

# PARTNER VALUE MATRIX



**BUSINESS**  
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## Partner Value Matrix

The Partner Value Matrix helps you to clarify the mutual benefits of collaboration between you and your partners. It helps to identify what you get from your partners and what they get from you. With the Partner Value Matrix, you better understand the rationale for collaboration and have a sound foundation for establishing the right relationships and arrangements with partners.

### Template & example

Use the Partner Value Matrix template (page 4) to value your partners. Make a large printout to use during a brainstorm. Get inspiration from the Partner Value Matrix example of Tinnitracks, a music service for treating tinnitus (page 5).

### How to use

Make sure you have a good understanding of the position and views of your (potential) partners. This can easily be done by talking to them!

For sustainable collaboration with partners it is important that each partner perceives benefits from the collaboration. The actual form of the relationships and the arrangements between you and your partners will depend on how each party views these mutual benefits. It is therefore important for you to know what a partner contributes to your business, and, the other way around, what is in it for them. This knowledge will help you to make the right arrangements with existing partners or to convince new partners to collaborate.

Follow the three steps below to fill in the Partner Value Matrix:

#### Step 1: select the important partners

In the first step write down the names of your important (potential) partners in the first column of the Partner Value Matrix. To determine who your important partners are, the ones that have the largest influence on your business, you can do a [link Partner Analysis].

#### Step 2: what do they bring?

Now that you have written down the important partners, think about what these partners bring to your business. Are they investment partners and bring money to the table? Do they bring particular resources or sales channels that you need but don't have yourself? Resources can be material inputs, specialist knowledge,

complementary products and services, IPR, sales channels etc. A key benefit from a partners can also be to realize your sales via their channels. Write down what partners bring to your business in the appropriate columns of the Partner Value Matrix.

Step 3: what is in it for them?

Just like you wrote down what partners bring to your business, you can think about what you bring to your partners. What is in it for them? What you bring can be money to invest in your partners' products or services, resources or sales channels. A resource can again be something tangible like materials or machines but also intangible resources like branding or knowledge or a joint innovation effort. Write down what benefits you provide to your partners in the appropriate columns of the Partner Value Matrix.

# partner value matrix

name \_\_\_\_\_

partner	what do they bring?				what is in it for them?			
	resources	sales	€	other	resources	sales	€	other

date \_\_\_\_\_

# partner value matrix

name Tinnitracks

partner	what do they bring?				what is in it for them?			
	resources	sales channel	€	other	resources	sales channel	€	other
Sennheiser	Adapted sound technology and head phones	Sold as a package with customized head phone and music file service via Sennheiser channels			High margin sales of complementary head phones as part of medical solution via 'medical' channel	Others invest in optimising medical solution for which Sennheiser can provide the head phones		
Health Insurance Company	Knowledge on prevalence and cost of the disease (Tinnitus)		Tinnitracks is reimbursed for patients with official Tinnitus diagnosis			Better treatment of Tinnitus with Tinnitracks may save insurers money		Patients get treated better by using Tinnitracks so insurers improve their care
Innovation Fund Hamburg			Provides seed funding for further development of Tinnitracks services, apps and market entry	The fund may advise on business operations, and expanding abroad			Return on their investments	
ENT doctor (era specialist)				Provides the official diagnosis of Tinnitus and monitors progress when using Tinnitracks				Alternative and possibly better care and treatment for the patient
Hearing aids retailers		Provide a sales channel via which the Tinnitracks solution is sold		Can provide support and monitors progress when using Tinnitracks			Commission fee on the sales of Tinnitracks	

date \_\_\_\_\_