



AWS AI Challenge with Vestbee

Program KickOff

Agenda:

14:00 CET – Welcome

14:10 CET – About AI Services, Nikhil Dinesh

15:00 CET – Q&A to Nikhil

15:15 CET – Challenge in details, Marek Zamlynski

15:30 CET – Q&A to Marek



AWS AI Challenge with Vestbee

Program KickOff

Marek Zamłyński

Startups & VC's CEE BDM

AWS AI Challenge – the purpose

This is Program organized by Vestbee and AWS to **promote the best AI startups.**

Benefits from this Challenge will help them to **stabilize, scale, reach new customers and markets,** all together through the specially designed activities and awareness increase.

This is not the contest!
Everybody will win.



AWS AI Challenge – who can participate? 1/2



1. All startups with **AI specialization** can take part in the Challenge.
2. There are 3 scenarios acceptable to take a part in the Challenge:
 - a) Startup **will build the Project on AWS** infrastructure using at least one of the approved AWS AI services for AWS AI Challenge,
 - b) Project **was built before on AWS** and is live at the Deadline,
 - c) Project **was built before on any other platform** and will be migrated to AWS before the Deadline.

In **case of migration** from on-premise, hosting or other cloud platforms, AWS has dedicated migration programs for the support that Participants can use.

For migration **contact AWS directly:** marekzl@amazon.com

AWS AI Challenge – who can participate? 2/2



3. To be considered in the selection process, **Project must to be a real-live working solution at the Deadline**. Concepts only, not fully working IT solutions, power-point coded solutions etc. will be rejected from the Challenge.
4. At least one of the **approved AWS AI services** need to be used in the Project to be accepted to the Challenge.

Approved AWS AI Services list



SageMaker

Forecast

Personalize

Textract

Rekognition

ComprehendMedical

Translate

Lex

Polly

Transcribe

Comprehend

ElasticInference

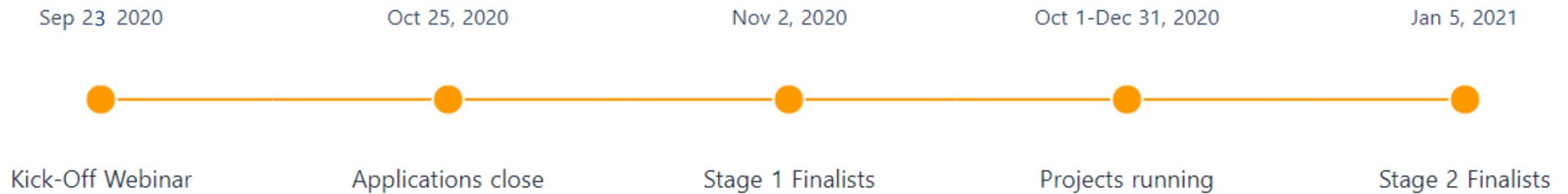
Kendra

CodeGuru

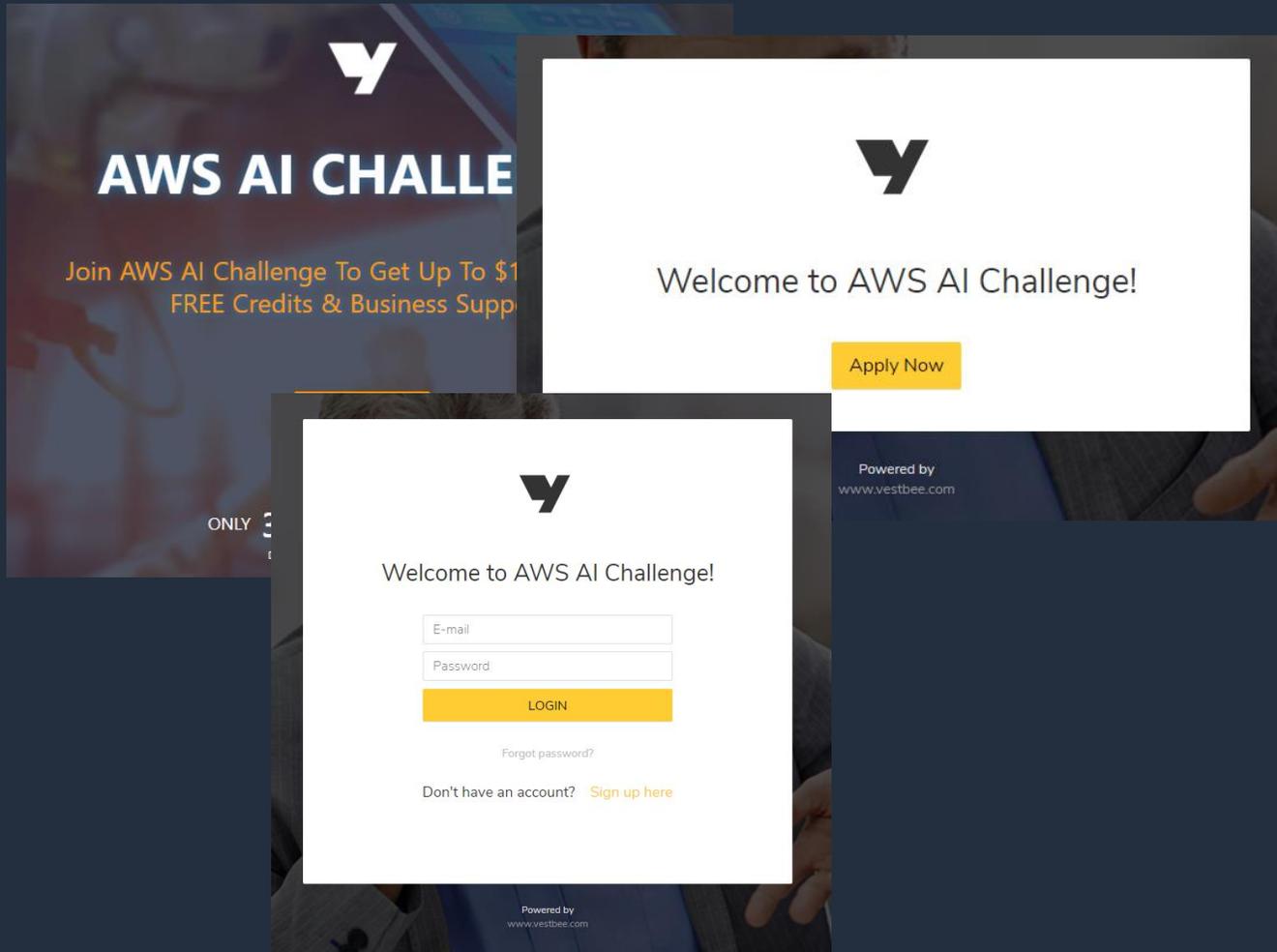
AWS AI Challenge - timeline



TIMELINE



How to apply



vestbee <

My applications Application to: AWS AI Challenge

Profile

My applications

Discounts

1. CONTACT PERSON *

Type your answer here

2. PHONE *

Type your answer here

3. CONTACT EMAIL ADDRESS *

Type your answer here

4. AWS ACCOUNT NUMBER *

Type your answer here

5. NEW OR EXISTING PROJECT? *

new – plan to build AI ML solution for the Challenge purpose

existing – plan to submit application based on existing solution

6. IF EXISTING: IS THE PROJECT AWS BASED OR WILL BE MIGRATED TO AWS? *

AWS based

migration

N/A

7. IF MIGRATED: DO YOU NEED AWS SUPPORT IN THE MIGRATION PROCESS? *

yes

no

N/A

8. WHICH OF AWS AI SERVICES DO YOU USE OR PLAN TO USE FOR THIS CHALLENGE? *

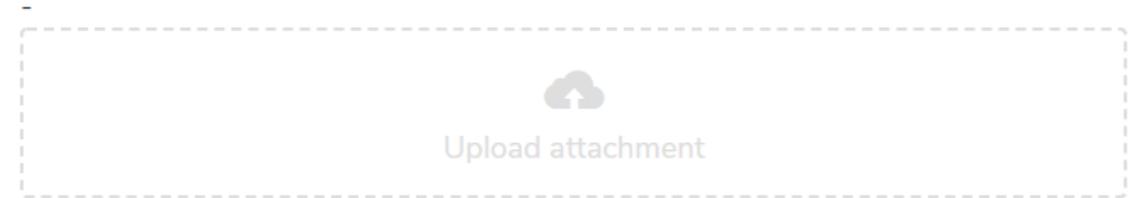
Account

How to apply?

Need to be submitted:

1. **AI/ML Story** in the attached template
2. Link to the **video presentation**
3. **Marketing consent** in case you will be selected as AWS Reference

9. AI/ML STORY – PLEASE USE THE STORY TEMPLATE ATTACHED ON THE WEBSITE WWW.VESTBEE.COM/AWS-AI-CHALLENGE TO PROVIDE ALL REQUIRED INFORMATION ABOUT YOU AND YOUR PROJECT. PLEASE PROVIDE ONLY PUBLICLY AVAILABLE INFORMATION. WE HIGHLY RESPECT OUR CUSTOMER'S SENSITIVE AND BUSINESS DATA, SO DON'T PROVIDE ANY OF THEM, WHICH YOU DON'T WANT TO SHARE BROADLY. *



10. VIDEO PRESENTATION – MAX. 5 MIN LONG VIDEO ABOUT THE PROJECT. TELL US HOW DO YOU USE AWS AI SERVICES, WHAT YOU DO, WHO ARE THE POTENTIAL CUSTOMERS, USE CASES OR ANYTHING THAT YOU THINK IS WORTH MENTIONING. PUBLICLY AVAILABLE DATA, ONLY. PLEASE PROVIDE US A LINK TO THE STREAMING (YOUTUBE, VIME, ETC...) *

Type your answer here

11. I AGREE WITH THE AWS MARKETING AUTHORISATION AND RELEASE DOCUMENT. NO SIGNATURE IS REQUIRED AT THIS MOMENT. WHEN YOUR APPLICATION WILL BE POSITIVELY ASSESSED, WE WILL SEND YOU AWS MARKETING AUTHORIZATION FORM WITH YOUR DATA FOR YOUR SIGNATURE. *

Agree (Source)

12. I ACCEPT THE TERMS OF PARTICIPATION IN AWS AI CHALLENGE. *

Agree (Source)

13. I AGREE MY PERSONAL DATA WILL BE TRANSFERRED TO THE TECHNOLOGY PARTNER OF AWS AI CHALLENGE FOR THE PURPOSES OF SELECTING THE FINALISTS AND REALIZING THE CHALLENGE. *

I agree

Submit

AWS AI Challenge – Stage 1 finalists



Qualification criteria:

- Complete **Application submitted** on-time
- Solution solving a real **business problem**
- Used at least 1 of **approved AWS AI Services**
- Solution is really **working**

All projects will be evaluated by the business and technology specialists according to:

- **Innovation**
- **Business support**
- **Sellability**
- **Complexity**
- **Positive impact**

Benefits:

- **\$10k*) in AWS Activate credits** for all
- **\$25k*) in AWS Activate credits** for them who submitted application
- Invitation to the **AWS Reference** program
- **Connection to VC's** community

*) \$10k, \$25k or \$100k are not the incremental amount of credits but levels. If startup is on 10k level and will request for 25k level, will get 15k new incremental credits. All credits are the subject of separate approval process in the frame of:

<http://aws.amazon.com/activate>

AWS AI Challenge – Stage 2 finalists



Qualification criteria:

- Stage 1 qualified
- Project need to proof that is real live working: 3 months min. 100\$ monthly usage from approved AWS AI services (Oct, Nov, Dec).

Benefits:

- \$100k*) in AWS Activate credits
- Invitation to the AWS Connect program

*) \$10k, \$25k or \$100k are not the incremental amount of credits but levels. If startup is on 10k level and will request for 25k level, will get 15k new incremental credits. All credits are the subject of separate approval process in the frame of: <http://aws.amazon.com/activate>

AWS AI Challenge – support



- Organizational questions – ask Vestbee
- Migration to AWS – ask me: marekzl@amazon.com
- Technical support:
 - Weekly **office hours**
 - APN Partner **Hostersi** decided to help startups in this challenge free of charge (communication about the way how to use it will be sent soon).

AWS AI Challenge – Office Hours

Driven by **Alexandru Costescu, Startup Solution Architect** in the following dates:

- Sep 24, 10 am CET
- Sep 29, 10 am CET
- Oct 6, 10 am CET
- Oct 13, 10 am CET
- Oct 20, 10 am CET

- We plan to spent 1.5h (extension possible)
- We will wait 15 minutes on the call for you.
If nobody will join, after 15 minutes we will close the slot.



AWS Activate credits – important rules

1. All startups are subject to a **lifetime max. of \$100,000** in AWS Promotional Credit.
2. Credit cannot be used for:
 - a) Upfront payment for RIs (Note: credits WILL cover the hourly cost)
 - b) Developer and Enterprise Support
 - c) Marketplace products and software
 - d) Re: Invent fees
 - e) Amazon products (ie. Echo)
3. Credits **are not retroactive**, can not cover past AWS billings.

aws



AWS Activate credits – financial engineering



1. 10k, 25k and 100k are not separate packages/amounts – these are **levels !!!**
2. Important to understand rules:
 1. if startup was in Activate on level X and will request to be on level Y, will get incremental amount of credits Z, following the rule:
 $Z \text{ (new credits)} = Y \text{ (new level)} - X \text{ (previous level)}$
 2. Example: startup got before the Challenge 10k and will request for 10k in Challenge: **$10k \text{ (new level)} - 10k \text{ (previous level)} = 0$**
 3. Example: startup got 10k in the Challenge and will be qualified to 25k level, so the new credits received: **$25k \text{ (new level)} - 10k \text{ (previous level)} = 15k$** .
 4. **REMEMBER: don't request for new credits level until you will consume the previous. If yes, it will overlap.**

AWS Activate



Everything about the AWS Activate Program:

<http://aws.amazon.com/activate>

So, time to start!

Q&A session

