

PARTNERSHIPS & ECOSYSTEM · CANVAS

Partnership Strategy Canvas

For founders and commercial leaders deciding which partnership types are worth pursuing and which to deliberately ignore for now.

How to use this: Work through each section in order, as the canvas is designed to force a single primary partnership motion before any partner conversations continue.

The Constraint Partnerships Are Meant to Solve

Name the actual business problem before naming a partner type.

What is the single biggest constraint on growth right now: reach, conversion, onboarding capacity, or product stickiness?

What evidence do we have that this constraint is real, rather than assumed?

What would change in the business if this constraint were solved?

Partnership Type Fit Assessment

Score each type against the constraint identified above, honestly.

Partnership Type	Solves Our Constraint? (Y / N)	Resourcing We'd Need	Rule In / Rule Out
Referral			
Reseller			
Implementation / Services			
Technology / Ecosystem			

Company Stage Reality Check

- ☐ We have a repeatable direct sales or self-serve motion before adding a partner-sourced channel on top
- ☐ We have clear, current pricing and packaging a partner could actually explain to a prospect
- ☐ We have onboarding documented well enough that someone outside the company could run it
- ☐ We have at least one proof point (case study, reference customer) a partner could point to
- ☐ We have the internal headcount to manage partners we sign, not just recruit them

Primary Motion Commitment

Commit to one motion for the next two quarters.

The single partnership type we are focusing on for the next two quarters is:

The specific outcome that would prove this motion works is:

The partner types we are explicitly deprioritising for now, and why:

Who owns this motion internally, and how much of their time is allocated to it?

Review Triggers

Name the conditions under which this strategy should be revisited, not just the calendar date.

We will revisit this canvas when the following constraint changes:

Next scheduled review date:
