



Module III Business

Pitch
Course

Topic 3 Know your Audience

Lesson 3: Business Partners



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ONCE THIS LESSON IS COMPLETED AND APPROVED, LEARNERS WILL BE ABLE TO:



1. Identify and chose potential business partners

IN THIS LESSON, WE WILL LEARN:

What things to keep in mind when looking for a good business partner and where to find them.



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1. KEY ASPECTS TO ASSESS TO CHOOSE A PARTNER

GET ON WELL:



You are going to share with this person a huge part of your week, so, you should like it



Now, we are focusing on the personality and character of your future business partner: **what kind of person do you like to work with?**



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1. KEY ASPECTS TO ASSESS TO CHOOSE A PARTNER

SHARE THE SAME VISION AND VALUES RELATED TO THE PROJECT:



For the project to work well, look for people who share the most important values for you.



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1. KEY ASPECTS TO ASSESS TO CHOOSE A PARTNER

FIND SOMEONE TO COMPLIMENT YOU:



This is one of the most important aspects when looking for a business partner, it has to be a person or company that contributes to the project that you cannot contribute to.



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1. KEY ASPECTS TO ASSESS TO CHOOSE A PARTNER

DISTRIBUTE THE COMPETENCES:



When explaining your project to a potential business partner, determine what type of responsibilities each one is going to carry out, and update them as the project progresses.



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1. KEY ASPECTS TO ASSESS TO CHOOSE A PARTNER

WHAT TYPE OF PARTICIPATION ARE YOU GOING TO PROPOSE TO YOUR PARTNER?



It is recommended that **each partner invests in equal parts**, thus ensuring that everyone has the same involvement in the development of the project or business.



It must be borne in mind that if there are only two entrepreneurs, it could cause a tie problem when making decisions.



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1. KEY ASPECTS TO ASSESS TO CHOOSE A PARTNER

TRUST AND HONESTY



In any human relationship, trust is not imposed but is worked on and developed over time.

If the main aspects that should join a business partner are correct, a relationship of trust will be established.



It is not about two partners being the best of friends, that the business goes well.



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1. KEY ASPECTS TO ASSESS TO CHOOSE A PARTNER

TRUST AND HONESTY



Trust will not be possible if the relationship is not marked by **honesty**: the partners must have the strength to tell each other what they think and be able to exchange their opinions honestly.



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2. WHERE TO LOOK FOR POTENTIAL PARTNERS?



Joining groups of professionals on platforms such as Meetup or LinkedIn are also a good option. Furthermore, a professional association it's also a good place to start making contacts.



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CONCLUSION



Carrying out a project or business from scratch is exciting but it can also be very hard, having a good business partner can help you overcome the most difficult moments. If you are excited about your project, try to transmit that same illusion to the person you want to propose to be your business partner.



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