



# New AWS startup accelerator launches - SA entrepreneurs eligible to apply

Amazon Web Services has launched a new early-stage startup accelerator called AWS Startup Loft Accelerator to help founders in the EMEA region to scale their businesses. The programme is 10-weeks long, virtual, and equity-free.



Source: [Unsplash](#)

Participants will have tailored personal training with access to experienced advisors, subject matter experts, investors, and successful entrepreneurs who have built their businesses on AWS.

They can also join a large community of entrepreneurs to share knowledge, experience and advice. They will be eligible to join the AWS Activate program, which includes up to \$25k in Activate credits to spend on AWS services, a one-year free AWS Business Support subscription for up to \$5k, access to the pre-built infrastructure templates, and exclusive member-only offers.

Applications open in November 2021 for all startups from across the European Union, United Kingdom and Israel, seeking to build and scale their product on AWS. The first cohort of 25 startups will start in early 2022, with the program expanding to more countries across EMEA in the coming months. Interested startups can apply to participate in the first cohort [here](#).

AWS business and technical experts will work closely with the startups. This includes AWS solutions architects who will help startups accelerate the design and development of a minimum viable product.

The AWS Startup Loft Accelerator does not take any equity in participating startups, has a flexible weekly commitment, supports startups from both a technical and business perspective, and because the program is virtual founders do not need to worry about the cost of relocating.

For more, visit: <https://www.bizcommunity.com>