



ENTERPRISE SKILLS TRANSFORMATION

GTA - AWS Generative AI Accelerator

Leverage gamified learning to increase artificial intelligence (AI) skills and solutions

What is a Generative AI Accelerator?

AWS Generative AI Accelerator is a 4-month engagement during which we help you run a 12-week team-based training competition that results in real business solutions.

The Accelerator format helps make building new AI capabilities exciting. Teams compete to generate winning Innovation Ideas, using the skills they learn and practice about large language models (LLM), Generative AI, Agentic AI, and more.



How it works

To compete, teams are formed of individuals with varying skill sets and roles. This breaks down traditional silos and promotes cross-functional collaboration.

Teams gain reward points by participating in accelerated AI training activities, utilizing tailored learning pathways, and putting new skills to use. As teams race up the leaderboard, they come up with an Innovation Idea that uses their new AI skills to help solve a real business challenge.

At the end of the 12-week competition, teams present their AI-based Innovation Idea during an end-of-competition celebration event. One team is selected as the winner and awarded the opportunity to bring their solution to life.

Program Benefits



Build and practice technical AI skills

Grow pipeline of Generative and Agentic AI solutions that solve real business challenges

Increase cross-team collaboration

Create excitement for AI capabilities and learning

“ This year we’re planning to develop around 500 AI agents. To make that happen, many experts are also needed. The AWS Guild Incubator program goes from idea to prototype. It is end-to-end and seamless. ”

YoungSeok Song

VP, AI Cloud Division
at LG CNS

AWS Generative AI Accelerator Engagement Outline



Competition Set Up (Month 1)

- Identify learning goals
- Set up roles, responsibilities and tools (AWS Skill Builder)
- Align learners and pathways
- Prepare for launch



Accelerated Learning (Months 2 and 3)

- Launch Gen AI competition
- Weekly AI training activities
- Experiment safely
- Innovation Idea submissions
- Cross-functional collaboration



Apply Innovation (Month 4)

- Refine Innovation Ideas
- Take exams, if applicable
- End-of-competition celebration event
- Leadership review and winner recognition

Innovation Idea Submissions

Teams THINK BIG about how their new AI knowledge can be applied to the business—which we call Innovation Ideas. Each team decides on an AI-based Innovation Idea to pursue during the competition. We help them apply Amazon’s unique Working Backwards approach to innovation, and they use that knowledge to refine the idea further before final presentation.

For an organization, Innovation Ideas translate directly into opportunities for real AI projects and improvement. They inspire teams to explore further, fostering innovation from within.

| <Team Name> Innovation Idea | |
|-----------------------------|---------------------------------|
| Our team's idea | Name of idea |
| How it works | Short summary (150 word max) |
| What it solves | Short summary (150 word max) |

Ready to start competing?

Speak to your AWS Representative or contact est-team@amazon.com to learn more about the Enterprise Skills Transformation team and their offerings like AWS Skills Guild and Guild AI Incubator.

Learn more at aws.training/guild

