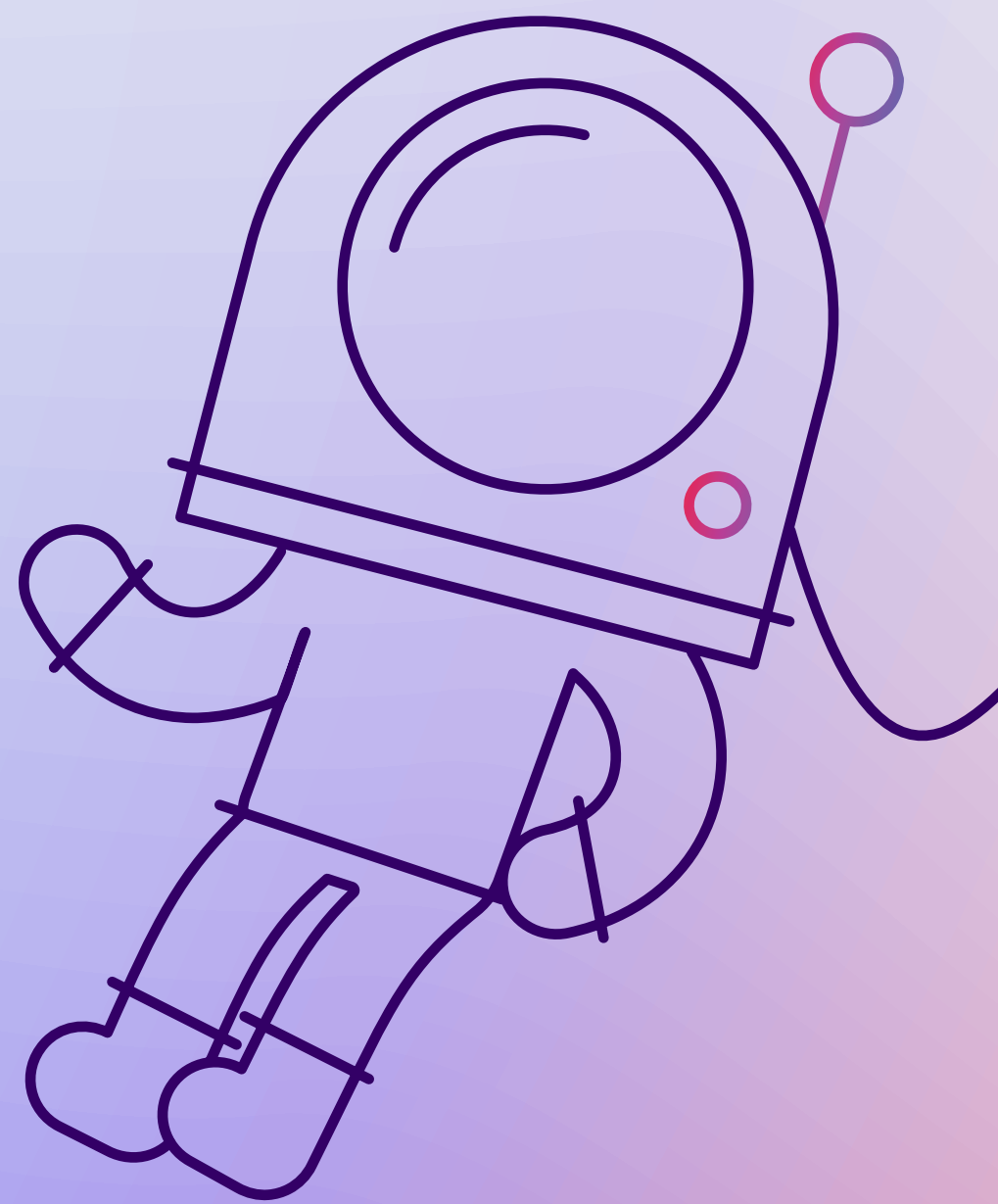
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AWS Accelerators

Explore the AWS accelerator programs for cloud-based startups across a range of industry verticals and domain expertise. AWS Accelerator programs provide your startup with access to AWS technology resources, hands-on guidance from leaders in specialized fields, and access to investors to accelerate your time to market.

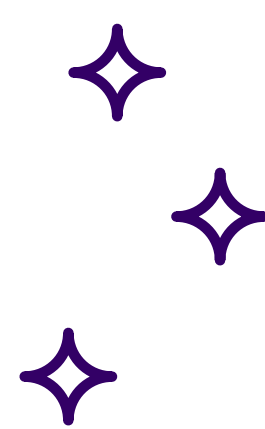
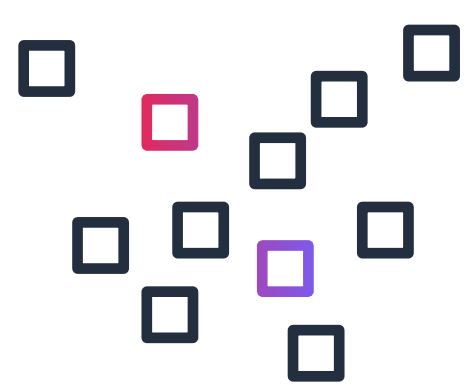
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By participating in the AWS Generative AI Accelerator, you can earn up to \$300k in AWS credits.* That will buy some serious accelerating!



*Cohort participants will receive \$200,000 in AWS Promotional Credits and may receive up to \$100,000 in AWS Activate credits. Startups must separately qualify for [AWS Activate](#) to receive AWS Activate credits. AWS Activate Credits are AWS Promotional Credits. Receipt and use of AWS Promotional Credits are subject to the [AWS Promotional Credit Terms and Conditions](#).

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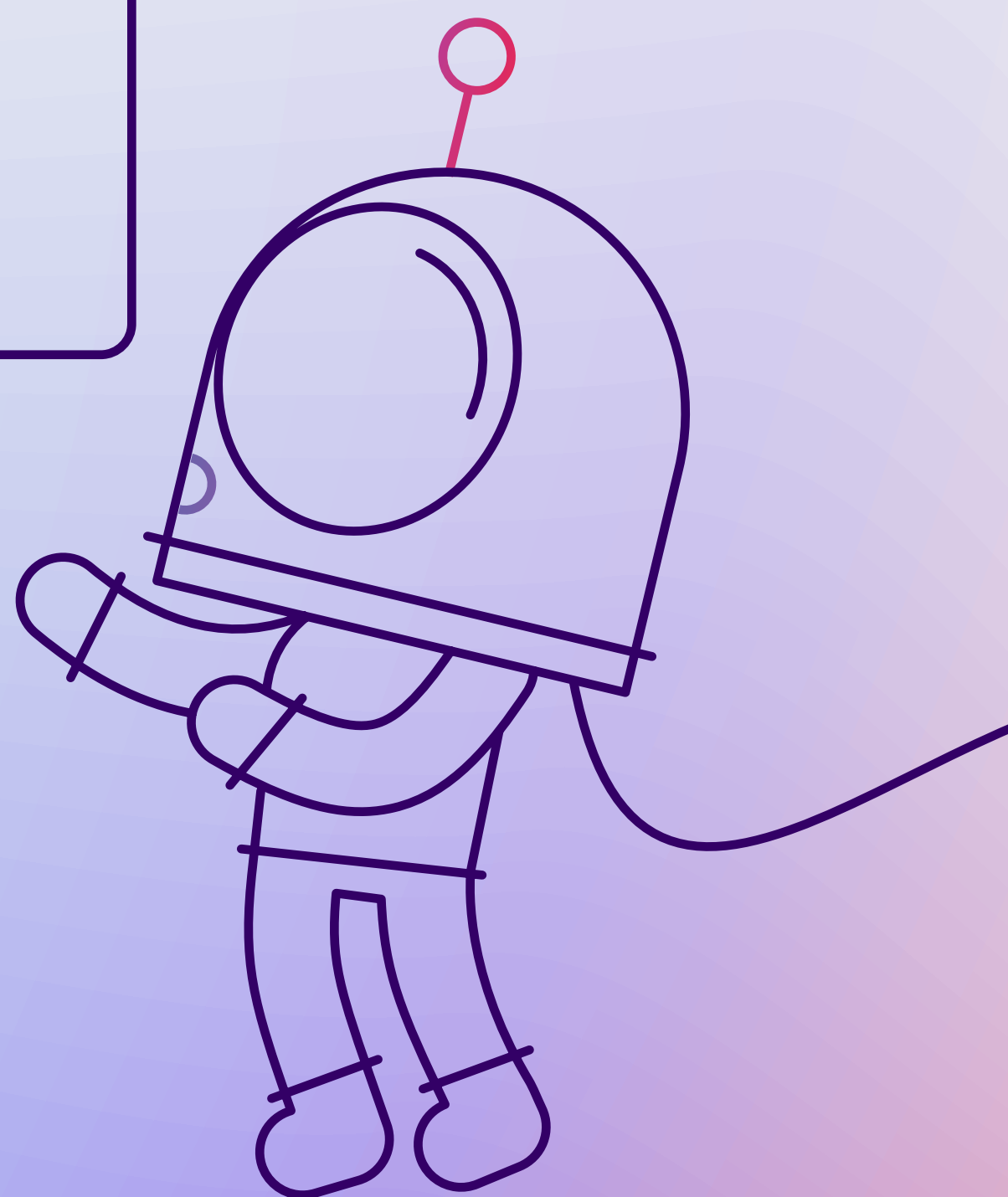
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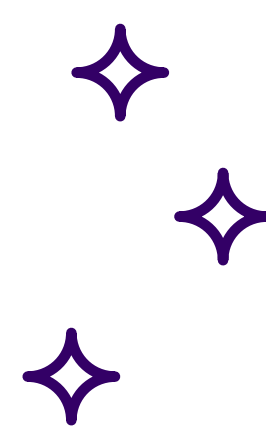
Data

Data can be the special ingredient that unleashes new opportunities for your startup. With the power of AWS behind it, your data can transform customer experiences, improve decision making, future-proof your startup, and help you optimize costs.

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With AWS databases and services for IoT, analytics, and AI and ML, you can transform your data into a cosmically powerful business asset!



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Cost optimization

Take advantage of AWS programs and initiatives designed to help startups at every stage optimize costs and achieve maximum cloud spend savings. Extend your startup's runway with helpful budget tools, eliminate unnecessary spending, and preserve resources in a changing environment.

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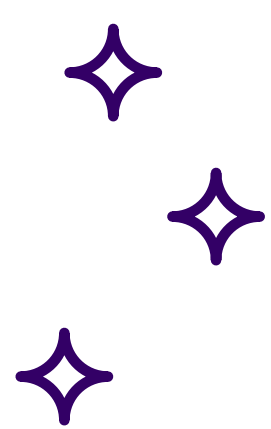
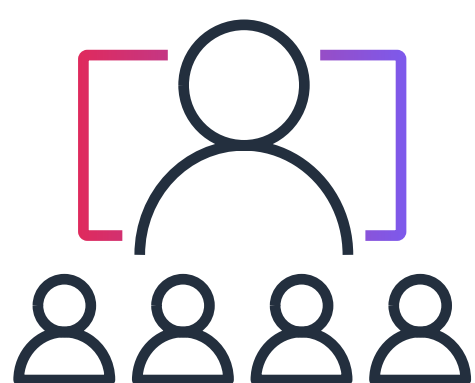
AWS helped one biopharma startup achieve savings that were out of this world—reducing its drug discovery costs by 99%!*

*Read the [full case study](#) for more information.



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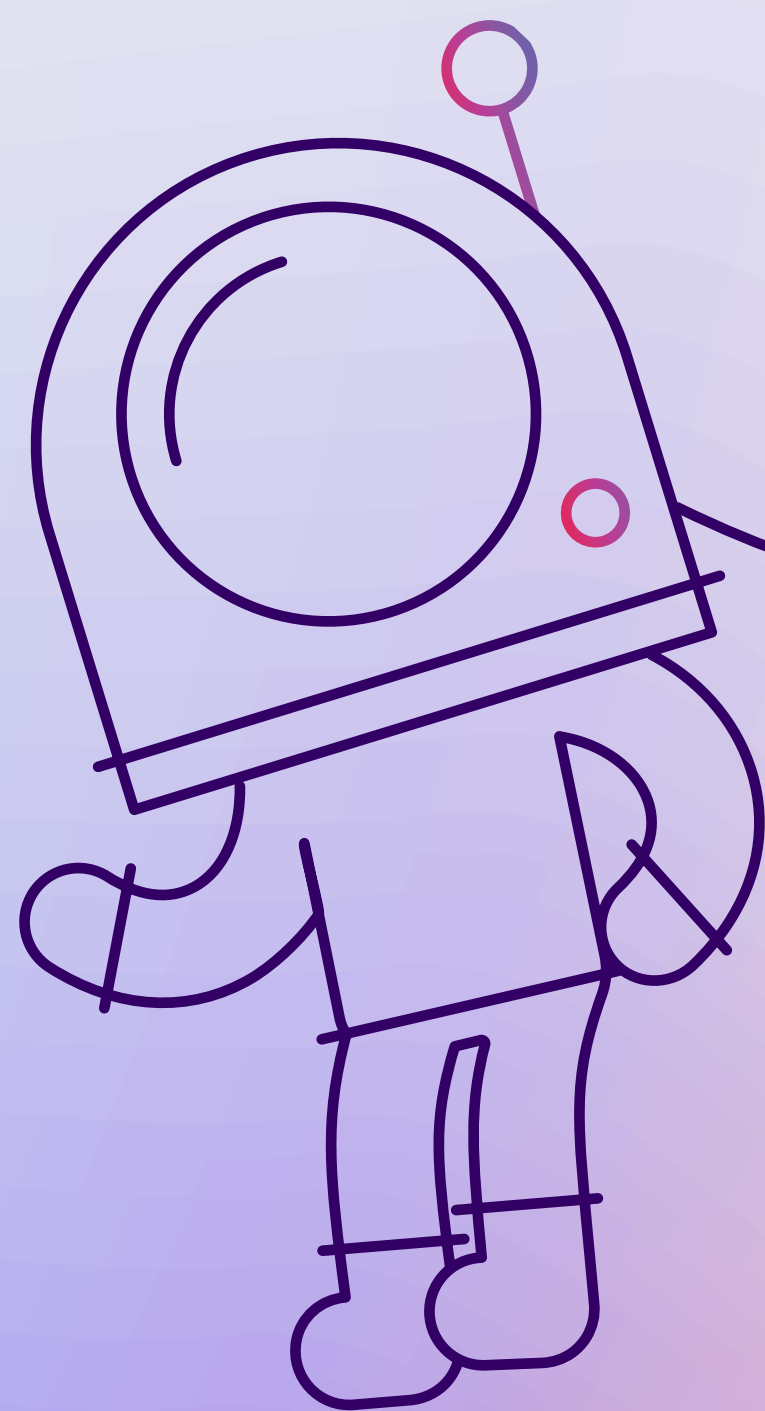
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AWS Startup learning center

Access a virtual knowledge base that helps startups succeed at any stage, regardless of AWS customer status. The AWS startup learning center is built with learning paths focused on key startup topics—from legal and fundraising essentials preparing to build your MVP. Discover learning that help your startup prove what's possible—and easily onboard to AWS if you choose.

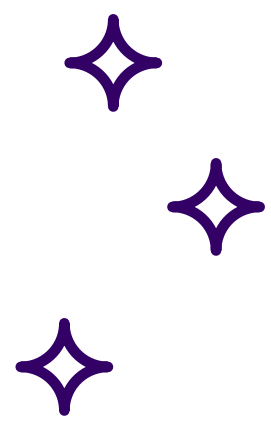
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Accelerate your startup's velocity with topics like building a winning pitch deck, ML for beginners, and much more!



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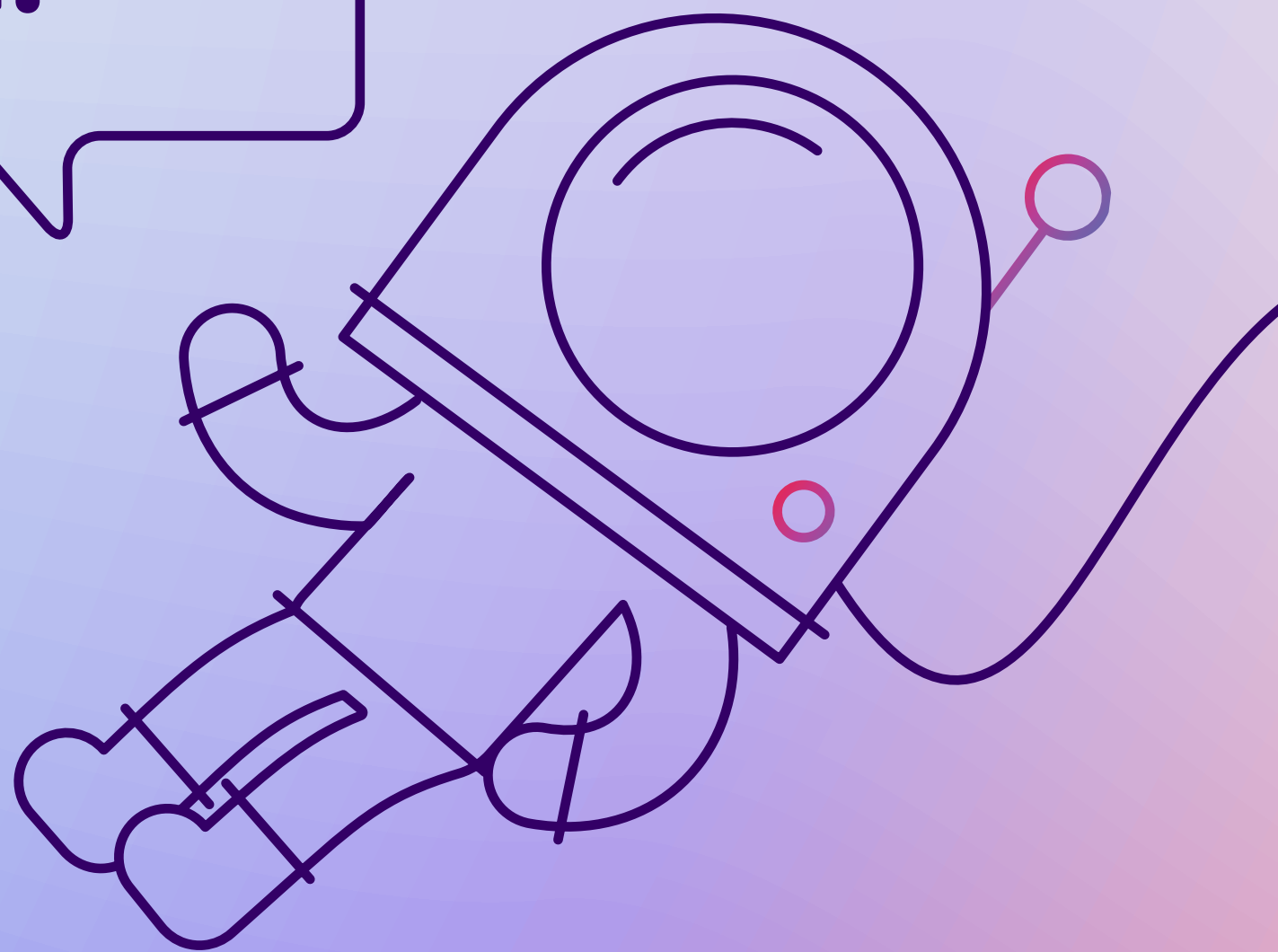
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AWS Training and Certification

Explore a wide range of training resources designed by the experts at AWS—including more than 500 free online courses and 11 certifications. Quickly cultivate essential cloud skills and maximize the value of your cloud investments with training for every job title and skill level.

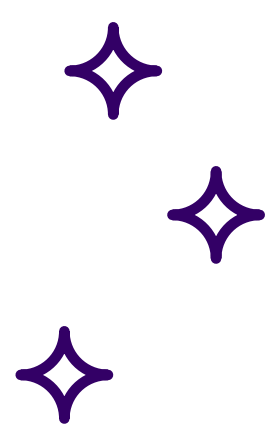
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Learn about cloud practitioner essentials, advanced networking, data analytics, ML, security, and more!



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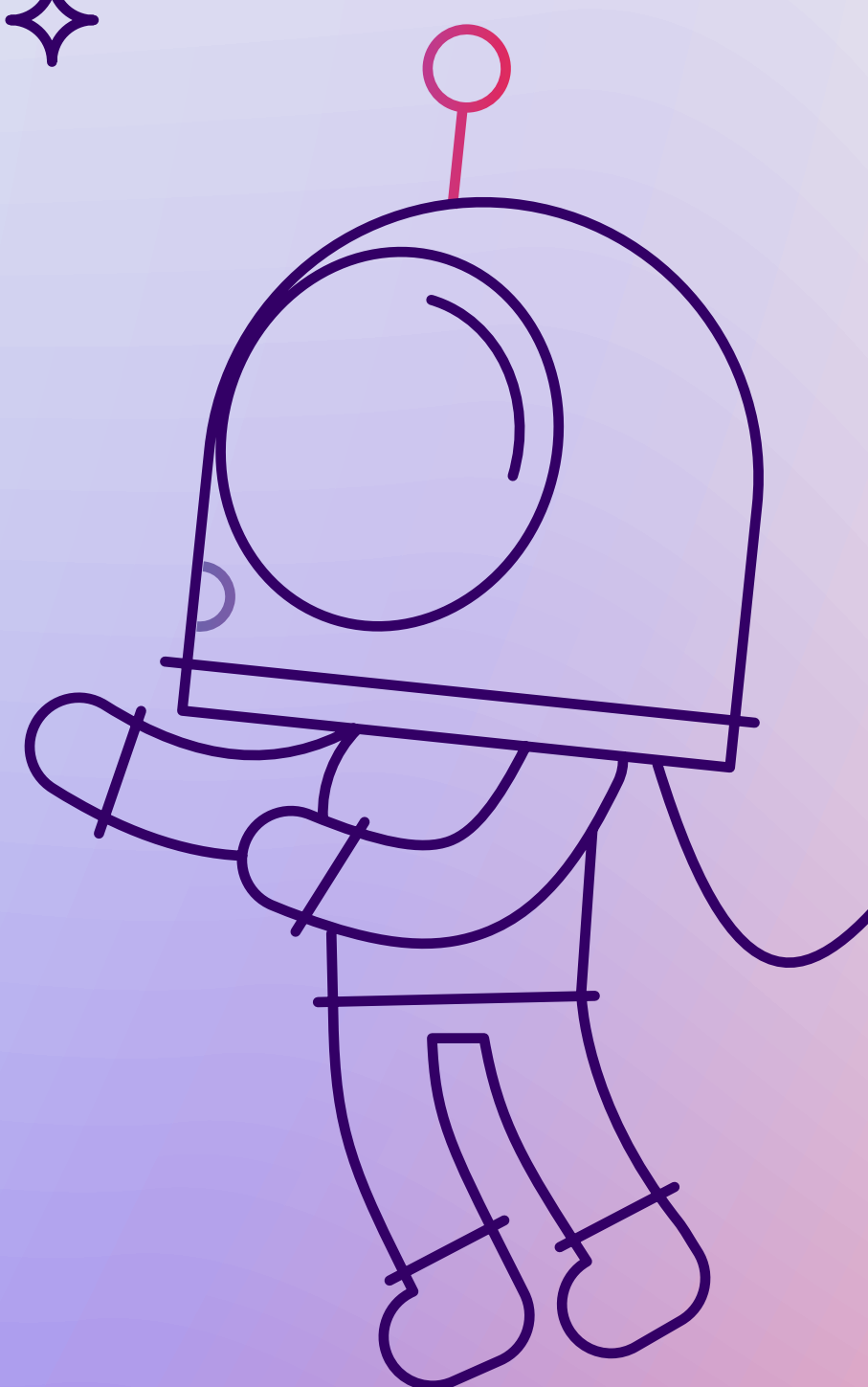
AWS Partner Network

The AWS Partner Network supports fast-scaling startups through technical validation, go-to-market support, and sales enablement. It's designed to support the growth of mid-to-late-stage startups that have raised funding, achieved product-market fit, and are ready to expand their business operations. The program offers specialized support in product development, go to market, and co-selling.

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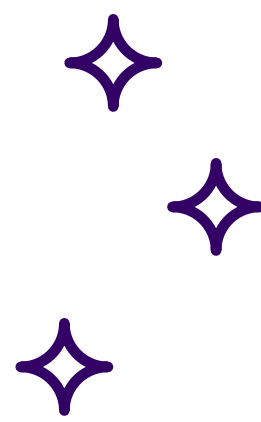
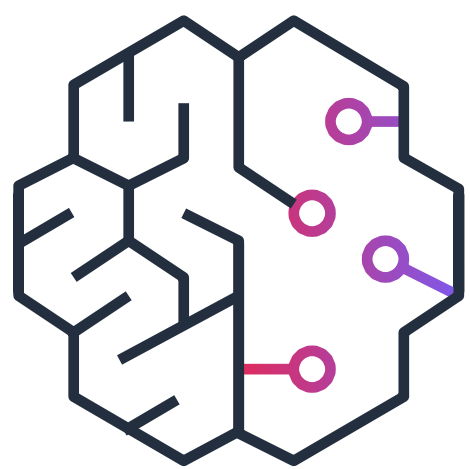
AWS Startup Partner Orca Security credits AWS as a “driving force” in the company's 800% YoY growth!*

*The full quote can be found [here](#), in the Partner Testimonials section.



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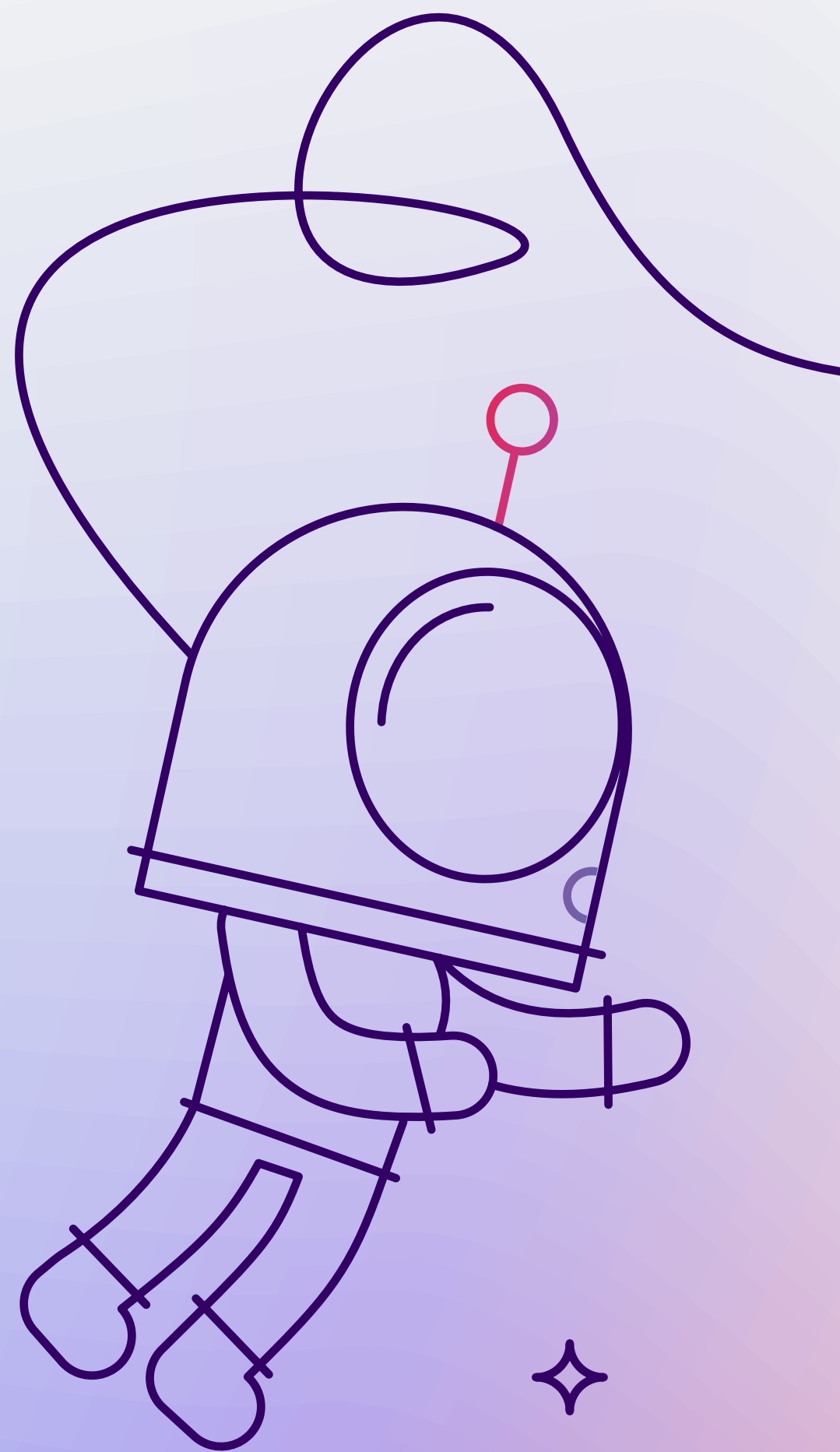
AI and ML

AWS provides the broadest and most complete set of artificial intelligence (AI) and machine learning (ML) services for startups of any size.

Named a leader in Gartner's Cloud AI Developer services' Magic Quadrant¹, AWS is helping tens of thousands of businesses increase productivity, cut costs, and get to market faster. We can help get started with AI and ML quickly, so your startup can innovate and grow beyond limits.

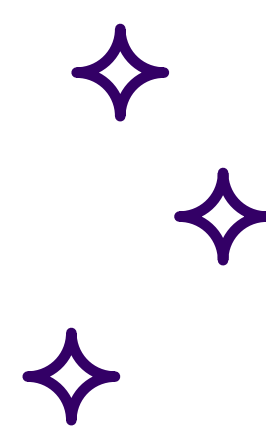
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Using AWS ML, a battery analytics startup improved accuracy by 300%!² I still fly a hybrid, but I'm saving up for an EV.



¹"2022 Gartner Report: Magic Quadrant for Cloud AI Developer Services," Gartner, 2022.

²Read the [full case study](#) for more information.

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AWS Marketplace

Accelerate your startup's growth by introducing your products or services to millions of AWS customers looking for innovative offerings from startups like you. AWS Marketplace helps you get the visibility needed to gain traction in the market—so you can spend more time focusing on your core business.

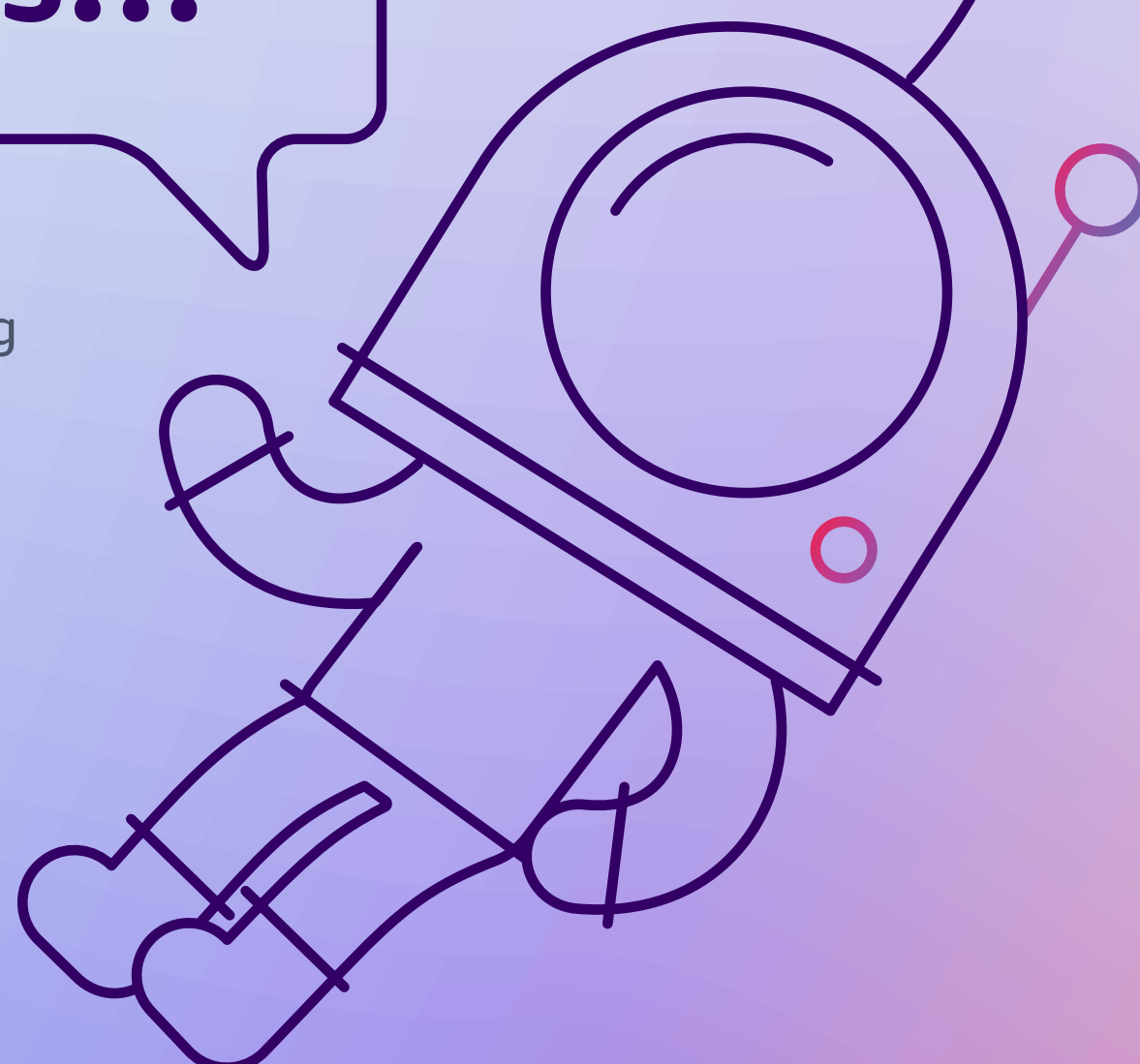
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In a 2022 study, Forrester quantified that deploying on AWS Marketplace delivers a 550% ROI!* But I still can't get anyone to buy my moon rocks...

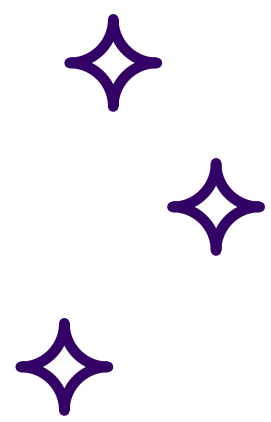
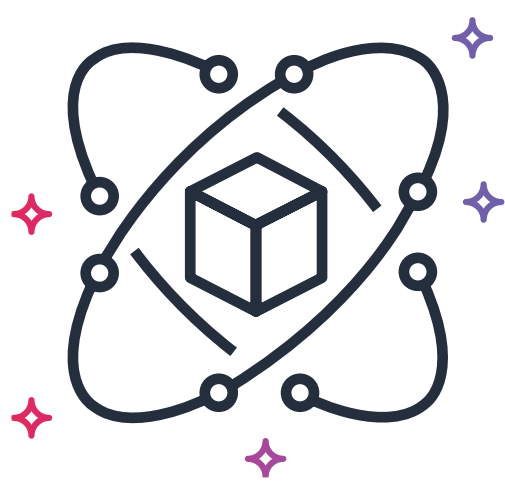


*"[The Total Economic Impact™ of AWS Marketplace](#)", a commissioned study conducted by Forrester Consulting on behalf of AWS, May 2022.



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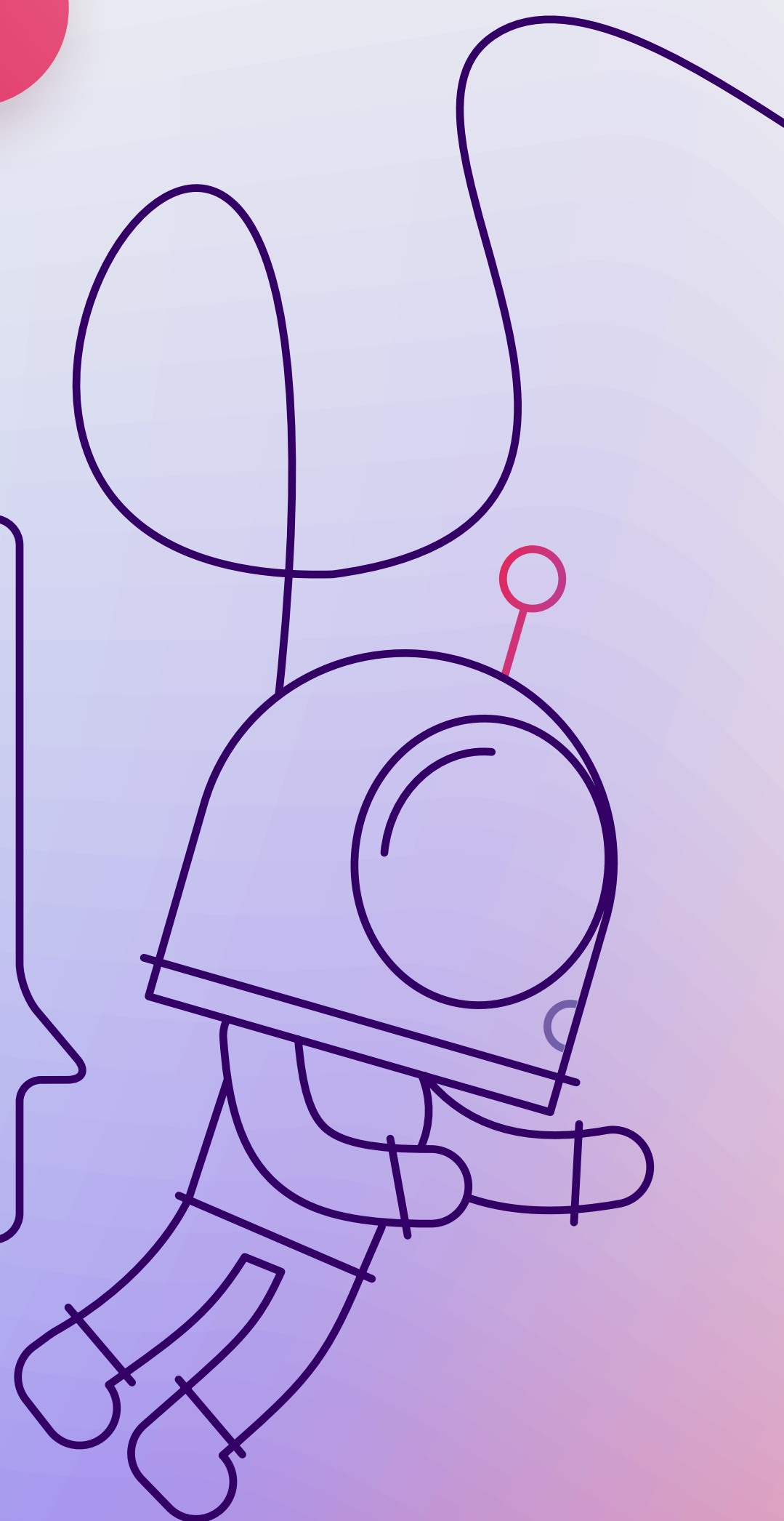
AWS solutions for growth

AWS is the world's most comprehensive and broadly adopted cloud platform, offering over 200 fully featured services from data centers globally. Millions of customers—including the fastest-growing startups—are using AWS to lower costs, become more agile, and innovate faster.

[AI AND ML >](#)[DATA >](#)[COST OPTIMIZATION >](#)

**AWS helped one fraud prevention startup achieve 3x growth for 3 years running.*
Astronomical!**

*Read the [full case study](#) for more information.



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