

Catalyze your agentic AI strategy

The AWS Agentic Catalyst Program, delivered with Thoughtworks. From idea to a working agentic PoC in days.

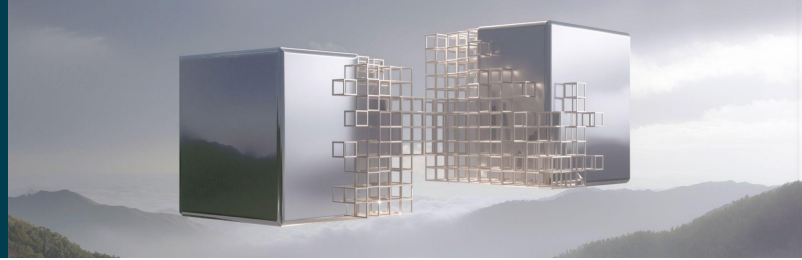
Most software companies know agentic AI matters but struggle to pick the right first bet, and ship it. The AWS Agentic Catalyst Program is a complimentary AWS engagement: we align your leadership on a validated agentic charter, then build a working prototype in your own environment. This program covers the first "three" of our 3/3/3 motion to a Minimum Lovable Product.

FOR	• Leadership and builders (CEO, CTO, CPO, Head of AI/Product) • Key decision makers and budget owners
FORMAT	A 4-day, fully in-person engagement with 3-4 hours of pre-work*
WHERE	• Available in North America, Europe and APAC • Program to happen where key decision makers are physically located
FUNDING	A fully AWS-funded engagement
BOOK	Through the AWS Agentic Catalyst Program team, or directly with Thoughtworks
MOTION	3 days concept → 3 weeks prototype → 3 months Minimum Lovable Product (the Thoughtworks 3/3/3)

* Format may vary depending on needs and requirements. 3/3/3 is framed as indicative of pace, but not prescriptive to the exact dates provided.

3/3/3 takes a client from a raw idea to a production-grade Minimum Lovable Product in three days, three weeks and three months. We say Lovable, not Viable — the bar is not "does it technically work," it is "would a customer choose it, recommend it and miss it if it disappeared."

— Joe Murray, Global Head of CX and Product, Thoughtworks



DAY 1

Executive alignment

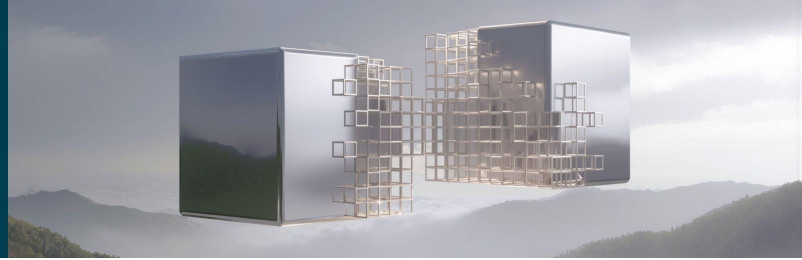
Validate the vision and value to determine an actionable direction for your AI strategy

A short set of pre-work gets us ready: an executive questionnaire, a context pre-call, an ISV growth canvas and technical readiness (AWS account, repo access, sample data). Day 1 then aligns business and technology leadership on the agentic bet that matters most.

This agenda is indicative of pace and varies depending on client.

Time	Activity	Objective
30 min	Kickoff and AI vision	Arrival, building check-in and setup before the official kickoff.
45 min	Set the agentic vision	Review our learnings from the context canvas, set the AI vision and ensure participants fully align on the objectives and outcomes for the week.
1 hr 45 min	Value-chain assessment	Review the value chain delivered by the current product(s) and identify hero moments where AI can deliver meaningful value. Highlight and discuss pivotal events and thinking tasks within the value chain where interventions or improvements can have a significant impact. Map out users, challenges, touchpoints and data sources to underpin selecting the right use cases to tackle.
1 hr	Lunch	
1 hr	AI use-case exploration	Brainstorm and explore potential AI use cases specific to your solution domain, emphasizing unique value enhancements.
1 hr 30 min	Use-case prioritization	Dive deeper into the identified use cases, assessing their intricacy, significance and potential ROI, and prioritize them based on business impact and complexity.
10 min	Break	
1 hr 20 min	Use-case definition and build planning	Deep dive on the use case selected for the next hackathon days.

We recommend scheduling the workshop from Tuesday to Friday, allowing participants to travel on Monday and ensuring the workshop concludes by the end of the week.



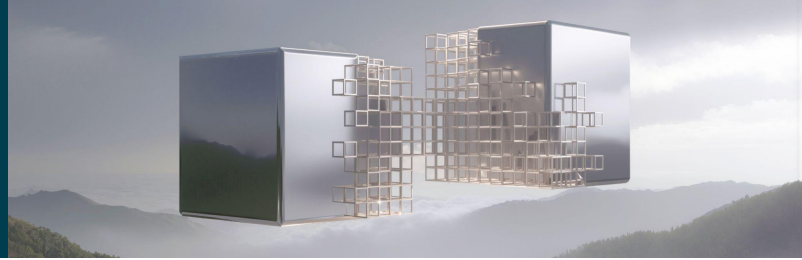
DAY 2

Builder day one

Prove the build: hands-on, in your own environment

Your engineers and product leaders work side by side with our cross-functional pod and AWS specialists to turn the charter into a working proof of concept (PoC), built on AWS-native services such as Amazon Bedrock and AgentCore.

Time	Activity	Objective
15 min	Set daily objective	Review the concept definition and work to date to set key feature goals for the day.
3 hr	Development Sprint 1	Hands-on PoC using Bedrock, AgentCore and related services to apply core concepts, validate architecture patterns and test technical feasibility in a controlled environment.
45 min	Lunch	
30 min	Sprint 1 review and Sprint 2 plan	Discuss learnings from sprint 1 and set scope for sprint 2.
1 hr	Business case session 1	Focus on the ROI and strategic value of each of the selected use cases (availability of relevant key stakeholders required).
2 hr	Development Sprint 2	Iterate on the proof of concept (PoC) based on sprint 1 learnings, refine features, address gaps and strengthen integration toward a demo-ready increment.
30 min	Sprint 2 review and Sprint 3 plan	Discuss learnings from sprint 2 and set scope for sprint 3 (on day 3).



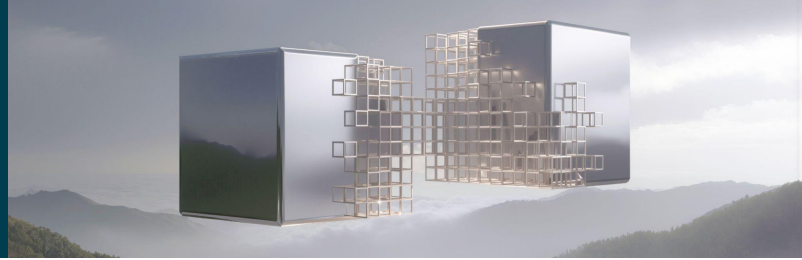
DAY 3

Builder day two

A demo-ready prototype

Day three continues the build with two more development sprints, refining the proof of concept and closing remaining gaps. In parallel, business case session two carries the ROI conversation forward with key stakeholders. Each sprint closes with a short review to set scope for what comes next.

Time	Activity	Objective
15 min	Set daily objective	Review the concept definition and work to date to set key feature goals for the day.
3 hr	Development Sprint 3	Hands-on PoC using Bedrock, AgentCore and related services to apply core concepts, validate architecture patterns and test technical feasibility in a controlled environment.
45 min	Lunch	
30 min	Sprint 3 review and Sprint 4 plan	Discuss learnings from sprint 3 and set scope for sprint 4.
1 hr 30 min	Business case session 2	Further focus on the business case aspects of the use cases and wrap up any open questions from business case session 1 (availability of relevant key stakeholders required).
3 hr	Development Sprint 4	Iterate on the proof of concept (PoC) based on sprint 3 learnings, refine features, address gaps and strengthen integration toward a demo-ready increment.
30 min	Sprint 4 review	Discuss learnings from sprint 4.



DAY 4

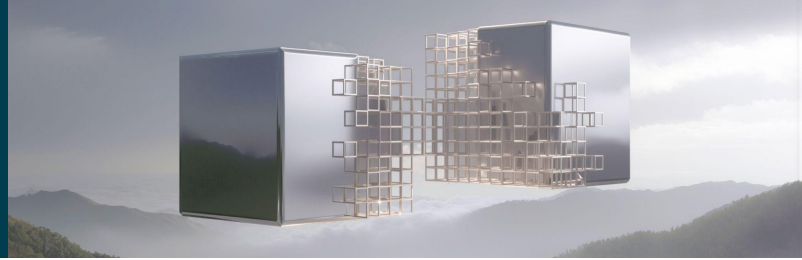
Executive read-out

Present the demo and an agreed on the path forward

The demo is presented alongside the strategic recommendations and business case, showcasing the use cases and user journey onsite. The day also includes a builder celebration and ROI preview, closing with a memorandum of understanding (MOU) on next steps and an open discussion on ownership and follow-up milestones.

Time	Activity	Objective
1 hr	Share-out	Present the demo and strategic AI-powered product recommendations and findings. Walk through the use case framing, solution approach and expected business outcomes. Conclude with a recommended next-phase initiative (for example a pilot or production sprint), clarifying scope, investment level, success metrics and decision points to enable executive alignment and commitment.
1 hr	Open discussion	Open discussion on feasibility, prioritization, next steps and engagement model. Align on immediate actions (PoC, roadmap, funding, AWS alignment and so on) and define ownership and follow-up milestones.

Outcome: a demo-ready prototype tied to the charter and an agreed next phase.



WHAT YOU LEAVE WITH · HOW TO BOOK

A charter, a rapid PoC, a path to production.

The PoC from the week feeds the next phase, a working prototype that becomes the MLP.

STRATEGIC

- Unified C-suite vision on agentic priorities
- Validated agentic charter with named owners
- ROI analysis: impact on business, cycle-time reduction and cost-benefit estimation

TECHNICAL

- A working PoC in your environment
- Best-fit architecture for your stack
- Clear transition plan from PoC to production
- AWS-native: Bedrock, AgentCore, SageMaker
- Next steps to scale via the 3/3/3 methodology

WHAT THIS LOOKS LIKE IN PRODUCTION

The AWS Agentic Catalyst Program gave us a serious boost. We accelerated our agentic platform on Amazon Bedrock, created two new agents and locked a clear vision.

— Philippe Donon, Chief Technology Officer, Splio

Directly with Thoughtworks

Best when you want to design the engagement with our team first and route procurement separately.

→ [Talk to our team](#)

Through the Agentic Catalyst Program

Best when you already work with AWS and want to route ACP funding and specialist support cleanly.

→ [Get started with ACP](#)