

Target business profile

The Amplify Grow track is a 12-month commitment for Amazon selling partners enrolled in Amazon Brand Registry and Fulfillment by Amazon with \$100,000 or more in annual sales in the Amazon store.

This track is best suited for selling partners who have gained traction selling with Amazon and want to learn how to improve their business operations and optimize Amazon tools to grow their business. If you are interested in applying for this track, visit the [Black Business Accelerator Resource Center](#) to submit your application.

Benefits

- **A dedicated Customer Success Manager:** access to a business plan and strategic recommendations to help you grow your business with Amazon
- **Business education:** live skill-building education sessions to gain the Amazon-specific and ecommerce knowledge needed to optimize your business growth
- **Networking and community building:** access to virtual and in-person opportunities to connect with your peers and industry leaders
- **Strategic capital:** opportunities to unlock the capital you need to grow your business
- **Business coaching:** access to direct support from subject-matter experts (ecommerce, operations, marketing, legal, and finance) to take actions to grow your business

Eligibility requirements

\$100K+ in annual sales with Amazon	✓
Certified Black-owned business	✓
Professional selling account	✓
Enrolled in Fulfillment by Amazon (FBA) or Seller Fulfilled Prime	✓
Enrolled in Amazon Brand Registry	✓
Ability to commit 65 hours (Over the 12-month program)	✓
• Attend program orientation	
• 16 education sessions	
• Peer mentorship and networking	
• Meet with Amazon experts	