

PARTNER ANALYSIS



BUSINESS
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Partner Analysis

The Partner Analysis helps you to identify your partners and stakeholders. With the Partner Analysis you determine what their influence is on your business. It helps you to see which partners your business is depending on. This will help you to determine the kind of relationships that you should establish with your partners and stakeholders.

Template & example

Use the Partner Analysis canvas template (page 4) to apply the tool. Make a large printout of the canvas to use it in a brainstorm. Have a look at the example of Tinnitracks (page 5) to get a better understanding of what a Partner Analysis can look like.

How to use

The Partner Analysis helps you to identify partners of your business. You can do this analysis by yourself or with colleagues. There are four areas on the canvas. One for each type of partner, i.e. suppliers, investors, collaborators, and others. Each area has three levels of influence. Write down the names of your partners in the four areas and with the appropriate level.

Level 1 are strategic partners that are very important or even critical to your business or business model. You need a close relationship with them and involve them in your decision making process, taking their perspective into account.

Level 2 are the partners that have some influence on your business. They are not critical but they provide valuable contributions to your business. These partners may be hard to replace. You would like to inform or maybe consult these partners, but they don't have to be involved in making major business decisions.

Level 3 are the partners with little influence. They may provide complementary resources. Partnering with them occurs on an operational level.

Suppliers

A supplier is a person or a business that supplies goods and/or services to you. Suppliers provide you with something that you require or that you do not have yourself. A supplier can provide you with raw materials, partially assembled components, custom parts. A supplier can also offer intangible services like data storage, knowledge or training. Write down the names of those that provide your

business with something needed. Take into account that one supplier might have more influence than another. Divide your suppliers over the three levels.

Investors

Investors allocate capital to your business. They have the expectation of future financial return. Investors can provide capital, or buy stock or bonds. Write down every person, business or institution that has provided your business with capital, has bought stock, or has in any other way invested in your business. Take into account that one investor might have more influence than another. Divide your investors over the three levels.

Collaborators

A collaborator is a person or a business that works with your business to realize the same goals. Together with the collaborator your business can reach more. For instance, in collaboration you can obtain greater resources, recognition and reward. Collaboration could save your business a lot of time and money. Write down the names of those that your business collaborates with. Keep in mind that one collaborator might be more important for your business than another. Divide your collaborators over the three levels.

Other

There could be other kinds of partners that are specific to your business. For instance, an online store has many online partners such as affiliates, intermediaries, link partners and advertising partners. Write down the names of the partners that are important in your market or to your business. Keep in mind that one partner might have more influence than another. Divide your other partners over the three levels.

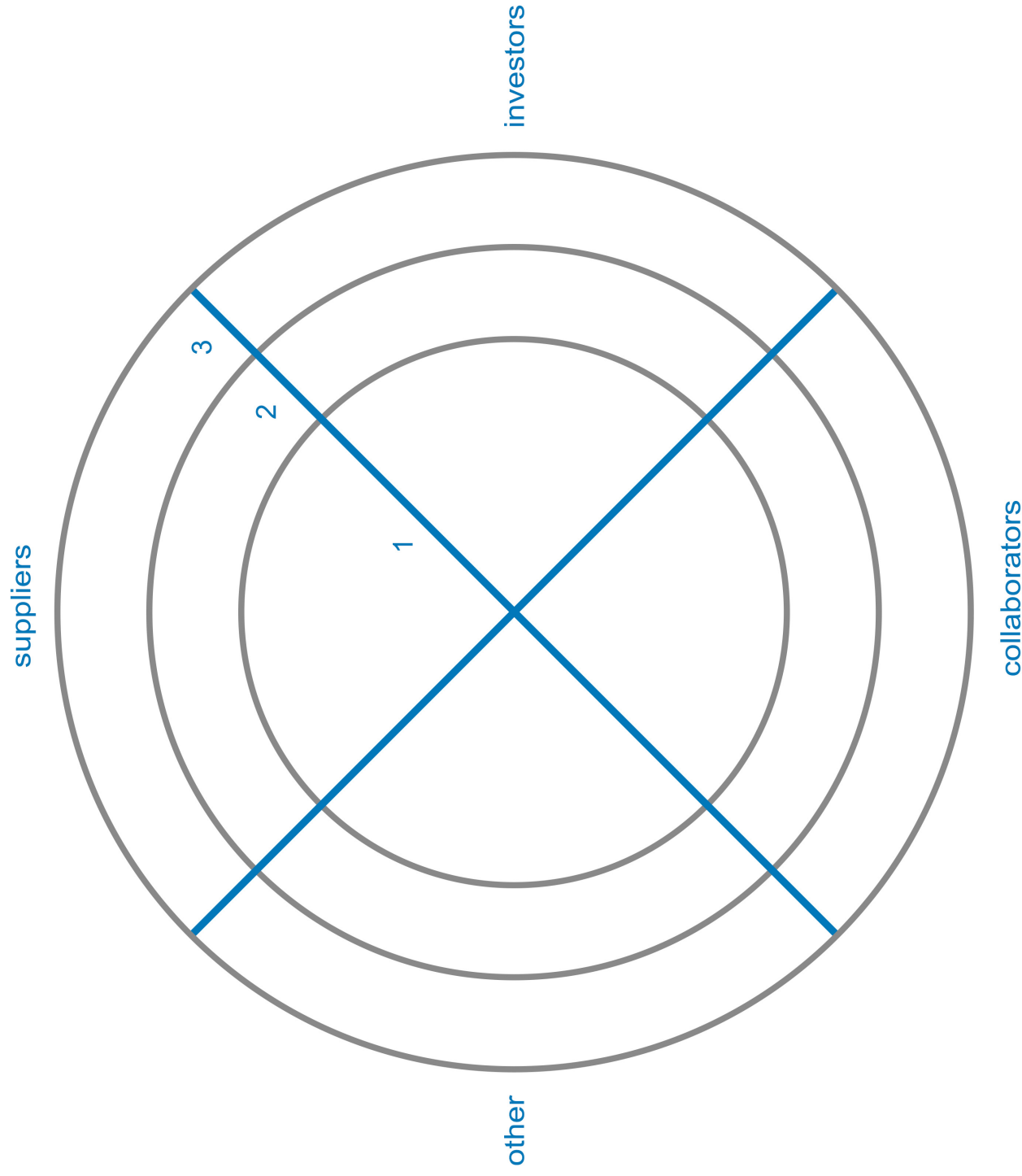
partner analysis

name _____

1 = great influence

2 = little influence

3 = almost no influence



date _____

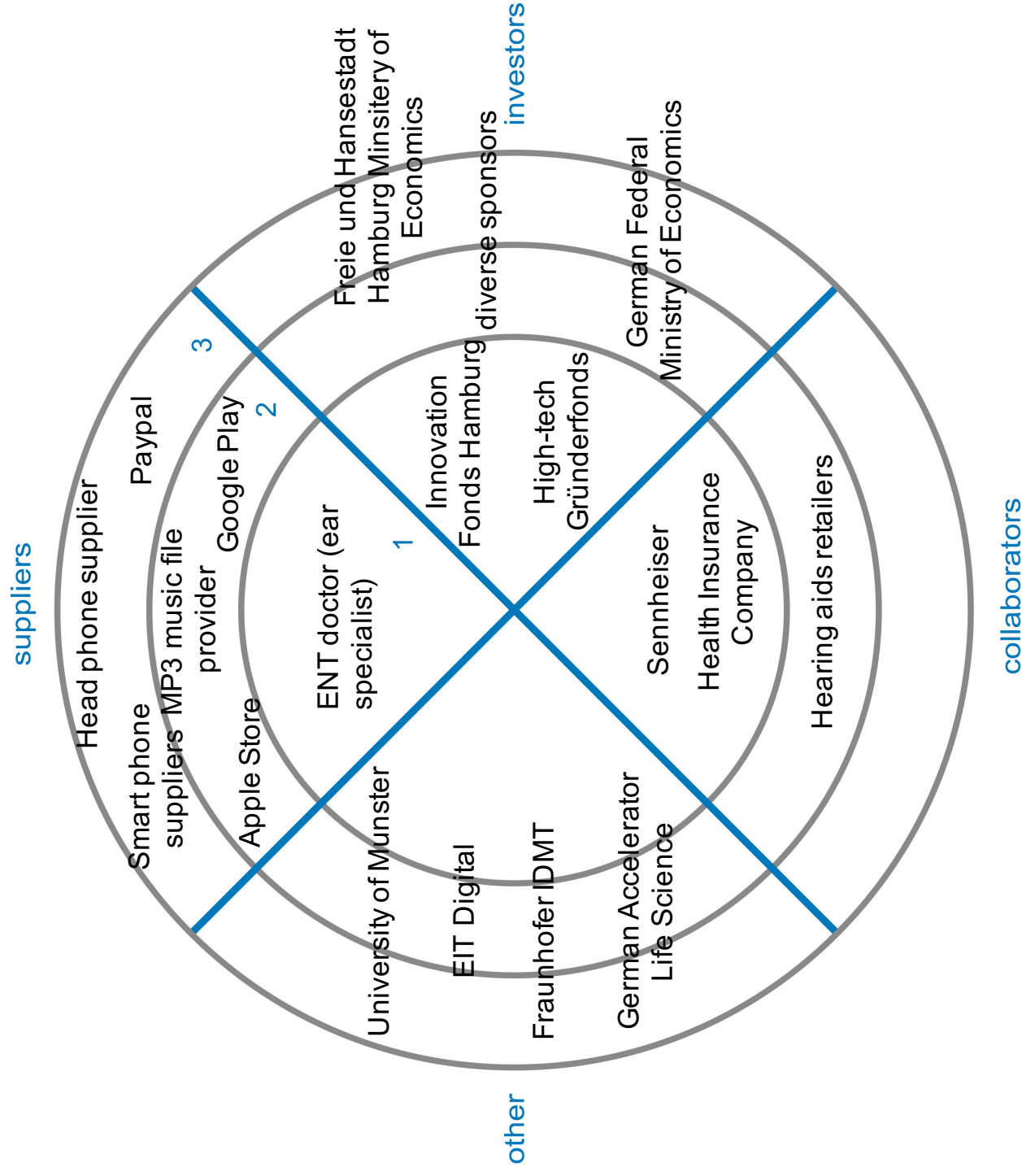
partner analysis

name Tinnitracks

1 = great influence

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date _____