



The European Trade Association for Business Angels,
Seed Funds and Early Stage Market Players



Important Information regarding Criteria, Terms & Conditions

for applying to AWS Activate Program

Eligibility Criteria for Startups:

Only startups that meet the following criteria will be eligible to participate in the AWS Activate Program:

1. Promising startups - strong tech, team, product and sector with high chances to succeed.
2. Interested in using AWS cloud technology for building and launching their company. It is not required for the startup to have past experience with Amazon.
3. The startup's product/service and business model require cloud technology and are enhanced by it AWS.
4. Strong business model and proven traction, with good prospects for raising VC investment, or entering an acceleration program.
5. The startup MUST have received an EQUITY investment (loans and grants do not qualify) from an investor, such as a business angel, a business angel syndicate or network, an early stage VC, an accelerator, an incubator, or an equity crowdfunding platform.

Terms and Conditions:

1. The formal Activate program rules appear at this link: <https://aws.amazon.com/activate/>
2. The \$10,000 AWS credits expire 2 years after the date of investment in the startup (example, if you received an investment on January 1st, 2018, your credits expire on January 1st, 2020, without taking into account the date when you received or started using them).
3. Credits cannot be accumulated, so if a startup has already received \$10,000 or more complimentary AWS credits, they are no longer eligible for this offer. If they received complimentary AWS credits in the past, they will be eligible for a top up to reach the \$10,000 AWS credit limit. (Example: if the startup received \$5,000 AWS credits in the past, the startup will receive another \$5,000 AWS credits via the current application process, so that the total amount of credits received is \$10,000).
4. Startups must open or own an AWS account registered under their work email (not their private email account). If they do not have one, they can always create one in a matter of minutes here: https://portal.aws.amazon.com/billing/signup?nc2=h_ct&redirect_url=https%3A%2F%2Faws.amazon.com%2Fregistration-confirmation#/start



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5. Should the startup teams need technical help, they can work with a Certified Technical Partner of AWS, who will help the teams to build their product/service. The startup teams can use AWS awarded credits to build and launch a product/service together with AWS' global network of partners that have very deep tech understanding and can locally help startups in each country.