

# GETTING TO THE CORE OF BUSINESS PARTNERSHIP

Finding my Unique Partnership Value Proposition (UPVP), forecasting consumer market needs and effectively evaluate 'partner-fit' businesses.

## Details



- 30 October 2018  
8:15am-3:00pm  
(Refreshments included)
- Brisbane, CBD
- \$800+GST by 19/10  
\$900+GST by 29/10

## Covering



- Finding my Unique Partnership Value Proposition
- Analysing consumer trends & behaviours
- Alignment with current business activity
- Opportunity gaps to enhance consumer experience
- Potential partner identification & assessment

**REGISTER NOW**

## WHY ARE PARTNERSHIPS SO POWERFUL?

There are so many benefits for partnering with another business/organisation/company:

- Expand your current service offering to your market
- Share in their goodwill and 'tribe', expanding your market reach
- Create reoccurring revenue across different streams
- Growing business opportunities to scale and achieve your business goals

However, one of the MOST important areas of business that is usually overlooked is recession resilience. A high level Partnership with another business CAN help you risk manage a downturn in revenue during a recession.

## WHY IS IT RELEVANT TO MY BUSINESS?

Resilient businesses are not reliant on ONE source of income. We don't mean multiple products or service offerings, we mean reliance on a singular discipline/industry/sector.

For example, most of the biggest companies in the world have multiple avenues of income:

- Amazon – retail, e-commerce, cloud services, technology (Alexa), e-learning
- Elon Musk – Tesla, Space X, Hyperloop
- Apple – technology, streaming services, products

Through partnerships a business can seek out another business to work together in supporting a key function of your business to address a consumer need, immediately benefiting both companies.

It takes less capital, less resources, minimal asset acquisition (if any) and it leverages the skills and talent of both businesses to focus on the area of expertise you know best.



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## WHY IS IT IMPORTANT TO DO IT RIGHT?

Partnerships provide the perfect environment to enhance the consumer experience without having to run your resources lean, or re-invest an unreasonable amount of capital. It provides more agility too. There are multiple levels of partnership, these can help you test the waters to see if it is worthwhile before going all in. Longevity is the aim of a partnership, you never receive the full benefits in the short term, it evolves year on year to continue giving back to your consumer and the business.

**YOU  
DON'T  
HAVE  
TO...**

- Do it all yourself
- Give away your business to investors
- Constantly chase money/ grants
- Shift your focus from what you do best
- Upset current customers & loyalists by changing direction
- Guarantee shareholders it will work before trying

**YOU  
DO  
GET  
TO...**

- Keep the integrity and standing of your business
- Benchmark and separate yourselves from the competition
- Enhance the consumer experience to gain more loyalists
- Minimise the risk if it doesn't work
- Leverage the expertise, resources, industry knowledge and community of your partner
- Build business resilience in the instance of an economic downturn



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