

# PARTNER VALUE MATRIX

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Using the tool  
Template  
Example

# Partner Value Matrix

The Partner Value Matrix helps you to clarify the mutual benefits of collaboration between you and your partners. It helps to identify what you get from your partners and what they get from you. With the Partner Value Matrix, you better understand the rationale for collaboration and have a sound foundation for establishing the right relationships and arrangements with partners.

## Tips for use

You can fill out the Partner Value Matrix on your own or with your colleagues. Make sure you have a good understanding of the position and views of your (potential) partners. This can easily be done by talking to them.

Use the Partner Value Matrix template to value your partners. Make a large printout to use during a brainstorm. Get inspiration from the example of Tinnitracks, a music service for treating tinnitus.

## How to use

For sustainable collaboration with partners, it is important that each partner perceives benefits from the collaboration. The actual form of the relationships and the arrangements between you and your partners will depend on how each party views these mutual benefits. It is therefore important for you to know what a partner contributes to your business, and, the other way around. This knowledge will help you to make the right arrangements with existing partners or to convince new partners to collaborate. Follow the three steps to fill in the Partner Value Matrix.

### Step 1: Select the important partners

In the first step write down the names of your important (potential) partners in the first column of the Partner Value Matrix. Select your most important partners by determining which partners have the largest influence on your business.

### Step 2: What do they bring?

Now that you have written down the important partners, think about what these partners bring to your business. Are they investment partners and bring money to the table? Do they bring particular resources or sales channels that you need but do not have yourself? Resources might be material inputs, specialist knowledge, complementary products and services, IPR, sales channels etc. A key benefit from a partner can also be to realise your sales via their channels. Write down what partners bring to your business in the appropriate columns of the Partner Value Matrix.

### Step 3: What is in it for them?

Just like you wrote down what partners bring to your business, you can think about what you bring to the businesses of your partners. What is in it for them? This could be money to invest in your partners' products or services, resources or sales channels. A resource can again be something tangible like materials or machines but also intangible resources like branding, knowledge or a joint innovation effort. Write down what benefits you provide to your partners in the columns of the Partner Value Matrix.

# partner value matrix

name \_\_\_\_\_

Partner	what do they bring?				what is in it for them?			
	resources	sales channels	€	other	resources	sales channels	€	other

date \_\_\_\_\_

# Example Tinnitracks

<b>industry</b>	Medical technology
<b>products &amp; services</b>	App for treatment of tinnitus with music
<b>size of business</b>	31 employees
<b>revenue</b>	€ 3,560,000
<b>location</b>	Germany



Tinnitracks enables you to use your own music for the treatment of tinnitus. This is the official name of ear ringing/hissing/ roaring, that one might hear even though no sound is made. Tinnitus is often caused by hearing loss. Tinnitracks has created an app that can help you with this if you subscribe to their service. In addition, you can also buy headphones from Tinnitracks, these are selected by them specially to optimise your treatment. Tinnitracks works by using the neuroplasticity of the brain, the ability of the brain to constantly adapt. It is a therapy that fights the causes of the tinnitus, instead of treating only the symptoms.

## Tinnitracks's Partner Value Matrix

In the example of the Partner Value Matrix, we see Tinnitracks's most important partners. They have identified in the Partner Radar, which was used before this tool. The most important partners have the most influence on the company, it is therefore important that these partners get something from the partnership. That makes the partnership attractive to them. They should also bring something to the partnership that appeals to Tinnitracks. The example shows you what the partnership provides for each partner.

# partner value matrix

name Tinnitracks

Partner	what do they bring?				what is in it for them?			
	resources	sales channels	€	other	resources	sales channels	€	other
Sennheiser	Adapted sound technology and head phones	Sold as a package with customized head phone and music file service via Sennheiser channels				High margin sales of complementary head phones as part of medical solution via 'medical' channel		Others invest in optimising medical solution for which Sennheiser can provide the head phones
Health insurance company	Knowledge on prevalence and cost of the disease (Tinnitus)		Tinnitracks is reimbursed for patients with an official Tinnitus diagnosis				Better treatment of Tinnitus with Tinnitracks may save insurers money	Patients get treated better by using Tinnitracks so insurers improve their care
Funding (innovation funds Hamburg & High tech Gründerfonds)			Provides seed funding for further development of Tinnitracks services, apps and market entry	The fund may advice on business operations, and expanding abroad			Return on their investments	
ENT doctor (ear specialist)				Provides the official diagnosis of Tinnitus and monitors progress when using Tinnitracks				Alternative and possibly better care and treatment for the patient
Hearing aid retailers		Provide a sales channel via which the Tinnitracks solution is sold		Can provide support and monitors progress when using Tinnitracks			Commision fee on the sales of Tinnitracks	

date 5th of May