Google Cloud Marketing Plan





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Introduction

Objectives

Objective 1: 150 new active startup customers (defined as pre-seed/seed stage, spending >\$100/month on GCP) directly attributable to key campaign initiatives by the end of Year 3.

Objective 2: "Easiest to Learn/Use" perception rating by 15 percentage points among target startup founders/developers (measured via annual surveys benchmarked against AWS/Azure in the same segment) by the end of Year 3.

Objective 3: Increase the adoption rate of key GCP AI/ML services among the target startup customer base by 25% by end of Year 3, measured by active usage metrics.

Var ket. Position. FOCUS.



The Cloud Market



Google Cloud Platform (GCP) has carved out a niche with its emphasis on data analytics, machine learning, and containerised applications.

Kubernetes, Tensorflow, Vertex AI, Go, Firebase, Wiz, Tensor Processing Unit (TPU)

A preferred choice for organisations aiming to innovate with cutting-edge technologies.

Vertex Al platform, Gemini state-of-the-art in-house models

\$72.76 bn

(Google, 2025)



Summary Microsoft Azure provides a tightly integrated ecosystem, leveraging its broad software and service portfolio.

Related Ecosystem

VSCode, GitHub, LinkedIn, Microsoft 365, Microsoft Teams, Windows

Strengths

Simplifies development and enable continuous deployment, particularly benefiting businesses already using Microsoft solutions.

AI Capabilities

Strong position via OpenAl partnership, integrating LLM technology across Microsoft stack. OpenAl acts independently of Microsoft.



AWS leads the cloud market, providing a wide range of mature and widely adopted PaaS solutions, particularly popular among startups and large enterprises.

AWS Elastic Beanstalk, Lambda ,EMR, Redshift API gateway, Amplify, Cloud9

Appealing to customers who prefer flexible solutions over vertical integration. The most popular cloud service by a wide margin.

Comprehensive ML tools via SageMaker, broad ecosystem. Lacking their own foundational Al models.

Free cash flow \$74.07 bn (*Microsoft, 2025*)

\$38.42 bn (Amazon, 2025)

"Nearly **90% of generative Al unicorns** and more than **60% of funded gen Al startups** are Google Cloud customers." (*Google Cloud*) (*Note: Not exclusive*)

Concluding statement: GCP carves its niche through Al leadership and developer focus, making it a preferred choice for startups aiming to innovate rapidly with cutting-edge technologies, particularly in data analytics and machine learning.

Google's Competitive Position



Price-Performance Ratio

The three key players in the cloud market are Amazon Web Services (AWS), Microsoft Azure and Google, Cloud having a combined cloud infrastructure market share of 63% (Richter, 2025). They all offer similar services in the cloud market, focusing on a complete infrastructure and platform package.

From the primary research, within the pivotal startup segment, DigitalOcean was recommended due to its ease of use. *See appendix for further primary research results.*



Pictured, a breakdown of cloud services available (Microsoft).

Google, Amazon, and Azure all have similar competitive pricing, but getting the best possible deal depends on the specific use case (Danikovich, 2025).

Changing Cloud Market

Political: Increasing regional regulations necessitate proactive engagement with governments on data centres and compliance measures, as instability can significantly affect the market and operational costs short-term.

Economic: Price sensitivity drives demand for flexible pricing, economic conditions affect cloud adoption budgets.

Social: Public awareness regarding data privacy needs clear communication about security commitments, to build trust, as public perception of privacy significantly influences cloud platform choice.

Technological: Rapid innovation in AI/ML, edge computing, and multi-cloud requires continuous investment.

Legal: Data protection regulations and tight antitrust laws results in collaboration with legal teams to avoid heavy fines that can damage reputation and growth.

Environmental: Increasing pressure to reduce energy consumption and carbon footprint addressed through investments in carbon-neutral data centers. Sustainability is a decision factor for some customers.

Google's Multicloud strategy

"Boost the adoption of multicloud security and, as a result, customers' ability to use multiple clouds; further spurring innovation in and the adoption of cloud computing." *Google about Wiz acquisition*



"From its earliest days, Google's strong security focus has made us a leader in keeping people safe online. Today, businesses and governments that run in the cloud are looking for even **stronger security solutions**, and **greater choice** in cloud computing providers. Together, Google Cloud and Wiz will turbocharge improved cloud security and the ability to use multiple clouds." - **Sundar Pichai, CEO, Google**

Google is confident in their ability to poach customers with their strength in Al. A multicloud approach enables businesses to leverage the strengths of different cloud providers, optimising performance and potentially reducing costs. By distributing workloads strategically, clients can capitalise on the unique offerings of each platform, leading to a more efficient allocation of resources. (Google, 2025)

Market Segmentation

Segment	Market Share	Growth Rate
Infrastructure as a Service (laaS)	19.9%	15.6%
Software as a Service (SaaS)	61.6%	18.8%
Platform as a Service (PaaS)	18.4%	29.3%

(IDC, 2024)

Platform as a Service (PaaS) accounts for 18.4% of the cloud revenue in 2023, with a CAGR of 29.3%.

Developer groups

Google Cloud serves a diverse set of customers, ranging from early-stage startups to large enterprises. Each segment has unique needs, requiring different acquisition strategies and value propositions.

Enterprises

Large organisations with complex cloud requirements. High revenue potential but long sales cycles and expensive acquisition costs.

Mid-Sized Companies

Scaling businesses that require robust solutions with cost efficiency. A mix of self-service and sales-assisted onboarding.

Startups / Scaleups

Currently a small portion of total cloud revenue (estimated TAM of \$1.14 bn, see market sizing in appendix) but a key segment for long-term growth.

Startup Justification:

- Low cost of acquisition: Startups are easier to onboard through free credits and strategic partnerships.
- **High growth potential:** Many successful enterprises started as startups. Acquiring them early builds long-term retention and revenue.

Al has lowered the barrier of entry for tech startups, increasing cloud demand. These use Al to create their software and to train their own models.

Founder. Neecs. Choice.



Founder Mindset

Persona

Full persona profile is in Appendix.

Profile: 20-30 years, Technical background in Computer Science / ML, constrained for time, money, and people, located in Bay Area or similar tech hub, part of an accelerator program (Y Combinator, Entrepreneur First), uses modern development tools (VSCode, GitHub, Docker, Slack).

Jobs-to-be-Done: Build MVP fast, deploy reliably, iterate quickly, secure seed/further funding, scale efficiently.

Pains: Fear of high/unpredictable costs, complexity/high skill ceiling of cloud platforms, vendor lock-in, limited time/manpower, ensuring security and performance under pressure.

Gains: Speed to market, cost efficiency, high performance, flexibility/scalability, future-proofing, strong developer community/ support.

Dealbreakers: Poor performance/downtime, high/uncertain costs, lack of support/community, unnecessary platform complexity.

Behavioural Analysis

Pre-seed to seed level startups can be considered both a B2B and B2C segment. **B2C:**

A single decision-maker, so the actions tend to be more emotionally-driven (influenced by others, brand perception, and ease of use).

B2B:

As the startups that use GCP grow, the framing shifts away from B2C further to B2B, as such the platform needs intrinsic value to their business.

We are still interacting with a business entity, so details should be framed in a technical way.



Key Behavioural Factors

Social Proof

Founders research which cloud platforms are used by successful startups in similar industries and start discussions on online forums and seek advice from peer mentors.

Authority Bias

Building a strong brand around Google, highlighting their strengths and authority in certain cloud aspects.

Loss Aversion

Founders fear downtime, security breaches, data loss, costly platform migrations. Resulting in them sometimes sticking with a familiar platform they previously used for a project.

Ease of Use

The path of least resistance often wins. The platform offering the quickest setup, clearest documentation, and most intuitive UI/UX, seems less threatening the founder, even if alternatives might be a more suitable choice long-term.

Decision-Making Process

Awareness

Trigger: Need for scalable, cost-effective infrastructure for MVP, especially Aldriven products.



Key Influences:

• Startup networks, accelerators, developer communities, social media Al discussions.

GCP Touchpoints:

- Startup credit programs
- AI/ML thought leadership (blogs, papers)
- Al solution webinars/hackathons

Consideration



Research & Evaluation: Founders compare GCP with competitors (AWS, Azure, DO), seeking reliability, pricing, and advanced AI. They research via online forums (HN, Reddit, X) and check peers' cloud choices.

Founder Mindset:

- Seek: Transparency (pricing, usage limits)
- Prefer: "Show, not tell" demos, real-world success stories
- Want: Specific AI details, not generic marketing

Purchase



Decision Criteria: Cost, credits, integration ease, AI/ML potential, multicloud flexibility.

GCP Actions:

- Provide: Clear Al/multicloud documentation
- Provide: Accessible pricing calculators
- Offer: Tailored startup onboarding & one-to-one technical consultations

Onboarding



Implementation: Founders set up GCP projects, begin migrating data or building prototypes.

Key Needs:

- Need: Hands-on support (quickstart guides, code samples)
- Need: Easy console, dev-friendly tools
- GCP Enablers:
- Enable: Startup-tailored tutorials
- Enable: Al example solutions demonstrating cloud deployment

Decision-Making Process

Usage

Operational Stage: Startups refine MVPs, gather user feedback, scale product. **Focus**:

- Optimising costs (monitoring resource usage)
- Improving AI features (optimising models, analysis)

GCP Response:

- Cost management tools
- Automated ML training pipelines
- Multicloud monitoring/expansion

Advocacy

Outcome: Founders share successes on online forums/communities, recommending GCP.



Encouragement:

- Invite startups to present at events (e.g., CS universities), publish success stories.
- Provide collaboration opportunities & community interaction.
- Actively build relationships via online channels.



Customer Lifetime Value

Targeting top startups (Y Combinator alumni), where 15-20% become unicorns (\$1B+) or top companies (\$150M+), offers high expected growth with lower risk. Their cloud costs are likely to balloon, demonstrating high lifetime value for Google from pre-seed/seed founders.

⁽Heyman, 2025)

Affinity. rust. Loya ty. Partnership.



Branding and Relationships

GCP's identity translates Google's core values:

"We challenge the category."

"We bring a human touch."

"We don't hesitate to raise a brow."

"We show, don't just tell."

into the cloud era: pioneering new capabilities, simplifying user experience, pioneering openness, and demonstrating substantial impact.

- enterprise-ready
- collaborative
- pro-growth, pro-innovation, and pro-developer

Lasting partnerships are built on community and trust. The 'pro-developer' and 'human touch' message creates vibrant ecosystems (user groups, forums, developer relations) for peer support and shared learning, transforming users into advocates for Google's offerings. Meaningful engagement, exemplified by in-person events activates our "show, don't tell" values.

This closely aligns with Google's main brand, strengthening it with authenticity and Google's history to back it up.



Partnership: Aligning GCP's success with the customer's innovation goals.



Loyalty: Championing genuine multicloud flexibility respects customer choice and avoids lock-in.



Affinity: Actively supporting developers with great tools, resources, and community engagement (especially via startup programs).



Trust: Delivering on Al leadership and security promises with expertise and transparency.

Branding and Relationships

Competitors



(Interbrand, 2024)

GCP's Differentiation

The branding strategically defines GCP's unique market position. The 'Innovation Partner', centred on transformation, distinguishing GCP from market incumbents. Consistently Google pioneers open standards and flexibility, positioning GCP as the developer-centric choice by mitigating vendor lock-in tactics. Additionally, Google's deep history of research in AI and data offers a distinct advantage over platforms relying more heavily on acquired capabilities.

Google's Specific Differentiators:

- Al Leader: Utilising Google's deep Al heritage, not just offering Al services.
- **Multicloud Friendly:** Enabling operations anywhere, not just co-existing with, but integrating with other clouds.
- **Securely Scalable**: More accessible and collaborative for startups and developers seeking cutting-edge tools and support.

Distinguishing from competitors that are sometimes perceived as slower, more utilitarian, or less developer-friendly.

Why Google?

Value Proposition

Google Cloud: Accelerate Innovation Securely and with Flexibility.

Based on the understanding of ambitious startup founders, with their motivations to scale and disrupt, GCP's core value proposition helps enable and catalyse success. The ability for founders to access to best possible tools for the job will them to unlock their full growth potential in the pivotal initial months of their venture. Therefore, GCP provides a strategic platform for secure, adaptable, and Al-driven innovation.

Key Tenets of Innovation

Unlock transformative potential with leading AI & ML

• Leverage Google's leading Al research and infrastructure.

Why Google? History of ethical AI development with the necessary expertise.

Benefit: Allows founders to gain a competitive edge being able to automate their projects intelligently.

Achieve true flexibility with an open multicloud strategy:

 Using Google's commitment to developer-friendly cloud deployment and existing tools such as Google Anthos.

Why Google? Strategic capabilities with Wiz's technology.

Benefit: Solves vendor lock-in and gives founders the ability to optimise their costs with the most efficient provider. Build and scale your startups on a foundation of uncompromising security.

Why Google? Integrated with world-class capabilities.

Benefit: Founders can focus on growth with peace of mind knowing that they are secure.

Connect. Engage. BUIG.



Multi-Channel Communication



Digital Content & Targeted Engagement

What:

• Distribute high-value digital content across platforms to engage startups.

How:

- Educational YouTube tutorial series showcasing how to use GCP's specific features (like Azure's tutorials).
- Publish blogs and articles on relevant topics like multicloud management and security best practices and then promote on social channels.
- Feature diverse startup success stories and case studies.
- Connect with people of interest on LinkedIn and reach out to them about opportunities.
- Partner with credible tech influencers (Fireship, ThePrimeagen) for sponsored segments where they outline the aforementioned GCP value proposition.

Why:

 Provides passive value, addresses the pain points, demonstrates capability, builds credibility (through expertise, social proof via case studies, and peer validation) and generates leads.



Strategic Paid Advertising

What:

• Paid campaigns amplify reach and capture intent.

How:

- Search Engine: Use Google Ads targeting high-intent keywords (cloud AI, multicloud solutions, startup credits, GCP services).
- Targeted Digital Ads: Run LinkedIn/X ads promoting specific solutions or value propositions to defined potential founder audiences.
- Physical: Place billboards or digital screens strategically in tech hubs (such as Palo Alto) and co-working spaces (such as WeWork) to gain visibility in key tech zones.

Why:

 Paid advertising ensures visibility beyond organic reach, captures active searcher intent, drives traffic to resources and lead capture mechanisms, and reinforces brand presence in crucial digital and physical environments. Uses repeated exposure to subconsciously reinforce brand recognition and familiarity.

Multi-Channel Communication

Community Building & Developer Relations

What:

• Building genuine trust through active community participation and support.

How:

- Industry figures produce valuable content (technical talks, code samples), participate actively online (forums, social media), provide expert support, and act as the human face of Google Cloud. An example could be Deepmind's Demis Hassabis.
- Encourage the creation of helpful online communities that run independently of Google, creating a self-sustaining system.

Why:

- Builds credibility and trust (authority and social proof) beyond paid media.
- Provides valuable feedback sources for Google.
- Identifies potential future brand advocates.
- Reduces barriers for developers.

Experiences & Strategic Partnerships

What:

- Marketing & Strategic Partnerships.
- Direct engagement and ecosystem integration. **How**:
 - Organising the GCP AI Hackathon, marketed as the "World's Largest Hackathon" focused on GCP's advanced AI offerings. Specifics include cash prizes, venture funding, and startup mentorship.
 - Establishing a strong presence with and offering tailored programmes through key accelerators (Y Combinator) and co-working spaces (WeWork) to integrate GCP into their startup journey.
 - Host both virtual and physical meetups to connect founders and developers for networking and knowledge sharing.

Why:

- Engagement, generate excitement, and create buzz.
- Generates user-generated content and success stories, which builds authority and social proof.
- Gains access and insights into pre-seed/seed stage startups through these partnerships.
- Strategically positions GCP as an accelerator platform perfect for innovation.

Word-of-Mouth & Advocacy

What:

• Stimulating organic promotion for organic growth.

How:

- Identifying, celebrating, and promoting diverse startup success stories.
- Running user-generated content promotional campaigns and exploring incentives for referrals and reviews.
- Building relationships with satisfied customers and influential users to turn them into organic spokespeople.

Why:

- Positive word-of-mouth, driven by good experiences and validation from peers, drivers up adoption and building trust.
- Systematically creates organic momentum.

Communications Mix

Startup Developer Ecosystem



Pan. EXECUTE. Succeed.

Google Cloud

Tactical Actions

Tactic 1: MCP Assistant Launch

GOAL: Simplify GCP usage in a developer-friendly way through AI.

CORE TECHNOLOGY: Model Context Protocol (MCP), in essence, is the next evolution of LLMs, allowing AI to have custom integrations with external systems. *See further details in appendix.*

Empowering Developers:

• Developers to define custom MCP servers, strengthening the GCP ecosystem with a system of solutions built with Gemini in mind - increasing retention and stickiness.

Streamlining Cloud Access through Agentic Tools:

- Implement an AI Agent for the GCP powered by Gemini which securely translates user commands into actions which can then be automatically applied if suitable. This dramatically lowers the barrier of entry.
- Automate the Google Cloud Command-line (CLI) interface with AI, allowing projects to be deployed directly from the development environment without navigate the online platform.

KPIs: Analyse the types of commands, whether the user returns to the agent or returns to the manual method, percentage of users using this feature, success rate of specific operations.

Tactic 2: Next-Gen Cloud Hackathon

GOAL: Drive adoption and showcase the practical applications of the new GCP AI Assistant introduced in Tactic 1, reinforcing GCP's leadership and multicloud capabilities.

The Hackathon is themed around the new system.

Mutli-channel Execution:

• Leverage the Multi-channel communication strategy as described on the 'Multi-Channel Communication' page to maximise reach and awareness.

KPIs: Number of registered participants, social media engagement, event feedback.

Strategic Alignment

Pain Points

Tactic	Complexity	Vendor Lock-in	Limited Time/ Manpower	Security	Lack of active support and community	Future-proof system
Tactic 1: MCP Assistant Launch						
Tactic 2: Next- Gen Al Hackathon						

Value Proposition

Tactic	Unlock transformative potential with leading AI & ML	Achieve true flexibility with an open multicloud strategy:	Build and scale your startups on a foundation of uncompromising security.
Tactic 1: MCP Assistant Launch			
Tactic 2: Next-Gen Al Hackathon			

Customer Journey Impact

Tactic	Awareness	Conisderation	Purchase	Onboarding	Usage	Advocacy
Tactic 1: MCP Assistant Launch						
Tactic 2: Next- Gen Al Hackathon						

The two tactics complement each other to fill all the identified pain points and complete the complete the objectives

Gantt Chart

Google Cloud Platform Marketing Plan (2025 - 2028)



Moving Forward

Cone of Possibilities

Plausible Future: There are challenges with the tactics' executions or a strong response from Amazon/ Microsoft. The reputation may improve slightly, but there is still significant risk.

Possible Futures: Unexpected success of the campaign due to a strong core value proposition or significant setbacks due to external factors such as competitors introducing a similar Al tool.

Preferred Future: The strategies successfully repositions GCP as both a powerful AI leader and easy to use. There is little risk of loss or failure in this scenario.

Probable Future: GCP makes noticeable gains in usability and usage of its AI tool, specifically within startups. The plan contributes positively to growth, but market share remains similar due to strong competition.

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FIRST-PESTLE Analysis

	Factor	Impact	Response	Significance	Time
Poltical	 Increased geopolitical tensions and regional regulations 		 Invest in local data centers and compliance measures; partner with governments to ensure adherence to local regulations. 	High: Political instability or regulatory changes can significantly alter market access and operational costs.	Short to medium term
Economic	 Price sensitivity among enterprise and SME customers. VCs need to see that startups are efficiently using their resources. 	 Economic downturns can prompt cost- optimisation, driving demand for flexible pay-as-you-go models. 	 Offer flexible pricing models, volume discounts, and tailored cost-saving solutions (sustained-use discounts, committed use contracts); maintain a competitive edge via innovation in cost efficiency. 	High: Economic conditions directly affect cloud adoption budgets and the ROI of cloud investments.	Short term to ongoing
Social	 Growing digital transformation across industries and remote work trends increase cloud demand. Concerns around data privacy and ethics. 	 Increasing public awareness of data privacy and security can bolster demand for trusted cloud providers. Growing preference for local data centers (data sovereignty) may shape infrastructure investment decisions. 	• Communicate GCP's commitment to security and privacy with transparent policies; develop customer success stories and community engagement initiatives; invest in training and certifications to empower users and partners.	Medium to High: Social trends drive cloud adoption, while public perception of data privacy and ethics can influence customer trust.	Ongoing, with evolving trends
Technological	 Rapid innovation in Al/ML, edge computing, and multi-cloud interoperability drive customer needs. Emerging technologies challenge legacy systems. One cloud solution is becoming less popular. 	 Startups are often the first adopters of new technology. We are seeing a dramatic increase in AI Software as a Service (SaaS) startups. 	 Continuously invest in next- generation technologies (AI/ML frameworks, serverless computing, containers), expand hybrid and multi-cloud solutions; collaborate with open-source communities to stay at the cutting edge. 	High: Technology leadership is critical to attract developers and enterprise customers, and to sustain competitive advantage.	Short term with long- term roadmap
Legal	 Stricter data protection regulations (GDPR, CCPA) and antitrust scrutiny. 	 Non-compliance with data protection laws (GDPR) can lead to fines, lawsuits, and reputational harm. 	• Enhance compliance frameworks: secure necessary certifications and audits, work closely with legal teams and industry associations, design cloud services with built-in compliance and robust security features.	High: Legal non-compliance can result in heavy fines and restrict market access, directly affecting GCP's reputation and growth.	Immediate to medium term
Environmental	 Increasing pressure to reduce energy consumption and carbon footprint. 	 Pressure to invest in greener technologies and renewable energy sources to meet corporate ESG goals. 	 Invest in renewable energy sources and carbon-neutral data centers, optimise infrastructure for energy efficiency, highlight sustainable practices in marketing communications, participate in green initiatives and certifications. 	Medium: Sustainability is becoming a key decision factor for many customers, and improved efficiency can reduce long-term operating costs.	Medium to long term

Bottom-up Market Sizing

Metric	Category	Year 1	Year 2	Year 3	
Number of New YC Companies Annually	Assumption	~578	~606	~637	Estimated based on 550 starting base + 5% annual growth.
Total Active YC Companies (Cumulative)	Assumption	~4,578	~5,184	~5,821	Revised starting base of 4,000 active companies + new cohorts added annually.
Avg. Annual Cloud Spend/Value (All Active Companies)	Assumption	\$250,000	\$312,500	\$390,625	Increased starting average (\$200k base) growing 25% YoY, reflecting high-value alumni.
GCP Serviceable Market Share (SAM %)	Assumption	30%	30%	30%	Estimated portion of TAM GCP can realistically address.
GCP Obtainable Market Share (SOM %)	Assumption	20%	20%	20%	Estimated portion of SAM GCP can realistically capture near-term.
TAM (Total Addressable Market)	Calculated Market Size	\$1,144,500,000	\$1,620,000,000	\$2,274,218,750	Total potential annual cloud market value generated by all active YC companies.
SAM (Serviceable Available Market)	Calculated Market Size	\$343,350,000	\$486,000,000	\$682,265,625	Portion of TAM GCP can realistically address (TAM * 30%).
SOM (Serviceable Obtainable Market)	Calculated Market Size	\$228,900,000	\$324,000,000	\$454,843,750	Portion of SAM GCP can realistically capture near-term (TAM * 20%).



NB: Conservative estimated based on Y Combinator's cohort size

Primary Research Results

🚵 Build in Public	Ø
Which is the easiest to learn?	
AWS	55.6%
Azure	7.4%
Google Cloud	37%
54 votes · 9 hours left	

Additional responses from the poll:

- Azure is noted for having a much nicer portal
- AWS is praised for having "the best documentation and coverage on YouTube and other online resources"
- GCP and AWS are described as having a similar learning curve
- All cloud platforms are "very similar to learn" but require getting used to "different names for the same product":
- AWS appears to be the most popular default choice
- Some find AWS easy to use compared to Azure
- Businesses use Linux instead of Windows
- Cloudflare is another mentioned choice
- Using CLI with Windsurf.ai is suggested and that it works better with AWS and Azure than with GCP.

Insights from interview with Y Combinator participant:

- They already knew how to use AWS
- They have a limited amount of time to get a demonstration ready for the seed funding round.
- Most developers they know use AWS, so it makes more sense for them to continue using it.

TOWS Analysis

	 Strengths: Google has billions of dollars of free cash flow to spend on researching, developing and marketing new cloud features. Google has a history of Al innovation. Google has current State-of-the-art (SOTA) models 	Weaknesses: • Google has the smallest market share of the Big Three cloud providers.
 Threats: Meta (Facebook) enters the cloud race. They pose significant threat to the Al-specific section due to their cutting edge research (LLaMa, PyTorch, RoBERTa to name a few).: Vendor lock-in prevents movement between cloud services 	 Strategies: Target developers who haven't decided upon a cloud platform yet. Provide a system that makes it easier to have a multicloud system. 	 Strategies: Adopt interoperability with other cloud systems, reducing lock-in risks and overcoming customer resistance based on GCP's currently lower market share. Provide robust onboarding, migration, and training experiences to help hesitant customers switch to GCP, immediately benefiting users and mitigating competitive threats.
Opportunities: • Rise of AI agents lowers the barrier of entry for deploying on the cloud or changing cloud provider by making it easier to learn each system.	Strategies: • Integrate an Al assistant into GCP which is trained on Google Cloud's own data using Google's large cash and resources.	 Strategies: Add intuitive, innovative Alenhanced solutions to efficiently attract new users and grow market share. Use the reputation of strong Al innovation to entice customers to try GCP, overcoming low current market share.

Persona

Tech A. MacFounder



Profile

Occupation: Founder/

Status: Married to the

Housing: Lives in the

Archetype: Tech

startup founder

Self-employed Location: Bay Area,

Age: 21

California

work grind

office

Build startup MVP Deploy using a

cloud provider Get a demo ready

Jobs to be done

for seed round

Personality

Extrovert	Introvert
Sensing	Intuition
Thinking	Feeling
Judging	Perceiving
Passive	Active

Reach me

Traditional Ads

Online Ads and Email

Social Media & Influencers

Referrals

Physical Locations / Events

Biography

Secured pre-seed funding from • Influenced by Y Combinator. A background in computer science and ML. He is focused on launching a new, innovative SaaS product aimed at democratising AI tools. As a part of Y Combinator, he has been given free credits in Azure, AWS and GCP. He is in the decision-making process for which PaaS to use.

Key behaviours

- what others (industry mentors) . say is the best cloud platform.
- Does research into specific needs of their system and what PaaS would help them most.

Questions

- · How can I ensure that my deployment is secure?
- What is the technical support community like? •
- · Does this allow me to scale my startup?
- How long does it take to
 Has a limited amount of set up on each PaaS?
- How much am I expecting to be charged . He has limited for server hosting?

Devices and Platforms

- VSCode / Cursor Al code editor
- GitHub version manager
- Slack
- Docker Firebase
- Firefox
- X / Twitter

Gains

- Speed to market
- Efficient costs
- High performance
- · Flexibility and integration with existing tools.
- Future-proof: Platform that is adapting to tech changes.

Pains

- Has tried to deploy his previous projects using the cloud, but failed due to the high skill-ceiling.
- time to build and deploy the functional product.
- manpower to deploy. He wants to choose the
- best cloud platform suitable for his needs as he is aware of the vendor lock-in tactics and the costly process of migrating cloud platforms

Dealbreakers

- High/uncertain costs
- · Poor performance e.q. downtime at launch.
- No community forum / official support
- Unnecessary platform complexity

Hackathon in greater detail



Hackathon Advertisement Storyboard



Digital Advertisement Mock-ups

Google Cloud

Google Design Cloud Build is all Deploy you need. with Al

World's Largest Hackathon

Google Cloud

Physical Advertisement Mock-ups



Example MCP Usage

User input: What are my costs for this month? **MCP Agent:** Your costs for this month are £3000, if you wish to see your usage costs more detail, click **here.**

User input: My costs were way too high today, what would my monthly cost be at this rate? **MCP Agent:** Your monthly costs would be £9000 assuming thirty days in a month at a constant £300 per day.

User input: Can you set a cost warning if I spend over £200 in a single day? **MCP Agent:** Sure, **[suggested action].** Do you want me to run this automatically **/User input:** Actually, change it to £150, then run it. **MCP Agent**: OK...

User input: Here's a GitHub link, now deploy it.
MCP Agent: [analyses]. Your tech stack is Is this correct?
User input: Yes, now deploy.
MCP Agent: Here are the suggested actions to deploy and their respective links Do you want me to deploy automatically?
User Input: Yes.

Alternatively, the user can use predefined functions. Each of these interactions can be predefined. For example, there may be a function that automatically scans the tech stack then deploys it using the appropriate tools. This approach assumes a very high level of success with the system to minimise the risks.