



## Network mapping

From Ellie (Elmira) Esmaeili <eesmaeili@referralmate.net>

Date Mon 7/7/2025 02:21

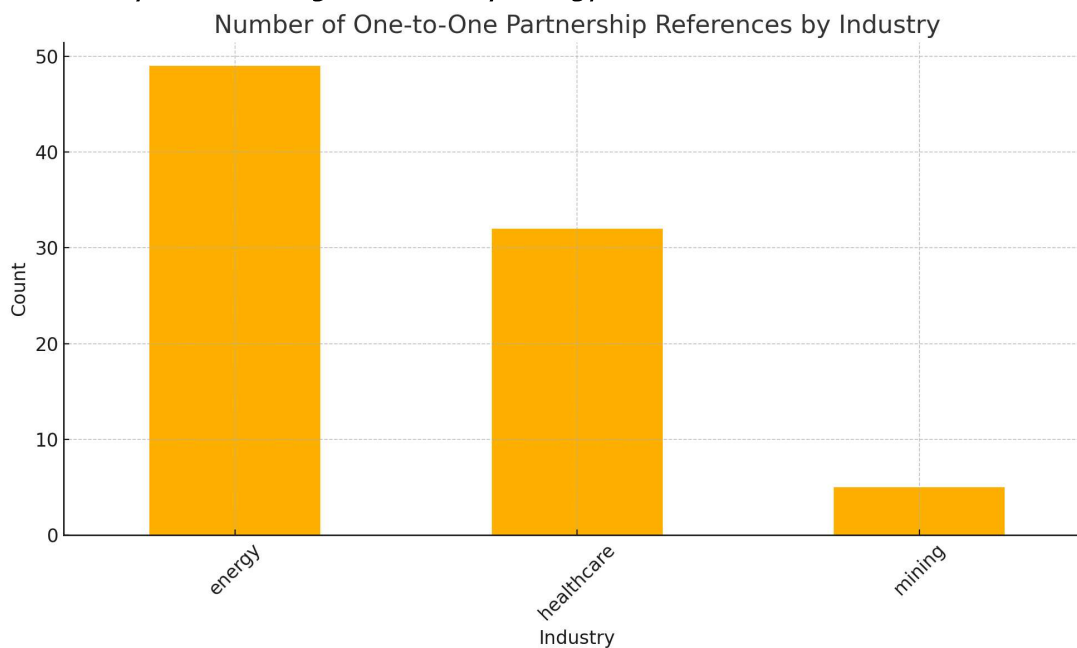
To Nathaniel Ahy <nathanielaahy@hotmail.com>; Ehsan Hatami <Ehsan.hatami@referralmate.net>

📎 1 attachment (386 KB)

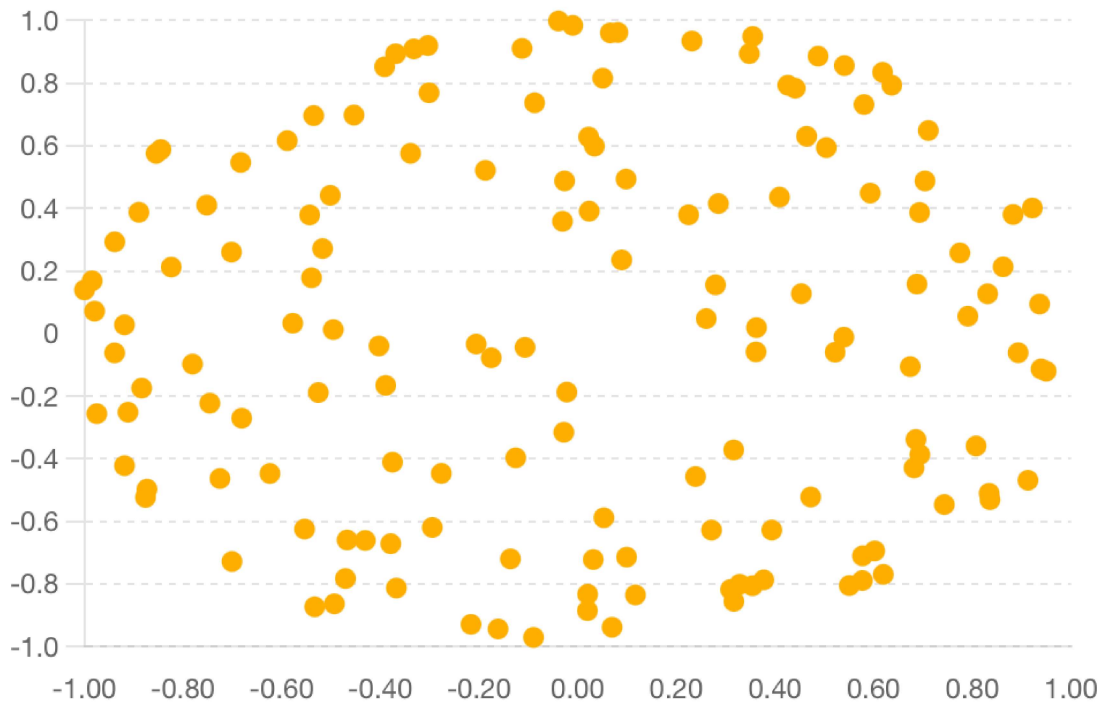
One\_to\_One\_Partnership\_References.xlsx;

Hi Nathaniel,

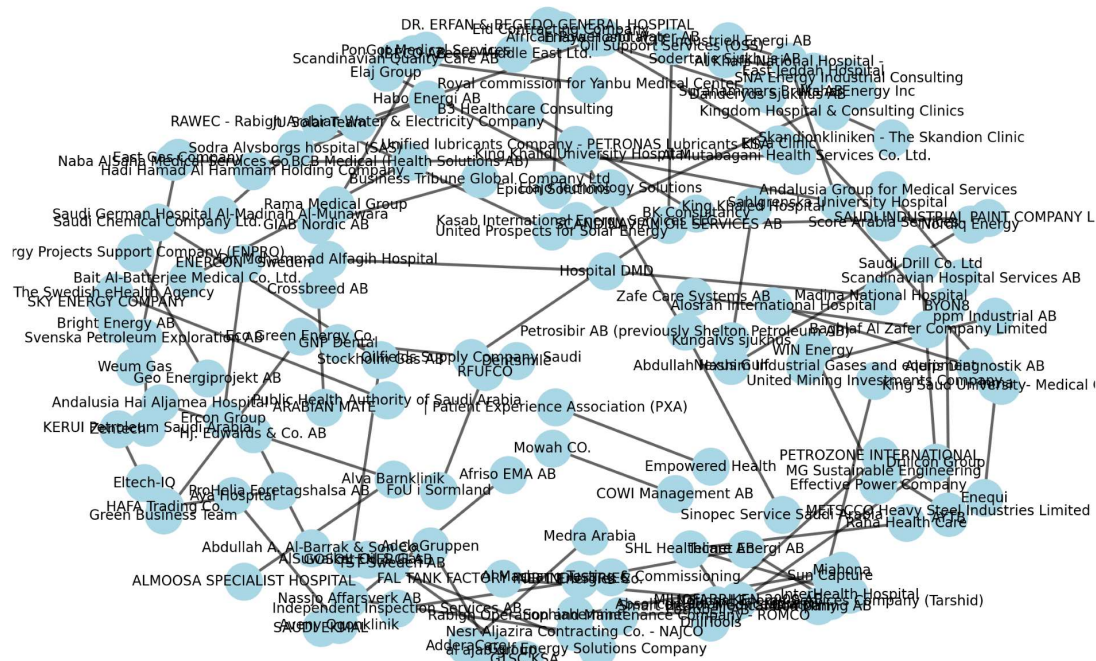
Based on our chat last week, I dug into our data (the old results file) a bit and I found out that there are 86 rows that have One-to-One Partnership referenced in them. Then I broke them to see where they were coming from. Mostly energy then healthcare:



Then I created a network out of them with each **node** representing an entity (Saudi or Swedish) and each **line** representing a match identified in our dataset and the layout clusters closely connecting entities together.

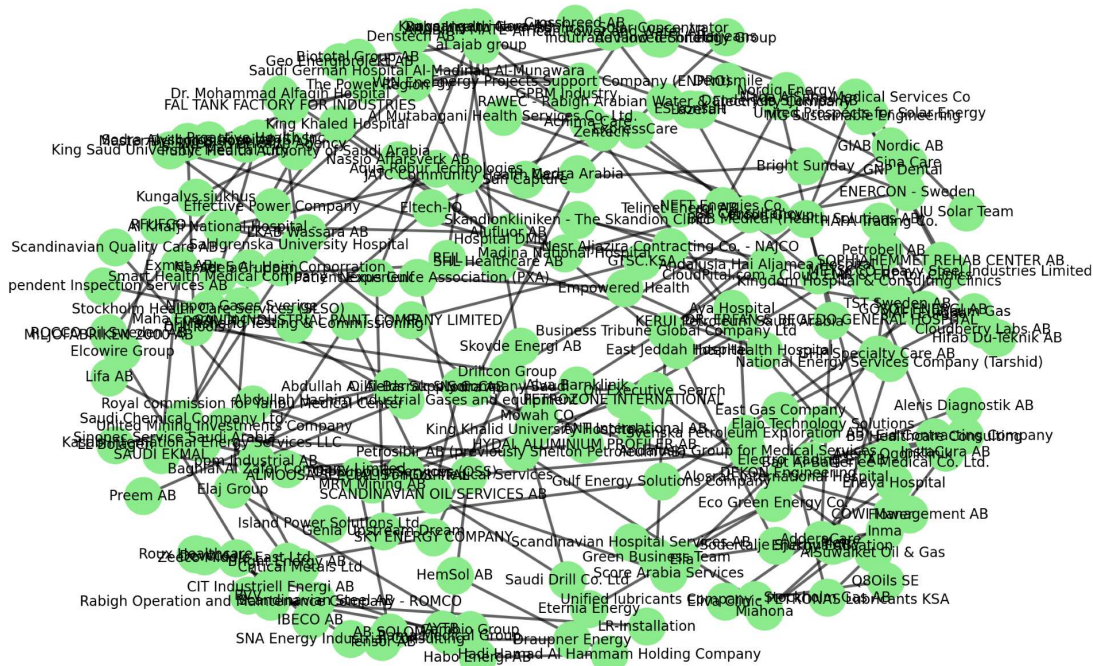
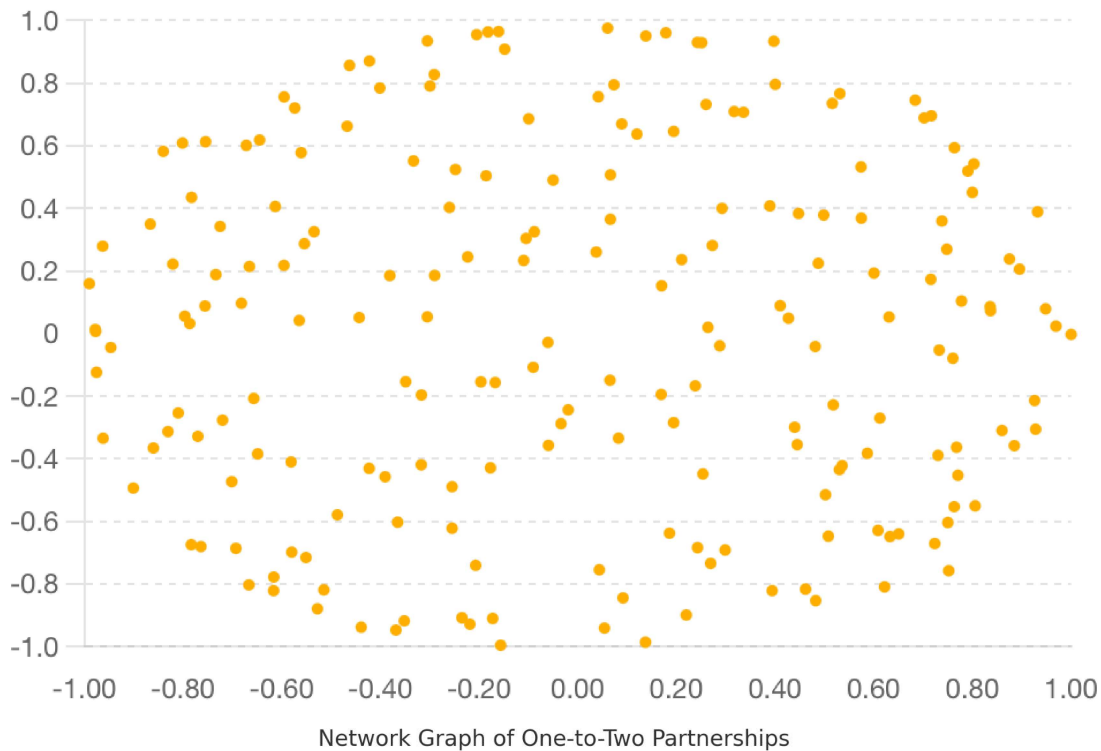


Network Graph of One-to-One Partnerships



Following that I tried it with One- to -two partnerships:

- Each **central node** is a Saudi entity.
- It connects to **two Swedish companies**, forming a One-to-Two partnership structure.
- The green nodes and layout help illustrate partnership clusters and shared relationships.

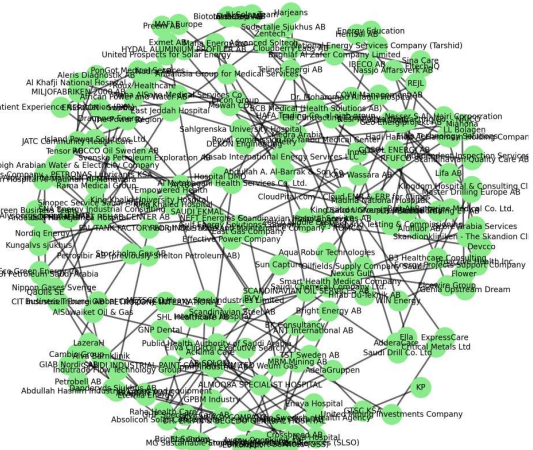
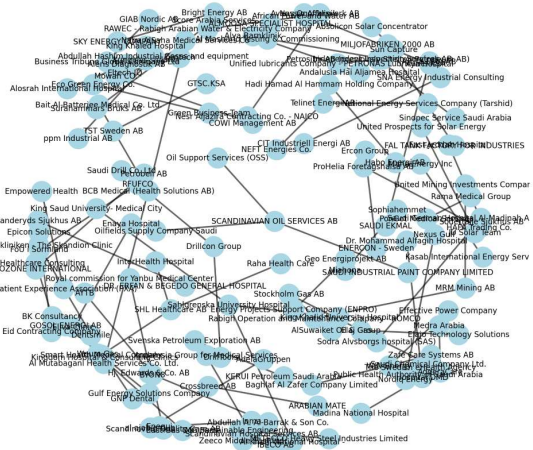


Here's a **side-by-side visual comparison** of:

- **One-to-One Partnerships** (left, blue): Simpler, direct connections.
- **One-to-Two Partnerships** (right, green): Broader, collaborative engagements with dual Swedish matches.

One-to-One Partnerships

One-to-Two Partnerships



I thought we can use this as a baseline and apply the thought process to the cleaned up data and see what we get out of it. This can be the initial step into visualising our final results.

PS. Lets not take these images as accurate matches. I still like to redo this with the cleaned up data.

Curious to hear your thoughts.

Best,  
Ellie

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