

Open-source Ray lands builders for free; \$100 Hosted credits and PAYG Anyscale Credits/hr get teams onto managed Ray; BYOC puts production in your VPC or Kubernetes; committed contracts and Startup Program credits (\$20K) unlock volume discounts and enterprise SLAs.

KEY PARTNERS

- Ray open-source community & UC Berkeley RISELab heritage (FACT — about).
- Cloud / K8s: AWS, Azure, GCP, CoreWeave, Nebius, on-prem K8s (FACT — docs + startup FAQ).
- AWS Marketplace listing for Anyscale Platform (FACT — AWS Marketplace).
- GPU vendors via Hosted SKUs (T4/L4/A10G/A100/H/B/GB — FACT pricing).
- Reference customers / co-builds (e.g. Runway case study — FACT).
- Identity / observability ecosystem (SSO, third-party metrics — docs).

KEY ACTIVITIES

- Develop Ray + Anyscale Runtime optimizations.
- Operate Hosted infra and BYOC control plane / Operator.
- Ship Workspaces, Jobs, Services, observability.
- Price AC/hr Hosted; sell BYOC + committed deals.
- Support (business-hours Hosted vs 24×7 enterprise).
- Educate — docs, courses, Ray Summit, case studies.

KEY RESOURCES

- Ray creators / brand + Anyscale Runtime.
- Managed control plane — clouds, autoscaling, image cache.
- Workspaces, Jobs, Services product surface.
- Hosted GPU/CPU capacity (limited regions — FACT).
- BYOC Operator / multi-cloud orchestration IP.
- Docs, CLI/SDK, SOC 2 Type 2 trust assets (docs).

VALUE PROPOSITIONS

- Managed Ray from the creators of Ray.
- Autoscaling clusters, image cache, observability.
- Workspaces → Jobs → Services production path.
- Hosted (fast start) or BYOC (your VPC / K8s).
- Reuse cloud GPU reservations under BYOC.
- Enterprise governance — SSO, RBAC, SOC 2 Type 2.

CUSTOMER RELATIONSHIPS

- Self-serve console + \$100 credit CTA.
- Published Hosted rate card for PAYG trust.
- Contact sales / committed contracts path.
- Startup Program Field Engineers (FACT).
- Support tiers — Hosted 5 cases vs BYOC 24×7.
- Docs, Help portal, Ray Slack community.

CHANNELS

- Primary — Ray OSS → anyscale.com.
- Pricing page + Get Started \$100 Credit CTA.
- console.anyscale.com / authkit signup.
- Cloud marketplaces (AWS Marketplace FACT).
- Startup Program application funnel.
- Docs, courses, Ray Summit, case studies.

CUSTOMER SEGMENTS

- AI/ML engineers scaling Python / Ray apps.
- Platform teams unifying GPU pools across clouds.
- Foundation-model / multimodal builders (homepage).
- AI product companies (e.g. Runway — case study).
- Enterprises needing SSO/RBAC + VPC residency.
- Startups via AI Startup Program credits.

COST STRUCTURE

- R&D: Ray + Anyscale Runtime (INFERENCE — core product).
- Hosted GPU/CPU COGS behind AC/hr rates (INFERENCE from pricing).
- BYOC control-plane / Operator cloud costs.
- Support & Field Engineering (Startup + enterprise).
- GTM — Summit, content, sales capacity (INFERENCE).
- No public opex/ARR disclosed — none invented.

REVENUE STREAMS

- Open-source Ray — \$0 self-managed land (FACT).
- \$100 Hosted credit CTA (FACT — nav).
- Hosted PAYG AC/hr — e.g. A100 4.9591; CPU 0.0135 (FACT).
- BYOC — platform fee + customer cloud spend (FACT).
- Committed contracts — volume discounts (FACT).
- Enterprise support SLAs on BYOC (FACT).
- Startup Program — up to \$20K credits (FACT).