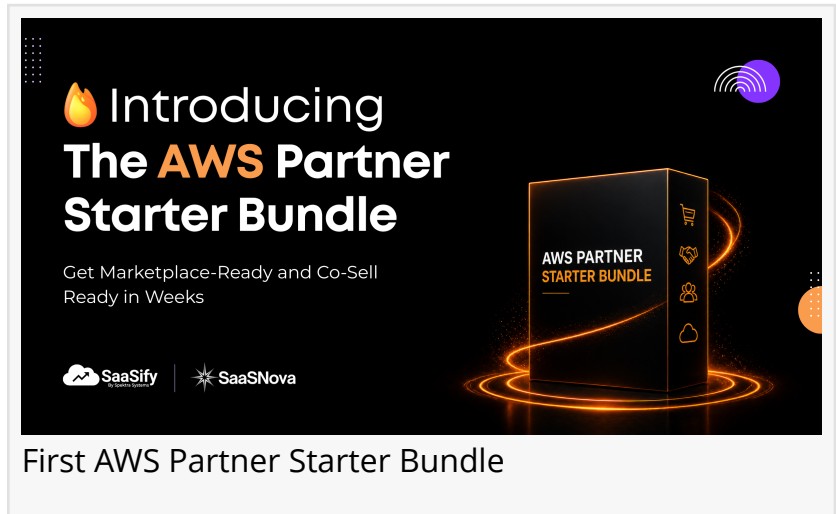


SaaSify and SaaSNova Launch the First AWS Partner Starter Bundle to Help ISVs Go Marketplace & Co-Sell Ready in Weeks

The joint offering delivers GTM execution, Partner Central readiness, and Marketplace activation in parallel - structured, sequenced, and ready in weeks.

SEATTLE, WA, UNITED STATES, April 30, 2026 /EINPresswire.com/ -- [SaaSify](https://www.SaaSify.com), an AWS Marketplace and co-sell enablement specialist, today announced the launch of the AWS Partner Starter Bundle in partnership with [SaaSNova](https://www.SaaSNova.com), a cloud go-to-market (GTM) execution partner for AWS-aligned ISVs. The bundle gives seed-stage and early-growth software companies a structured, expert-led path to launching as credible AWS partners - delivered across four focused workstreams in three to four weeks.



First AWS Partner Starter Bundle

“

Top AWS partners pair Marketplace strength with sharp GTM. This bundle does both SaaSify handles infrastructure, SaaSNova drives co-sell, so ISVs go live as credible partners in weeks, not months.”

Manesh Raveendran Pillai

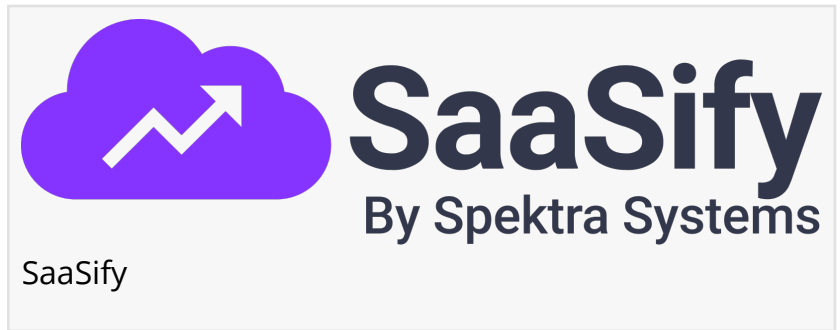
Most ISVs join the AWS Partner Network without a partner-ready plan. GTM, Partner Central, and Marketplace work are handled by different vendors in sequence, causing delays, misalignment, and missed co-sell opportunities. Many take months to generate their first deal.

These gaps exist because most vendors provide guidance instead of execution, leaving ISVs without the operator-led GTM motion required to activate AWS field teams.

The [First AWS Partner Starter Bundle](#) removes this friction by running all workstreams in parallel, so ISVs go live aligned, credible, and co-sell ready in weeks.

“Joining the AWS Partner Network is a major inflection point for any ISV, and our goal was to

make that path fast, clear, and execution-ready. Partnering with SaaSify gives customers cloud GTM execution and Marketplace activation running in parallel from day one, fully aligned with AWS and ready for real field engagement.”



- Jen Dawson, Founder, SaaSNova

What the Bundle Delivers:

The engagement runs across four weeks, with GTM and Marketplace workstreams executed in parallel from day one.

- Week 0: Alignment – GTM baseline, ICP definition, KPIs, AWS scoring alignment, and Marketplace readiness validation
- Weeks 1–2: Partner Central – Enablement, ISVA/Select Tier mapping, AWS scoring confirmation, and Partner Central hygiene
- Weeks 1–4: Marketplace – Listing activation and private offer automation
- Weeks 2–4: GTM & Co-sell – Co-sell narrative, AWS-aligned “Better Together” positioning, early AWS field alignment
- Week 4: Closeout – Listing confirmation, scoring review, and Phase 2 roadmap (co-sell, ACE, field enablement)

What Each Partner Contributes

- SaaSNova: Operates the GTM foundation, including ICP, KPIs, AWS scoring alignment, co-sell narrative, and the Partner Central pathway (ISVA/Select Tier), with AWS-aligned ‘Better Together’ positioning.
- SaaSify: Confirms Marketplace readiness, activates the listing end-to-end, and sets up private offer automation.
- Joint ownership: Both teams align on and deliver a Phase 2 roadmap covering co-sell, ACE, and field enablement.

Who This Is For:

The First AWS Partner Starter Bundle is built for seed-stage and early-growth ISVs entering the AWS Partner Network for the first time, as well as companies already enrolled but not yet Marketplace-active or co-sell-ready. Both partners engage from day one, running workstreams in parallel so ISVs reach AWS credibility in weeks, not months.

What You Leave With:

- A live, fully configured AWS Marketplace listing with private offer automation in place.
- A documented ICP and AWS-aligned co-sell messaging framework ready for field use.
- A confirmed Partner Central pathway with ISVA/Select Tier goals mapped and AWS scoring validated.
- A Phase 2 roadmap covering next steps across co-sell, ACE, and field enablement.

All deliverables are production-ready, built to generate AWS channel pipeline from day five, not just recommendations on a slide.

Get Started:

The AWS Partner Starter Bundle is available now. To learn more or begin the engagement, visit saasify.ai or saasnova.ai, or contact us at sales@saasify.ai or marketing@saasnova.ai.

About SaaSify: SaaSify is an AWS Marketplace and co-sell enablement specialist helping ISVs activate their Marketplace listing, automate private offers, and build the infrastructure needed to grow through the AWS channel.

About SaaSNova: SaaSNova is a GTM execution partner for AWS-aligned ISVs, operating the co-sell and Marketplace motions that generate pipeline, accelerate Partner Central progression, and deepen alignment with AWS field teams.

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