



# NVIDIA Developer Programs & Inception Program for Startups



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“

Our purpose is to advance our craft so  
that you, the da Vincis  
of our time, can advance yours

— NVIDIA CEO Jensen Huang

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”

# EU AI Start-Up and Innovation Communication

This package will generate an additional overall public and private investment of around €4 billion until 2027

PRESS RELEASE | 24 January 2024 | Brussels

## Commission launches AI innovation package to support Artificial Intelligence startups and SMEs

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Today, the Commission has launched a package of measures to support European startups and SMEs in the development of trustworthy Artificial Intelligence (AI) that respects EU values and rules. This follows the [political agreement](#) reached in December 2023 on the EU AI Act – the world's first comprehensive law on Artificial Intelligence – which will support the development, deployment and take-up of trustworthy AI in the EU.

In her 2023 [State of the Union address](#), President **von der Leyen** announced a new initiative to make Europe's supercomputers available to innovative European AI startups to train their trustworthy AI models. As a first step, the Commission launched in November 2023 the [Large AI Grand Challenge](#), a prize giving AI startups financial support and supercomputing access. Today's package puts this commitment into practice through a broad range of measures to support AI startups and innovation, including a proposal to provide privileged access to supercomputers to AI startups and the broader innovation community. It contains:

- Source: [https://ec.europa.eu/commission/presscorner/detail/en/ip\\_24\\_383](https://ec.europa.eu/commission/presscorner/detail/en/ip_24_383) (accessed 25.01.2024)

# NVIDIA Developer Ecosystem

Driving adoption with developers



## NVIDIA Developer Program

3.5 Million Developers

- 600+ SDK and AI models
- Early access programs
- NVIDIA On-Demand videos
- Dev Forums
- Technical blogs



## NVIDIA Inception

Global Startup Program

- Technical guidance
- Cloud credits
- NVIDIA tech discounts
- Training credits
- Go-to-market support



## Deep Learning Institute (DLI)

350,000 Devs Trained

- Hands-on, self paced courses
- Live, instructor-led workshops
- Educator programs and teaching kits



## Higher Education & Research Programs

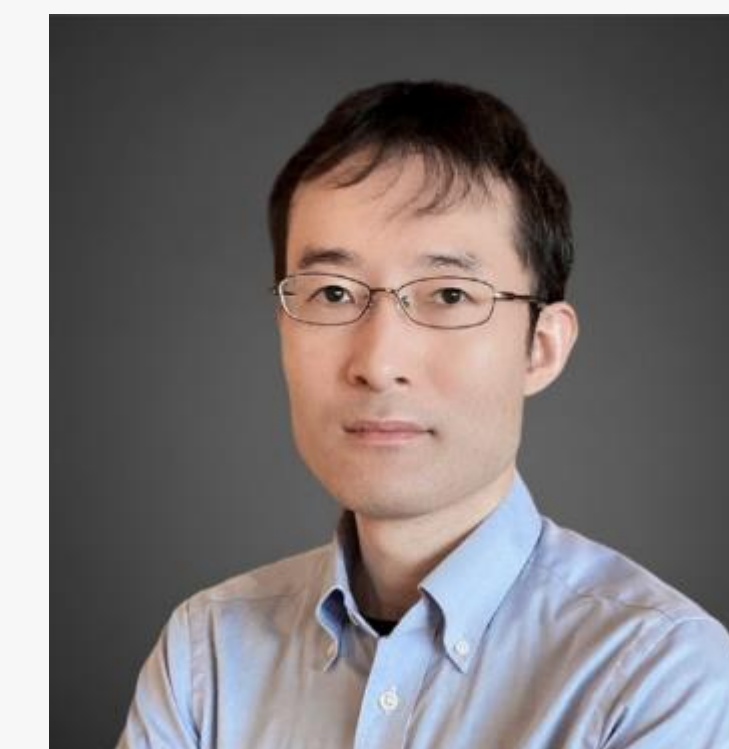
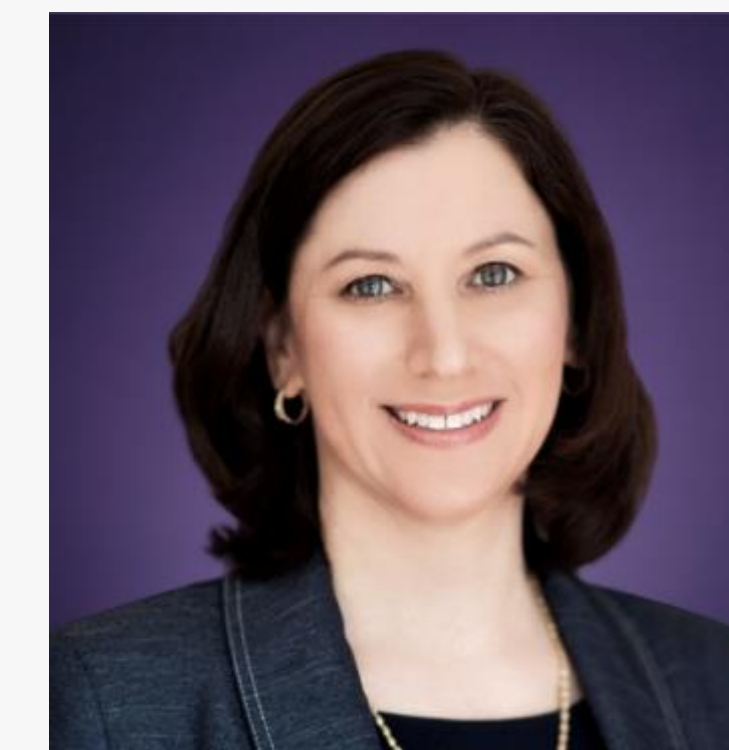
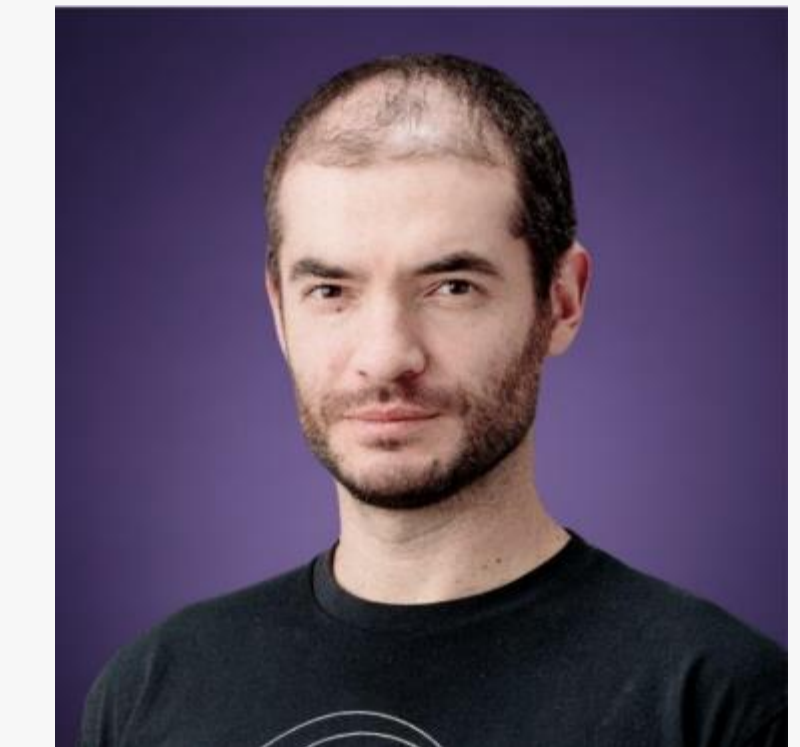
600 Projects/ Year

- Applied Research Accelerator Program
- DevRel support

# NVIDIA Developer Program

The brightest minds in AI, graphics and accelerated computing

- Access to hundreds of SDKs and APIs
- Early access opportunities
- First look at new product releases and features
- Access to community and NV technical staff through forums
- Bug submission
- Online documentation and code samples
- Self-paced training and professional on-site workshops
- Invitations to exclusive developer events
- Join for free at [developer.nvidia.com](https://developer.nvidia.com)



The background of the slide features a series of overlapping, curved, light green bands that create a sense of depth and movement, transitioning from a lighter shade on the left to a darker shade on the right. A solid green vertical bar is positioned on the far left edge.

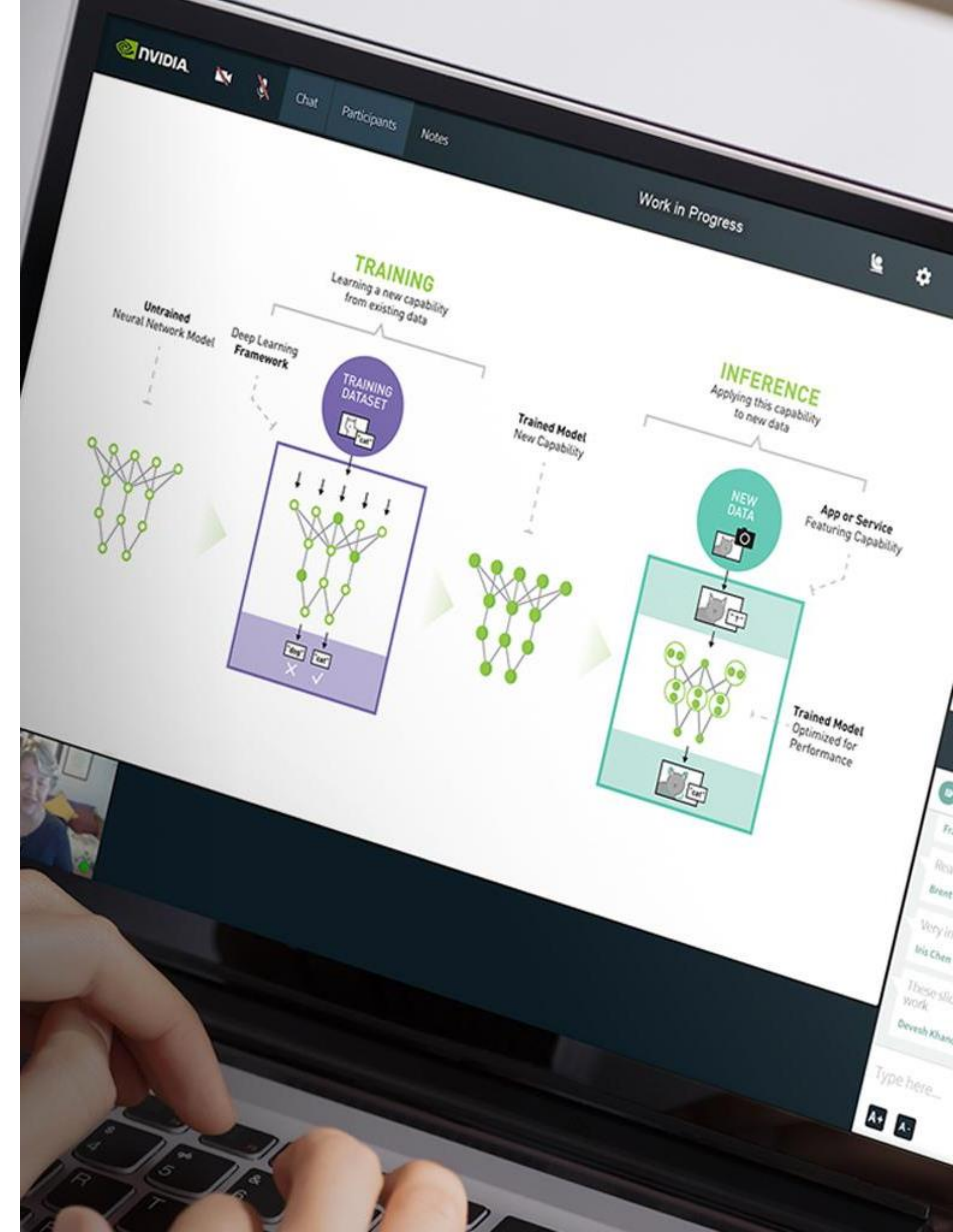
# **NVIDIA Developer Programs**

# NVIDIA Deep Learning Institute (DLI)

Hands-on training in accelerated computing, AI, and accelerated data science to help you solve your most challenging problems

- Build and deploy end-to-end projects across a range of technologies and domains
- Hands-on experience with the most widely used, industry — standard software, tools, and frameworks
- Join live, instructor-led workshops and learn from DLI-certified instructors who are experts in their fields
- Take self-paced, online courses anytime, anywhere
- Earn NVIDIA DLI certificates to demonstrate subject matter competency and support career growth

Learn more at: [www.nvidia.com/dli](http://www.nvidia.com/dli)



# The DLI Ambassador University Program

## What is the DLI Ambassador University Program?

- Qualified faculty and researchers can get certified to teach DLI workshops to their students at no cost
- Hundreds of universities with certified DLI Ambassadors around the world

## New DLI Ambassador Program Benefits Starting 2022

### Instructor and Ambassador Certificates

### Specializations

- Recognition of series of three related instructor certifications
- 4x Specializations in Data Science, DL, Conversational AI and Accelerated Computing

### Tiering and Tier-Based Incentives

- Recognition and additional benefits for most active instructors for the year (similar to airline frequent flier model)

**For more info on benefits and to apply:**

<https://www.nvidia.com/en-us/training/educator-programs/university-ambassador-program/>

## Current Benefits:

DLI Workshop and Content Enablement	<ul style="list-style-type: none"><li>• Bring free, world-class DL training to academic communities and conferences (USD\$500 value per student)</li><li>• Proven, ready-made content and online training platform</li><li>• Off-set for event expenses, catering, and/or travel expenses (up to USD\$500 per event)</li><li>• Access to workshop best practices and promotional assets via Ambassador Event Kit</li></ul>
Training and Instructor Certification Award	<ul style="list-style-type: none"><li>• Free DLI Instructor Certification (USD\$1000 value)</li><li>• Recognized and certified as an applied DL expert by NVIDIA</li><li>• Formal inclusion in DLI University Ambassador and Certified Instructor programs</li></ul>
Community and Networking	<ul style="list-style-type: none"><li>• Network with Ambassador expert community via various channels including LinkedIn groups, social media, workshops, etc.</li></ul>
Other Teaching Resources	<ul style="list-style-type: none"><li>• Early access to DLI content, DLI Teaching Kits, and other cloud-based platforms complement your curriculum courses</li></ul>
Opportunity to Run Paid DLI Training for Industry	<ul style="list-style-type: none"><li>• Ambassadors can purchase DLI workshops from NVIDIA at a discount and resell to industry and professional continuing education customers</li></ul>



# DLI Teaching Kits

Advancing global education with GPU acceleration



Downloadable, semester-long university curriculum course material for qualified educators and teaching assistants:

- Lecture slides
- Lecture videos
- Hands-on labs/solutions
- Quiz/exam problem sets/solutions
- Text and e-book
- Free AWS cloud credits
- Syllabus with integrated online DLI courses

Different kits available for different course types:

1. **Accelerated Computing (CUDA):** UIUC/Prof. Wen-Mei Hwu, U Delaware/Prof. Sunita Chandrasekaran
2. **Deep Learning:** NYU/Prof. Yann LeCun
3. **Accelerated Data Science:** Georgia Tech/Prof. Polo Chau, Prairie View A&M/Prof. Xishuang Dong
4. **Edge AI and Robotics:** Oxford/Dir. Ajit Jaokar, UMBC/Patty Delafuente
5. **Graphics and Omniverse:** Studio Education Partner Program
6. **Science and Engineering:** Brown University/Prof. George Karniadaki

[developer.nvidia.com/teaching-kits](https://developer.nvidia.com/teaching-kits)

# **NVIDIA Inception Program**

# NVIDIA Inception Helps Startups Build and Grow Faster

For startups of all stages working in AI, AR/VR, gaming, graphics, and networking

15,000+

Startups Worldwide

100+

Countries Represented

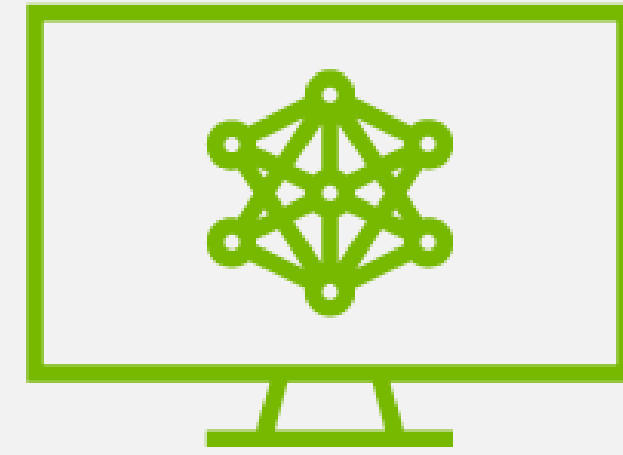
37%

Program Growth in 2022

# Inception Helps Startups Achieve Success at Every Stage

Accelerating the world's most innovative startups

## NVIDIA INCEPTION



Free self-paced courses

Discounted instructor-led workshops

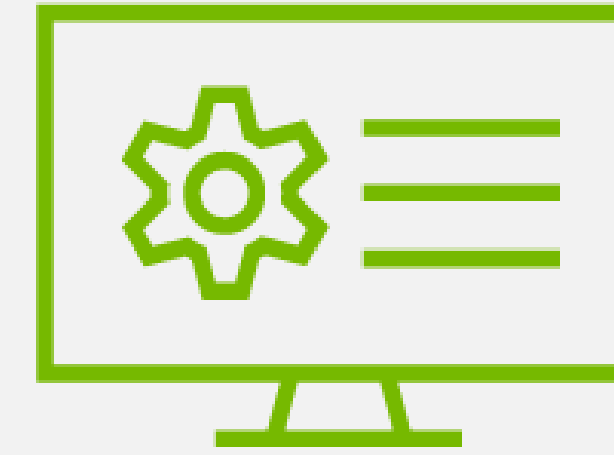
Expert-led technical webinars

Member-only NVIDIA AMAs

Inception Connect events

### Innovate

Accelerate innovation through hands-on training and other learning resources for startups



Access to NVIDIA SDKs

AWS cloud credits

Discounts on NVIDIA HW & SW

Engineering guidance

NVIDIA Launchpad

### Build

Get exclusive pricing on NVIDIA software and hardware to build your solutions and get to market faster



Exposure to VC community via Inception VC Alliance

NVIDIA Inception digital badges

PR and social templates

Opportunities for social amplification

### Grow

Supercharge business growth with tools to increase market awareness and opportunities for VC firm exposure

# Innovate and Build Your Solutions Faster

Benefits to help you accelerate development

Get free credits for self-paced courses and discounts on instructor-led workshops so your team can build new skills.



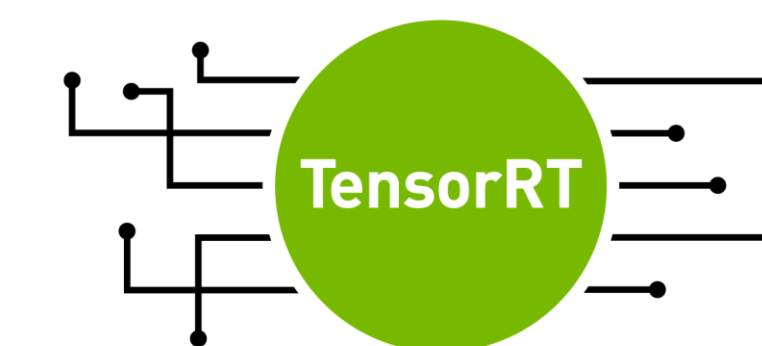
Receive preferred pricing on a range of NVIDIA software and hardware to develop faster with the latest technology.



Get free cloud credits from our CSP partners so that you can access high-performance computing anytime, anywhere.

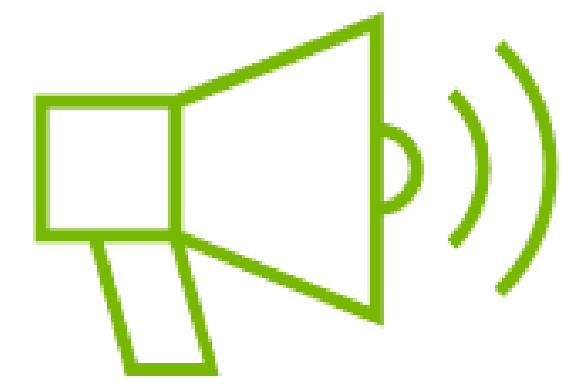


Access our massive collection of developer tools, pretrained models, and optimized software libraries to accelerate innovation.



# Accelerate Your Startup's Growth

Increase brand awareness and tap into the VC community



Increase your **brand awareness** with Inception Program badges, press release templates, and opportunities for social amplification.



Get exposure to hundreds of venture capital firms for potential **funding opportunities** and investor introductions.\*



*\*We work with VC firms to determine potential areas of alignment with our startup community and make introductions based on VC interests and needs.*

# Promote Your Solution on the Accelerated Apps Catalog

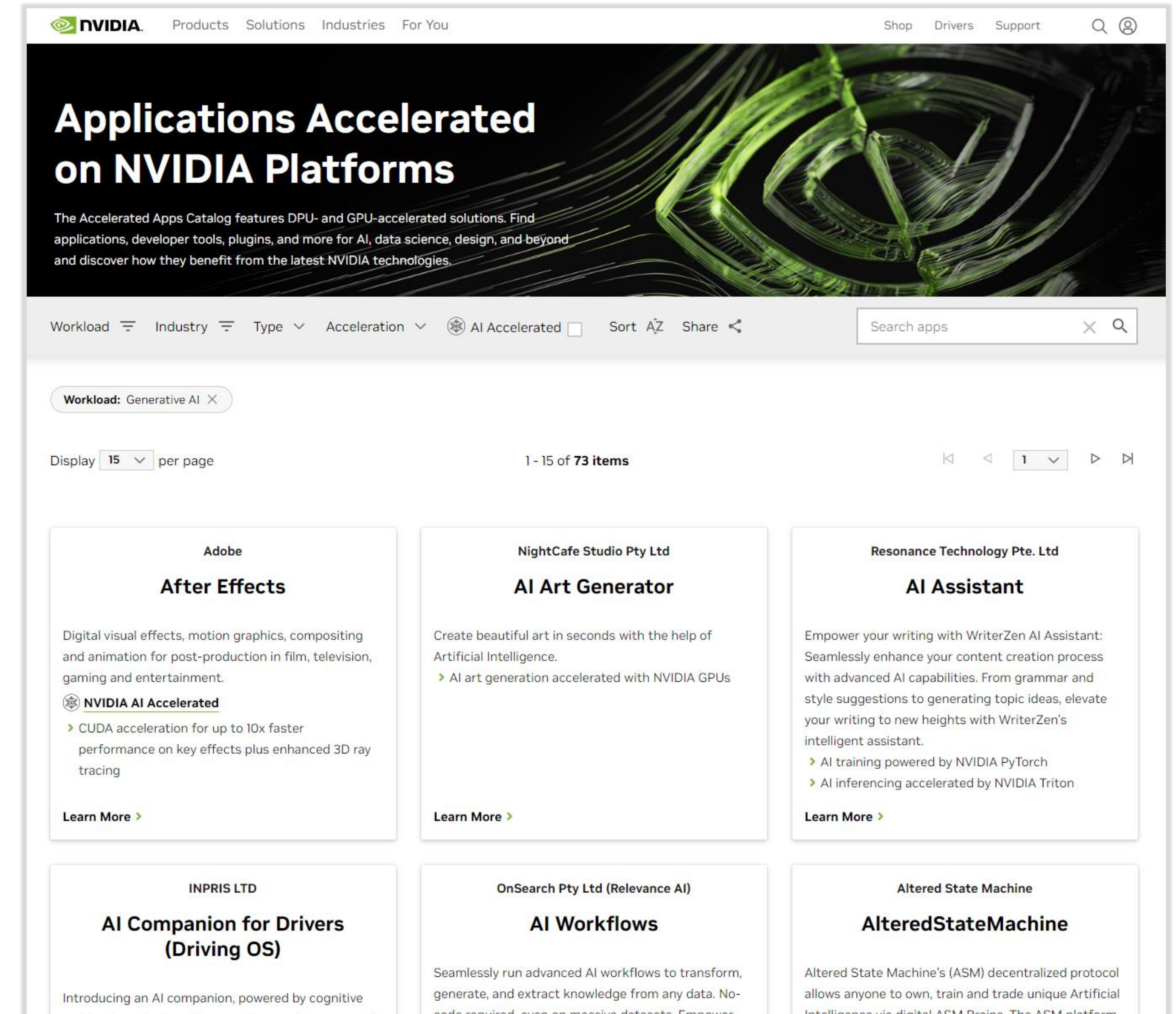
Join hundreds of other market leaders on NVIDIA's collection of ISV apps

The [NVIDIA Accelerated Apps Catalog](#) features accelerated solutions developed by tech leaders in generative AI, data science, design, and other domains.

Enterprise customers use the catalog to find tools that address business challenges across industries and use cases.

Submit your accelerated app for review by clicking the link below and filling out the form.

[Submit App](#)



# Join NVIDIA Inception Today

Apply today at [www.nvidia.com/inception](http://www.nvidia.com/inception)

## APPLY TODAY

- Apply online to become an Inception Program member
- Applications take about 30 minutes to complete
- Be sure to have information about your team, funding, and technology available
- We'll review your submission and get back to you in 10 business days or less

## LOG IN

- Use your new credentials to access the Inception Portal and add your team members
- Discover exclusive events, technical resources, and other startup tools to help you build your solution faster
- Update your member profile every six months to remain eligible for benefits

## REDEEM BENEFITS

- Find the benefits that work best for you and your team
- Request discounts, training, and other benefits through the Inception Portal
- Use your Inception benefits to build your solutions faster, accelerate your growth, and scale your business

To qualify for Inception, your startup needs to:

- Be less than 10 years old
- Be legally incorporated
- Maintain a website
- Employ at least one person in a developer role AND one person in a business role



# Connect With Us

Apply to NVIDIA Inception for startups:

[nvidia.com/startups](https://nvidia.com/startups)



Join the NVIDIA Developer Program to get access to technical training, technology and 150+ SDKs:

[developer.nvidia.com/join](https://developer.nvidia.com/join)

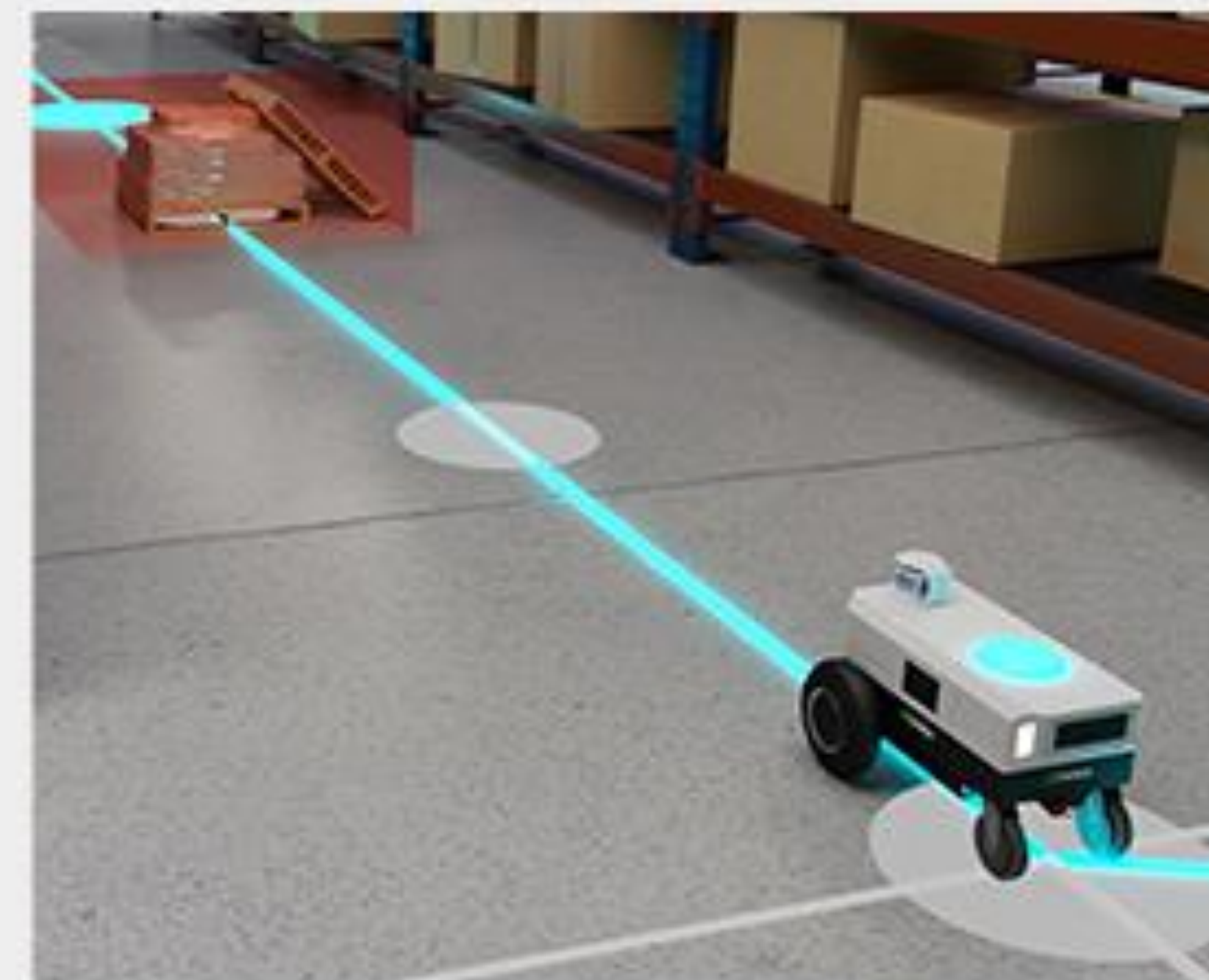
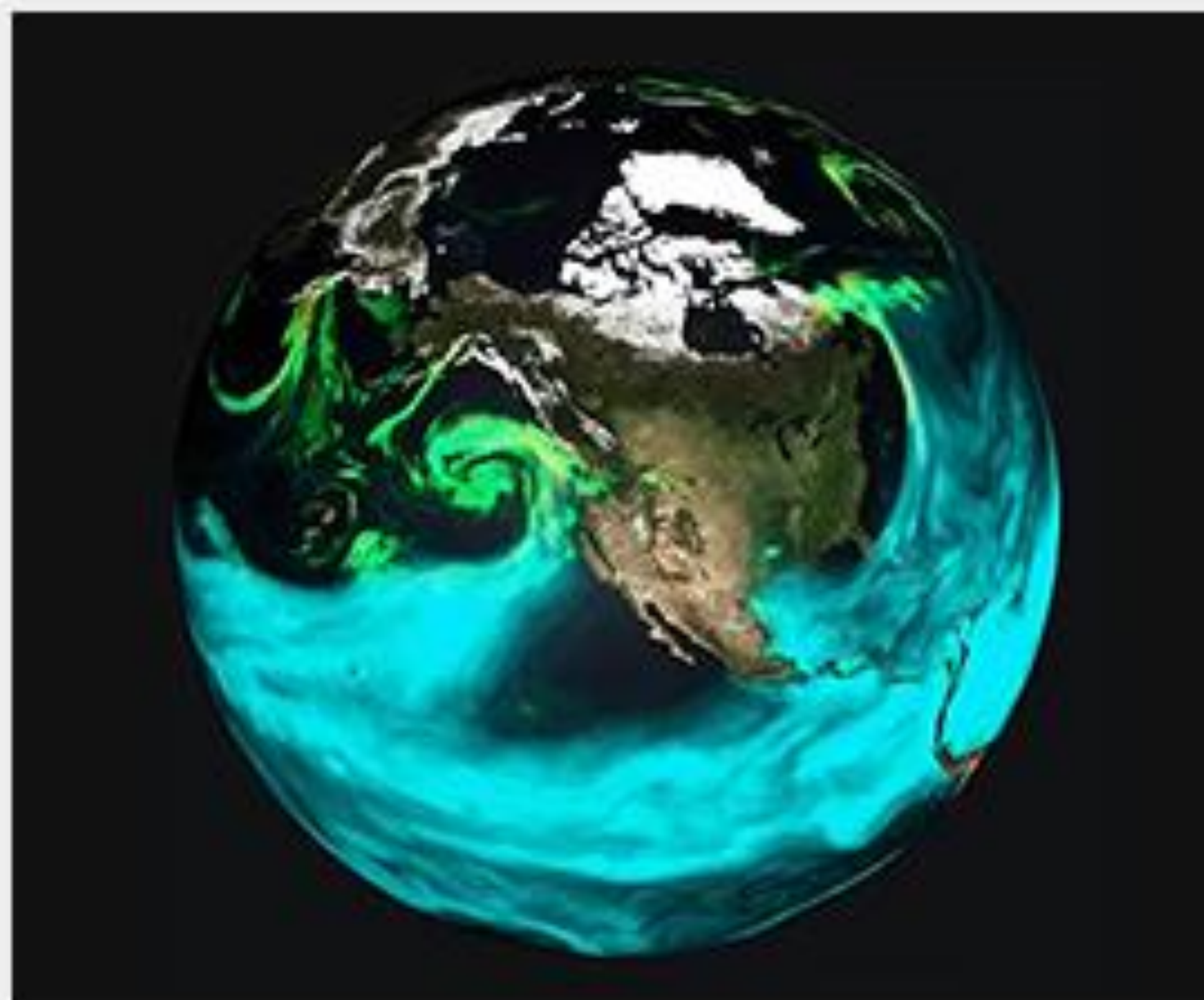
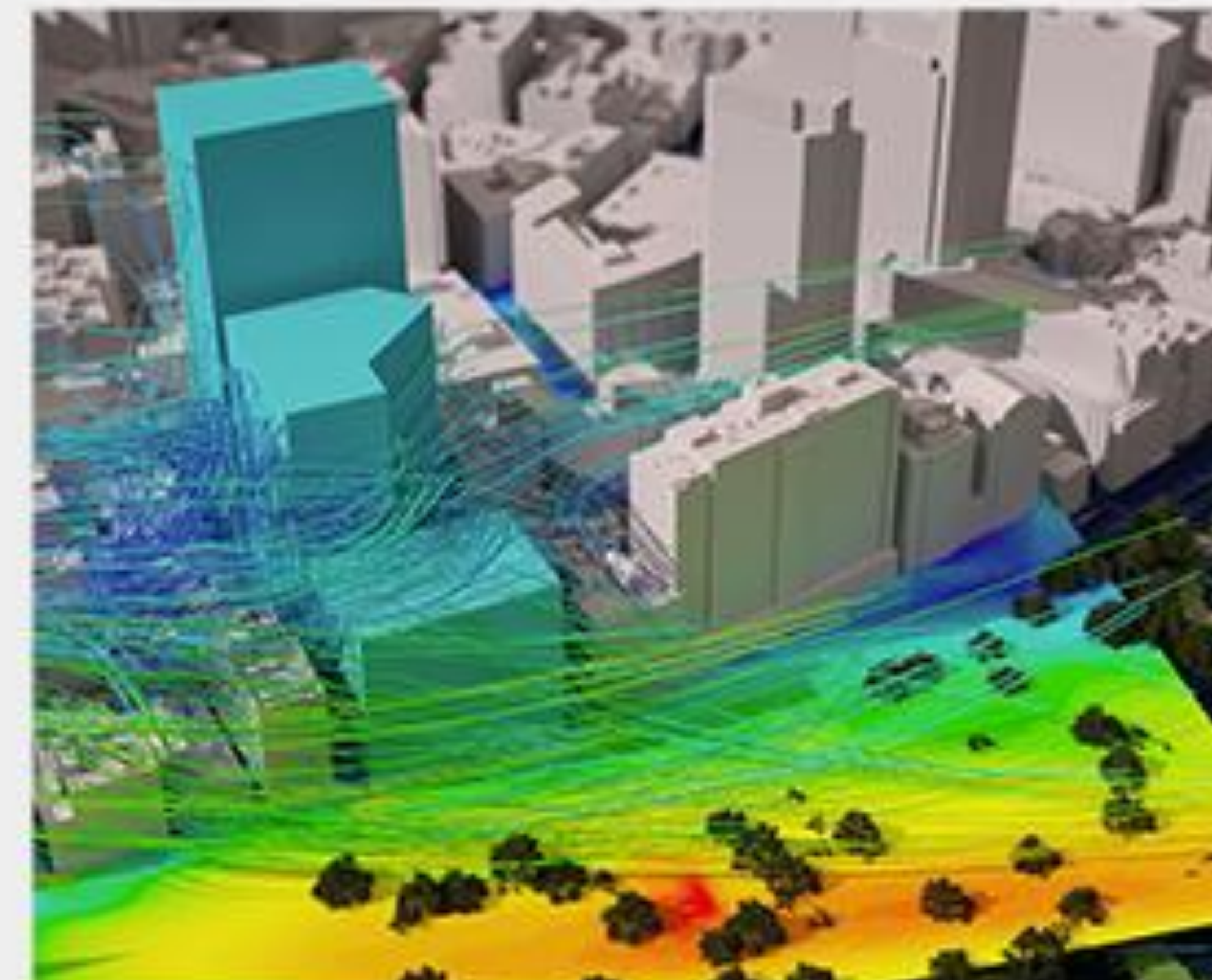


## Join Inception at GTC

Every year, NVIDIA's flagship event attracts tens of millions of viewers and highlights Inception startups in the keynote, presentations, and case studies.

San Jose Convention Center | Mar 18-21, 2024

[Learn More](#)





## Contact me



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