

Supercharge your growth with our startup program

It's hard work launching a startup, but you don't have to do it alone. The Google for Startups Cloud Program is here to help your big dreams take flight.

A program built to help startups thrive.

Empower your team

Tap into training and support so your team can focus on innovation and growth. Get connected to a dedicated startup expert and engineers.

Get a financial boost

Scale up with credits for Google Cloud and enjoy a range of other Google-wide discounts and perks.

Network and grow

Make the most of networking opportunities with peers and industry experts. Get invited to local events.



Google has allowed us to achieve major milestones for our financial services startup, including launching an API platform for blockchain developer infrastructures and creating an analytics platform for blockchain data parsing into traditional data structures. I recommend Google Cloud to all the startups I know.

Jason Allen Martin, CEO,
Rubicon Financial Technologies

From idea stage to Series A, we've got you covered.

The Google for Startups Cloud Program has two tiers to help you accelerate growth—no matter what stage you're at now.

Start tier

If you're early in your startup journey and haven't yet received equity funding, you may be eligible for:

- Up to \$2,000 USD in credits¹ valid for one year
- Option to apply Google Cloud credits to a [Customer Care](#) plan for unlimited access to technical support
- Access to technical resources and our global startup community
- [Google Workspace Business Plus](#) discounts, [Google Maps Platform](#) credits, and more

Scale tier

If you're backed with verified equity funding from Seed to Series A, you may be eligible for:

- First year of Google Cloud and Firebase usage covered with credits up to \$100,000, and 20% of usage costs covered in year two (up to an additional \$100,000 in credits)¹
- \$12,000 USD in [Google Cloud Enhanced Support](#) credits for one year
- Access to Google Cloud Startup Customer Engineers
- Access to Google experts and exclusive events
- Guidance from your dedicated Startup Success Manager and Google Cloud engineers
- Expanded access to [Google Workspace Business Plus](#) discounts, [Google Maps Platform](#) credits, upskill opportunities, and more

Why Google Cloud?

Innovate quickly and easily

Go from code to deployment in record time with Google Cloud's state-of-the-art containers and microservices.

Turn data into real-time insights

Improve decision-making with leading-edge data analytics and AI solutions, including BigQuery, Looker, and AI Platform.

Save money

Reap significant savings when building on or migrating to Google Cloud—while reducing risk and increasing operational efficiency.

Collaborate from anywhere

Work together with your startup team in real time with Google Workspace—all backed by trusted Google security.

1. Credits can be applied towards [Google Cloud Platform Services](#) and select [Google Cloud offerings](#).

Moving to Google Cloud improved our time to market for application development by 400%. We can iterate quickly, find issues, and redeploy.

Trevor Marshall, CTO,
Current

Ready to apply?

[Learn more](#) about eligibility and the application process

[Apply for the startup program](#)