Your AI initiative may already qualify for AWS funding.

Five AWS funding routes for GenAI and agentic AI, each mapped to the stage your initiative is at, whether your workloads run on AWS today or are moving there.



How AWS funding works

Four rules shape every route in this guide. Read them first: they decide who applies, when, and what AWS puts in besides money.

01

It runs through a partner.

AWS funds customer projects through AWS Partners, who scope the work and submit the request.

Source: AWS

02

It is approved before work starts.

Funding is pre-approved, then paid as cash or credits, so scope it with a partner before building.

Source: AWS APN Blog

03

It follows the stage and the outcome.

Each route fits a stage of an initiative. The newest, Business Value Realization, releases funding only as business results are validated.

Source: AWS

04

AWS works on the solution, not just the funding.

On funded projects, AWS technical teams and solutions architects work with the partner and the customer on the solution itself.

Who does what on a funded project

You

- Bring the use case and the business outcome
- Name an executive sponsor and an owner

The AWS Partner

- Scopes the work and submits the request
- Builds, and reports progress to AWS

AWS

- Approves and funds, case by case
- Works on the solution with you both

All funding is assessed case by case and subject to AWS terms and budget availability. AWS does not publish per-customer amounts.

Find your stage

Answer in order. The first “no” is your stage, and the section to read first.

Q1 Have you chosen the first AI use case worth funding?

IF NO → **Stage 01 Discover**

↓ IF YES

Q2 Have your own teams tested that use case hands-on?

IF NO → **Stage 02 Assess**

↓ IF YES

Q3 Do you have a working proof of concept on your own data?

IF NO → **Stage 03 Pilot**

↓ IF YES

Q4 Is it running in production on AWS?

IF NO → **Stage 04 Scale**

↓ IF YES

Q5 Are business KPIs agreed and tracked since go-live?

IF NO → **Stage 05 Run**

Not on AWS yet? Migration funding (Stage 4) covers moving workloads from on-premises or another cloud onto AWS, so plan the move alongside whichever stage you are at.

At a glance

Stage	Funding route	What it covers	Cost to you
Discover	**AI Assessment Funding**	AI feasibility, use cases and a roadmap	None
Assess	**EBA: 3-day sprint**	Your teams build an AI solution on AWS, from idea to working prototype	Your team's time; AWS contributes its experts
Pilot	**Co-funded proof of concept**	Part of the cost of building and validating a proof of concept	Shared with AWS
Scale	**Co-funded production; migration funding**	Part of the cost of a production build, or of moving a workload to AWS	Shared with AWS
Run	**Business Value Realization**	Funding tied to business results after go-live	Shared with AWS

Stage 01 Discover

AI Assessment Funding

An AWS-funded assessment of AI feasibility for your business challenges. You define use cases and leave with a clear roadmap, at no cost to you.

What it asks of you

Business challenges to assess, and the people who own them.

Best for

Organizations that know AI matters but have not chosen where to apply it first.

Partner example · Fission Labs

Fission Labs runs the AWS-funded AI assessment with the customer's business and technology owners. The customer leaves with:

- Your highest-value AI use cases
- Data readiness check
- Clear recommendation on where to start
- Pilot-to-production roadmap for the next 12 to 18 months
- **What happens next:** building the first use case with Fission Labs afterward is optional.

In practice

5 of 9

AWS-funded assessments moved to production, with AWS teams on the solution

Stage 02 Assess

EBA 3-day innovation sprint

A hackathon-style event in which your cross-functional teams design and build an end-to-end AI solution on AWS, from ideation to a working prototype in three days. Experience-Based Acceleration is an AWS methodology, first piloted in 2018. Source: AWS Cloud Operations Blog

What it asks of you

A senior executive sponsor, an EBA lead who sets objectives with AWS and the partner, and three days of your team's time.

Best for

Teams with a chosen use case that want to test it hands-on before committing to a pilot.

Partner example · Fission Labs

Fission Labs runs the sprint alongside AWS with the customer's cross-functional teams, and stays with the use case afterward, so the prototype can move straight into a co-funded proof of concept (Stage 3).

- **The customer gets** a working prototype, teams that have built on AWS AI services themselves, and a tested use case before a pilot budget is set.

The format

3 days

from ideation to a working prototype on AWS

Stage
03
Pilot

AWS co-funded proof of concept

AWS co-funds proof-of-concept AI projects built on Amazon Bedrock, SageMaker and other AWS AI services, reducing the financial risk of the first build. Funding is approved before work starts. Source: AWS APN Blog

What it asks of you

One defined use case, a business owner for it, and agreement on the proof of concept scope before work begins.

Best for

Teams ready to prove a use case on their own data.

Partner example · Fission Labs

An AWS Advanced Tier Partner with the AWS Generative AI Software competency and the AWS Generative AI and Agentic AI Services competency. For a co-funded proof of concept, Fission Labs works in three steps:

01

Scope

The use case, the data, the success criteria and the AWS services, agreed with the customer.

02

Request

Fission Labs prepares and submits the funding request to AWS, for approval before work starts.

03

Build

The proof of concept on Amazon Bedrock, SageMaker and other AWS AI services, on the customer's own data.

✓ **The customer gets** a proof of concept on its own data, with part of the cost co-funded by AWS and AWS's teams involved in the solution, without applying to AWS itself.

In practice · An AWS-funded pilot, solutioned with AWS

A governed AI leasing agent for a PropTech operator, built on Amazon Bedrock AgentCore.

560 → 68
hours of pilot setup effort

8 weeks
to live, on Amazon Bedrock AgentCore

2
properties live with the AI leasing agent

Stage 04 Scale

Co-funded production builds and migration funding

Two AWS routes take a working pilot into production, whether it already runs on AWS or is moving there.

Co-funded production-ready AI projects

AWS co-funding extends past the proof of concept to production-ready builds, so the move to an enterprise-grade solution is not funded by you alone.

Migration funding

AWS funds moving workloads from on-premises or other clouds onto AWS, assessed case by case. For AI initiatives, this covers moving a GenAI workload from another platform to Amazon Bedrock.

Source: AWS Partners

What it asks of you

A working pilot or an existing workload, and a target architecture on AWS.

Best for

Teams whose pilot works and who want to run it in production on AWS.

Partner example · Fission Labs

Fission Labs has a strategic collaboration with AWS on GenAI and agentic AI, and another on migration and modernization. Together they extend AWS co-funding from the proof of concept to production-ready builds, and cover moving workloads from on-premises or another cloud onto AWS.

- **Buying the build:** Fission Labs' GenAI and agentic AI professional services are on AWS Marketplace, so the customer can procure through its existing AWS account.
- **The customer gets** a production build and, where needed, the migration with one partner, with part of the cost shared with AWS.

In practice · An enterprise SaaS platform moved to Amazon Bedrock

An enterprise SaaS company's multi-agent AI platform moved from OpenAI to Amazon Bedrock through an agents adapter layer built by Fission Labs, without a rewrite and with every integration kept intact.

Engineering effort

~80%

engineering effort saved versus rewriting each agent

Model spend

13.2%

lower model spend after moving to Amazon Bedrock

Stage
05
Run

Business Value Realization (BVR)

BVR funding follows the results you achieve after go-live. The partner agrees business KPIs with you and guides adoption in clear stages, and AWS releases funding as each milestone is validated. AWS launched BVR in June 2026. Source: AWS

What it asks of you

Agreed business KPIs, and the adoption data to show progress against them.

Best for

Teams with an AI solution live, or about to go live, that need adoption and measurable outcomes.

Partner example · Fission Labs · A BVR engagement

Agree KPIs

Fission Labs agrees the business KPIs with the customer.

Guide adoption

Stage by stage after go-live.

Report progress

KPI progress goes to AWS.

Funding released

AWS releases funding as each milestone is validated.

- **The customer** shares usage data and confirms the business outcomes achieved.
- **The customer gets** structured adoption, measured against its own KPIs, with funding tied to the results.

Questions to ask any AWS partner about funding

Whichever partner you choose, these questions show how the funding will work on your project.

1. Which of these routes are you eligible to deliver, and through which AWS programs?
2. Who prepares and submits the funding request, and what do you need from us?
3. How long does approval usually take, and does work wait for it?
4. What happens to scope and cost if AWS approves less than requested, or declines?
5. Can the funded work continue in-house or with another partner afterward?
6. What will you report to AWS about our project, and what will we see?

About Fission Labs

Fission Labs is a product engineering company for startups, SMBs and enterprises, building across product, data, cloud and AI.

2010
founded

450+
engineers

100+
clients

250+
projects delivered

An AWS Advanced Tier Partner with AI competencies

We hold AWS competencies in Generative AI Software and in Generative AI and Agentic AI Services, and a strategic collaboration with AWS on GenAI and agentic AI. That standing lets us take customer initiatives through AWS funding programs, from assessment to pilot to production, with AWS teams working on the solution alongside us.

AWS-funded projects, delivered across industries

AWS-funded engagements have taken our customers' AI use cases from first assessment into production, and the same engineering depth runs through our delivery in:

Healthcare **Fintech** **Retail** **Logistics** **SaaS** **Manufacturing**

Partner credentials

aws PARTNER Advanced Tier Services
aws PARTNER Generative AI Services Competency
aws PARTNER AI Services Competency
aws PARTNER DevOps Services Competency
OpenAI Select Partner
databricks CONSULTING PARTNER Registered
Claude Partner Network

Getting started

AWS decides funding project by project, and every route in this guide runs through an AWS Partner. What you bring is an initiative clear enough for AWS to approve.

What to have ready

- The business outcome the initiative should change, and the stage you are at.
- An executive sponsor and a day-to-day owner.
- On AWS: the account the workload will run in. Not yet: where it runs today and what would move.
- From the pilot stage on: one named use case and an estimate of the AWS services it will use.
- For scaling: where the GenAI workload runs today and what has to move or be modernized.

Next step. Whatever your stage, start with your AWS-funded AI assessment.

At no cost to you. Building the first use case with Fission Labs afterward is optional.

info@fissionlabs.com · www.fissionlabs.com

Book your assessment →

Important

All funding described in this guide is at AWS's sole discretion. AWS decides eligibility, amounts and approval case by case, subject to AWS terms and budget availability, and no partner, including Fission Labs, can guarantee that a project will be funded. Program details reflect AWS information as of October 2026 and may change.

Sources

Funding Benefits for AWS Partners, AWS
Experience-Based Acceleration, AWS Cloud Operations Blog
Business Value Realization, AWS Partner Central
AWS Partner Funding Program changes, AWS APN Blog
Business Value Realization launch, AWS



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