

7 ways to boost your generative AI journey with AWS

Startups everywhere are using generative artificial intelligence (AI) to innovate faster, boost employee productivity, ignite creativity, and optimize business processes. Here are some of the many ways Amazon Web Services (AWS) can help your startup realize the business value of generative AI today.



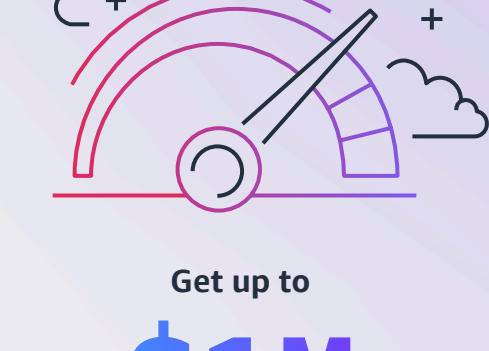
1

GENERATIVE AI ACCELERATOR

Leap forward in just 10 weeks

Build and refine your generative AI startup at warp speed with the AWS Generative AI Accelerator. Learn from dedicated mentors, access technical deep dives, network with peers and AI leaders, and complete the experience by pitching your startup to the generative AI community.

[Learn more >](#)



Get up to **\$1M** in AWS Activate credits*



Come with your ideas, and leave with practical solutions for your generative AI application

2

GENERATIVE AI BOOTCAMPS

Forge your generative AI advantage

Plug into one of our generative AI bootcamps run regularly throughout the year. With our generative AI bootcamps, you can learn more about the different products and services AWS uses to help startups incorporate this trailblazing technology into their product and business models. Sign up for one of our bootcamps today at [startups.aws](#).

[Learn more >](#)

3

AWS ACTIVATE

Activate the ultimate startup advantage

Join AWS Activate—the world's only complete program for empowering startup success—to qualify for **up to \$100,000** in AWS Promotional Credits.* Use your credits to start building with generative AI right away through solutions like **Amazon Bedrock**.

[Learn more >](#)



Startups building on **AWS Trainium** and **AWS Inferentia** may be eligible for

UP TO \$300,000 in additional AWS credits*



MORE THAN 80% of unicorn startups are AWS customers†

4

GO-TO-MARKET SOLUTIONS

Expand your reach, quickly and easily

Bring your generative AI solutions to market faster and more effectively with AWS. Connect with customers through **AWS Startup Partner Solutions**, network at AWS events, offset costs with **Marketing Development Funds (MDF)**, and widen your audience by listing your product on **AWS Marketplace** or **AWS Data Exchange** or joining the **AWS Partner Network (APN)**.

[Learn more >](#)

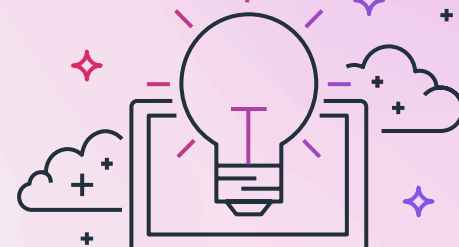
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GENERATIVE AI INNOVATION CENTER

Discover new possibilities

Access the AWS Generative AI Innovation Center to pair your startup with deeply experienced AWS science and strategy experts. Receive guidance and support to imagine new generative AI applications, identify use cases that provide the most business value, and integrate generative AI into your existing applications and workflows.

[Learn more >](#)



AWS has invested **\$100M** in its Generative AI Innovation Center



AWS offers **8 NEW AND FREE** AI training courses

6

GENERATIVE AI TRAINING COURSES

Build generative AI skills

Empower your team to develop machine learning (ML) models and generative AI applications with over 80 free and low-cost training courses and resources from AWS. Plus, learn how founders can plan projects and build a generative AI-ready startup with the **Generative AI Learning Plan for Decision Makers** course.

[Learn more >](#)

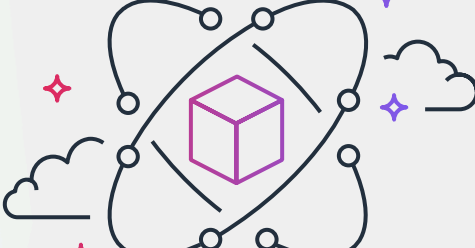
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AMAZON BEDROCK

Access and customize leading FMs

Accelerate your startup's generative AI journey with Amazon Bedrock—the easiest way to build and scale generative AI applications using foundation models (FMs). It's a fully managed service that allows you to access and privately customize a selection of high-performing FMs from leading AI companies, including Amazon.

[Learn more >](#)



10,000+ companies are using Amazon Bedrock

Prove what's possible with generative AI



With generative AI on AWS, your startup can reinvent its applications, create entirely new customer experiences, and drive unprecedented levels of productivity.

[Get started now >](#)



*All AWS credits are in USD and subject to the [AWS Promotional Credit Terms & Conditions](#).
†"Unicorn" is defined as a startup valued at over \$1B. Full claim: Over 80% of unicorn startups identified by Pitchbook in 2023 are AWS customers.
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