



Creativity + Innovation & Technology

LESSON CONTENT TEMPLATE

<p>Erasmus+</p>	<p>Project funded by: Erasmus+ / Key Action 2 - Cooperation for innovation and the exchange of good practices, Knowledge Alliances.</p>
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**Lesson 1 Key partnerships**

The key partnerships describe the network of suppliers and partners that make the business model work

The following factors are very important to keep in mind when formulating partnerships:

- Proper partnership agreements
- Setting expectations
- Impact on our customers
- Win-win status: for a partnership to be sustainable, there must be visible profits and from both sides
- Choice of partnerships



When creating a partnership, it is cost effective to analyze the nature of the partnership based on the following key questions:

1. Which partnerships are critical to your business?

2. Who are your critical suppliers?
3. Which of the suppliers and partners provide the core resources?
4. What kind of collaborations will best suit your needs?
5. What is the best chain you should be in?

These questions can be helpful in creating a clear picture of your partnerships and adapting your strategies to market changes.