Build and experiment on AWS and prepare for the rocket growth right as you start.

The AWS Activate program offers resources to quickly get started on low-cost, easy-to-use infrastructure needed to scale and grow – including credits, training, and support. Key benefits:

Some of the world's hottest startups use AWS – join them today!

Activate benefits include

Package of Promotional Credits valid for up to 2 years

+
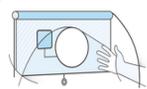
AWS Business Support for up to $5k, valid for up to 1 year

Solution Architect Technical white-boarding session

Option to be featured on AWS Startup Spotlight for selected startups

Successful AWS startups

Personio — Pinterest — XAIN. — AUTO1 GROUP — GitHub — Lyft — Delivery Hero — zalando — Hello Fresh — Flipboard

airbnb — SOUNDCLOUD — tinder — EASY TAXI — slack — FLiXBUS — Blinkist

Go-to-market programs

Key programs for Activate Alumni and members:

aws marketplace
Dedicated support & $10.000 in AWS credits for onboarding on third party AWS platform to sell SaaS services & products to AWS customers.

amazon alexa
The Alexa platform now offers over 20,000 Skills to users of Alexa-enabled devices. Alexa Fund for investments in early stage (B Series and up) startups in the NLP/AI segment.

amazon launchpad
Enhanced visibility for startups selling physical products within Amazon.com for startups with physical products and support from dedicated account manager.

aws partner network
A network of technology and consulting cloud partners which obtain global clientele through cooperation with AWS.

Application Process

Step 1. Startup application
Ask your institutional investor or startup organisation for more info on how to apply.

Step 2. Eligibility check
We vet your application and classify eligibility

Step 3. Credits to your account
AWS Promotional Credit for AWS Services and AWS Business Support Credit

Step 4. Confirmation via email
We send you an onboarding email to welcome you to the AWS benefits.

FAQs

General

1. Do I need to be an AWS customer to join AWS Activate?
Yes, you must have an active AWS Account, including a valid payment method on file. You can learn how to open an AWS Account in just a few clicks under https://aws.amazon.com/about-aws/.

2. How do I find my AWS Account ID?
Find your existing AWS Account ID under https://console.aws.amazon.com/billing/home?#/account.

3. How long does it take to be accepted into the AWS Activate program?
Applications are processed within 5 business days, but often times much faster. You will receive a welcome email once the AWS Promotional Credit has been applied to your account.

4. Who can apply for a Portfolio or Portfolio Plus package? How do we sign up?
Any startup that works with select accelerators, incubators, Seed/VC Funds, or other startup-enabling organizations may apply for the Portfolio or Portfolio Plus packages. Please contact your program director for more information on how to apply.

5. What if my startup is working with an accelerator, incubator, Seed/VC Fund, or other startup-enabling organization not listed on the website? Am I eligible for the Portfolio or Portfolio Plus package?
It's quite possible! The accelerators, incubators and Seed/VC Funds listed on our website is not a comprehensive list of all the organizations we work with. Please contact your program director for more information.
If you are a member of a startup-enabling organization that is not currently working with AWS, encourage your organization to become a part (https://aws.amazon.com/activate/providers/) of the AWS Activate program so you can enjoy the Activate startup benefits.

6. How long after an investment round/getting into an incubator can I claim the credits?
Within 12 months of entering the incubator/investment round.

7. Until what stage of my company development am I eligible for the credits?
The latest point for eligibility is the Series A investment.

Credits

1. How do I apply my credit? Where do I see it?
If you have been approved for an Activate package, the corresponding AWS Promotional Credit has been automatically applied to your AWS account. You can find the exact amount, expiration date, remaining balance and applicable AWS services your credit can be redeemed for, under the "Credits" tab in your AWS Account under https://aws.amazon.com/de/console/.

2. (for Portfolio Plus) If I select a smaller package can I get a top up on the remaining 100k later?
If you had been offered a larger package (100k, 12 months) and selected a smaller one (15k, 24 months) you cannot top up the remaining 85k. However, we have other credit programs that we can potentially leverage to support your growth. Approach your Account Manager directly to ask for options.

3. (for Portfolio Plus) Can I change my choice of the package after I already decided on one?
No, unfortunately this is not possible.

4. When does the clock on my package start ticking?
When you register with the Org ID provided by your investor/accelerator, unless you are part of a cohort program (e.g. Techstars). In the latter case, the clock starts ticking at the start date of the cohort.
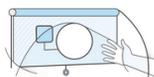
Support

1. How do I enroll in Support? How do I open a case?
Go to the Payment Method section of the Billing Console and verify that your credit card on file is valid. Support enrollment will fail if your credit card is not up-to-date. You will automatically be enrolled into the AWS Business Support plan trial upon Activate Portfolio or Porfolio Plus package application approval. Once enrolled in the AWS Business Support plan trial, you can create and manage support cases and access other support related content and services by logging into the Support Center.

Training

1. How do I access training?
We've created accounts for you on our training portals and granted you complimentary access to the AWS Technical and Business Essentials Online e-learning trainings ($600 value each) and 80 credits for self-paced labs ($80 value).
To access the trainings for the first time, log in using your unique registration link found in your welcome email. You'll need to log in to your Amazon.com account through this link or create a new account if you don't have one.

Startup Spotlight

1. How do I get featured in the AWS Startup Blog?
The AWS Startup Blog (https://aws.amazon.com/blogs/startups/) features startups from all over the world who are building innovative and disruptive businesses on AWS. Would you like to be featured? Email us and tell us in two short paragraphs why your startup should be considered for a story.

2. As a startup or startup-enabling organization associated with AWS Activate, can I use the AWS logo on my website? Can I mention AWS as the technology sponsor for my organization?
No. AWS is not a sponsor of any startup, accelerator, incubator, Seed/VC Fund, or other startup-enabling organization. Rather, AWS may make available AWS Activate Portfolio and Portfolio Plus packages to a variety of different stage startups. Any use of AWS logos or marks must be approved in advance by AWS in writing. Please read more under this link:
https://aws.amazon.com/activate/logo-guidelines/