

Join Amazon Launchpad

Thank you for your interest in [Amazon Launchpad](#), Amazon's program for startups. As a referral from Amazon Launchpad's qualified funding network, you can shortcut your application process by following the process outlined below.

For a full program overview and FAQs, we have created this [introductory webinar](#).

To get started, you should first know the [following pre-requisites](#):

1. You will be expected to ship product within 30 days of registering.
2. You will need a U.S. bank account and tax ID.
3. Only physical products from [approved categories](#) are accepted.

Next, please choose one of the two paths outlined below based on your current business relationship with Amazon:

I am not a vendor to Amazon or I sell on Amazon via Seller Central/FBA:

1. Register for Vendor Express using [this link](#), which has a custom tag that will give you access to Amazon Launchpad benefits.
2. Within the registration, you will be prompted to select a funding source. If you fail to do so, you will not get access to the Amazon Launchpad A+ tools, a core benefit of the program.
3. Complete your registration and add all products you would like to add to the Amazon Launchpad program.
4. Once the products are approved you will receive a small SAMPLE PO. Fulfill this PO right away.
5. Build out your Amazon Launchpad A+ content by going into the Product Tab in Vendor Express and Clicking the "Edit A+ Content".

I am currently a direct vendor to Amazon through Vendor Central:

1. Complete this [content worksheet](#) which contains the template for the Launchpad specific A+.
2. Send this back to amazonlaunchpad-aplus@amazon.com when completed.

Within 7 business days of completing the steps outlined above, your products will be added to the Amazon Launchpad storefront. In addition, you'll be eligible for product placements on our storefront and the Amazon gateway, Amazon customer emails, and even product placements off Amazon paid for by our team.

We are excited to add you to the Amazon Launchpad program!

