AWS AI Challenge with Vestbee 2021

Program KickOff

Agenda:

10:00 CET – Welcome by Vestbee, Konrad Koncerewicz

10:05 CET – Challenge in the box, Marek Zamlynski

10:30 CET – AI/ML and Data Analytics Services, Sebastian Gebski

11:00 CET – Q&A to Marek & Sebastian

Marek Zamlynski

https://www.linkedin.com/in/zamlynski/

- **~2 years in AWS**, CEE's startups ecosystem (startups, VC's, Accelerators & Incubators), Business Development.

- **3 years in IDC**, CEO Poland & Baltics

- **6 years in Microsoft**, Cloud & Enterprise Business Group Lead

- **7 years in IBM**, Sales & Marketing Manager

…and more…

~ 30 years experience on IT market, including own startups.

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Figure 1. Magic Quadrant for Cloud Infrastructure and Platform Services

AWS Recognized as a Cloud Leader for the 10th Consecutive Year

Startups on AWS

aws

Startups on AWS

aws

Startups on AWS - EMEA

aws

Startups on AWS - CEE

aws

Bitdefender

KIWI·COM

APPLICA.AI

UXPin

BRAINLY

upstream

Yieldigo

HUUUGE

rentals united

Nethone

HELLAS DIRECT
RETHINK INSURANCE

VersionPress.com

elrond

CINNAMON

sli.do

Bitstamp

Long term cooperation with global VC's and startup organizations.

Close cooperation with 200+ VC's in CEE in every country.

AWS AI Challenge

Program, rules, tools... everything you need to know about

It is the 2nd edition!

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1st edition launched in 2020 for CEE

- ~300 startups signed
- 68 qualified applications
- 47 finalists

2nd edition extended to cover EMEA. We expect:

- 500+ AI startups to join
- 50 VC's

The purpose of this Challenge

**is to promote and help to grow
AI startups**

who are using
AWS AI/ML & Data Analytics services.
in EMEA

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This Challenge is not a contest!

This is acceleration program.

All qualified applications achieving min number of points will complete The Challenge and will have an access to it's benefits.

This Challenge is organized by Vestbee
with the support from AWS.

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AWS AI Challenge – who can participate? 1/2

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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

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SageMaker

Forecast

Personalize

Textract

Rekognition

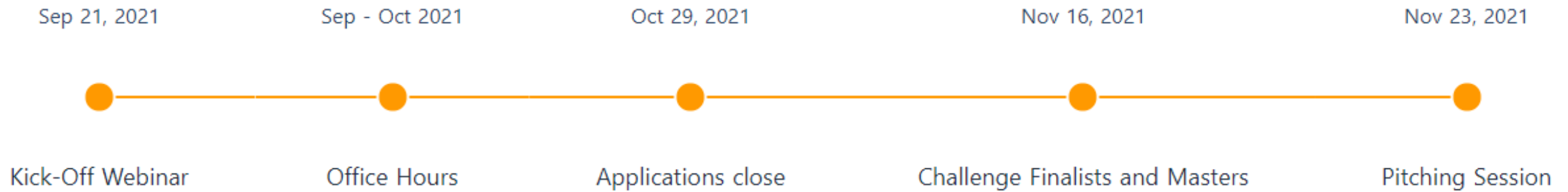ComprehendMedical

Translate

Lex

Polly

Transcribe

Comprehend

ElasticInference

Kendra

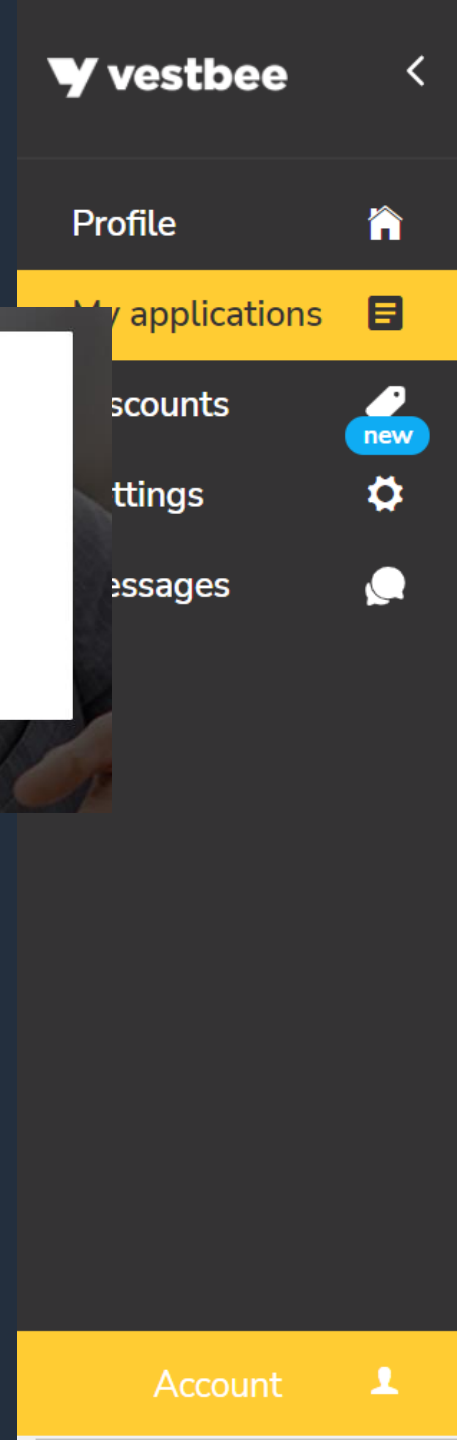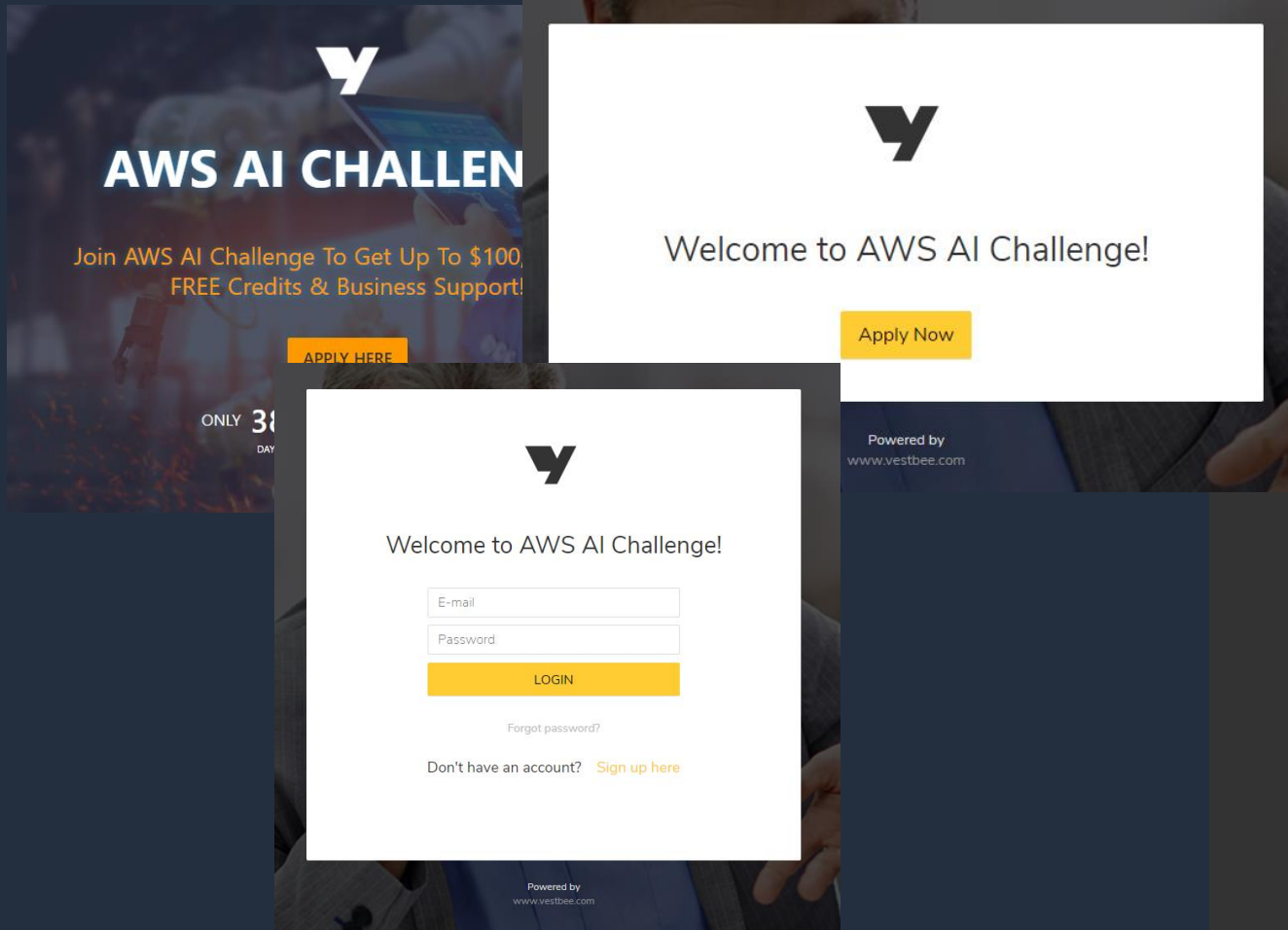CodeGuru

AWS AI Challenge - timeline

Sep 21, 2021	Sep - Oct 2021	Oct 29, 2021	Nov 16, 2021	Nov 23, 2021
Kick-Off Webinar	Office Hours	Applications close	Challenge Finalists and Masters	Pitching Session

How to apply

AWS AI CHALLEN...

Join AWS AI Challenge To Get Up To $100,...
FREE Credits & Business Support!

APPLY HERE

ONLY 38

DAY

Welcome to AWS AI Challenge!

Apply Now

Powered by
www.vestbee.com

Welcome to AWS AI Challenge!

E-mail

Password

LOGIN

Forgot password?

Don't have an account?   Sign up here

Powered by
www.vestbee.com

vestbee

Profile 🏠

My applications 📄

...scounts 🏷️ new

...ttings ⚙️

...essages 💬

Account 👤

< My applications

1. CONTACT PERSON (NAME AND SURNAME) *

Type your answer here

2. CONTACT PERSON PHONE NUMBER *

Type your answer here

3. CONTACT PERSON EMAIL ADDRESS *

Type your answer here

4. CONTACT PERSON JOB TITLE *

Type your answer here

5. WHAT IS YOUR COMPANY'S COUNTRY? *

Select option

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. *

Upload attachment

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 – Qualification

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

AWS AI Challenge – Evaluation #1/3

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

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

- AWS Data Analytics usage *)

- *AWS Data Analytics usage is not required, however, it is an opportunity to get additional 10 points during the jury assessment and be selected as Top 10.
- The approved AWS Data Analytics Services are as follows: Amazon Athena, Amazon EMR, Amazon Redshift, Amazon Kinesis, Amazon ElasticSearch, Amazon Quicksight, AWS Glue DataBrew, AWS Glue, Amazon Managed Streaming for Apache Kafka (MSK), Amazon Kinesis Data Streams, Amazon Kinesis Data Firehose, Amazon Kinesis Video Streams, AWS Lake Formation, Amazon S3 Glacier, AWS Glue

AWS AI Challenge – Evaluation #2/3

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Innovation: is to check if there is something really innovative in the Solution. 10 for extraordinary innovative, disrupting approach, 0 for another, repeatable solution bringing nothing innovative.

Business support: how the solution responds on the real business needs. 10 - If the business need is well defined, painful, represents large group of potential customers, 0 – if the solution (even beautiful, well structured, well coded) is about artificial, non-existing problem.

Sellable: business criteria to check if there is a potential customer who wants to buy the solution and will guarantee the scale. 10 – if Solution is highly demanding and the business model is supportive for its sales, 0 – if there is no customer for the solution or the business model doesn't guarantee sales success.

Complexity: complexity could be good or toxic. 10 - If there is a value from the fact that the solution is complex and well designed, or in the opposite way, if it is very simple – but well functioning. 0 - if this is too complex (ie. hard to implement, use, understand) or too simple.

World changer: 10 - if the solution is beneficial for the world, civilization, humankind or the business sector in any area. 0 – if there is no positive impact on these areas (or negative impact exists).

AWS Data Analytics usage: these criteria will be assessed by the Sponsor of the Challenge. Data and its insights are the new currency in the modern world. AI/ML technologies coexists with Data Analytics. If the Solution will use any of the approved AWS Data Analytics Services it's the opportunity to earn additional 10 points. Scale and purpose of the usage of these services will be

a subject of assessment.

AWS AI Challenge – Evaluation #3/3

All projects with the **total score equal or above 30 points -** out of total 60 points - will be announced as Challenge Finalists and will get benefits for Challenge Finalists.

There is no maximum limit of Challenge Finalists.

Top 10 scored Challenge Finalists will get a status of **Challenge Masters**. Challenge Masters will get an access to the respective benefits.

AWS AI Challenge – Benefits

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Benefit	All participants	Challenge Finalists	Challenge Masters
$10k*) in AWS Activate credits	☑	☑	☑
$25k*) in AWS Activate credits	☒	☑	☑
$100k*) in AWS Activate credits	☒	☒	☑
Connection to VC's community	☒	☑	☑
Invite to AWS Connections Program (connection to AWS customers)	☒	☑	☑
Presentation during Pitching Session	☒	☒	☑
Challenge Finalist Certificate	☒	☑	☒
Challenge Masters Certificate	☒	☒	☑

*) $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

- Resources and education

AWS AI Challenge – education & resources

RESOURCES

Wanna effectively develop your solution, impress the jury and attract investors? Check the sessions provided by AWS experts:

- Successful Go-to-Market strategy for B2B SaaS Startups
- Using ML to Power Your FinTech
- Building a winning pitch deck
- Start with Machine Learning without knowing a thing
- Accelerate your product development with ML

Discover more valuable insights for startups by visiting the following Resources Hubs:

EMEA AWS Startup Hub

EMEA AWS Startup Loft

EMEA AWS Startup Academy

AWS Activate Program

AWS AI Challenge – Office Hours

Driven by Sebastian Gebski
Principal Startup Solution Architect

2x weekly
(Tuesday & Thursday, 2 slots each)

Registration required through AWS Startup Loft Ask An Expert section:

https://aws-startuploft-emea.com/meet?e=sebastian-gebski

AWS AI Challenge - Partners

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The plan is to have 40 – 50 VC's on-board from EMEA

~20 associations, communities and startup organizations.

Boarding in progress.

PARTNERS

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 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 (new credits) = Y (new level) – X (previous level)

    2. Example: startup got before the Challenge 10k and will request for 10k in Challenge: 10k (new level) – 10k (previous level) = 0

    3. Example: startup got 10k in the Challenge and will be qualified to 25k level, so the new credits received: 25k (new level) – 10k (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

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