



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



AWS Activate - Frequently Asked Questions (FAQ)

1. What is AWS Activate?

AWS Activate is a program designed to provide your startup with the resources you need to get started quickly and easily on AWS. Resources may include AWS Promotional Credit, AWS Support, AWS Training, and special offers from select third-party companies. Learn more at <https://aws.amazon.com/activate/>.

2. Do I need to be an AWS customer to join AWS Activate?

Yes. You must have an active AWS Account, including a valid payment method on file. You can learn more about AWS Accounts [here](#).

3. How do I find my AWS Account ID?

Find your existing AWS Account ID [here](#).

4. How long does it take to be accepted into the AWS Activate program?

Applications are processed within 7-10 business days, but often times much faster. You will receive a welcome email once the AWS Promotional Credit has been applied to your account.

5. I am an EBAN/ABAN/MBAN/XCALA/NACO Member and would like to suggest one of our member's local portfolio companies to the AWS Activate program. What do I do?

1. The Startup team needs to complete the application form received from EBAN/ABAN/MBAN/XCALA/NACO
2. Send back the application form duly filled in to the email address mentioned on it
3. EBAN/ABAN/MBAN/XCALA/NACO will then forward you the URL link and code to activate the AWS Activate program package

6. If a Startup already received complimentary AWS Credits in the past, are they eligible for the AWS Activate program 10,000 credit packages?

In principle, yes. Please note that if a company received promotional credits in the recent 2 years for a total amount equal to less than 10,000\$ credits, they will only receive a "top up" of credits up to the 10,000\$ cap. Example: if in July 2017 the startup received 1K AWS promotional credits from a startup incubator partner of AWS, they will receive via EBAN/ABAN/MBAN/XCALA/NACO only 9K AWS promotional credits so that the total is equal to 10,000 AWS promotional credits received.

7. We received funding from an EBAN/ABAN/MBAN/XCALA/NACO member more than 2 years ago, are we still eligible for the program?

Unfortunately, only startups that received funding in the recent 2 years are eligible for the program. If you received any investment, even in a second round, in the recent 2 years from the date of your application, then yes you are eligible to apply for the AWS Activate program.



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



8. If I used up all my AWS Activate credits received from EBAN/ABAN/MBAN/XCALA/NACO, can I receive more promotional credits?

No, your startup is eligible only to receive once an AWS Activate program package of promotional credits. You can anyways continue to use AWS services by purchasing these on the AWS website.

9. Can I receive more than 1 AWS Activate Package from EBAN/ABAN/MBAN/XCALA/NACO?

No, only one package is available per each startup applying. In total (considering also other promotional credits received from other channels) the amount of promotional credits cannot exceed 10,000\$ promotional credits.

10. I applied, was considered eligible for the Activate program, received my special AWS Activate code but now cannot activate my package. What do I do?

It is likely that some of the information used to activate the AWS Activate package is not correct (check AWS ID number, email used) or that the code applied is wrong. Also, please use the English version of the website and not the one in your local language as this often solves the problem. Should you experience further difficulty in accessing your AWS Activate Package, please contact info@eban.org mentioning your AWS ID Number, Startup Name and contact email address connected with your AWS account.

11. Once accepted into AWS Activate, where can I find my credit?

After being approved for any of the AWS Activate packages, you can find the exact amount, expiration date, remaining balance, and applicable products your credit can be redeemed for, under the "Credits" tab in your AWS Account.

12. How do I redeem the training courses that are provided in my package?

After being accepted into the AWS Activate program, you will receive instructions via email about how to access trainings offered as part of the program. If you did not receive an email, please visit <https://aws.amazon.com/activate/members/>.

13. Will we be notified if our company does not qualify for AWS Activate?

We make every reasonable attempt to follow up with each applicant. However, in the cases where the AWS Account ID is invalid or the email address provided is a personal vs corporate email address, we reserve the right to simply remove your application from the queue.

14. What's the difference between the Builders, Portfolio, and Portfolio Plus packages?

AWS Activate has three packages designed to help different stage startup companies. The Builders package is targeted towards companies who are just beginning to build out an idea or prototype. The Portfolio and Portfolio Plus packages are targeted to startup companies who are further along and are working with one of our select accelerators, incubators, Seed/VC Funds, or other startup-enabling organizations.

15. Are there any qualifications required for our company to sign up for Builders?

Yes, the Builders package is targeted to companies just starting to build out an idea and who are serious about making progress against that goal. We collect basic company information, including your website and your matching corporate email address, in order to validate your business intent and commitment to accept you into the program.



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



In addition, companies must not have received more than \$1,000 in AWS Promotional Credit in the past or have a historical billing on AWS greater than \$1,000 to qualify for the Builders Package.

16. What information must a company provide in order to sign up for Builders?

Beyond basic customer contact information, we require companies have a working website and provide a working company email address associated to that domain in order to be accepted.

If you do not have a website and company email address but are still interested in getting started on AWS, we suggest taking advantage of the [AWS Free Tier](#).

17. Why did I get an email saying our company can't join Builders if we have an AWS reseller?

Unfortunately, at this time AWS Promotional Credit cannot be applied to accounts that are billed via a reseller and all accounts associated to a reseller are not eligible for the Builders Package.

18. Who can apply for a Portfolio or Portfolio Plus package? How do we sign up?

Any startup that works with select accelerators, incubators, Seed/VC Funds, Business Angel Networks or other startup-enabling organizations may apply for the Portfolio or Portfolio Plus packages. Please contact your program director for more information on how to apply.

19. What do I get with AWS Support that is part of my Portfolio or Portfolio Plus package?

You will receive a trial plan for AWS Business Support. Please refer to the welcome email for additional details.

20. If our company qualifies for one of the Portfolio packages, should we choose that over Builders?

Yes! The Portfolio packages provide an excellent opportunity for your company to leverage an entire team of AWS Business Development Managers and technical support resources, all focused on helping your company succeed from both a technical and business perspective. If you qualify for either Portfolio package through one of our partners, we recommend applying to that package over Builders.

21. What if my startup is working with an accelerator, incubator, Seed/VC Fund, Business Angel Network or other startup-enabling organization not listed on the website? Am I eligible for the Portfolio or Portfolio Plus package?

It's quite possible! The accelerators, incubators and Seed/VC Funds listed on our website is not a comprehensive list of all the organizations we work with. Please contact your program director for more information.

If you are a member of a startup-enabling organization that is not currently working with AWS, encourage your organization to [become a part of AWS Activate](#) program so you can enjoy the Activate startup benefits.

22. Are there specific tiers within the Portfolio or Portfolio Plus package?

No, there are no set tiers within the Portfolio or Portfolio Plus package. Specific benefits vary by region and based on other factors. Please check with the program director of your accelerator, incubator, Seed/VC Fund, or other startup-enabling organization for more details.

23. Why is AWS doing this?



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



Startups have told us that they'd like support to help them iterate and build their companies. We developed AWS Activate to help deliver benefits in the common areas startups have requested support and are constantly looking to expand the program. Have an idea for something you would like to see added to AWS Activate? Drop us an email at aws-activate@amazon.com with the subject line 'I've got a great idea for AWS Activate.'

24. As a startup or startup-enabling organization associated with AWS Activate, can I use the AWS logo on my website? Can I mention AWS as the technology sponsor for my organization?

No. AWS is not a sponsor of any startup, accelerator, incubator, Seed/VC Fund, or other startup-enabling organization. Rather, AWS may make available AWS Activate Builders, Portfolio and Portfolio Plus packages to a variety of different stage startups. Any use of AWS logos or marks must be approved in advance by AWS in writing. Please contact your AWS representative for more information.