**Business Partnership Email Draft**

**Subject: Partnership Opportunity - Agrovo Meeting Management Platform**

Hey Andy,

I've given our conversation some more thought, and I wanted to follow up with a concrete proposal.

When you speak with Phil and Cara, I'm thinking we position this as: Carson and I have started a business called Agrovo. We believe it would be really beneficial here at AAD, and to address any potential conflict of interest concerns, we're offering it to you for free.

My bggest concern…

Here's what I'm proposing for our partnership: we split everything 50/50 as equal partners, working toward shared growth targets rather than worrying about individual performance metrics.

My proposal: 8 months to reach 36 users, 18 months to reach 100 users, and 30 months to reach 250 users. We both contribute however makes most sense - I'll handle the technical development and system maintenance, you'll focus on customer acquisition, but we can both support each other's efforts through networking, introductions, meeting setup, whatever works.

The key commitment: if we're not hitting these growth targets, we agree to either shut the business down or one of us buys the other out. This way, we're both incentivized to make it work rather than letting it drift. You can't afford to coast because your existing customers depend on the business surviving, and I can't afford to let the system deteriorate.

We could also bring in commission-based salespeople whose results count toward our targets - that way we're not limited to just our own efforts if we find people who want to help grow it.

Beyond that, I see real potential for us to work together. At $15 per user annually, 100 paying users would generate $15,000 in subscriptions. Here's what makes this achievable: you already have 6 existing customers, and if each has around half a dozen users, that's 36 users right off the bat.

The value proposition to customers is compelling. At $15 per person annually, if a team saves just 18 minutes in a single meeting, the software pays for itself for the entire year. For higher-value professionals ($100/hour teams, lawyers at $200-400/hour), this becomes almost trivial - just a few minutes saved breaks even.

But the real value goes far beyond meeting time savings. The system handles the entire meeting lifecycle: automated agenda creation, real-time note-taking, automatic summary generation and distribution, participant feedback collection, and follow-up scheduling. Most organizations spend 2-3 hours of administrative time around every important meeting - our system reduces that to minutes. So while the break-even is based purely on meeting time saved, customers get a comprehensive platform that eliminates hours of administrative overhead per meeting cycle.

What's your gut feeling on this approach? Are you interested in building something meaningful together with these kinds of targets and timeline?

I'd really value your thoughts on this. This is very much an open discussion at this stage - I want to make sure we're both excited about the potential and committed to making it work.

Regards,

Carson