



2025 AI Academy Application Success Guide

Google for Startups wants to set you up for success. This information guide will aid you in figuring out if you are a good fit for the 2025 AI Academy cohort, along with other resources for your startup.

[Apply here](#)

About AI Academy

The Google for Startups AI Academy is designed for Seed to Series A startups using AI in critical public sector industries such as agriculture, transportation, housing, education, water management, and more. This four-month program provides tailored technical support and mentorship from Google AI experts. Founders and their leadership teams will join a community of inspiring peers to engage in workshops covering AI/ML best practices, product strategy, executive leadership coaching, sales and marketing training, and more. While primarily virtual, the program also offers in-person connection opportunities through a dedicated summit and various networking events.

This is a program built for founders of AI-first startups on the cusp of accelerated growth and interested in advancing their company's sales, product, and leadership skills.

AI Academy includes tailored design sprints, designed to accelerate product development and market validation. Select participants will receive tailored Google AI powered features or product builds based on engagement, project scope, and impact.

Eligibility

Core Eligibility Criteria:

- Business must be based in the US or a US territory, and at least one founder must be based in the US or a US territory
- Building with/leveraging AI
- Can demonstrate the opportunity to leverage Google Cloud products (i.e., BigQuery, Flutter, Vertex, AI Studio, Gemini Pro, GCP, Looker, Med-PaLM, NotebookLM, etc.)
- Solving an important societal problem in the US or a US territory
- Post-revenue
- Have at least 6 months of runway
- Ideally, the team has a technical cofounder

- Industries such as healthcare, education, infrastructure, housing, cybersecurity, transportation, manufacturing, energy, water, and agriculture

More about Core Eligibility Criteria:

We will consider startups at the following levels of AI maturity:

- **Actively Exploring AI:** Team is actively prototyping AI within the product and has tested it with at least a subset of users
- **Already Adopted AI:** AI is used as part of the product, either for internally- or externally-facing workflows
- **AI First Company:** The core technology of the product is AI and it's currently providing demonstrated value to customers

Eligible startups can be leveraging AI in any of the following ways:

- AI is part of the core offering (i.e., develop models)
- AI is used to supplement the core offering (i.e., use AI image recognition)
- AI helps run the business (i.e., automation, copywriting)

Eligible startups should be using AI in an ethical, inclusive, and responsible way in accordance to the [Google Ethical AI Principals](#):

- Be socially beneficial
- Avoid creating or reinforcing unfair bias
- Be built and tested for safety
- Be accountable to people

Eligible startups can be any of the following stage:

- **Post-traction:** Startup can demonstrate product-market fit through customer pilots and testimonials
- **Revenue-generating:** Company has demonstrated revenue and revenue growth.
- We will **not** consider startups if they are pre-revenue or pre-traction

Examples of past Google for Startups program participants: [Sortile](#), [Improving Aviation](#), [Benchmark Labs](#), [Ilmiya](#), [Edvisorly](#), [LetsData](#), [JustAir](#).

If you are not a fit for this program, please check out other Google programs that may be a better fit for you ([see below](#)).

Application & Review Process

[Please Read] Disclaimer: Upon beginning the application, you will be prompted to opt-in to cache your responses (if your browser has caching enabled). If you opt-in, your responses will be saved for 7 days. You can return during that period to complete your application. If you

choose not to opt-in, your progress will not be saved, and you will need to start the application from the beginning each time you access it.

This application is for founders based in the US or its territories.

Review Process

The application for the AI Academy is simple:

Step 1: Application - This is a 30-60 minute form. This form helps us understand your business and your team. We will also confirm that your startup meets our core eligibility criteria. This stage also focuses on the details of the startup's technology, business growth, and its potential for social and economic impact. The application includes detailed questions about the team and the technical aspects of your business. At this stage, you will be asked to invite community members (such as an investor, accelerator/incubator lead, mentor, customer, or startup ecosystem contributor) who can speak to your strengths as a founder and as a member of the community. A formal recommendation letter is not required.

Deadline to complete: May 2nd, 2025, 11:59pm PT

Step 2: Finalist Interview - Finalists will be invited to complete one or two 30-minute virtual interviews, where we want to get to know the founder/cofounders and the vision for the startup.

Timeline: If selected to interview, **you will receive a notification by May 13th** to schedule a time that works for you. **Interviews will be conducted from May 19th through May 28th, 2025.**

Best Practices

General Application Best Practices

- The best answers will be the most specific, concise, and straight to the point. Generic or vague claims will not help your reviewers understand you or your startup better.
- It is important to point out what is unique about your solution and why your team is best suited to create it.
- We know there are obstacles in each startup's path. Be clear about your obstacles and how you will overcome them.
- Take a holistic approach to completing the application – paint the whole picture of your startup, your team, and what you are building.
- Clearly articulate the 'why.'

Pitch Deck Best Practices

- Pitch deck must be shared via a Google Drive link.
- Pitch deck format: PDF format.

- Pitch deck length: 10-15 slides.
- Please ensure you address:
 - What problem are you solving?
 - What customer problem are you solving with AI and how does this differ from what is currently available?
 - What is your target market?
 - Who are your competitors and what is your competitive advantage?
 - Overview of demonstrated traction within the last year.
 - Who is your team and what expertise do they have that enables the startup to succeed?
 - Why now?
 - How can Google be uniquely helpful?
- If you need support, watch [this video](#).

Team Description Best Practices

- Include your team members' names and descriptions of their roles.
- We want to know what expertise each person has and why they are on your team, not just their job title.
- Please make sure you cover your technical team members' backgrounds and expertise.

Product/Tech Best Practices

- Explain what your technology enables your product to do.
- Explain how you are using AI. Is there a specific problem you're trying to address by bringing AI into your company/product?
- Avoid using acronyms and industry jargon.
- Explain how your startup is solving a hard problem for society.
- Provide tangible impact examples of what AI has done for your business. Are you using any Google AI tools? If so, which tools and how are you using them?

Business Metrics Best Practices

- If you are identified as a finalist, there is a possibility we will ask for your cash flow statement to verify revenue and your cap table to verify funding.
- When asked about revenue, please report the total closed revenue associated with signed contracts within the provided date range. Only include revenue from finalized deals, not those still in the pipeline.

Important Dates to Know

April 9th, 2025: Application opens.

May 2nd, 2025: Application closes.

May 13th, 2025: Startups will be notified if they are invited to interview as finalists. Alternatively, startups will be notified if they were not selected.

Mid-June 2025: Program kicks off with virtual onboarding session.

FAQ

What does a recipient of the AI Academy receive?

The Google for Startups AI Academy provides startups with a product design sprint, mentorship from Google and industry experts, access to community-building opportunities, PR support, executive-level leadership training, training on sales skills and marketing strategies, and more to help fuel their businesses.

How does Google for Startups define “infrastructure”?

We see essential infrastructure as encompassing the core systems vital for thriving communities. This includes critical areas ripe for innovation, such as: **Housing, Cybersecurity, Education, Healthcare, Water, Urban Planning, and Agriculture**. These are fundamental sectors where impactful solutions can build a stronger, more resilient future in the US.

Can I apply to both Accelerator and AI Academy?

Yes, you can apply to both programs simultaneously if you meet the eligibility criteria. Your applications will be considered individually for each program.

Is the program in-person or virtual?

The program is virtual with in-person opportunities taking place throughout the year.

What types of startups are good candidates for the Google for Startups AI Academy?

Startups are eligible if they are based in the US and US Territories, are building with/leveraging AI, are post-traction (i.e., sales, monthly active users, beta sign-ups, revenue), have at least 6 months of runway, and have a technical cofounder.

What does the community referral entail?

We will directly contact the two individuals you listed on your application. They will be asked to complete a short survey to capture feedback around your community contributions. We anticipate this survey would take at most 10 minutes to complete.

What if I miss the deadline to submit my application?

Late applications will not be considered. Please apply by May 2nd, 2025 at 11:59pm PT.

Do you give feedback on rejected applications?

Due to the volume of applications we receive, we do not provide feedback on individual applications but will send out an email advising of non-selection.

What happens if we need to edit our application but we already submitted it?

Once you submit your application, edits cannot be made. Please check all information carefully before submitting.

What is the time commitment to participate in the program?

This program is more than just resources, it's a community built for growth. While a minimum of 2 hours a week is recommended, the startups who thrive are those who actively engage,

participate in discussions, and leverage all available opportunities. Deep, consistent participation translates to exponential growth and lasting connections.

Example of Google for Startups 2024 alumni:

Bountiful

- Bountiful has created an operating system for farmers and crop buyers and sellers. They automate data collection like yields, locations, and irrigation types.
- Showcased unique use cases for Google Earth Engine and Google Cloud Platform, which she was using before time of application and demonstrated revenue.

Sortile

- Sortile offers hardware and software to help detect textile material compositions. This is used by organizations like Goodwill to automate their textile sorting in order to understand reusability of their donated goods. Their platform is saving companies time and money with their AI.
- Demonstrated opportunity for Google's Vertex AI to improve material sorting process in the application

EdVisorly

- An EdTech company with a clear mission to improve the community college transfer experience.
- By leveraging AI and a student-centric approach, Edvisorly is making higher education more accessible and equitable for a diverse student population.
- Strong business viability including long runway and notable clients testimonials

Other Google Resources

Grow with Google

Grow with Google helps ensure that the opportunities created by technology are available to everyone. Through tools and training, Grow with Google helps people get the right skills to find jobs they want, advance their careers, and grow their businesses.

- [Small Business Owners](#) can build their online presence and find new customers.
- [Job Seekers and Students](#) can learn the skills they need to get the jobs they want in today's evolving economy
- [Veterans and Military Families](#) can access tools and resources designed to help with the transition to civilian life and to build meaningful careers.
- [Educators](#) can learn how to help their students get the skills they need to be prepared for today's jobs.
- [Developers](#) can sharpen their current skills and master new ones.

More information [here](#).

Google for Startups Cloud Program

The Google for Startups Cloud Program has two offerings. The Start offering which is designed for startups that have not yet received equity funding and the Scale offering which is designed for funded startups with verified equity funding up to and including series A.

More information [here](#).

Google for Startups Accelerators

Google for Startups Accelerators serve top growth-stage startups with tailored technical, product, and leadership training from experts from Google.

More information [here](#).

Google Developers

Google Developers is a one-stop destination for self-guided coding exercises, quizzes, technical articles, and video tutorials. Gain the software skills you need to develop with Google's technology.

More information [here](#).