Template for R&D Intervention
(To be filled by industry)


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Details of the Company		
Name	:	Amazon Internet Services Private Limited
Sector	:	Cloud service provider

Details of the Challenge / Engagement		
Sector	:	Innovation
Objective	:	The objective of this document is to define a model of engagement with the Women in STEM cohort brought together by the office of the PSA to support selected innovators with a suite of offerings that help build and scale solutions for social impact.
Description	:	The engagement will encourage the participants to build the solution in a predefined timeframe. AWS digital innovation program will support them to productize their solution and take it to market. The Women in STEM cohort will have access to Digital Innovation guidance, AWS Solution Architect guidance, AWS starter credits, sessions on leveraging AWS during the development phase. Post development, they can leverage Go-To-Market support.
		An approach note is attached in the Appendix. After arriving at a consensus, we will refine and take internal approvals to operationalize the program.
Category	:	Innovation support for Women in STEM
Selected category details		An ecosystem and list of offerings that helps the cohort of Women in STEM build and scale solutions for social impact.

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Tentative Budgets	:	Initially not applicable.
Timelines	:	Starting April 2022 and continue on a rolling basis
Expected Outcomes	:	Selected innovators will have the opportunity to prototype and build a product on their innovations, and a subset of those solutions deployed at scale for measurable outcome.
Other Details	:	a) Are Joint Proposals Allowed – Yes b) Are multiple submissions allowed – No c) Project Coverage (Regional/Pan -India) – Pan-India
Format	:	a) Template – will be shared
Technology Readiness Level	:	To leverage cloud technology in a focused area, team must have IT skills
Shortlisting Procedure	:	Panel to be formed comprising of PSA's office members and AWS team members to shortlist
IPR Ownership (Patenting Pattern)	:	Owned by the team

Appendix: Approach note

Digital Innovation: Amazon's Digital Innovation program helps innovators learn and use innovation mechanisms to solve mission-critical problems. The program enables innovators to imagine and build futuristic solutions and opportunities. In both the cases, the program is structured to progress from ideation to a working solution/prototype in a matter of twelve to fourteen weeks. In this program we take innovators
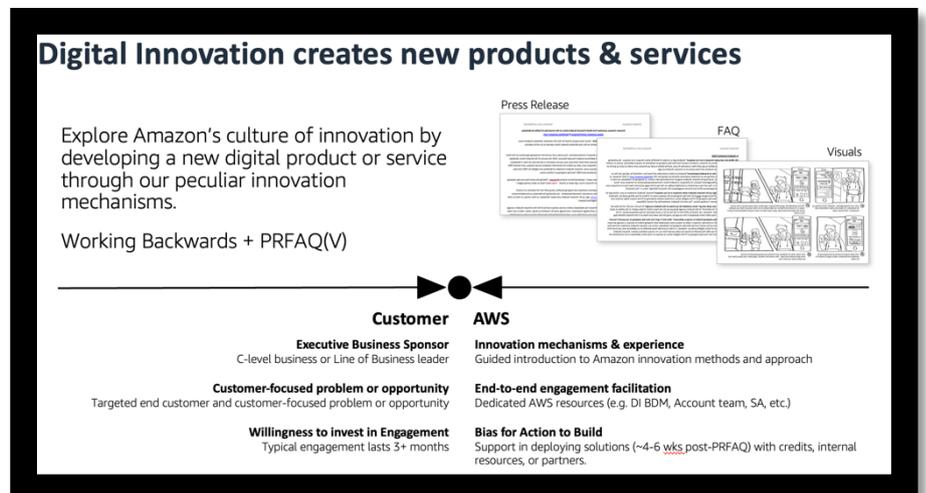
rapidly through a multi-week engagement inspired by our internal Working Backwards process to conceive and build a digital product or service on AWS. To begin with, we leverage AWS teams or external partners to build prototypes of this digital product or service. The engagement culminates in a go/ no-go decision to launch or scale the proposed solution, while multiple other customer opportunities are identified along the way.

This Digital Innovation Journey is accomplished through a multi-step approach potentially spanning 10-12 weeks. From a practical perspective what this looks like is:
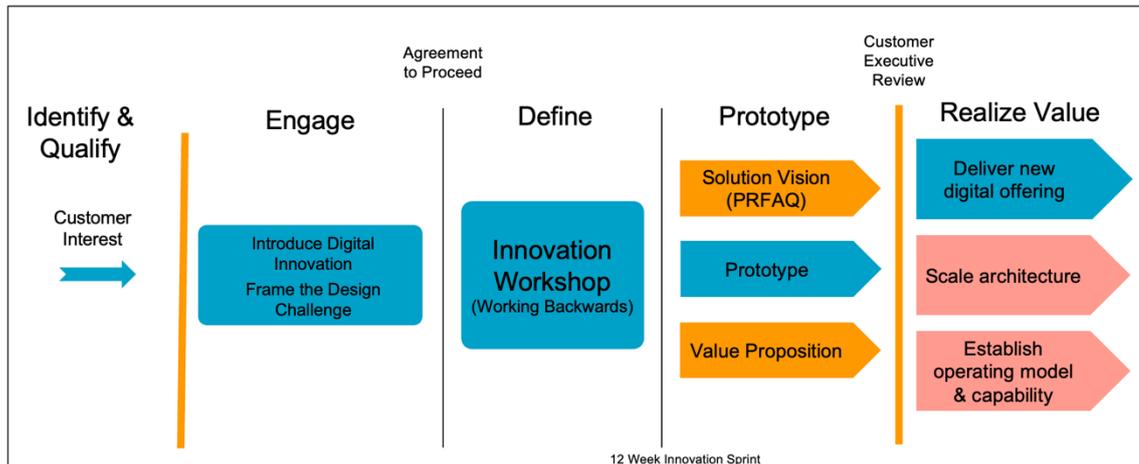
- We have an introductory/exploratory meeting with the innovator to allow both of us to determine if this is the correct path
- We then have a 2–3-hour session to really understand "the problem" we are solving or the opportunity we are pursuing
- Schedule a 2-day virtual workshop- going through the Amazon's work backwards process
- Schedule a Solution Workshop where we create epics and user stories
- When complete- the innovator takes that modeled solution and builds it with their internal team, AWS Professional Services team or a partner of their choosing.

AWS Mentoring: To support timeline and milestone based development of the product/solution. Participants will define timelines to achieve productization of their solutions.

AWS Partner status: Participant organization will register on APN portal to become AWS partners and to access partner resources. The Partner team will support in providing regular updates/sessions to help these partners.

Offer AWS starter credits: Participants will be given initial credits (for 4-6 months) to start their product and get AWS Credits directly subject to the AWS Partner Network (APN) guidelines. For timely completion of the solution, participants will be given additional credits.

AWS sessions: AWS team will invite participant organisations to attend AWS sessions on various technologies.

Solution Support: Guidance of AWS Solution Architects to support in designing, reviewing and optimizing solutions for cost and performance.

Go-to-market (GTM) : Post product development, Account Manager support in jointly pitching or supporting the pitch to customers including driving POC's.

Support in AWS MarketPlace listing: Post product development, to increase the outreach and scale, AWS will provide support in getting the product listed on AWS Marketplace

Criteria for Selection:

S.No	Criteria	Initial/Breadth Engagement	Depth Engagement
1	Organization Size	<100 people	<100 people
2	IT Solution is based on Deep Tech (niche tech) (AI/ML, IoT, Blockchain, HPC, Quantum Computing, or similar)	MVP has at least one feature based on Deep Tech	Potential solution has at least 5 features leveraging Deep Tech
3	Software as a service	Yes	Yes
4	Potential User Scale	>1 Lakh	>1M
5	Implementation to Start and End timeline	MVP To Start : Immediately MVP To complete : in 6 months	From Breadth to Depth : Immediately after MVP completion Feature implementations and scale : in next 6 months
6	Past experience in IT Projects in India / International Markets	Preferrable	Must
7	Organization has certified technical professionals	Preferrable	Atleast 2
8	Past experience in Public Sector (Government, Education, Healthcare etc)	Preferred but not mandatory	Yes
9	Existing customers in public sector	Preferred but not mandatory	Yes

Credits On Offer:

1) Breadth engagement : Upto $5K based on estimation and requirement (we will engage with team to help them estimate)
2) Depth Engagement : Upto $25K based on estimation and requirement