

Intro to AWS + the Startup Team

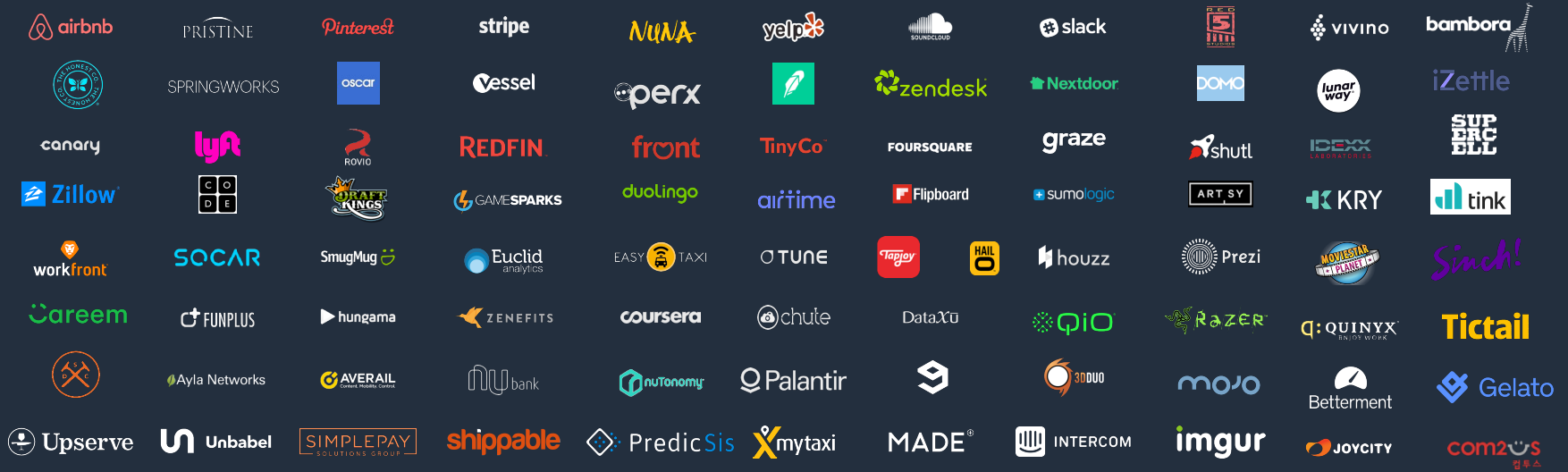
DOUG GOULD

AWS STARTUPS – ACCELERATORS & INCUBATORS

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Startups & AWS

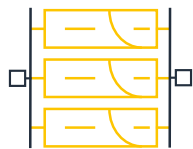
The world's top startups build on AWS



Why startups choose AWS

- **Move faster** – build & deploy applications quickly
- **Scale easily** – scale apps infinitely and expand globally
- **Manage costs** – low, pay-as-you-go pricing

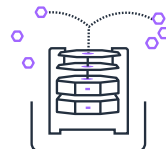
Our core services make it easy to deploy cloud-based apps



Storage



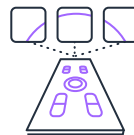
Compute



Database



Networking



CDN

And a suite of 120+ specialized services enable the development of sophisticated applications

- Analytics / Big data
- Developer tools
- Game dev services
- IoT services
- Machine learning / AI
- Media & streaming
- Mobile services



Build more powerful applications, faster.

TECHNICAL & BUSINESS SUPPORT

- Support
- Professional Services
- Optimization Guidance
- Partner Ecosystem
- Training & Certification
- Solutions Management
- Account Management
- Security & Billing Reports
- Personalized Dashboard

MARKETPLACE

- Business Apps
- Business Intelligence
- DevOps Tools
- Security
- Networking
- Databases
- Storage

ANALYTICS

- Data Warehousing
- Elasticsearch
- Business Intelligence
- Data Pipelines
- Hadoop /Spark
- Interactive SQL Queries
- Streaming Data Analysis
- ETL
- Streaming Data Collection

DEV/OPS

- One-click App Deployment
- Resource Templates
- Build and Test
- Application Lifecycle Management
- DevOps Resource Management

MOBILE SERVICES

- API Gateway
- Single Integrated Console
- Identity
- Sync
- Mobile Analytics
- Mobile App Testing
- Targeted Push Notifications

IoT

- Rules Engine
- Device Shadows
- Device SDKs
- Device Gateway
- Registry
- Local Compute

AI

- Machine Learning
- Image Recognition
- Speech to Text
- Conversational Interface
- Deep Learning Frameworks

ENTERPRISE APPS

- Virtual Desktops
- Sharing & Collaboration
- Corporate Email
- App Streaming
- Communications

HYBRID ARCHITECTURE

- Integrated Networking
- Direct Connect
- Identity Federation
- Integrated App Deployments
- Data Backups
- VMware Integration
- Integrated Resource Management

MIGRATION

- Schema Conversion
- Exabyte-Scale Data Migration
- Application Migration
- Database Migration
- Server Migration

APP SERVICES

- Queuing & Notifications
- Email
- Workflow
- Transcoding
- Search

TRIGGERS

- Containers
- Analyze and Debug

INFRASTRUCTURE

- Regions
- Availability Zones
- Points of Presence

CORE SERVICES

- Compute: VMs, Auto-scaling, Load Balancing, Containers, Virtual Private Servers, Batch Computing, Cloud Functions, Elastic GPUs, Edge Computing
- Storage: Object, Blocks, File, Archives, Import/Export, Exabyte-scale data transfer
- Databases: Relational, NoSQL, Caching, Migration, PostgreSQL-compatible
- Networking: VPC, DX, DNS
- CDN

SECURITY & COMPLIANCE

- Identity Management
- Access Control
- Monitoring & Logs
- Assessment and Reporting
- Web Application Firewall
- Configuration Compliance
- Key Management & Storage
- Account Grouping
- Resource & Usage Auditing
- DDOS Protection

AWS AI/ML Stack

AI SERVICES

VISION



Amazon Rekognition

SPEECH



Amazon Polly



Amazon Transcribe
+Medical

TEXT



Amazon Comprehend
+Medical



Amazon Translate



Amazon Textract

SEARCH



Amazon Kendra

CHATBOTS



Amazon Lex

PERSONALIZATION



Amazon Personalize

FORECASTING



Amazon Forecast

FRAUD



Amazon Fraud Detector

DEVELOPMENT



Amazon CodeGuru

CONTACT CENTERS



Contact Lens
For Amazon Connect

ML SERVICES



Amazon SageMaker

Ground Truth

ML Marketplace

SageMaker Studio IDE

Built-in algorithms

Notebooks

Experiments

Model training & tuning

Debugger

Autopilot

Model hosting

Model Monitor

Neo

Augmented AI

ML FRAMEWORKS & INFRASTRUCTURE



Deep Learning AMLs & Containers

GPUs & CPUs

Elastic Inference

Inferentia

FPGA

Well Architected Framework / Tool

Ensuring
architectural
excellence

5 Pillars

- Operational Excellence
- Security
- Reliability
- Performance Efficiency
- Cost Optimization

The AWS Startup Team

The AWS Startup Team is a group of former founders, CTOs, and startup execs who help startups grow their businesses and get the most out of AWS

How our team supports startups

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1. Help you get the most out of AWS

**AWS Credits &
Training**

**1:1 Technical
Support**

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2. Help you grow your business

**Go-To-Market
Resources**

**Business
Mentorship**

MCIL- AWS Credits & Training

- AWS Credits: \$25,000 valid for 2 years
- 1 year of AWS Business Support (up to \$5,000)
- 80 credits for Self-Paced Labs (\$80 value)

1:1 Technical sessions

- Getting started with AWS
- Security best practices
- Performance optimization
- Cost reduction
- AWS architecture best practices
- Building serverless applications
- Preparing for scale / load spikes
- Integration with 3rd party tools

Business workshops from former founders & startup execs

- Fundraising strategy
- Pitch deck review
- Investor & advisor introductions
- Product-market fit
- Hiring
- Go-to-market strategy
- Growth tactics
- Governance
- Startup tools & resources
- Connections within Amazon + AWS

Best practices in AWS

1. Leverage free training
2. Stay up to date (blogs/social media)
3. Bias for managed services
4. AWS Trusted Advisor
5. AWS Budgets / Alarms
6. AWS Cost Explorer



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Where to start?

- How to deploy a LAMP stack using Amazon Lightsail: <https://go.aws/3aemUwS>
- How to deploy a ReactJS app using Amplify: <https://go.aws/2TuL68q>
- Build, train, and deploy a Machine Learning model: <https://go.aws/362Ua6Y>
- Analyze sentiment in text: <https://go.aws/2RwKH2u>
- Build a chatbot: <https://go.aws/2TFVYR3>