Amazon Web Services | Start-Up Innovation

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"Invention comes in many forms and at many scales. The most radical and transformative of inventions are often those that empower others to unleash their creativity – to pursue their dreams "

•Invention requires two things:

"The ability to try a lot of experiments, and not having to live with the collateral damage of failed experiments."

Andy Jassy,
CEO, Amazon Web Services

aws

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

AWS has enabled on-demand delivery of computing power, database storage and other IT resources via the internet with pay-as-you-go pricing
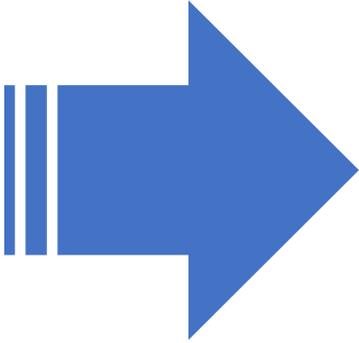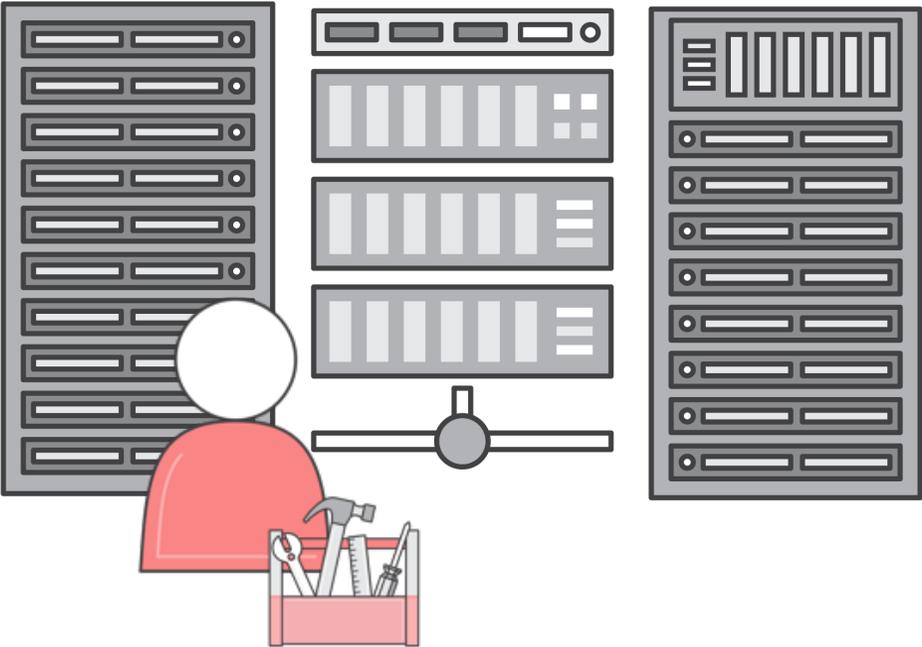
Massive technology shifts such as cloud computing made it significantly cheaper to launch a startup:

Costs to Launch a Startup

$5m — 1999

↓ 90%

$500k — 2005

Amazon launched their cloud storage and computing services and auto-scaling capability in 2006

↓ 90%

$50k — 2010+
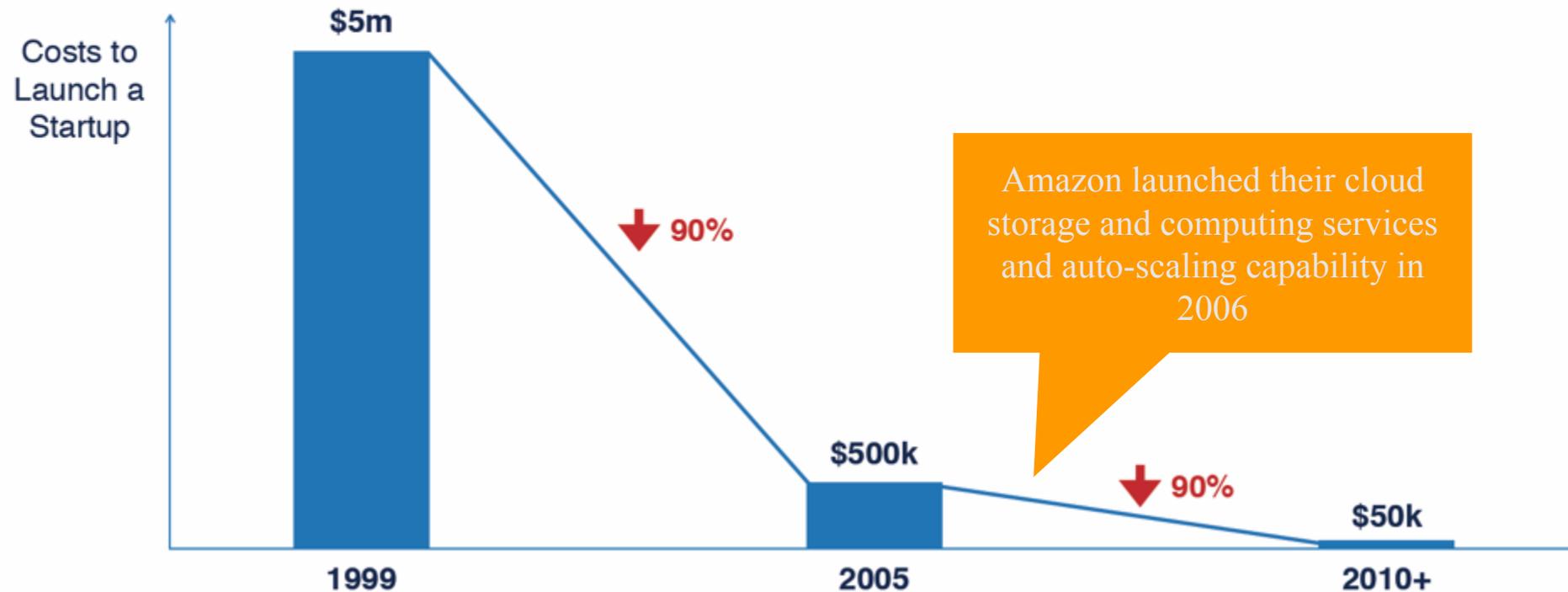
Largest Number Of Startup Customers
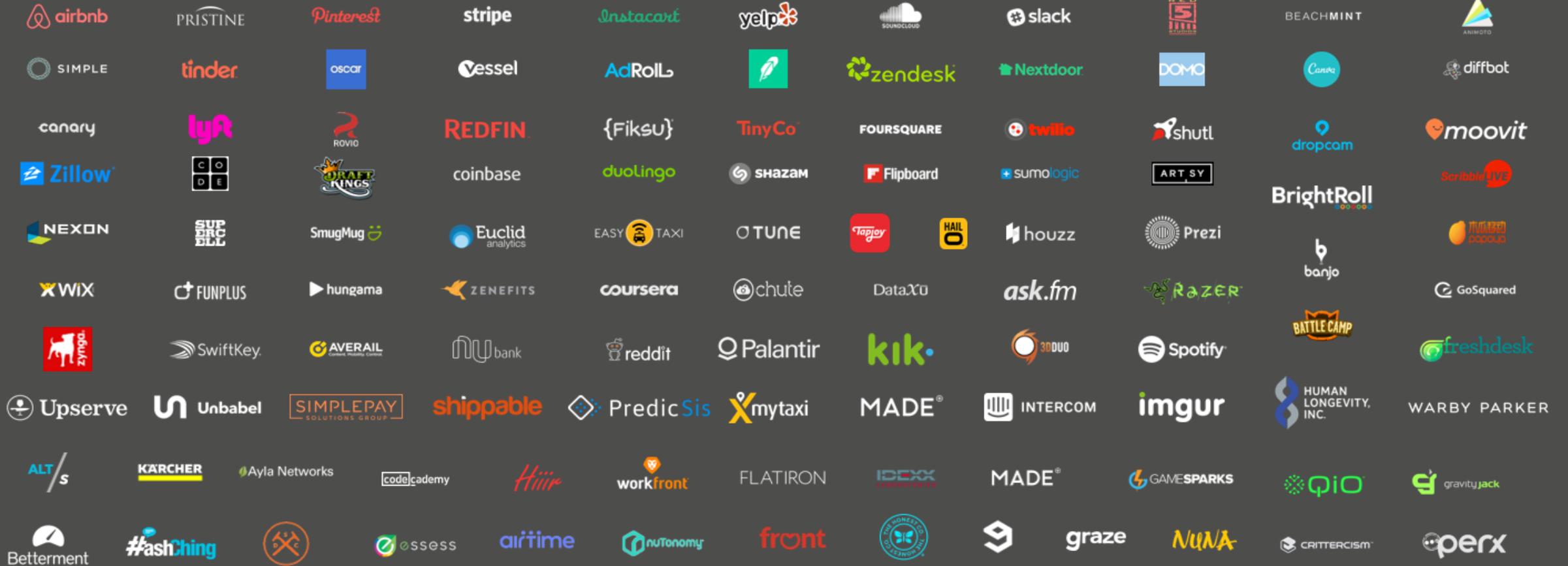
Netflix Delivers Billions of Hours of Content per Month Using AWS.

> " Our success with AWS can be attributed to the scalability, elasticity, and global availability of AWS services.
>
> **Eva Tse**
> Director, Big Data Platform , Netflix
>
> **NETFLIX** "

Netflix is one of the world's leading Internet television network with over 57 million members in nearly 50 countries.

- Needed flexible IT infrastructure to experiment, analyze, and grow its business worldwide.

- Using AWS to measure its users' streaming experiences through its analytics platform.

- Reports a reduction from weeks to seconds in testing time for new features.

- Netflix operates a 10 PB data 'warehouse' on Amazon S3 comprised of hundreds of millions of objects.

- Designed to deliver billions of hours of content monthly using tens of thousands of instances across three regions.

Smart Cities: Solutions across multiple areas

City Planning

Sanitation
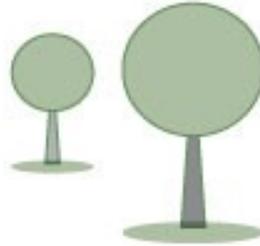
Parks
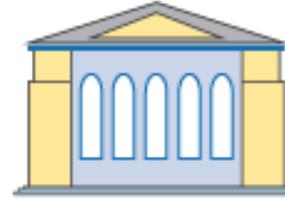
Voting

Street Maintenance

Disaster Preparedness
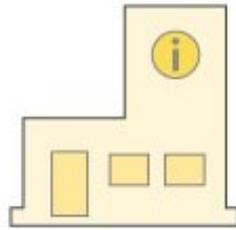
Public Websites
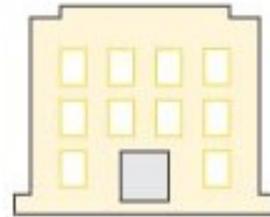
Job Creation
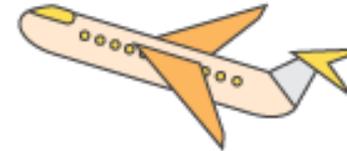
Air Transportation

Healthcare
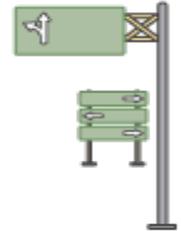
Open Data

Route Planning

Public Safety

Sensor Monitoring
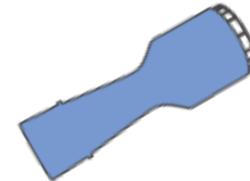
Utility Monitoring

Archives

PETA JAKARTA

PetaJakarta brings mobile mapping and flood information; 28 million citizens share information via Twitter, augmented by water-level-sensing devices.

Disaster Preparedness

aws activate

Support at the earliest stages

Benefits

- AWS promotional credits
- Business Support Plan
- Online self-paced lab credits
- Office hours
- Startup Spotlight

Eligibility

- Startups in accelerators, incubators, early VC funds or other startup organizations (ex. university programs, co-working spaces, etc.)

More information

- AWS Activate website

We invest *indirectly* alongside venture funds and accelerators

We don't

- Invest cash
- Take a capital position

We do

- Invest time
- Share knowledge/experience/wisdom
- Help navigate AWS resources and support
- Open doors internally and externally
- Remove obstacles
- Leverage our global footprint
- Champion startups across all of Amazon
- Take a long-term view

AWS EdStart

- Amazon Web Services virtual accelerator for startup education technology companies

Tenets
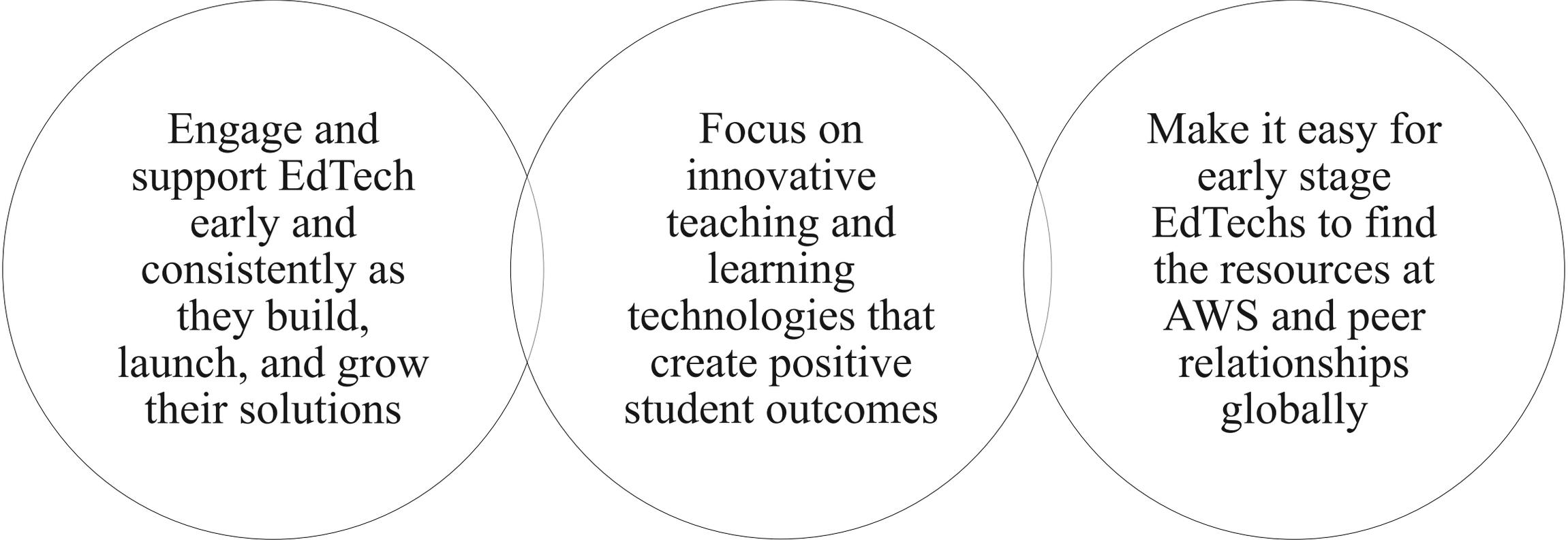
Engage and support EdTech early and consistently as they build, launch, and grow their solutions

Focus on innovative teaching and learning technologies that create positive student outcomes

Make it easy for early stage EdTechs to find the resources at AWS and peer relationships globally

Benefits

Community

- Community Meetups
- Live Events & Pitch Days
- Mentorship
- Monthly Newsletter

Technical Assistance

- Technical Support
- Customized Trainings
- Monthly Webinars
- Startup Kits
- Marketing Opportunities

Financial Support

- AWS Promotional Credits

AWS EDSTART MEMBERS IN APAC

- "AWS EdStart has been an amazing experiences for Hananmaru Lab. It is very helpful for us to be supported by the talented AWS experts while creating and continuously improving our educational app Think! Think!. Opportunities to speak at AWS events and connections with other EdTech companies, investors and partners enable us to gain the valuable insights and relationships needed to scale globally. The financial support resources enabled us to focus on our core capabilities. Needless to say, AWS EdStart was incredible helpful."

- 「AWS EdStartはHananmaru Labにとって素晴らしい経験でした。教育用アプリを作成し、継続的に改善しながら、有能なAWSのエキスパートにサポートされることは非常に役立ちます。考えて！ AWSのイベントで講演する機会や、他のEdTech企業、投資家、パートナーとのつながりにより、グローバルにスケールするのに必要な貴重な洞察と関係を得ることができます。資金援助のリソースは私達が私達のコア機能に集中することを可能にしました。言うまでもなく、AWS EdStartは非常に役に立ちました。」

- *-Kei Kawashima, CEO, Hanamaru Lab*

How can AWS CloudStart benefit my business?

BENEFITS OF AWS CLOUDSTART

What program does

- Create "born-in-the-cloud" (BIC) networks to promote economic development
- Help public sector organizations achieve digitally transform
- Provide jobs for digital skilled workforce with ICT companies that seek top talent

Who we work with
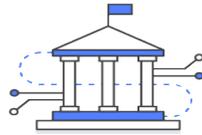
Govtechs

Smart City

Edtechs

Healthtechs

Benefits SMEs receive
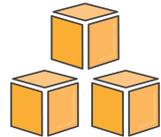
Basic Cloud Skills

Promotional Credits
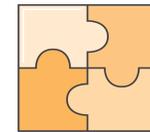
Training and Qwik labs

Providing FREE resources to jump start SMES on cloud that EDOs want to support

# AWS CloudStart Helps Get Small Businesses Started On Cloud

Equalizing opportunity to innovate

Cloudstart enables SMEs to innovate and improve citizen lives just like large enterprises

Support Economic Growth

CloudStart lowers barriers to entry to allow SMEs to develop solutions

Reduced time & costs to market

Cloudstart helps SMEs develop solutions at a fraction of costs

Agility & Flexibility

SMEs can pivot quickly to meet public sector demands

BENEFITS OF AWS CLOUDSTART

AWS Promotional Credits

- AWS Promotional Credits are no cost and allow SMEs to use AWS Cloud
- US$500-US$2,500 credits per company
- Credits provide a flexible way to track investments

Develop Basic Cloud Skills
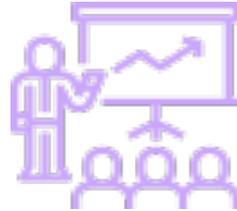
- Curated training to transition a workforce to cloud
- Best practices, case studies, and sample solutions
- Access to AWS Educate for universities and schools
- Access to an AWS Job board

Practice Labs and Quick Start Guides
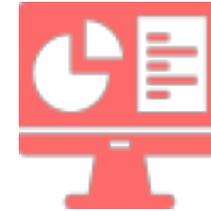
- Virtual training
- Practice labs to experiment
- Self-service labs and training allow SMEs to learn at own pace
- Technical assistance and events