

# ITC Entrepreneur's Forum

## How to Find and Leverage Partnerships

18<sup>th</sup> November 2010

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# Are Partnerships Worth While?

This Depends on:

- ? How good and well regarded the partner is in his particular sector?
- ? How good is the partner fit is with your product and plans?
- ? How well aligned the aspirations on both sides?
- ? How good the contract and the intent on both sides is?
- ? How good you both are at working with partners?
- ? How much planning & preparation you do for your partner programme?



# Personal Experience of Partnerships

\$10 million up front – a life saver for my company at the time



5 years later \$200+ million generated & shared by the Partnership



20 years later over \$ONE BILLION in shared revenue



**A BIG SUCCESS**



Also seen lots of wasted time and resources for very little return!!

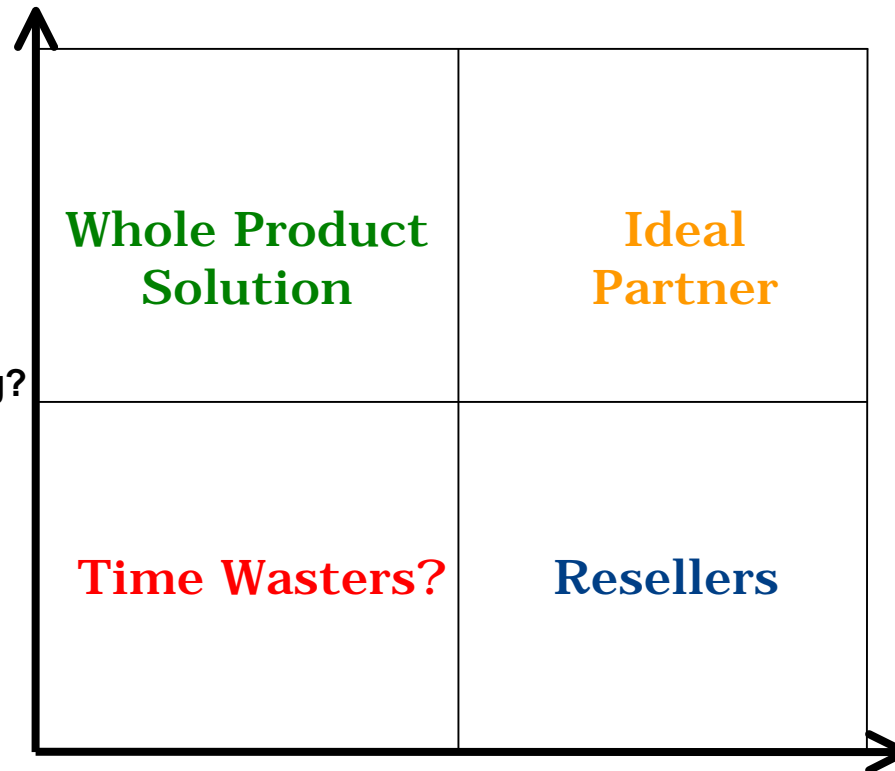
# Partnerships depend on Partner Fit:



# Partner Fit

## Product Fit

- Does your product really enhance the partners offering?
- Does it integrate easily with partners products?
- Does 1+1=3+?
- Strategic Partnership



## Sales Capability

- Is the partner sales rep motivated to sell your product (commission)?
- Is the partner sales rep capable of selling your product (training)?
- Is the partner capable of implementing your product successfully?

# Beware of Dancing with the Elephant!!

## Partnering with companies that are too big or too small

- ∅ Too small can be a waste of time
- ∅ Too big can be too resource draining
- ∅ Too big will probably be working to much longer timeframes

## Ideally partner with companies 10 to 100/1,000 times your size

- ∅ Easier to meet the principals in the business
- ∅ Easier to get agreement on common ambitions & Key Performance Metrics
- ∅ Easier to get the partnership moving quickly

## Cultural Fit

- ∅ Do you have similar business practices and processes
- ∅ Do you think the same way about your businesses
- ∅ Do you like working with their people?

# Happy Partner Hunting

Introducing Kathie Osborne of Routech

...thank you

