

**Startup Teams' activities****Week 8. Key Partners****Home task for teams:**

1. Define ecosystem type and governance model for your business.
2. Draw up the value chain and define key points (activities) to collaborate with partners.
3. Think about types of integration processes (insourcing or outsourcing) – define activities for insourcing and outsourcing.
4. Think about partnership and identify necessary partners (buyer supplier, distributors, licensees etc.). Justify partnerships: why, what, who, why they'll partner with you, costs, benefits, risks.
5. Define preconditions for each partnership. Create your Partnership Canvas – define created value, desired assets, offered assets, think about transfer activity.
6. Contact you potential partners and agree on partnerships conditions. Update your Partnership Canvas with partners.
7. Describe green concept of your partnership. Discuss and agree it with partners.
8. Review and update proposed income statement for Business Model Canvas considering partnership plans.
9. Capture information about resources, cost of resources and services from your partners. Use it for costs and resources planning.
10. Update Business Model Canvas, “Key Partners” section. Make analysis about changes in the “Key Partners” section after your proposals for partnerships.

**Online video materials, articles, and other publications:**

1. Business Model Canvas Key Partners for Strategic PM's. Available at: <https://bethestrategicpm.com/business-model-canvas-key-partners-for-strategic-pms/>
2. Key resources, key partners and cost structure. Available at: <https://labs.uk.barclays/learning-and-insights/running-your->

[business/strategy-and-planning/key-resources-key-partners-and-cost-structure/](https://bethestrategicpm.com/business/strategy-and-planning/key-resources-key-partners-and-cost-structure/)

3. Creating Value Chain Advantage: A Project's Purpose. Available at: <https://bethestrategicpm.com/creating-value-chain-advantage-a-projects-purpose/>
4. Do You Need a Business Ecosystem? By Ulrich Pidun, Martin Reeves, and Maximilian Schüssler. Available at: <https://www.bcg.com/publications/2019/do-you-need-business-ecosystem>
5. Partnership Canvas. How will we capture value from the partnership? Available at: [https://d-lab.mit.edu/sites/default/files/inline-files/8.%20Partnership%20Canvas\\_1.pdf](https://d-lab.mit.edu/sites/default/files/inline-files/8.%20Partnership%20Canvas_1.pdf)
6. Strategic Alliance: What is it, Types, Benefits & Why You Need it. Vishal Kalia. Available at: <https://www.workspan.com/blog/strategic-alliance-definition>
7. TOOL 2 VALUE CHAIN MAPPING GUIDELINES. <https://www.jobsanddevelopment.org/wp-content/uploads/2018/06/Tool-2-Value-Chains-Mapping-Guidelines.pdf>
8. 'Value Chain' Definitions and Characteristics. [https://www.cisl.cam.ac.uk/system/files/documents/Value\\_Chain\\_Definitions.pdf](https://www.cisl.cam.ac.uk/system/files/documents/Value_Chain_Definitions.pdf)
9. What Is the Ecosystem Strategy? What Are Benefits & Risks? <https://bethestrategicpm.com/what-is-the-ecosystem-strategy/>