

STRATEGIC PARTNERSHIPS & COMMERCIAL DIPLOMACY

LANIAJAYI

Ecosystem-Led Growth and Global Market Expansion.

The Growth Problem

Most scale-ups try to grow by hiring more salespeople to make more cold calls.

This is the "Sales Treadmill." It is expensive, slow, and yields diminishing returns as Customer Acquisition Costs (CAC) rise.

"You don't need more leads. You need **Distribution Leverage**."

The Solution: Alliances

Instead of hunting clients one-by-one, we partner with the "Gatekeepers" who already own your audience.

- ✓ **Banks & Fintechs** (Trust)
- ✓ **Integrators & Platforms** (Access)
- ✓ **Resellers & Agencies** (Volume)



Lani Ajayi

The Strategic Advantage

Partnerships often fail because Sales teams overpromise and Legal teams kill momentum. Deals die in "**Legal Limbo.**"

We provide the bridge.

Founded by a Lawyer and Commercial Strategist, the company combines **Legal Rigour** with **Commercial Strategy**. We don't just identify partners; we structure the deal, negotiate the terms, and ensure it is commercially profitable.

Negotiation

Deal Structuring

How We Build Leverage



1. Ecosystem Strategy

We map your market (Local or Global) to find the "Node" partners who control your future customers.



2. Deal Execution

The Core Service. We negotiate global agreements (MOUs, SLAs, INCOTERMS) that secure the deal across any jurisdiction. We handle the legal complexity so you can focus on growth.



3. Expansion Bridge

For clients crossing borders (Europe ↔ Africa), we handle the regulatory entry and local compliance infrastructure.



Let's Build Your Alliance

Book a briefing to discuss your partnership ecosystem.

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Europe • Africa • Global