

AWS <3 Startups

AXA Venture Partners – Janvier 2023







Cécile Bulle in

Helping B2B SaaS startup scale @AWS

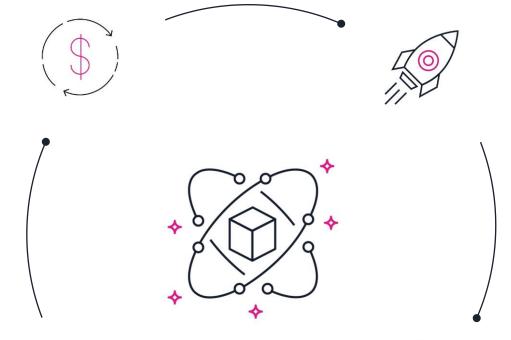
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Enabling Lean Startups with AWS Cloud

Zero upfront cost

With AWS's infrastructure-ondemand, startups can pay only for the resources they use instead of investing in servers upfront



Launch faster

Startups can have new IT resources available in just a few clicks, increasing agility

Focus on core business value

Startups can focus on growing their business rather than on infrastructure



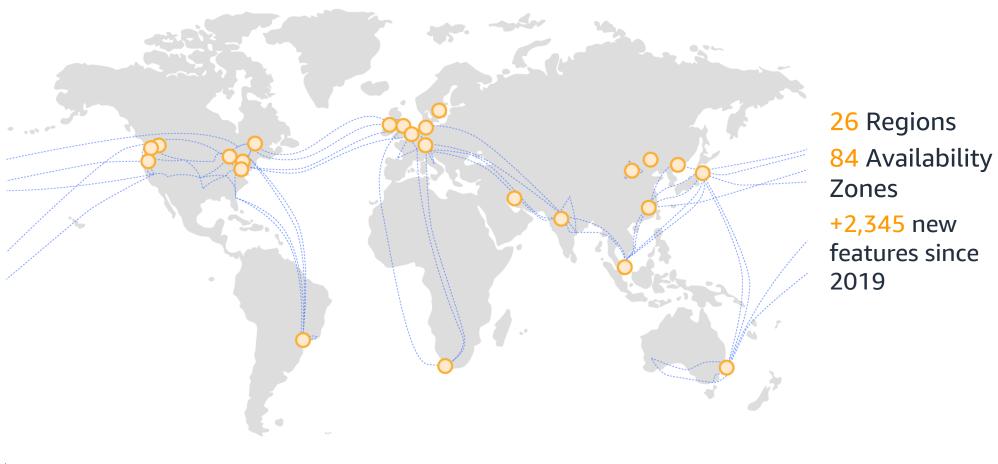




Experiment often at lower risk

Being able to deprovision servers as needed enables startups to experiment often and fail fast if an idea doesn't work

Who we are \triangle





The broadest and deepest cloud platform for builders

DATA PIPELINES DATA WAREHOUSE ELASTICSEARCH

INTERACTIVE SQL QUERIES

AR + VR

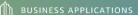
AR/VR EXPERIENCES



COST & USAGE BUDGETS COST & USAGE REPORTS RESERVED INSTANCES REPORTING

MESSAGE BROKER

SEARCH TRANSCODING



EMAIL & CALENDARING

SHARING &

ONLINE MEETINGS VOICE-ENABLED

BLOCKCHAIN





COMPUTE

AUTO SCALING BATCH JOBS **EVENT-DRIVEN** SERVERLESS

INSTANCE TYPES MANAGED VIRTUAL PRIVATE SERVERS

MANAGED REPOSITORY FOR SERVERLESS APPS RUN & MANAGE

WER APPS SERVERLESS

VIRTUAL SERVERS

DATABASE

HIGH-PERFORMANCE RELATIONAL DATABASE BUILT FOR THE CLOUD MANAGED MARIADB

MANAGED MYSQL MANAGED ORACLE

MANAGED SOL SERVER

CONTAINER SERVICE

STORE & RETRIEVE

MANAGED

GRAPH DATABASE IN-MEMORY CACHING STORE DATABASE LEDGER DATABASE

TIME SERIES

DATABASE

DEVELOPER TOOLS

ANALYZE & DEBUG APPLICATION LIFECYCLE MANAGEMENT AUTHORING **BUILD & TEST** CONTAINERS DEVOPS RESOURCE MANAGEMENT

ONE-CLICK APP DEVELOPMENT PIPELINE ORCHESTRATION RESOURCE TEMPLATES

END USER COMPUTING

APP STREAMING

MOBILE ACCESS STORAGE & COLLABORATION



HYBRID ARCHITECTURE

AWS SERVICES ON PREMISES DATA INTEGRATION INTEGRATED

EDGE SYSTEMS INTEGRATED

NETWORKING INTEGRATED **RESOURCE & DEPLOYMENT** MANAGEMENT VMWARE CLOUD



CROSS-PLATFORM 3D GAME ENGINE GAME SERVER HOSTING



≪ INFRASTRUCTURE

AVAILABILITY ZONES CUSTOM HARDWARE DATA CENTER INFRASTRUCTURE GLOBAL NETWORK BACKBONE POINTS OF PRESENCE POWER INFRASTRUCTURE REGIONS



INTERNET OF THINGS (IOT)

RULES ENGINE DEVICE ANALYTICS DEVICE GATEWAY DEVICE SDK DEVICE SHADOWS **EVENT DETECTION & RESPONSE** LOCAL COMPUTE LOCAL DATA COLLECTION MANAGEMENT & SECURITY MICROCONTROLLER OPERATING SYSTEM

VISUAL APPLICATIONS DEVELOPMENT

(S) MACHINE LEARNING

AUTOMATIC MODEL

DATA LABELING

HOSTED NOTEBOOKS

ML MARKETPLACE

MODEL HOSTING

OPTIMIZATION

PRE-BUILT

LEARNING

ALGORITHMS

MODEL TRAINING

TOPIC MODELING

DEEP LEARNING

REINFORCEMENT

SPOT INSTANCES

MONITORING

PROVISIONING

MANAGEMENT

SERVICE CATALOG

SYSTEMS MANAGER

RESOURCE

TEMPLATES

DEEP LEARNING AMIS & CONTAINERS HARDWARE ACCELERATION ML AT THE EDGE

TENSORFLOW,

FACE ANALYTICS

FACE SEARCH FORECASTING IMAGE LABELING

NATURAL LANGUAGE PERSONALIZATION & BATCH PREDICTIONS

SENTIMENT ANALYSIS PREDICTIONS

TRANSCRIPTION TEXT & DATA EXTRACTION

TEXT TO SPEECH TRANSLATION VIDEO & IMAGE ANALYSIS

CONTENT MODERATION

MANAGEMENT &

USAGE TRACKING CHATBOT

TRACKING GOVERNANCE

LICENSE MANAGER MANAGE POLICIES

MANAGE RESOURCES

MARKETPLACE

DATA PRODUCTS DATABASES

MACHINE LEARNING OPERATING SYSTEMS STORAGE

LIVE VIDEO TRANSPORT

MEDIA STORAGE TRANSCODING

& PACKAGING

APPLICATION MIGRATION DATABASE MIGRATION EXABYTE-SCALE MIGRATION ONLINE DATA TRANSFER SCHEMA CONVERSION SERVER MIGRATION TRANSFER FOR SFTP



API GATEWAY DEVELOPMENT FRAMEWORK

MOBILE ANALYTICS

MOBILE APP TESTING

MONETIZATION

VIDEO STREAMING ANALYSIS

APPLICATION DELIVERY DEDICATED NETWORK CONNECTION DOMAIN NAME SYSTEM

LOAD BALANCING

MONITOR APIS MONITOR MICROSERVICES

NETWORK TOPOLOGY

PRIVATE CONNECTION TO APPS SCALE VPC & ACCOUNT CONNECTIONS SERVICE DISCOVERY



VIRTUAL PRIVATE CLOUD

CLOUD ROBOTICS



ACCESS CONTROL ASSESSMENT & REPORTING CONFIGURATION COMPLIANCE DATA PROTECTION DDOS PROTECTION IDENTITY MANAGEMENT

KEY MANAGEMENT & STORAGE MONITORING & LOGGING RESOURCE MANAGEMENT

THREAT DETECTION

WEB APPLICATION FIREWALL

ARCHIVE STORAGE BACKUP & RESTORE BLOCK STORAGE DATA TRANSFER FILE STORAGE HIGH-PERFORMANCE FILE SYSTEM HYBRID CLOUD STORAGE OBJECT STORAGE

ACCOUNT MANAGEMENT DASHBOARD PERSONALIZATION ENTERPRISE SUPPORT PROFESSIONAL SERVICES SECURITY & BILLING REPORTS SOLUTIONS MANAGEMENT TRAINING & CERTIFICATION

AWS in France 😭

The AWS Europe (Paris) Region

Store your data in France and serve your end-users in and around France with low-latency connectivity

GDPR compliance when using AWS services

Source: 451 Research, 2021, all rights reserved



We have deep experience helping startups scale...



80% of French Unicorns
77% of Next 40 startups
+16k French Startups
80% of CAC 40 companies



Global Startup team

At AWS, we have a team of exited founders, former investors and startup mentors aligned to every VC and accelerator



AWS Startups Engagement

Financial

AWS credits

Up to \$100,000

Startup Migrate Credits

Modernise or move to AWS

POC Credits

Capital Intros

Global network of VCs

Alexa Fund

Climate Pledge Fund



Technical

Direct engagement

- AWS Solution Architects
- Specialist Architects (e.g. DB)

Well Architected Framework

Security/Compliance

Specific Segments

- Fintech
- Healthcare and Life Sciences
- SaaS

Betas/Previews

Go-to-market

Enterprise 2.0

Enterprises
Startups
3P corporate innovation partner orgs

AWS Partner Network

AWS Marketplace

Financial

Credits and Fundraising







Benefits

- Up to \$100k AWS Activate Credits
- Up to \$10k <u>Business Support</u> credits
- Online self-paced lab credits
- Access to our <u>AWS Startup Loft</u>
- Office hours with an AWS solutions architect
- Access to top partner perks (airtable, bubble, docsend, pipedrive, slack)

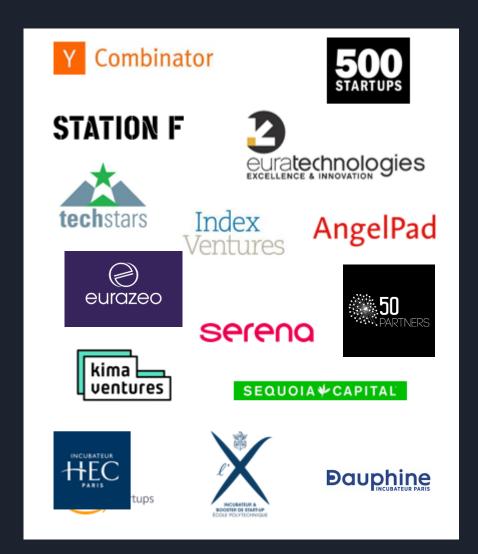
For whom ?

- Series A or earlier
- Not older than 10 years
- Functioning website/Public Profile

More info & Register :

• <u>AWS Activate website</u>





Working with venture capital and the startup ecosystem





The Climate Pledge Fund

In June 2020 Amazon announced The Climate Pledge Fund, a dedicated investment program—with an initial \$2 billion in funding—to invest in visionary companies whose products and solutions will facilitate the transition to a low-carbon economy.



- Equity investment
- Early access to SDK capabilities
- Hands-on development support
- Marketing support
- Placement at Amazon showcase events



AWS Migrate

financial and technical support to migrate

Benefits

- Up to 4 months of credits based on current spend
- Up to 1 month of partner funding based on current spend
- Business Support Plan credits of \$5k valid for 1 year

Eligibility

 Reach out to your AWS Business Development Manager

More information

Featured startup migrations on AWS Startup Blog: aws.amazon.com/blogs/startups/tag/startup-migration



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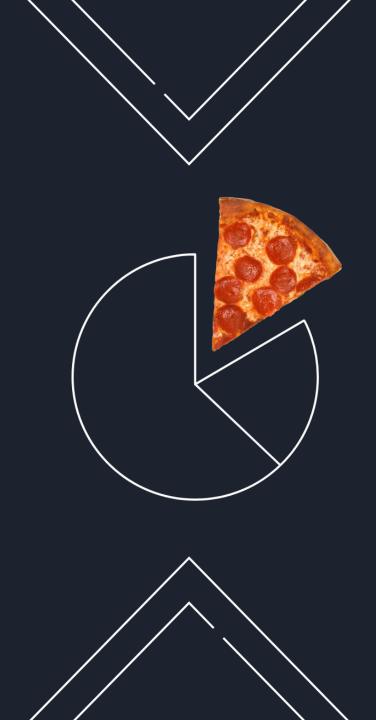
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Technical

Subject Matter Experts, Security, Compliance and more...





AWS Well-Architected Review / SaaS Lens



Operational excellence



Security



Reliability



Performance efficiency



Cost optimization







Boost your SaaS knowledge

AWS SaaS Factory



Engage with SaaS experts



Leverage ready-to-use resources



More information

https://aws.amazon.com/partners/programs/saas-factory/

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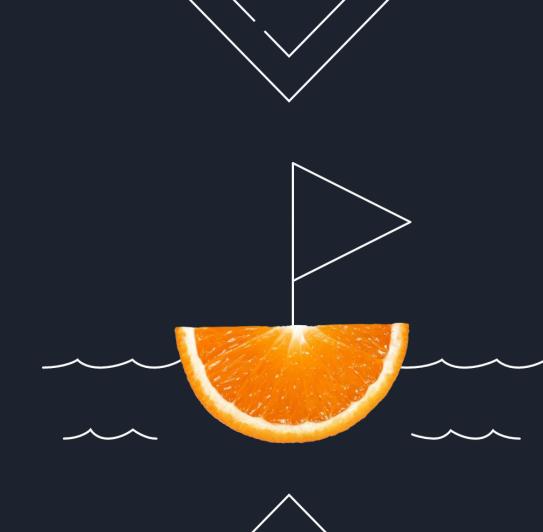
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AWS Partner Network

AWS Marketplace

Go-to-market

Our network, structured programs and channels





AWS Marketplace

Grow faster

Benefits

Visibility to over 140,000 AWS customers
Streamlined software delivery Integrated billing with AWS
Seamless product support features

Eligibility

- Built on AWS Business
- Reach out to your AWS Business
 Development Manager







AWS Partner Network

Grow faster

Benefits

Tiered funding benefits
Technical training & support
Sales and business enablement
Co-marketing opportunities
International visibility

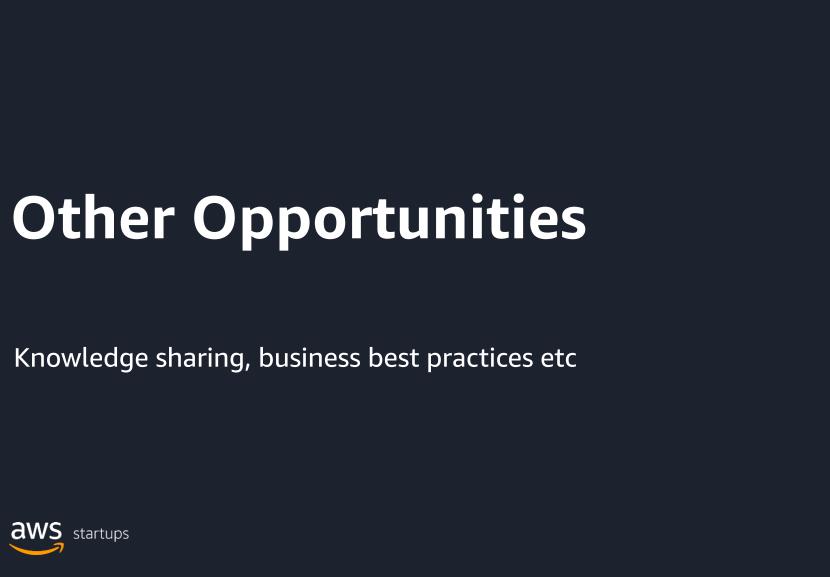
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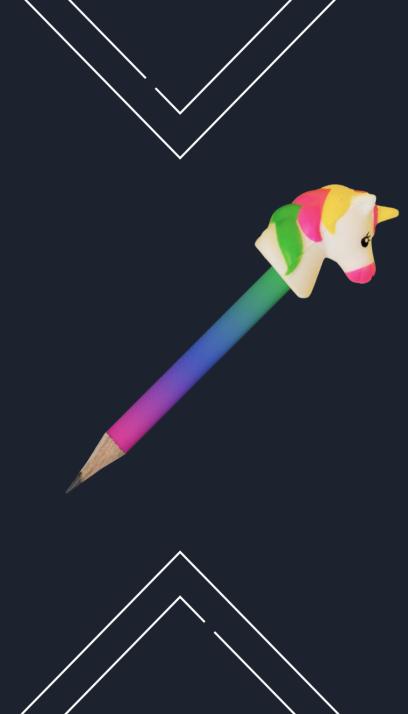
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AWS Startup Loft Accelerator

- 10 weeks
- 100% Virtual
- Equity free
- Up to 25K AWS Activate Credit
- **More information:**
- https://aws-startup-lofts.com/emea/program/accelerator





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