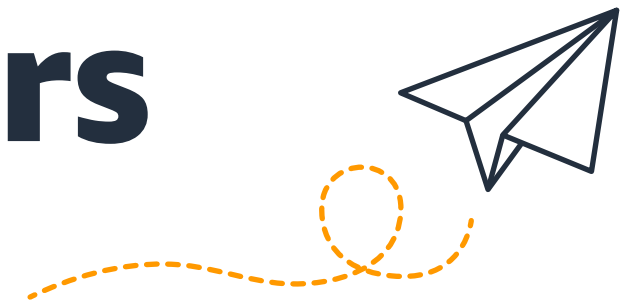


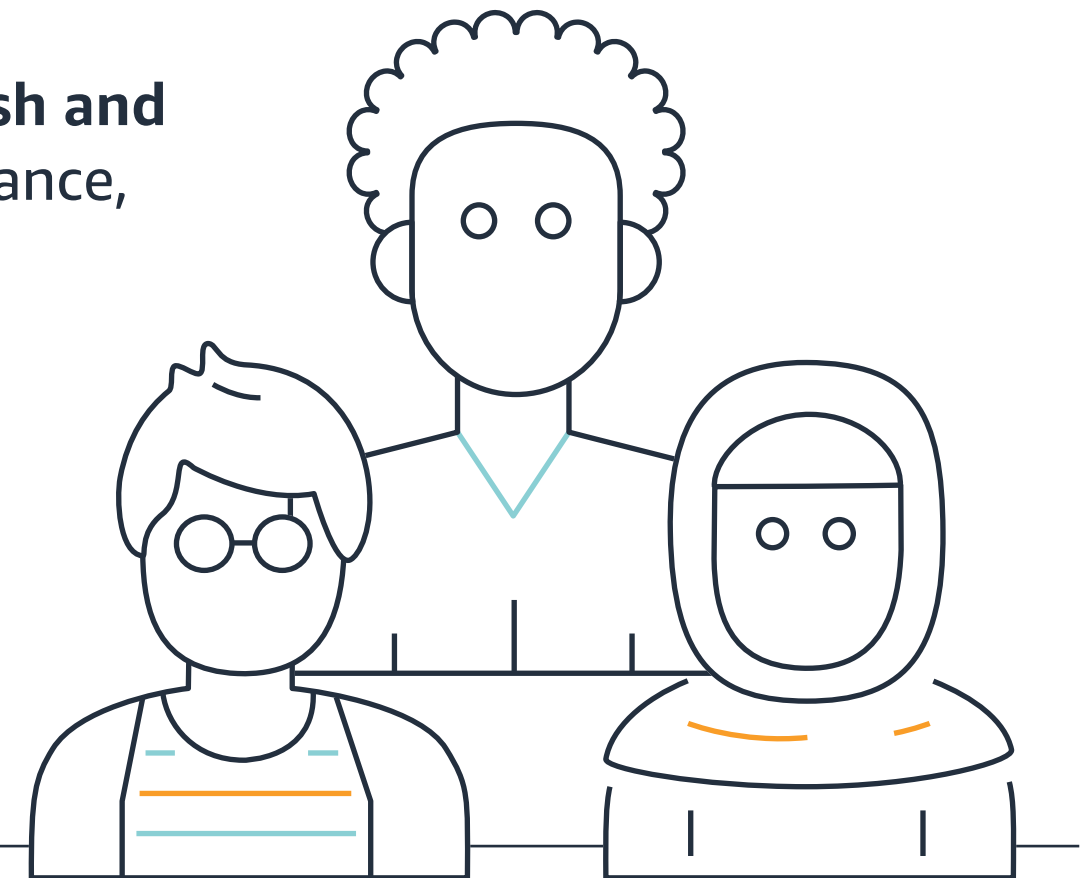


# AWS Impact Accelerator for Underrepresented Founders

Three year, **\$30 million** commitment will support early stage startups led by Black, women, Latino, and LGBTQIA+ founders.



Each qualifying startup will receive up to **\$225,000 in cash and credits**, extensive training, mentoring and technical guidance, and networking opportunities with potential investors.





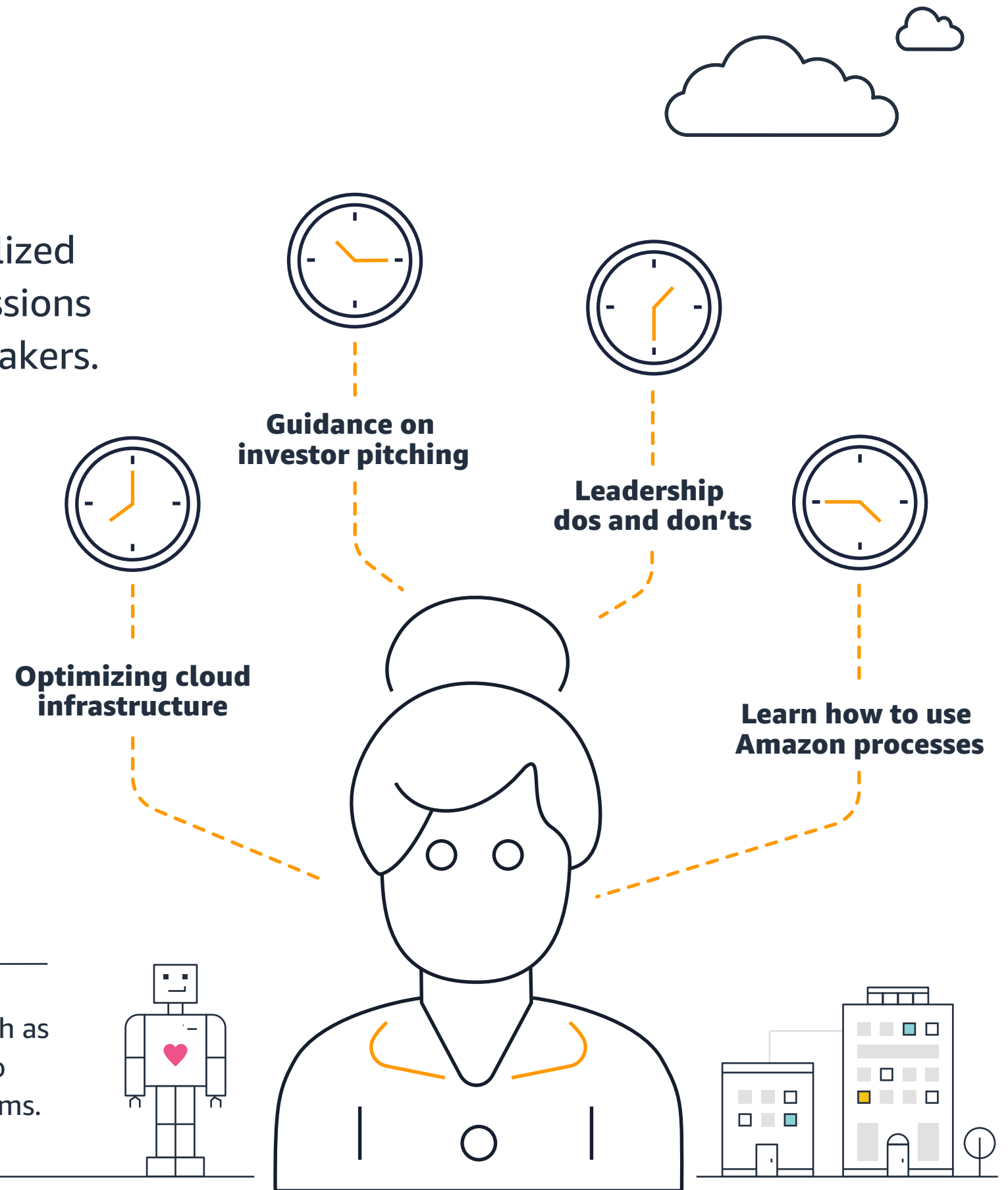
On acceptance into the **eight-week program**, participants will create a wide-ranging, personalized training curriculum from dozens of available sessions delivered by AWS startup experts and guest speakers.

**A single day could include:**

- Lessons from an AWS solutions architect on optimizing cloud infrastructure
- Guidance on investor pitching from an experienced startup CEO
- Leadership dos and don'ts from a third-party organization that provides support to startups.

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**Startups will also learn how to use Amazon processes** such as 'two-way door decision making' and 'working backwards' to drive day-to-day decisions and build nimble, innovative teams.





## Benefits include:



**Unrestricted cash grant of \$125,000.**



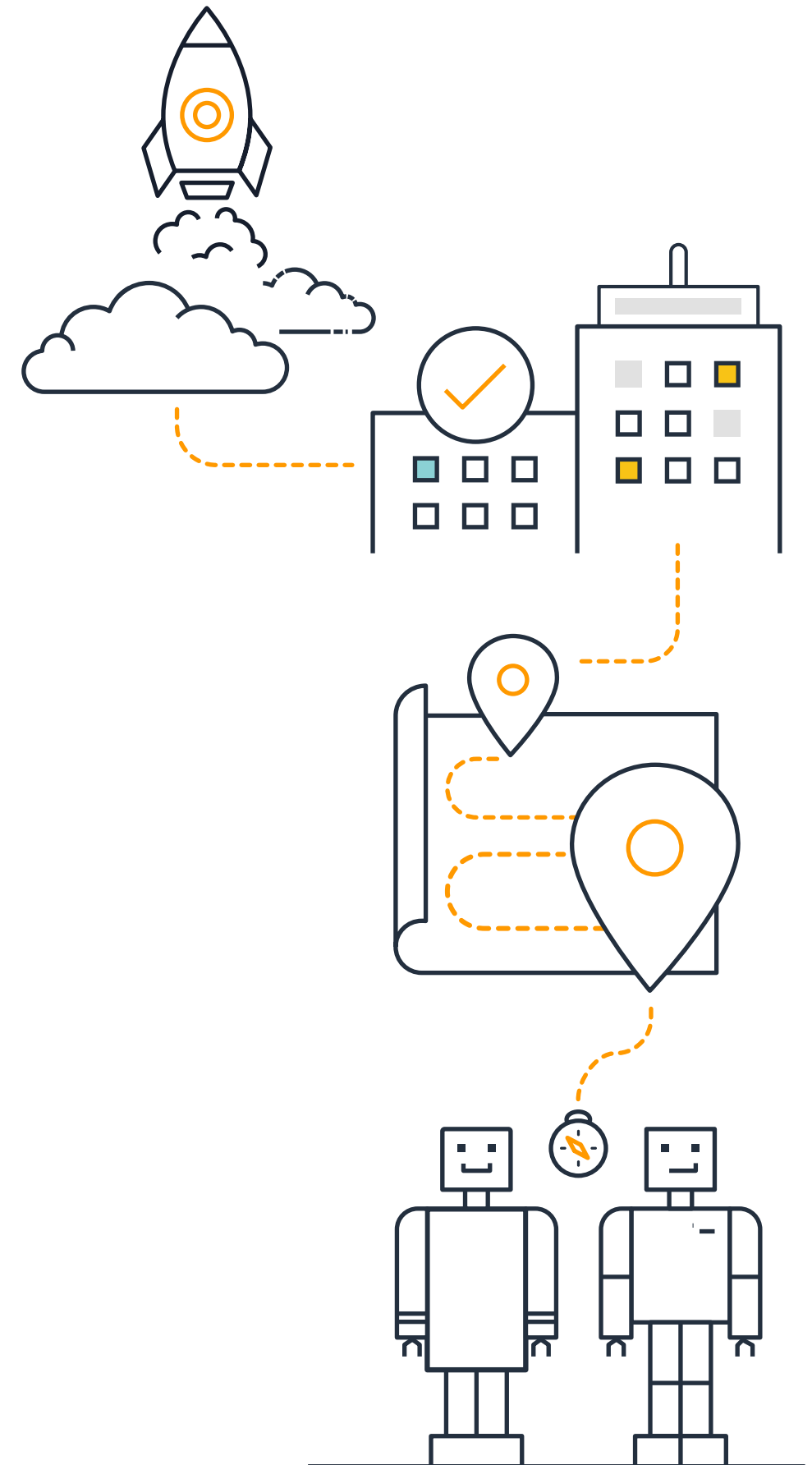
**Up to \$100,000 in AWS service credits through AWS Activate**, a program that has helped hundreds of thousands of early stage startups grow their businesses in the cloud. Startups that qualify for AWS Activate can use these credits for scalable, reliable, and secure AWS Cloud services such as compute, storage, database, analytics, Internet of Things (IoT), and machine learning.



**Access to more than 80 exclusive offers**, through AWS Activate, on products and services that help startups grow, from companies like Dropbox, New Relic, Notion, and Stripe.



**Access to a dedicated team of mentors and AWS technologists** to guide startups during and after the program.





## Benefits include:



**Access to AWS IQ** for startups to engage AWS-certified, third-party developers when building their cloud-based solutions.



**Engagements with Amazon teams and leaders** to discuss potential collaborations and get relevant advice. For example, a startup working on a music app can be connected for a confidential discussion with the Amazon Music team, or a startup working on a voice-enabled chat solution can be connected with the Alexa team.



**Networking sessions with investors and pitch coaching from startup experts** to help participants raise seed funding.

