# AVS Partner Opportunity Form

[COMPANY NAME] – [PRODUCT NAME]

# INTAKE

## Company Description

Provide a brief description of the company. What industry vertical are they in? Are they an Alexa Fund potential or recipient? Do we consider them a potential strategic partner (i.e. a whale)?

## Product Description

Describe the product or app they wish the Alexa enable. Include the following information:

* Mic and speaker details
* CPU, Memory (RAM, Flash), OS
* Networking capabilities (Wi-Fi, Bluetooth, ZigBee, etc…)
* Visual display
* Buttons
* Lights
* Battery vs. AC powered

## Market Potential

Describe the market potential for this product in terms of unit sales in the US and internationally, and for 2016 and beyond. Include a discussion on their ability to execute against any projected sales figures.

## Alexa Use Cases

Provide an overview of the Alexa use cases for the product. Include the following information:

* Far-field with wake-word – is this a far-field, near-field, wake-word device or close-talk, push-to-talk
* Device Control – does the partner want to control the device via Alexa? (i.e. volume up, change channel, etc…). If so, provide the device control intents as part of the discussion on top-level intents and skills
* Skills – describe any custom skills that would be developed by the partner using ASK
* Intents & Domains
  + List any new top-level intents the partner is requesting; do they seem to logically fit within a domain?
  + List any existing intents in existing domains that the partner would like to override. For example, does the partner want to handle music (“Play Sting”) intents themselves?
* Visual display elements – if the unit has a screen, what is it used for? Is it sufficient to display some form of Alexa card information? Is the partner okay displaying Alexa card data as-is? Is the screen interactive or display-only? What rendering capability does it have (HTML, HTML5, Flash, etc…).
* Streaming / content partnerships – does this partner have their own relationship with content partners that might either conflict with Alexa’s content or smooth the way for integration? (ex. Pandora, AccuWeather, etc…)

## Schedule

Discuss any product development schedules. When do they want to release the Alexa-enabled product? Are there any trade shows at which the product will be shown?

## Other Considerations

Are there other considerations for this partner not listed above?

# WORK ITEMS

## Roadmap

Of the use case features not supported by Alexa today, are any of them already on our roadmap? If so, do the timelines align with the partner’s schedule?

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| --- | --- | --- | --- |
| Feature | Roadmap Date | Desired Date | Notes |
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## New Work Items

Of the features not supported today and not on our roadmap, what are the resources needed to implement them. Are they features that we see as strategic to Alexa?

# DECISIONS & OUTCOMES

A general discussion of the decisions and outcomes after evaluating this partner. Discussion points should include:

* Are we categorizing this partner as strategic (i.e whale)
* Does this partner fit into one of our strategic verticals?
* Are there new work items we are taking on to support this partners or are will they need to use Alexa as-is
* Have we invested in them (Fund or otherwise) as a result of this analysis
* Do we have buy-in from Alexa leadership (Al, Toni, Greg, etc…) on our approach