

PARTNER / ALLY DESCRIPTION:

The ideal ally or partner for a virtual business acceleration program is an organization with expertise in key areas such as technology, finance or industry that is committed to the development of SMEs looking to sell to industry. It should have resources and expertise that will help improve the competitiveness of SMEs, as well as a network of contacts that will generate business opportunities. The partner must be willing to collaborate in a 100% virtual environment, supporting the growth and integration of SMEs in industrial value chains and fostering regional economic development.

This profile should include:

1. **Track Record and Industry Experience:** The organization should have solid experience in key areas such as technology, finance, education or industry, with a focus on business growth and strengthening supply chains.
2. **Resources and Knowledge:** It should have tangible resources (such as technological tools, specialized knowledge, or access to markets) that can be shared with SMEs to improve their competitiveness and capacity for expansion.
3. **Commitment to Economic Development:** The partner must be aligned with the objectives of regional development, nearshoring and sustainable growth, demonstrating a genuine interest in supporting SMEs to integrate into industrial value chains.
4. **Ability to Collaborate in a Virtual Environment:** The organization must be prepared to offer support, mentoring, resources or strategic connections in a 100% virtual environment, using digital platforms to facilitate communication and collaboration.
5. **Network of Contacts and Opportunities:** Must have a solid network of industry contacts that can open new business and collaboration opportunities for the SMEs participating in the program.

This profile ensures that the ally or partner brings significant value to the program, helping SMEs scale their operations and professionalize to become more competitive in the industry.