

Amazon Launchpad

Provides an opportunity for new and emerging brands to accelerate their growth locally and scale globally.

Amazon Launchpad is an exclusive program that showcases innovative products from startups and emerging brands like yours to millions of Amazon customers. The Launchpad program makes it easy for brands to launch new products on Amazon and help get them discovered. Launchpad uses Amazon's world-class expertise, global infrastructure, and powerful marketing tools to help you tell your story and deliver your products.

Amazon Launchpad works with local venture capitalists, accelerator and government programs to solve the sales and distribution problems young brands face. They support these brands with Amazon's global selling and expertise so they can stay focused on product innovation. Amazon Launchpad's mission is to become the destination for unique and innovative products in Australia.

Launch on Amazon in 3 easy steps

- Step 1: Apply. Fill out our Amazon Launchpad application form as the first step to joining our program. The team will respond to your application within 7 to 10 business days
- Step 2: Create a Listing. They help guide you through the process of opening your Amazon account, creating new items, optimising your detail pages, and more
- Step 3: Scale and Develop. Once launched, investing in your product is essential to success. Leverage Selling on Amazon tools such as deals, advertising, and affiliate marketing.

All applications are reviewed on a case-by-case basis against selective criteria before acceptance into the Amazon Launchpad program. They are looking for startups or emerging brands that have a unique and innovative consumer product, inventory to ship, and are the brand owner of the product.

Link

<https://sell.amazon.com.au/launchpad>

Status

Open

Provider

Amazon

Amount

Unspecified

Rounds

None - Always Open

Location

- National

Who Can Apply

- Businesses
- Individual

Co-contribution Required?

Unspecified by Provider

Powered By

