



AWS Connections

Innovate through startups with AWS



Why innovate with startups

82%

of corporations view collaborations with startups as important or mission critical.

The State of Startup/Corporate Collaboration, 2016; joint research study by Imaginatik and MassChallenge; 2016

6x

CVCs increased startup investments 6.5 x from \$8.6bn in 2010 to over \$56.1bn in 2019.

<https://www.cbinsights.com/research/report/corporate-venture-capital-trends2019/#:~:text=CVC%20investment%20in%20AI%20companies,to%20%246.2B%20in%202018.>

85%

of enterprises are equally or more likely to work with startups despite the economic impact of COVID-19.

Sapphire Ventures 2020 CIO Innovation Index

When should enterprise customers innovate through startups

If you want:

- ✓ Scalable business outcomes
- ✓ Lower cost & risk of innovation
- ✓ Accelerated pace of innovation
- ✓ Vetted original solutions

If you have:

- ✓ Urgent needs / business priorities to solve
- ✓ Pressure to improve innovation outputs
- ✓ Limited internal resources & tech capabilities
- ✓ Readiness to work with startups

What is the value for enterprises?



Business

- OPEX & CAPEX savings, new revenue
- Becoming a data-driven organization
- Access to AWS/Amazon business units, products, services, and partners



Innovation

- Improved innovation success rate & lead time
- Lower risk & cost of innovation
- Access to Amazon's Innovation techniques & world's largest startup ecosystem

AWS Startups

AWS supports the startup ecosystem through multiple touchpoints

AWS Connections



Startup Support Programs



Industry Events



Venture Capital & Specialized Segments

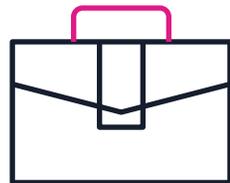


Startup community touch points

AWS Activate



Startup GTM & Partner Network



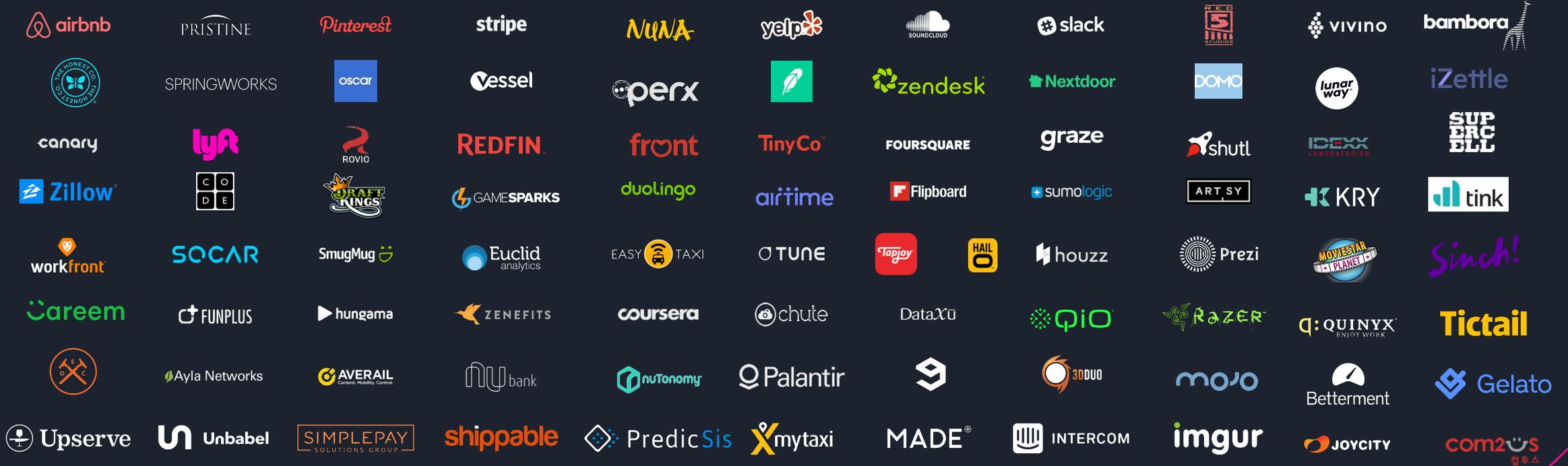
Incubators & Universities



Accelerators



AWS is home to world's largest startup community



AWS Connections

What is AWS Connections?

AWS Connections facilitates meaningful business introductions between enterprises and startups. It is used by hundreds of global enterprises as a startup scouting mechanism.

AWS Connections program typically works backwards from the enterprise business challenges and connects them with innovative, vetted startups that have matching capabilities.

5k+

Qualified meetings
between startups &
enterprises

920+

Enterprises globally
engaged in meetings
with startups

1.5k+

Startups introduced to
enterprises

The value of AWS Connections for Enterprises

The easiest way for enterprises to identify the right startups is through AWS Connections startup scouting, at no cost



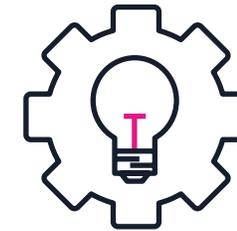
Discover Solutions

Provide access to the largest startup community in the world



Deliver Results

Create one-of-a-kind partnerships that lead to tangible business outcomes



Accelerate Innovation

De-risk innovation and reduce cost and timelines of pilots and collaborations

The value of AWS Connections for Startups

Startup customers report receiving GTM support through AWS Connections program

#1 startup request to AWS is GTM support



Access

AWS Connections provides access to enterprise decision-makers with prioritized business needs.

Our formula for startup access:
Access = right person + right need^now



Exposure

AWS Connections helps speed up startup solution discovery and drive startup exposure in the ecosystem through various marketing channels, theme-based / industry events and education of internal AWS Sales teams.



Growth

AWS Connections has helped hundreds of startups close deals, start strategic collaborations, and raise investment rounds, fueling their growth and GTM efforts.

AWS Connections

1000+ global brands rely on AWS Connections for startup scouting



Connections works across all Industries and Geographies



Marketing &
Advertising



AeroSpace



AgTech



Automotive



Construction &
Real Estate



CPG



EdTech



Energy



Financial
Services



Healthcare



Human
Resources



Insurance



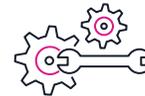
Legal



Logistics &
Supply Chain



Life Sciences



Manufacturing



Media &
Entertainment



Oil & Gas



Power &
Utilities



Retail



Security



Sports



Telecommunication



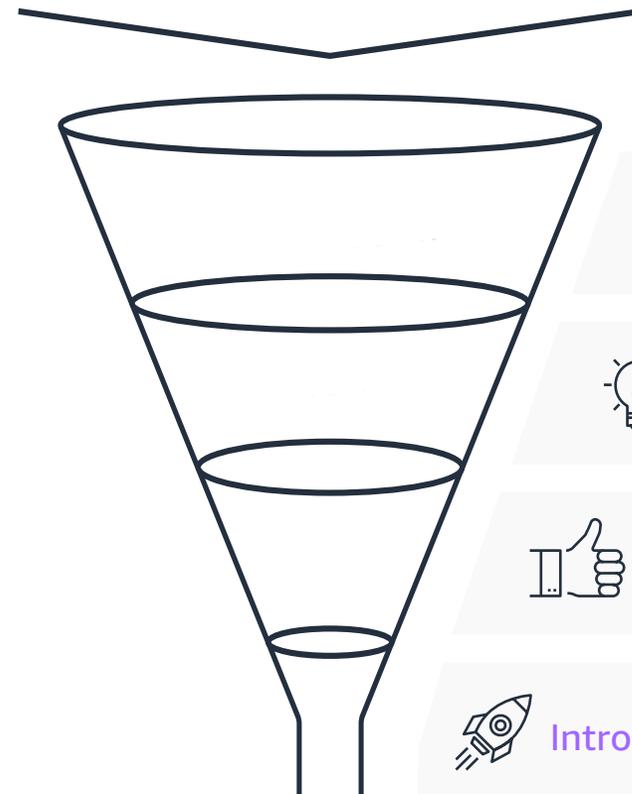
Travel &
Hospitality

Sourcing, vetting, and selecting startups

Startup Funnel

What are some of our internal startup selection criteria?

- Tier of investor funding and maturity level
- Strength of leadership team
- Reputation in the market
- Experience in collaborating with Enterprises
- Participation in Connections program
- Technical resources available for a pilot
- Security validation
- Member of AWS Partner Network (APN) or a Strategic AWS Startup
- Cultural fit and flexibility



Startup Ecosystem

Startup Expert Referrals

We gather referrals from AWS Startup experts around the globe with first-hand knowledge of startup industry, investor and founder community, and technology capabilities. We look through our Library of thousands of past successful connections and tap into an external ecosystem of partners (top VCs, Accelerators, Incubators)



Referral Report

Vetting & Referral Report

AWS team reviews and vets the initial list using technical, functional, and qualitative assessment criteria.



Review

Customer Review

We review the initial short list with the customer to narrow down the startups for introductions. We then obtain a startup opt-in and make an introduction.



Introductions

Selection for Introductions

We facilitate the introductions and conversation with the startups and provide guidance on partner selection and pilot execution.

Process to engage with AWS Connections

We work backwards from your business needs to source innovative vetted startups with matching capabilities for you to connect with directly

1

Dive into your business challenge or focus area with your AWS Account team or AWS Connections contact

2

Submit Use Case using Connections [Use Case Intake Form](#)

3

Using the AWS Startup Network, the Connections team pulls together a shortlist of startups that meet your criteria

4

You identify the startups you would like to meet with

5

AWS contacts the startups about the opportunity and facilitates the introduction

How to get Started

Submit your business challenge, use case, or focus area using [this form](#) or share it with your AWS Connections partner or AWS account Manager

Don't know who your partner is? Reach out to awsconnections-team@amazon.com



AWS Connections drives startup-enterprise collaboration in space

Forbes

Ejenta's participation in the accelerator led to its involvement in AWS Connections, a program that introduces startups to large organizations that have specific technological or business needs. Through the program, Ejenta has begun a new engagement to develop technology for NASA focused on communicating and managing health in deep space. The project will involve using AI and conversational interfaces to solve some of the challenges astronauts face when trying to communicate with their families and Mission Control from deep space. Ejenta plans to leverage AWS edge computing capabilities for the project.

"It's translational, meaning it can be applied for both Earth and space," Dhamija said. "If you look at some of the problems we face on Earth or space, they do inform each other, so the goal is to have our Earth-based work inform space, and vice versa."



"Through AWS Connections program, Ejenta has begun a new engagement to develop technology for NASA focused on communicating and managing health in deep space."

NASA



"We wouldn't be where we are without you."

Rachna Dhamija, CEO at Ejenta

EJENTA

Rapid Open Innovation (ROI)

What is Rapid Open Innovation (ROI)?

An AWS program that helps enterprises de-risk innovation, leverage **startup solutions** to rapidly achieve **business outcomes**, and build internal **capabilities to innovate** at speed and scale.

#startupinnovation



ROI program is run in partnership between AWS Connections (Startup BD) and Innovation Advisory (ProServe).

ROI solves for startup-enterprise collaboration challenges

ROI leverages proven Amazon mechanisms to solve common challenges of open innovation



Focus on the right customer need



What

Working Backwards

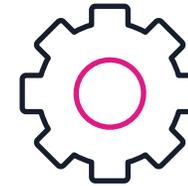


Engage the right partners



Who

AWS Connections



Build the right execution mechanism

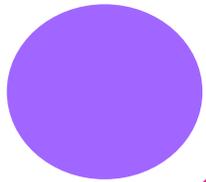


How

Amazon Pillars of Innovation

ROI methodology consists of 3 optional modules

Foundations

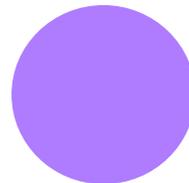


Perform an Innovation Maturity Assessment, identify gaps, design & execute interventions

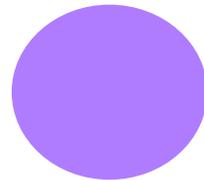
ROI Discovery

Source and Select

Scout for startup solutions that meet customer needs and capability requirements

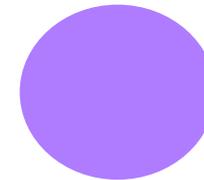


Working Backwards



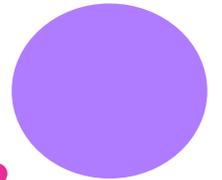
Work backwards from the customer problem, draft a PRFAQ, define "capability building blocks"

Execution Plan



Create a high level execution plan & define the business opportunity

ROI Execution



Design, build, and test the solution leveraging best practices of Innovation @ Amazon

ROI accelerates innovation: from 2 years to 4 weeks

THE WALL STREET JOURNAL.

Three years ago, Amazon quietly launched AWS Connections, a program designed to link startups with some of its biggest customers. Since 2019, Amazon said it has arranged around 2,000 meetings between startups and potential customers.

New York-based digital insurance startup Slice Insurance Technologies Inc. used the Amazon program to win businesses from a health-insurance provider operating in Australia, the startup's CEO Tim Attia said, giving the company exposure overseas. "If you're a startup, having a big brother doesn't hurt," he said of the relationship with Amazon.



"We've achieved more in the last 4 weeks than we have in the last 2 years."

Innovation Director at a global insurance company



"If you're a startup, having a big brother doesn't hurt."

Tim Attia, CEO at Slice

Slice

Thank you

AWS Connections

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