

# 5 steps for applying to the Cloud Program



We're thrilled you are considering applying to the Google for Startups Cloud Program. Identity verification is the first step to applying and is designed to protect you and your company. **Follow these steps to ensure a smooth application process** and start enjoying the benefits of the program as soon as possible.

## 1. Apply with your startup business email address

Personal email addresses will **not** be accepted.

- ✓ [applicant@coolstartup.com](mailto:applicant@coolstartup.com)
- ✗ [coolstartup@gmail.com](mailto:coolstartup@gmail.com), [coolstartup@yahoo.com](mailto:coolstartup@yahoo.com)

## 2. Check that email address and business domain match

- ✓ [applicant@coolstartup.com](mailto:applicant@coolstartup.com) + [www.coolstartup.com](http://www.coolstartup.com)
- ✗ [applicant@coolstartup.com](mailto:applicant@coolstartup.com) + [www.mycoolstartup.ai](http://www.mycoolstartup.ai)

## 3. Provide an active Billing ID in good standing

This ID is an 18-digit alphanumeric hex string such as `ABC123-DEF456-GHI789`. If you haven't created a Google Cloud Billing ID yet, you can check out how to [create a Billing ID](#).

**Please wait 48 hours after creating a Billing ID before applying to the Google for Startups Cloud Program in order to ensure it reaches our systems.**

**Please use your active Google Cloud Billing ID, not your:**

Google Cloud Project ID (text string e.g. "analytics-misc")

Google Cloud Project Number (numeric digits with no space e.g. 601315335546)

Payments Profile ID (12 numeric digits e.g. 2885-9549-6692)

## 4. Make sure the owner of the billing account has the same unique email domain as used on your application

We need to verify that your company controls the Google Cloud Billing ID used on your application, as this is where we will deposit Cloud credits upon acceptance into the Google for Startups Cloud Program. This is a very common application error, so we recommend consulting with the individual who manages your startup's Cloud Billing account before applying. If your startup uses a different domain for email than your Cloud Billing ID, please see the next page for more details. [For questions on how to manage Billing ID users, see this tutorial from our billing team.](#)

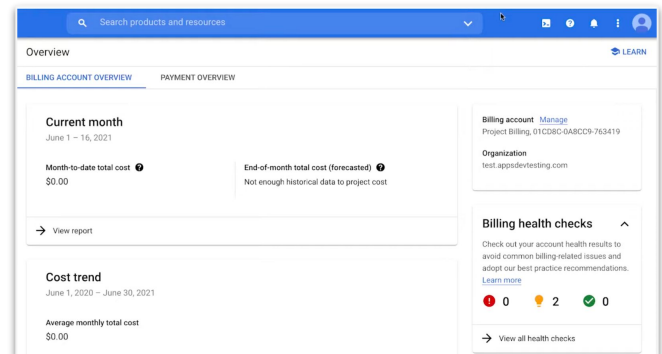
## 5. Provide publicly available proof of funding, if you are funded

To enjoy all of the benefits of the Google for Startups Cloud Program, your startup must have received pre-seed to Series A equity funding within the past year. The next page outlines the investment verification process in more detail.

## If your startup uses a different domain for email

We still need to validate your identity.

Please contact [cloudstartupsupport@google.com](mailto:cloudstartupsupport@google.com) with screenshots that link both your email and business domain to the active Google Cloud Billing ID you wish to use to apply to the program (e.g. Cloud Billing overview screen).



## Investment verification

Your startup does not need to be funded to be accepted into the Google for Startups Cloud Program. If you do have funding, congrats! Please ensure your investment meets the below criteria.



**What we CAN accept:** Equity investment from pre-seed to Series A equity funding, and if Series A, raised within one year of applying to the program.



**What we CANNOT accept:** Investment comprised entirely of crowdfunding, friends & family, debt funding, grant funding, or private equity funding.

If you haven't raised a pre-seed to Series A round, unfortunately you aren't yet eligible for the Google for Startups Cloud Program—but please check back here when you're ready.

Please provide links to publicly available online sources showing the equity investment(s) made in your company. If you are in stealth mode, please work with your investor and their Google point of contact to verify your funding.



**What we CAN accept:** Investment news from reputable news articles or press releases, startup investment aggregator sites (Pitchbook, Dealroom, Crunchbase, etc), investor portfolio pages, investor blog posts, etc.



**What we CANNOT accept:** Social media posts or blog posts from your own company, confidential information such as funding documentation, incorporation documents, and other forms.

### Key resources for billing support



[Create a Billing Account](#)



[Update your Billing Account and Payment Settings](#)



[Manage your Billing Account](#)

**You're almost there!** Before you submit your application, double-check that your startup is eligible for the Google for Startups Cloud Program:

- ☐ Your startup was founded within 10 years of applying to the program, and has not had an initial public offering or been acquired.
- ☐ Your startup hasn't participated in the Google for Startups Cloud Program in the past, or received Cloud credits (beyond the standard free trial) via another Google program.
- ☐ Your startup is a tech company, not an educational institution, government entity, nonprofit, personal blog, dev shop, consultancy, or agency.
- ☐ You are not using a generic email domain or stealth website.