



Northstar Pursuit
AWS SI Partners Funded Data & AI Sales Motion
Turning AI opportunities into funded transformation.

About us: Northstar Pursuit brings deep automotive and manufacturing industry experience together with AWS Data, AI and cloud expertise. This enables AWS bar raising, compliant engagements and high quality deliverables for customers and AWS SI Partners, accelerating the sales cycle, strengthening executive confidence and helping customers make faster, better informed decisions.

Positioning: Northstar Pursuit helps AWS SI Partners qualify executive demand, validate Data & AI feasibility, strengthen competitive bids, and measure value creation, while mapping each stage to applicable AWS funding options available to AWS SI Partners. The motion is designed for automotive, manufacturing, customer experience, industrial operations, GenAI, data platform, and cloud modernization opportunities.

Pricing model: We recognize that the AWS SI Partners sales team must remain central to the sales motion. Northstar Pursuit therefore prices packages as a percentage of approved AWS SI Partners funding while doing the heavy lifting for the sales team through deep industry experience and strong AWS knowledge. Northstar Pursuit only engages in opportunities representing at least EUR 1M in estimated AWS Utility ARR, where AWS SI Partners funding can reasonably cover our services and the cost to win multi million euro professional services engagements makes commercial sense for the AWS SI Partner.

The Sales Motion and Commercial Options

Stage	Package	Engagement model	Deliverables	Best fit / AWS SI Partners value	Fixed option	Win-deal option	Funding programs that can map
Qualify	1. Executive Envisioning & Working Backwards	Executive envisioning workshops and working backwards workshops.	Executive envisioning: one page press release. Working backwards: use case mapping and feasibility study / business case on identified priority use cases.	Earn executive trust, clarify business outcomes, identify priority use cases and create the initial AWS opportunity thesis.	Fixed EUR 25k	Not available	AI Assessment, AI Exception, SAIL / MDF, early stage demand generation
Validate	2. Current State & Gap Assessment	Business and technical validation workshops across people, process and technology.	Current state assessment, gap analysis, use case feasibility scoring, roadmap, operating model and business case.	Assess gaps vs. the executive vision; validate feasibility, roadmap, operating model and business case.	50% of approved AWS funding; cap EUR 60k	Not available	AI Assessment, MAP Assess/Mobilize, Bedrock Expansion, APT BVA, AI Exception
Win	3. RFI / RFP / RFQ Bid Support	Bid strategy war room, proposal shaping and oral defense support aligned to the RFI/RFP/RFQ timeline.	RFI/RFI/RFQ response authoring and validation in collaboration with the account team. Response is structured in an industry specific manner mapping technology to Auto/Mfg use cases and related value creation.	Improve win probability with Auto/Mfg specific executive narrative, value case, AWS workload mapping and solution storyline.	Not available	25% of AWS funding + 10% of Year 1 ARR; cap EUR 100k	SAIL SCA, AI Production Ready, GenAI-IC, AI Exception, POC/Incubator, MAP/MMP
Measure	4. Guided Execution & Business Value Measurement	Post win advisory cadence with executive steering and value realization checkpoints.	KPI/value model, benefits tracking, executive readouts, adoption governance and expansion opportunities.	Post win steering, value measurement, adoption governance and expansion identification.	25% of approved AWS funding	Not available	MAP Mobilize/Migrate, AI Production Ready, MDA, Bedrock Expansion, MMP, EBA

AWS Funding Options

Northstar Pursuit has a detailed matrix that helps AWS SI Partners map different packages to AWS funding options, including: AI Assessment, AI Production Ready, Standardized SCA / SAIL, MAP Lite / MAP 2.0 / Bedrock Expansion, GenAI Innovation Center Funding, Agentic Process Transformation, AI Exception Funding, POC / Incubator POC, Innovation Sandbox, MDA, MMP, EBA, and BOX.

Why this matters: AWS SI Partners can position Northstar Pursuit internally as a fundable accelerator, not an unfunded external cost.

AWS SI Partners Commitments

- AWS SI Partners sales team stays central and owns the customer relationship.
- Northstar does the executive, industry, AWS and Data/AI heavy lifting.
- Once engaged on a specific opportunity, Northstar is exclusive to that AWS SI Partner on that deal.
- Funding approval, claims and payment remain between the AWS SI Partner and AWS.

Commercial caveat: AWS funding eligibility, approval, claimability and final amounts are subject to AWS program rules for AWS SI Partners and approval. Northstar Pursuit engages once AWS funding is approved, or when the AWS SI Partner agrees to fund the services directly regardless of AWS funding approval.