


Stanford University

Technology Entrepreneurship Part 2

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LECTURES

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Partnerships and Distribution

Key Concepts

Once your market analysis, marketing, and sales research and experiments are done, you can inform your distribution, channels, and partnerships strategy.

- In the first video, we are using the example of TrialPay to cover these topics.
- In the second video, Chuck covers the concept of "experimenting on someone else's dime". Conducting your research, experimentations, and validating or not your business hypothesis (including this module themes), may be costly, but you can do it using someone's else money.

Videos

Partnerships and Distribution: the...

~23 min

Experimenting on someone else's dime

~9 min

Reading

Technology Ventures: Chapters [12.3-12.4](#), [12.7](#), [12.9-12.10](#)

Assignment

Don't forget to check your assignment page and your timeline (in the home page) for the assignments you need to do (presumably your marketing pages and sales experiments, then your marketing and sales analysis).

Additional Resources

- [More videos on ECorner on Partnerships](#)
- [More videos on ECorner on Negotiation](#)

[← Market analysis, marketing, and ...](#)

[Financing →](#)