



# Entrepreneurship 101

## Session 12. Key Partners



Learnkey





# Why do you need Key Partners?

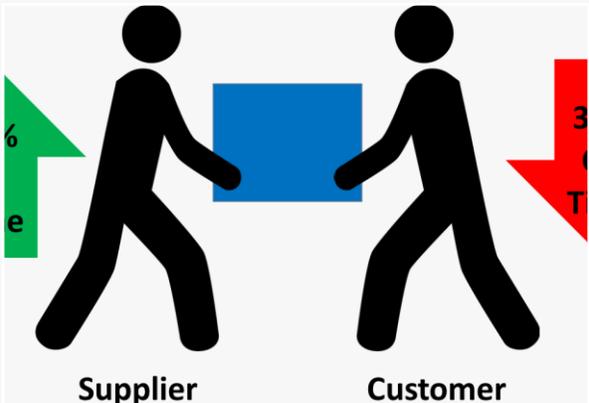
An entrepreneur rarely has everything needed for a business.

The main reasons for forming partnerships:

1. Supporting business operations.
2. Accessing the right resources when needed.
3. Reducing risk and uncertainty.



# Categories of Key Resources



A diagram showing two black stick figures, one on the left labeled 'Supplier' and one on the right labeled 'Customer', both holding a blue rectangular box. To the left of the supplier is a green arrow pointing up with the number '6' and the letter 'e' below it. To the right of the customer is a red arrow pointing down with the number '3' and the letter 'T' below it.

Supplier Customer

Suppliers



A diagram showing a network of colorful, winding paths (red, yellow, green, blue, purple) that branch out from a central point. Small human figures are standing on various points along these paths.

Distributors



An illustration of a diverse group of people in business attire, including men and women of various ethnicities, standing together in a professional setting.

Gig workers



An illustration of two modern, blue glass skyscrapers with white grid patterns, set against a white background with a small green hill in the foreground.

External companies

# Considerations when Choosing Key Partners

1. Which partners are critical to the business?
2. What types of partnership suit the business?

For example:

- Supplier-buyer partnerships
- Distribution deals

3. Which partners provide key resources?



# Factors to Consider when Forming a Partnership

## Impact on Customers

How do partnerships, for instance:

- Fill the gaps in the delivery of your value proposition.
- Fulfil resource needs.
- Impact the final customer.



# Factors to Consider when Forming a Partnership

## Choosing and exiting partnerships

- Undertake due diligence.
- Evaluate prior to signing any agreement.
- Ensure an exit clause for partnerships that:
  - no longer serve their purpose, or
  - prove detrimental to the business.



# Factors to Consider when Forming a Partnership

## Set expectations

- Ensure no confusion around agreement terms.
- Prevents future conflict.

## Draft a partnership agreement

- Drafted with T&Cs.
- Should be mutually beneficial.
- Take professional legal advice.



# Business Model Canvas – Key Partners

