Google for Startups

Introduction to Google Cloud

Google for Startups Cloud Program

Guidance along your journey

Startup Success Team: a dedicated point of contact for any questions

These guides will get to know each startup throughout their time in the program and connect them with the right Google teams to help troubleshoot any issues along the way

The **Google for Startups Cloud Program** provides resources to help early stage startups build and scale

Financial

Google Cloud credits and other discounts to help startups build their products and early infrastructure

Business

Help with navigating Google resources for startups to build and grow their business

Technical

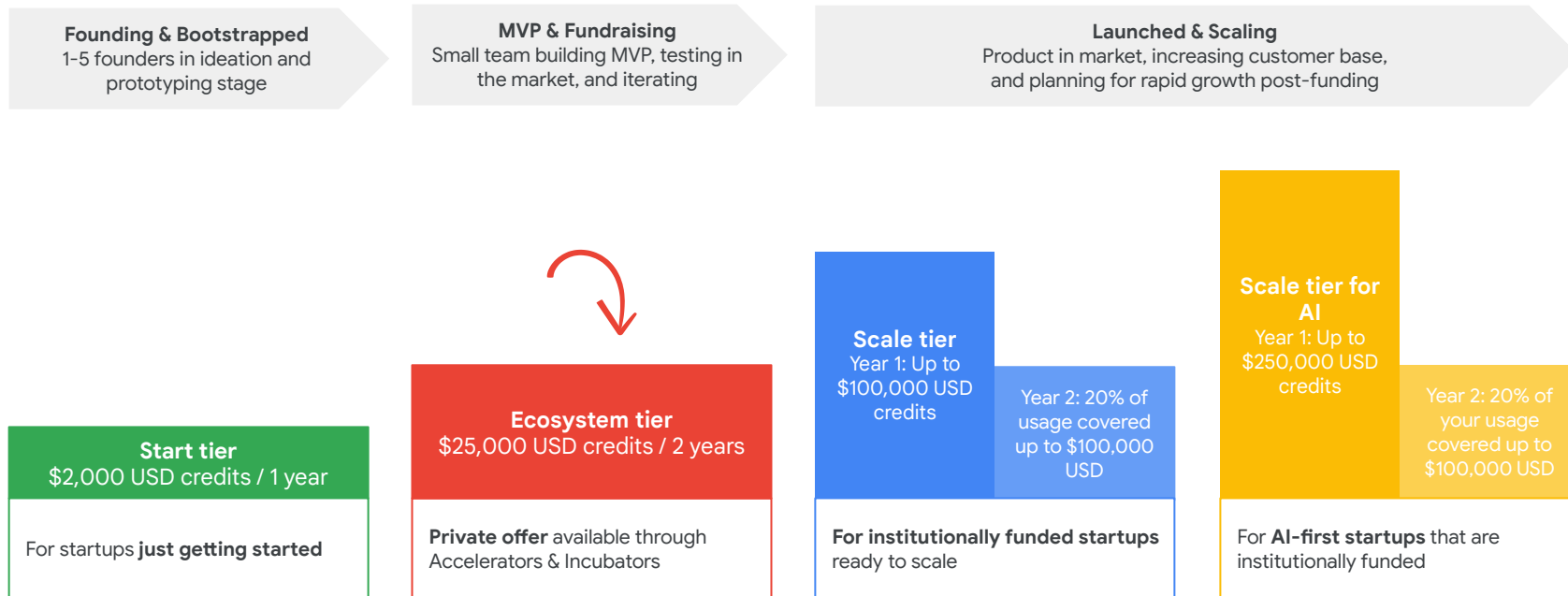Educational resources and workshops led by Google Cloud Customer Engineers

Community

Access to Google Cloud experts and peers

The Program **meets startups where they are in their journey**

Founding & Bootstrapped
1-5 founders in ideation and prototyping stage

MVP & Fundraising
Small team building MVP, testing in the market, and iterating

Launched & Scaling
Product in market, increasing customer base, and planning for rapid growth post-funding

Start tier
$2,000 USD credits / 1 year

For startups **just getting started**

Ecosystem tier
$25,000 USD credits / 2 years

Private offer available through Accelerators & Incubators

Scale tier
Year 1: Up to $100,000 USD credits

Year 2: 20% of usage covered up to $100,000 USD

For institutionally funded startups ready to scale

Scale tier for AI
Year 1: Up to $250,000 USD credits

Year 2: 20% of your usage covered up to $100,000 USD

For **AI-first startups** that are institutionally funded

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Startups in your portfolio get exclusive access to Program benefits

Benefits

- **$25,000 USD Google Cloud credits** to cover 100% of their Google Cloud and Firebase usage over 2 years

- **$500 USD Google Cloud Skills Boost credits** for video courses and hands-on labs

- **12 months of Google Workspace Business Plus** *(for new sign ups only)*

Eligibility

- Must be **selected for your accelerator or incubator program** (no general community members or paid co-working space users)

- Must be **actively participating in your program, or graduated in the last 1 year** (if rolling admission, selected for your program in the last 1 year)

- Must have a **valid domain** with company and product description and **matching business email**

- Must **not have received Google Cloud credits** beyond Free Trial or Start Tier $2,000 USD

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Technical Support

Access dedicated support, **one-to-one guidance from Google engineers**, expert mentoring, and technical training.

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Ongoing Google Cloud Startup Workshops

A series of technical workshops hosted by the Google Cloud Customer Engineering team. These workshops provide startups with in-depth knowledge of Google Cloud products and services. They are live 90-minute virtual sessions on Google Meet, with Q&A.

Who should attend?
These workshops are ideal for technical professionals, architects, developers, and IT professionals who are newer to Google Cloud, and want to learn more.

RSVP here

How to onboard onto Google Cloud	Data & Security	AI Series	Applications
• Foundational Google Cloud concepts • How to onboard onto Google Cloud	• Generative AI Workshop • Getting AI to Production • Let's Learn about AI Security • Adding AI to your Data Pipeline	• Generative AI Workshop • Getting AI to Production • Let's Learn about AI Security • Adding AI to your Data Pipeline	• Getting Started with Serverless • Getting Started with GKE

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Next steps

01.

Apply for Google for Startups Cloud Program

02.

Request 1-1 office hours with Startup Success Team

03.

Reach out to our team anytime. We are here to help

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Questions?

Visit cloud.google.com/startup