



Startup Day

With AWS + kreuzwerker

Berlin: Alte Münze



Housekeeping

- ✓ Learn, ask questions and have fun! Reach out to us for questions!
- ✓ Finger food and drinks for lunch and breaks
- ✓ Slides and content will be sent after the event, along with a survey form.
- ✓ Meet an Expert: Architecture and Asks on A4
- ✓ Connect to us **AFTER** the event: Provide consent that we can reach out, and schedule a call with us.

Agenda

Time	Agenda	Presenter
09:30	Welcome and Introduction	Maria Burkhalter, AWS & Mike Kasher, kreuzwerker
10:00	Stop being average! Outpace everyone by understanding the AWS Ecosystem	Daniel Zäh, Spryker
10:30	Get your data in the Data-Lake and derive valuable insights using NLP	Saba Sabrin, kreuzwerker
11:00	Machine Learning and the "art of the possible"	Ahmer Memon, AWS
12:00	Lunch and Networking	Experts at the back
13:00	Build a multi-account setup with superwerker	Manuel Vogel, kreuzwerker
13:45	AWS Startup Programs	Maria Burkhalter, AWS
14:30	Coffee and Architecture	Experts at the back
15:00	Winning customers through AWS	Patrick Ludwig, AWS
15:30	AMA (ask me anything) Sessions with the experts	Experts at the back
Open	Get in touch with AWS + Networking & Drinks	Experts at the back

Let's Begin!

AWS has extensive experience helping startups grow



AWS Startup Universe

Dozens of programs and a dedicated organization for Startups



Idea



Build **OR** Move to AWS



Grow and Scale



Co-market and Co-sell

Startup Loft Accelerator (FREE)

Equity-free program focused on supporting early stage startups.

APPLY [HERE](#)

AWS Activate Program (FREE)

Program specifically designed for early stage entrepreneurs to build on AWS with up to \$100k credits.

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Startup Migrate Program (Funded)

If you are moving workloads to AWS, we have programs that can help you. You will also get a dedicated account manager.

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Architecture Optimization

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Speak to an AWS technical expert and get free technical advice.

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Cost Optimization (FREE)

Join our monthly Cost Optimization Webinar

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Sell your solution to our customers via the AWS Marketplace.

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\$1000 Credits with Support credits for startups who are just getting started

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Partner Consultation (FREE)

Get an architecture review and statement of work from our AWS Advanced Partners.

Business or Developer Support

Enhanced technical support and architectural guidance that comes with your Activate Credits.

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Partner Funding (Co-funded)

Work with AWS Advanced Partners to save you time and money, and AWS can co-fund.

Cost Optimization (FREE)

Take control of cost and continuously optimize your spend, while building modern, scalable applications to meet your needs.

READ [HERE](#)

Training & Certifications

Upskill and get free technical trainings.

LEARN [HERE](#)

Co-brand with AWS

Speak in AWS events, co-create marketing materials and build better branding with AWS.

CONTACT US [HERE](#)

Recruitment

Get the talents you need through our partners



Credit Programs

Activate | Migration | Experiment



AWS Activate

We want to help startups build through credits, technical and training support. You can focus on your growth!

(1) Activate Founders

Eligibility:

- For early-stage startups with no institutional funding
- Self-funded, unbacked or bootstrapped
- Have not previously received credits
- Active AWS Account

What You Get:

1. AWS Credits: \$1,000 USD / 2 years
2. Technical: \$350 USD Developer Support / 1 year

Apply for Activate [HERE](#)

Watch an Introduction to Activate video [HERE](#)

Watch How to Apply AWS Activate video [HERE](#)

Developer vs Business Support details [HERE](#)

(2) Activate Portfolio

Eligibility:

- Funded Startup (venture capital firms, accelerators, incubators, University, Angel, or Startup Organizations)
- Do not exceed \$100k USD in redeemed credits
- Active AWS Account

What You Get:

1. AWS Credits: Up to \$100k USD with 1 or 2 year validity
2. Technical: Up to \$10k USD Business Support

Technical Support Credits

All AWS Activate recipients get free support credits which can be used for enhanced technical support and architectural guidance

(1) Business Support

Business Support provides access to:

- Third-party software support
- Documentation and forums
- AWS Trusted Advisor
- AWS Personal Health Dashboard
- AWS Support API
- Launch and event planning

(2) Developer Support

Developer Support provides access to:

- Documentation and forums
- AWS Trusted Advisor
- AWS Personal Health Dashboard

Contact technical support [HERE](#)

Developer vs Business Support details [HERE](#)

Pricing details [HERE](#)

AWS Activate Providers

EXAMPLES / There's MORE! You can inform your AWS Contact so he/she can check

<h2>Venture Capitalists</h2> <ul style="list-style-type: none"> Global Founders High-Tech Gründerfonds HV Capital Wingman Ventures Vækstfonden venture Seed & Speed Ventures ZKB Venture Capital Energy Innovation Capital Verve Ventures Innovation Quarter Peak Capital Volta Ventures 	<h2>Accelerator/Incubator</h2> <table border="0"> <tr> <td>Rocket Internet</td> <td>BeAngels</td> </tr> <tr> <td>Techstars</td> <td>Hummingbird</td> </tr> <tr> <td>YC Startup School</td> <td>Endeit</td> </tr> <tr> <td>F10</td> <td>Peak</td> </tr> <tr> <td>Plug and Play A&I – Germany</td> <td>Leapfunder</td> </tr> <tr> <td>MassChallenge</td> <td>InnovationQuarter</td> </tr> <tr> <td>CV Labs</td> <td>Prime</td> </tr> <tr> <td>ESA Bic</td> <td>Sting</td> </tr> <tr> <td>EntrepreneurFirst</td> <td>Norrsken</td> </tr> <tr> <td>Antler NL</td> <td>SUP46</td> </tr> <tr> <td>Techleap NL</td> <td></td> </tr> </table>	Rocket Internet	BeAngels	Techstars	Hummingbird	YC Startup School	Endeit	F10	Peak	Plug and Play A&I – Germany	Leapfunder	MassChallenge	InnovationQuarter	CV Labs	Prime	ESA Bic	Sting	EntrepreneurFirst	Norrsken	Antler NL	SUP46	Techleap NL		<h2>University Programs</h2> <ul style="list-style-type: none"> ETH Entrepreneur Club Wingman Campus Fund S2S Ventures WHU RWTH UnternehmerTUM
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CV Labs	Prime																							
ESA Bic	Sting																							
EntrepreneurFirst	Norrsken																							
Antler NL	SUP46																							
Techleap NL																								
<h2>Government</h2> <ul style="list-style-type: none"> EXIST Technology Fund CH 	<h2>Scouts/Others</h2> <ul style="list-style-type: none"> Dealroom (for Zurich/Cologne-based customers) 	<h2>Startup Organizations</h2> <ul style="list-style-type: none"> OTP Startup NAPADROKU MIT Enterprise Forum 																						

AWS Activate

HOW?



WHAT IF?

- ❑ **Our investor is not an Activate Provider yet?** If they are eligible, they can apply as an Activate Provider [here](#). This take a few minutes, and up to 2 weeks to be approved. The eligibility is on the link as well.
- ❑ **We have multiple Activate Providers (multiple codes)?** Some startups receive \$5k, \$10k, \$25 or \$100k (depending on the affiliation). Activate credits cannot stack. All startups are eligible for a maximum of \$100k USD. Let's say you received a \$5k USD code, then received another \$25k USD code – the total amount that will be active is \$25k USD (the second code if effectively \$20k USD).
- ❑ **How do I choose between \$25k/2 years versus \$100k/1year?** It depends on your estimated usage. You can use the [AWS Monthly Calculator](#) or consult our SA to make a decision. For example, a \$25k/2 is best for \$3k MRR while \$100k/1y is best for \$8k MRR.
- ❑ **Can I extend the validity?** Credit extension is extremely difficult (almost impossible), so choosing the right timeframe and utilizing the credits are very important. Contact us [here](#).
- ❑ **We are finishing the credits soon?** Join our monthly Cost Optimization workshop [here](#)

Startup Migration Program

Make Your Migration Seamless

Eligibility:

- For customers who are trying to migrate workloads from any external platform
- Migrating from competing platform, on-premise, colocation, Heroku

What You Get:

- Up to 5 months of credits+cash (max 3.5x partner cash)
 - Business Support Plan credits valid for 1 year
 - Architecture Mapping by AWS Solution Architect
 - Cost Optimization
-

PoC (Proof of Concept)

We want to customers mitigate the financial risk of trying new AWS services and architectures that are more effective and efficient than their existing solution

Experiment at Low Risk

Eligibility:

- For customers who want to adopt AWS strategic services (i.e. Analytics, IoT, ML, Containers, Non-Relational DB) but want it implemented fast or have technical knowledge or resource limitations
 - Customer does not have other active credits
 - Eligible for services used at <=\$100 level in the past 12 months
-

HOW?



Contact us [HERE](#)

Partner Funding Programs

Migration | Jumpstart | WAR



Startup Migration Program

Make Your Migration Seamless

Eligibility:

- For customers who are trying to migrate workloads from any external platform (\$2k - \$42k MRR)
- Migrating from competing platform, on-premise, colocation, Heroku

What You Get:

- Option 1: Cash and credits - Up to 5 months of credits+cash (max 3.5x partner cash)
 - Option 2: Cash only – 3.5x partner cash
 - Business Support Plan credits valid for 1 year
 - Architecture Mapping by AWS Solution Architect
 - Cost Optimization
-

Jumpstart Partner Program

Get the Expertise You Need

Eligibility:

- For customers who want to adopt AWS strategic services (i.e. Analytics, IoT, ML, Containers, Non-Relational DB) but want it implemented fast or have technical knowledge or resource limitations
- Activate customers can apply for Jumpstart

What You Get:

- FREE initial engagement with Partner (SoWAAS), who can give you a Statement of Work
 - Statement of Work: contains plan for implementation and potential savings
 - Jumpstart will fund 50% of SOW up to 3.5x MRR with any remainder to be covered by the customer.
-

HOW?



Contact us [HERE](#)

Well Architected Partner Program (WAPP):

Build Powerful Solutions / Optimize

Purpose:

- For customers who want to improve production workload using the AWS Well-Architected Framework (WAF)
- Map architecture against design principles and architectural best practices
- Check 6 pillars: operational excellence, security, reliability, performance efficiency, and cost optimization, sustainability

What You Get:

- FREE (USD 5,000 AWS Credits)**

Conditions**

Resolve a minimum of 25% of all HRIs (High Risk Issues) identified through the review (example, if 16 issues are found, you must resolve a minimum of 4)

Give feedback about the performance of the partner and by filling out a customer survey that will be sent by AWS

HOW?



Contact us [HERE](#)

Partner Proof of Concept

Business As Usual

Purpose:

- For any project with a partner

What You Get:

- 10% of ARR up to \$25k

HOW?



Contact us [HERE](#)

SaaS Discovery

Business As Usual

Purpose:

- Establish a SaaS in AWS with a partner

What You Get:

- \$10k cash funding for SaaS Discovery phase performed by SaaS Competency partner

HOW?



Contact us [HERE](#)

Industry Support

Fintech | HCLS | SaaS



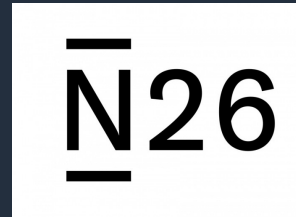
FinTech Startups have found a home on AWS

100%

of the DACH FinTech Unicorns run on AWS

Dedicated FinTech Startup team

Support in scaling, compliance, co-selling, DeFi challenges, etc.



MAMBU



Dedicated HCLS Team

HCLS Page [here](#)



Contact Us Support English My Account Sign In [Create an AWS Account](#)

Products Solutions Pricing Documentation Learn Partner Network AWS Marketplace Customer Enablement Events Explore More

Healthcare & Life Sciences Overview Segments Solutions Technology Compliance Case Studies Partners Resources

AWS Cloud Day Dublin - 28 March | An action-packed day offering new and exclusive content, demos, and networking. Register »

Industry / Healthcare & Life Sciences

Life sciences on AWS

Optimize for operational efficiencies and accelerate innovation from research and development through patient support.

[Get started with AWS](#)



NOVARTIS



Are AWS services compliant?

All AWS services can be used in compliance with GDPR.

Can AWS services be used in compliance with DiGAV?

Yes. We provide a [list of Privacy Features of AWS Services](#) to help you determine which AWS service can be used without transferring data from the AWS regions. This allows you to build and run applications that are intended to be reimbursed under DiGAV. You can also access [AWS GDPR Center](#) to learn how to use AWS services in compliance with GDPR and the [DiGAV Blueprint tool](#).

How many law enforcement requests resulted in the disclosure to the US government of enterprise content data located outside the US?

None. (See [Information Request Report](#))

AWS HCLS Events

Digital Health Cocktail Hour (Amsterdam)

Register [here](#)
22 Mar

Early-stage founder event hosted by AWS, VC, ecosystem player, large corporate (Pharma or Device) and a public sector healthcare institution.. Networking and learning

HCLS Tech Talk: GTM Value Created by AWS for HCLS Startups featuring Indie-Bio VC

Register [here](#)
28 Apr (virtual)

Early stage startups, Product/Customer Success Leaders. Overview of how AWS helps HCLS startups accelerate time to market, surmount technical and regulatory challenges, build for and operate at scale, and win more business. Featuring VC partner Indiebio

HCLS Tech Talk - Cost Optimization Strategies for HCLS Startups

Register [here](#)
25 Apr (virtual)

Early stage startups, Product/Customer Success Leaders. Overview of how AWS helps HCLS startups accelerate time to market, surmount technical and regulatory challenges, build for and operate at scale, and win more business. Featuring VC partner Indiebio

GTM Academy: Data Commercialization Strategy

Register [here](#)
30 Mar

Unique access to key decision makers and rare opportunity to get unvarnished feedback and learn from industry insiders

EMEA Biannual Digital Health Dinners

Berlin, TBD

VC dinner

SaaS

AWS Software Startup Community

Join [here](#)

Early-stage founder event hosted by AWS, VC, ecosystem player, large corporate (Pharma or Device) and a public sector healthcare institution.. Networking and learning

AWS SaaS Factory Program

Check [here](#)

Collection of resources to empower and enable you at any stage of your SaaS on AWS journey

Become a Partner/ISV

Join [here](#)

AWS Partner Paths provide a flexible way to accelerate your engagement with AWS. Easily navigate through resources, benefits, and programs relevant for your business.

List in Marketplace

List [here](#)

AWS Marketplace makes it easy for startups to grow at scale by giving you access to millions of AWS customers looking for innovative products from startups like you.

AWS SaaS Factory Program

Join [here](#)

The AWS SaaS Factory Program helps AWS Partners at any stage of the software-as-a-service (SaaS) journey.

AWS Global Startup Program

Join [here](#)

The AWS Global Startup program is an invite-only, go-to-market program supporting mid-to-late stage startups that have raised institutional funding, achieved product-market fit, and are ready to scale.

Data and ML programs

AWS Data Labs

Try [here](#)

AWS Data Lab offers accelerated, joint engineering engagements to accelerate databases, analytics, artificial intelligence/machine learning (AI/ML), application & infrastructure modernization, and DataOps initiatives.

AWS Data Exchange

Try [here](#)

Customers can find data files, data tables, and data APIs from a vast portfolio of third-party data sets.

Bring Your Own Data

Let us know!

Provides our customers with hands-on experience building a data lake using their own data schema and is specifically designed to help us accelerate a customer opportunity.

Build Your Data and ML PoC

Let us know!

Six-week program to build data and machine learning PoCs with the support of AWS specialists and partners

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AWS NVIDIA Inception

Apply [here](#)

designed to help startups evolve faster through access to cutting-edge technology and NVIDIA experts, opportunities to connect with venture capitalists, and co-marketing support to heighten your company's visibility.

Bridging Startups to Investors

**Startup Loft
Accelerator**

**Amazon Sustainability
Accelerator**

**Startup Discovery Program
AWS AimHigh - AI Bootcamp for
Female Founders**

Seed Spotlight

Register [here](#)

Register [here](#)

Register [here](#)

Register [here](#)

Invite-only

Meet us in-person!

**Digital Health Cocktail Hour
(Amsterdam)**

**Founders Circle
(Amsterdam)**

**Bold Pitch Night
(Zurich)**

AWS Summits

Register [here](#)
22 Mar

Register [here](#)
30 Mar

Register [here](#)
19 Apr

Watch out [here](#)
Multiple cities, multiple days

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Call with Nina

