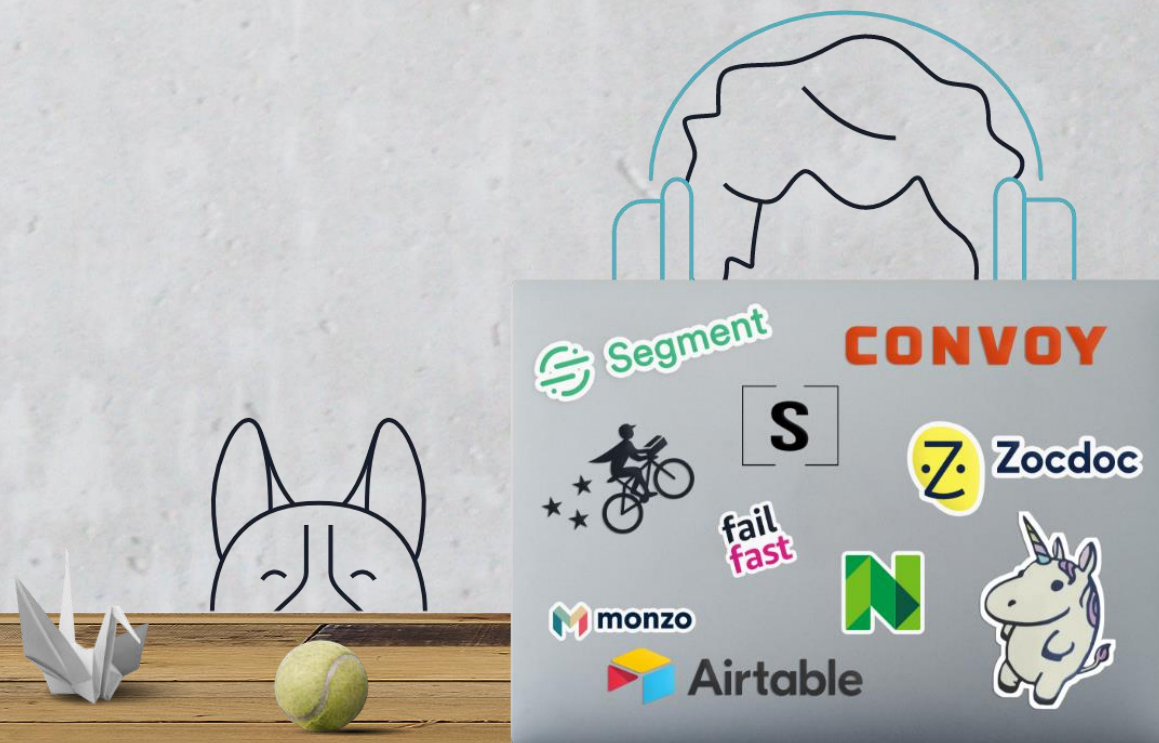




# AWS <3 Startups

AXA Venture Partners – Janvier 2023





Cécile Bulle 

Helping B2B SaaS startup scale @AWS

[cecilebu@amazon.com](mailto:cecilebu@amazon.com)

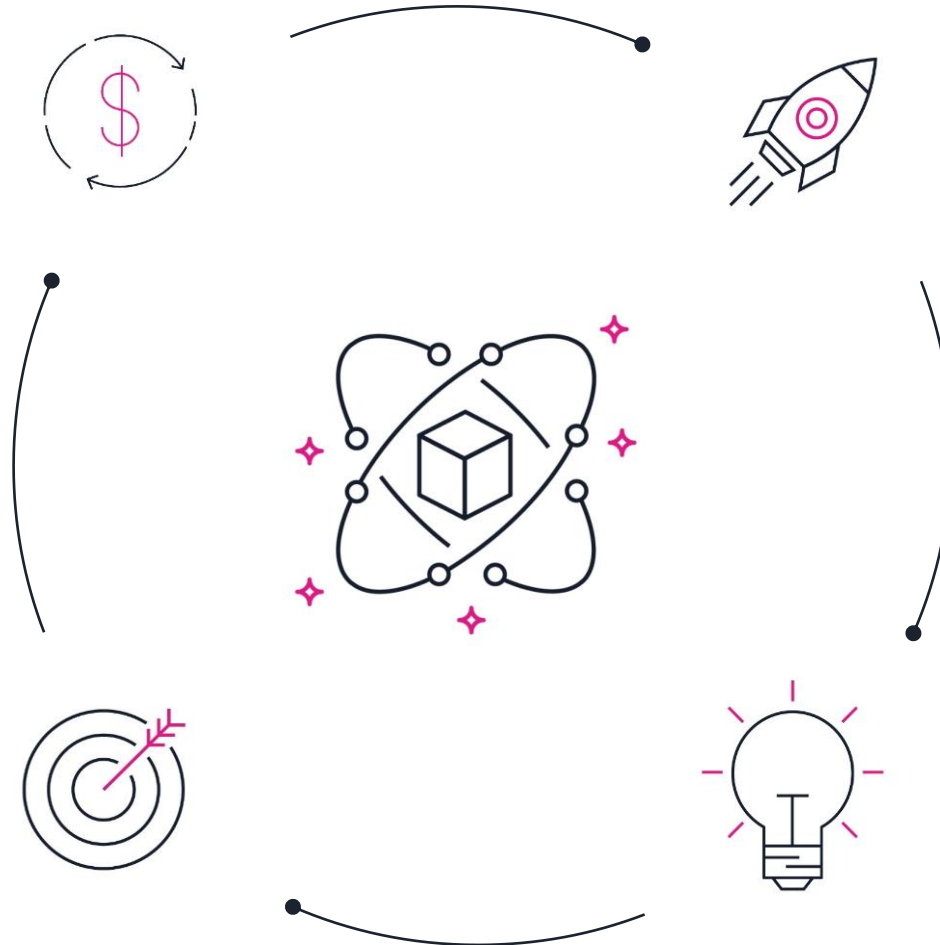
# Enabling Lean Startups with AWS Cloud

## Zero upfront cost

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

## Focus on core business value

Startups can focus on growing their business rather than on infrastructure



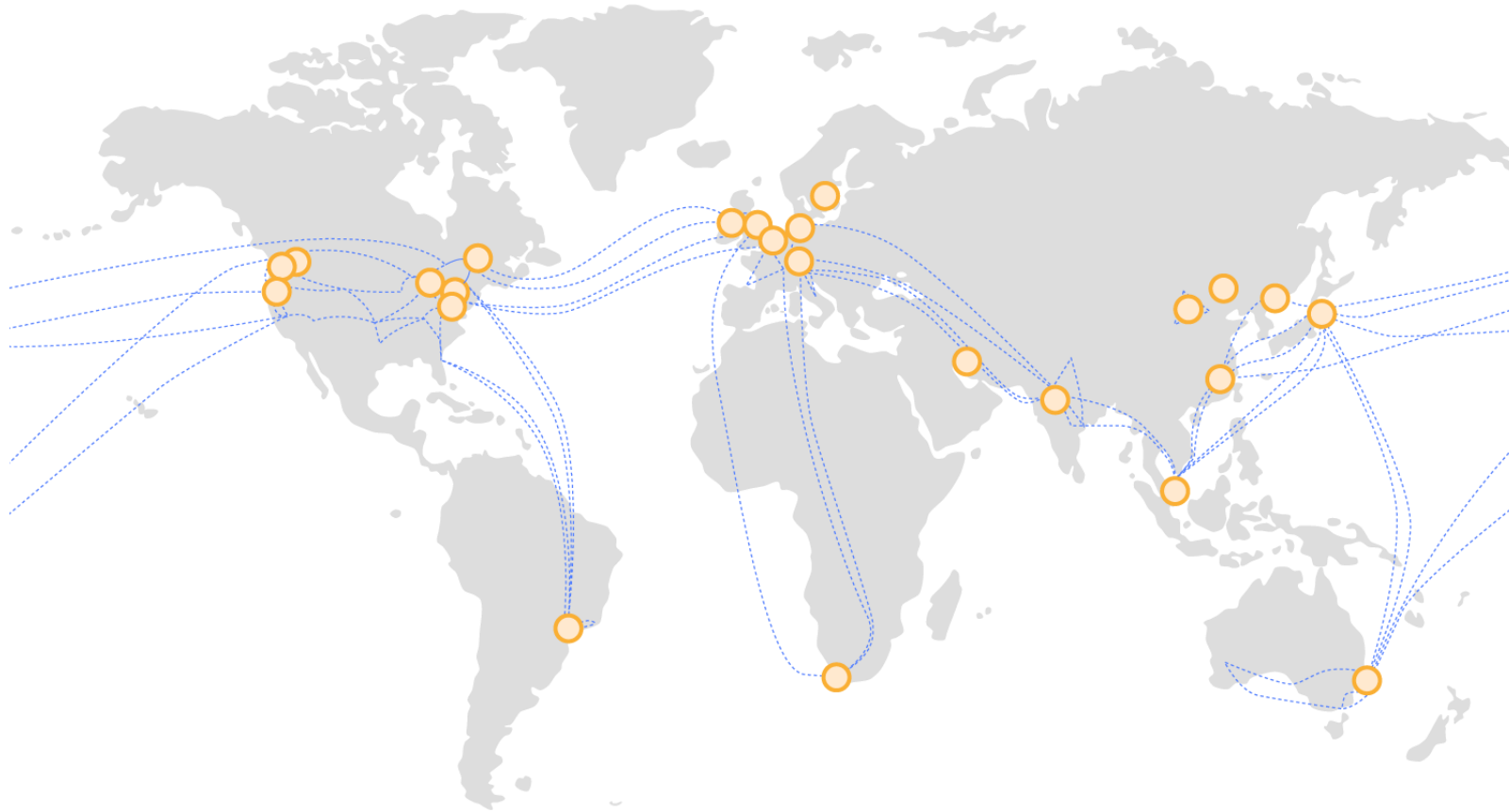
## Launch faster

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

## 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 ☁



26 Regions  
84 Availability  
Zones  
+2,345 new  
features since  
2019

# The broadest and deepest cloud platform for builders



# AWS in France

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## **The AWS Europe (Paris) Region**

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

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## **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

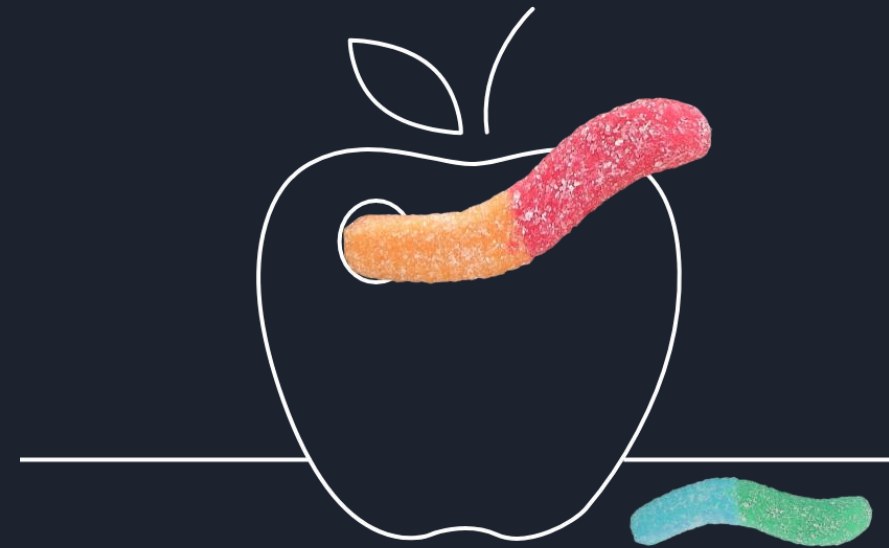
3P corporate innovation partner orgs

### AWS Partner Network

### AWS Marketplace

# Financial

Credits and Fundraising





## Benefits

- Up to \$100k AWS Activate Credits
- Up to \$10k Business Support credits
- Online self-paced lab credits
- Access to our AWS Startup Loft
- 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 :

- [AWS Activate website](#)

 **Combinator**

**500**  
STARTUPS

**STATION F**



euratechnologies  
EXCELLENCE & INNOVATION



Index  
Ventures

**AngelPad**



**serena**



**SEQUOIA CAPITAL**



**Dauphine**  
INCUBATEUR PARIS

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.



amazon alexa

- 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](https://aws.amazon.com/blogs/startups/tag/startup-migration)

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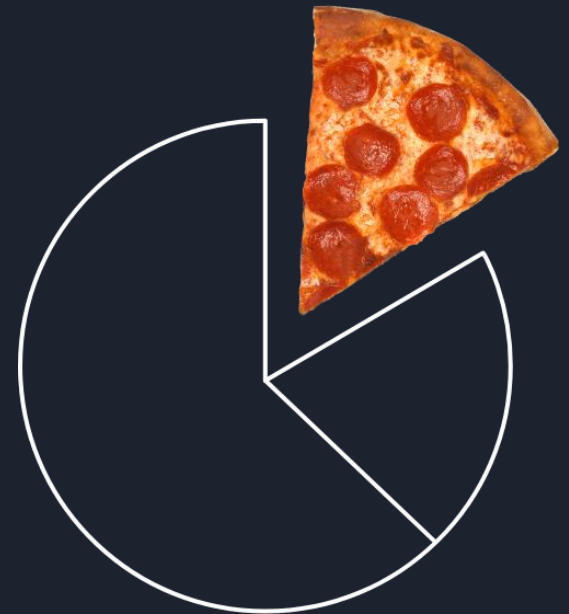
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### AWS Partner Network

### AWS Marketplace

# Technical

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



# AWS Well-Architected Review / SaaS Lens



Operational  
excellence



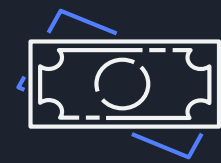
Security



Reliability



Performance  
efficiency



Cost  
optimization



Sustainability



More information

AWS Well-Architected Tool website: [aws.amazon.com/well-architected-tool/](https://aws.amazon.com/well-architected-tool/)

# AWS SaaS Factory



Boost your SaaS knowledge



Engage with SaaS experts



Leverage ready-to-use resources



More information

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

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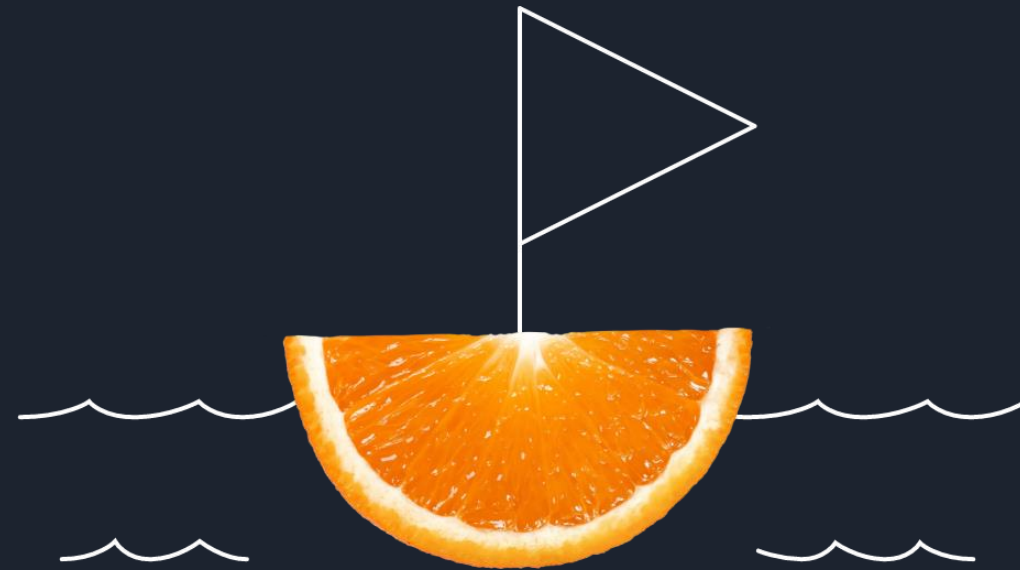
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### AWS Partner Network

### 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

## Eligibility

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



# Other Opportunities

Knowledge sharing, business best practices etc



# 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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Enterprises

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