



AWS CloudStart Program Promoting Economic Development with Amazon Web Services

AWS CloudStart is a program to seed “born in the cloud” partner networks to help ICT Small, Medium Enterprises leverage AWS Cloud. AWS CloudStart is designed to leverage the local resources, personal networks, and experience of organizations that promote macroeconomic growth. These economic development organizations (EDOs) (e.g., business incubators, chambers of commerce, investment development agencies, development banks, technology parks) select and nurture these companies. EDOs are constantly seeking ways with which to generate new businesses and employment in their economies, especially in the information communications technology (ICT) segment.

AWS CloudStart provides high level cloud awareness education and hands-on cloud experience in order to develop/transition a cloud workforce, stimulate economic growth, transform the ICT landscape, and generate innovation.

With AWS CloudStart, EDOs around the world can work jointly with AWS to build and transform companies in the ICT landscape by facilitating the transition over to cloud computing through various resources offered by the program. Companies that EDOs invest in have access to:

- AWS promotional credits
- Customized trainings
- Practice labs and Quickstart guides to get started quickly on cloud
- Job board to post open positions (in select countries)

Around the world, the private sector is generally better equipped to adopt cloud technology and is realizing the full benefit of cloud computing at a faster rate than the public sector. AWS CloudStart specifically aims to build small businesses to support commerce, government, education, and nonprofit organizations. The program enables EDOs to promote the use of AWS cloud computing in the public sector and in businesses that support the public sector, to accelerate adoption and benefit realization for the public sector and society as a whole. EDOs enrolled in AWS CloudStart, can offer a package to companies seeking to start or transition to the cloud and promote ICT innovation. In order to maximize adoption and success, it is recommended that EDOs initially focus on companies and entities that have an IT offering for the sectors listed below. This could include businesses and entities such as, but not limited to:

- Government (Govtechs)
- Peace and conflict resolution (Peacetechs)
- Health (Healthtechs)
- Education (Edtechs)
- Traditional IT companies looking to adopt cloud services

The opportunity for EDOs: EDOs and AWS have complimentary core competencies in driving new business formation and employment. AWS and EDOs can: 1) Quickly scale cloud enablement and adoption through both technology and in-country investment by EDOs; 2) AWS and EDOs both seek to stimulate economy with low cost and relevant technology that improves country growth; and 3) AWS can provide EDOs and companies the ability to deliver large impact in short time.

For information about the program and to sign up as an Economic Development Partner, please view the short video on the program (<https://www.youtube.com/watch?v=hpmffSvixvY>) and contact us at cloudstart@amazon.com. You will be asked to provide information about your agency and, once your submission is reviewed and approved, you can access the portal to view a catalogue of programs, information on AWS credits to distribute, and more.



Appendix A: Press Releases

1. United States Press Release

Moonshot at NACET Announces Collaboration with Amazon

Collaboration Makes Flagstaff a Pioneer in AWS 'CloudStart' Program

[Flagstaff, AZ] – [Moonshot at NACET](#), the entrepreneur development program based at the Northern Arizona Center for Entrepreneurship and Technology, is collaborating with Amazon Web Services (AWS) to make Flagstaff the first U.S. city to offer the AWS “CloudStart” program to startup businesses.

AWS CloudStart, originally designed to assist whole countries in accelerating digital economies, provides a suite of services new businesses can deploy to reduce cost, drive efficiencies, and increase innovation, said Moonshot President & CEO Scott Hathcock. The cloud-based services include data storage, database management, analytics, machine learning, Internet access embedded into physical items (the “Internet of Things”), game development, and more.

“This is a pioneering first step to bring this program to U.S. businesses,” said Hathcock, who likened the AWS cloud services to a library, where companies can “check out” and use services only as needed, without long-term contracts or huge financial commitments. “These enhanced tools, trainings, and learning environments are being offered to Moonshot clients to help them quickly bring their ideas to the marketplace.”

As the first U.S.-based AWS CloudStart program collaborator, Moonshot has been awarded AWS Cloud credits that Moonshot member companies can receive to work with AWS Cloud tools and services that will enable them to scale their companies securely and cost-effectively.

“The City of Flagstaff is excited to see Moonshot at NACET collaborating with AWS,” said Heidi Hansen, Economic Vitality Director for the City of Flagstaff. “Entrepreneurs not only have great facilities and staff support here, they will receive a digital tool kit to help further assist them in their work. Steps like this continue to make Flagstaff, Arizona a place to visit, discover, and grow.”

The AWS CloudStart program, however, goes beyond helping new enterprises. It is also a workforce development powerhouse, providing training and certification programs in cloud computing for individuals to meet the ever-increasing demand for these skilled workers.

“It addresses the old ‘chicken or egg’ dilemma in economic development,” Hathcock said. “Which comes first: attracting or building new businesses, or creating the workforce you need to sustain those businesses? With this collaboration, we can do both.”

Hathcock said Moonshot at NACET is currently working with community partners in Flagstaff and Coconino County to finalize a workforce development deployment model so that AWS CloudStart can be used by people throughout the region – from students at Northern Arizona University and Coconino Community College to underserved communities that typically do not have access to high-paying technology jobs.

“Coconino County strongly values the development of a youth talent pipeline as an asset that promotes community vitality and economic stability,” said Coconino County Career Center Director Carol Curtis. “We see the CloudStart program as an avenue to success for disconnected youth to become credentialed for high paying jobs right here in our communities.” Hathcock noted that while the collaboration with AWS is focusing on the northern Arizona region, entrepreneurs and startups not based in the area can also access the tools as long as they are qualifying members of Moonshot at NACET.



Hathcock credited Todd Davis, the founder of Hatch Innovation and a board member of Moonshot at NACET, with developing this partnership with Amazon Web Services. Davis will serve as the lead in helping companies and workforce development organizations access AWS services through AWS CloudStart.

To learn more about this collaboration, visit www.moonshotaz.com/awscloudstart.

2. South Africa Press Release

Girlcode Partners with AWS to support IT Small and Medium Enterprises

JOHANNESBURG-- May 5 2018 -- Girlcode, a social enterprise that aims to empower young girls and women through technology, has launched a nationwide competition by joining the AWS CloudStart program. The program will award 30 Small, Medium and Micro-sized Enterprises (SMMEs) the ability to partake in this program. The program provides quick start guides, videos, virtual training, and promotional credits to get started with AWS Cloud. This will help them alleviate some of the costs associated with starting and running a small business.

To qualify for the programme, SMMEs must meet the following criteria:

- Be ICT sector-based; and currently have a technical solution or service that they offer to the public or private market;
- Have an annual turnover of below R50 million;
- Have black female ownership of at least 51% as defined in the Amended Broad-Based Black Economic Empowerment ICT Sector Code; and
- Need to be formally registered on the CSD, (SA Government's Supplier Database).

"Many startups fail because of lack of funding, which prevents them from setting their businesses up for success. We hope that access to AWS credits, as well as support from the AWS team, will provide some much-needed help to businesses who getting on their feet" says Zandile Keebine, co-founder of GirlCode. "Our partnership with AWS is great because it gives another practical means of empowering women in technology in South Africa. This kind of support from the private sector is critical to boosting the local SME economy".

This initiative is powered by the Amazon Web Services CloudStart program, which supports organisations by providing resources to educate, train, and embrace the cost effective options that the AWS cloud computing services offer. CloudStart helps companies get started on AWS by providing a set of resources that will allow them to quickly learn about cloud computing and get started on AWS while maintaining the highest levels of security and privacy at low cost to customers.

Startups and SMMEs can use AWS to scale and grow their business, drive cost savings, and introduce innovative applications. AWS credits awarded will be applied to help cover costs that are associated with eligible services. More importantly, SMMEs will have access to virtual trainings and AWS content online, providing invaluable skills on how to leverage the power of AWS Cloud.

GirlCode announced plans in December last year to expand its annual hackathon and training workshops in 2018, while launching the Digital Academy, the GirlCoder Club, the GirlCode Accelerator Programme, and the GirlCode Incubator initiative. Several events have taken place this year, and the next workshop on the topic of Artificial Intelligence, hosted in partnership with Entelect, will take place on 19 May.

GirlCode's vision is to impact 10-million women across Africa in 10 years, starting with getting young girls interested in STEM, and to become the largest female digital academy. It aims to do this through strategic partnerships with the public sector; strengthening collaboration with similar organisations; and leveraging corporate assets in the development of ICT facilities, infrastructure and networks within schools in disadvantaged communities.



Interested SMMEs will need to outline their business plan, why they need the credits and training, and commit to a monthly update with AWS to ensure they get optimum use from the platform. The application form is available here: <https://goo.gl/forms/yhb6iuACrhtNDSdt2>.

The deadline for submission of entries is 18 May 2018 and winners will be announced on GirlCode's [Twitter](#) and [Facebook](#) pages. Queries can be directed to Tapiwa Muza (Tapiwam@girlcodeza.co.za).

3. Canadian Press Release

CIRA Accelerates Innovation for Non-Profits with Amazon Web Services

January 8, 2017 – Ottawa – As part of its ongoing mission to build a better online Canada, the Canadian Internet Registration Authority (CIRA) today announced that it is the first Canadian public sector incubator to take advantage of the broad programs available from Amazon Web Services (AWS) for Canadian public sector startups.

Projects from CIRA's Community Investment Program will now have access to a variety of AWS programs to help scale up online activities and accelerate the delivery of new products and services.

The Community Investment Program gives back by funding innovative community projects to build a stronger, safer and more accessible internet for all Canadians. The program has built new infrastructure, helped grow Canada's capacity in digital literacy, enabled non-profits to deliver online services, and better equipped academic researchers to address emerging digital issues.

Key Facts

- Since launching in 2014, the Community Investment Program has distributed \$4.2M in funding to more than 100 projects.
- The Community Investment Program is entering its fifth year and will be accepting new project applications on January 15.
- With the AWS Canada Region in December 2016, AWS can host Canadian data in Canada which is essential for many public sector applications.
- This relationship bolsters the existing \$1 million in annual Community Investment Program funding provided by CIRA with in-kind technology and support services that can add up to five per cent to the value of the program.

Executive quotes

"We are thrilled that Amazon Web Services is supporting our vision to build a better online Canada. Our Community Investment Program is at the heart of our mandate, and the AWS programs will allow our partners to continue to bring forward innovative projects that improve access, security, and quality of the internet in Canada."

Byron Holland, president & CEO, CIRA

"We are passionate about supporting the Canadian startup community, and are proud to help the Community Investment Program by offering the right tools for the right jobs that allow public sector startups to scale and invent."

Jeffrey Kratz, General Manager, Latin America, Canada & Caribbean Regions, Amazon Web Services

Additional resources

For more information on the Community Investment Program visit: <https://cira.ca/community-investment-program>

About CIRA

The Canadian Internet Registration Authority (CIRA) manages the .CA top-level domain on behalf of all Canadians. A Member-based organization, CIRA also develops and implements policies that support Canada's internet community, and represents the .CA registry internationally.

Monday, January 8, 2018