

## PARTNER RADAR

---



How to use  
Template  
Example

# Partner Radar

The Partner Radar helps you to identify your partners and stakeholders. With the Partner Radar you determine what their influence is on your business. It helps you to see on which partners your business depends. This will help you to determine the kind of relationships that you should establish with your partners and stakeholders.

## Tips for use

You can do this analysis by yourself or with colleagues.

Make a large printout of the Partner Radar to use in a brainstorm. Have a look at the example of Tinnitracks to get a better understanding of what a Partner Radar can look like.

## How to use

The Partner Radar helps you to identify partners of your business. Partners are divided into three different levels on the Partner Radar based on the amount of influence they have on your business.

### Level 1: great influence

Partners on this level are strategic partners that are very important or even critical to your business. You have a close relationship with them and need to involve them in your decision-making process, taking their perspective into account.

### Level 2: limited influence

These partners have some influence on your business. They are not critical, but they provide valuable contributions to your business. These partners may be hard to replace. You would like to inform or maybe consult these partners, but they do not have to be involved in major business decisions.

### Level 3: little influence

These types of partners may provide complementary resources. Partnering with them occurs on an operational level, they have very little influence on your business.

Furthermore, there are four types of partners.

## Suppliers

A supplier is a person or a business that supplies goods or services to you. Suppliers provide you with something that you require and that you do not have yourself. A supplier can provide you with raw materials, partially assembled components, or custom parts. A supplier can also offer intangible services like data storage, knowledge or training.

Write down the names of those that provide your business with something needed. Take into account that one supplier might have more influence than another. Divide your suppliers over the three levels.

## **Investors**

Investors allocate capital to your business. They have the expectation of future financial return. Investors can provide capital or buy stock or bonds.

Write down every person, business or institution that has provided your business with capital, has bought stock, or has in any other way invested in your business. Take into account that one investor might have more influence than another and therefore has more influence on your business. Divide your investors over the three levels.

## **Collaborators**

A collaborator is a person or a business that works with your business to realise the same goals. Together with the collaborator your business can achieve more. For instance, in collaboration you can obtain greater resources, recognition and reward. Collaboration could save your business a lot of time and money.

Write down the names of those that your business collaborates with. Keep in mind that one collaborator might be more important for your business than another. Divide your collaborators over the three levels.

## **Other**

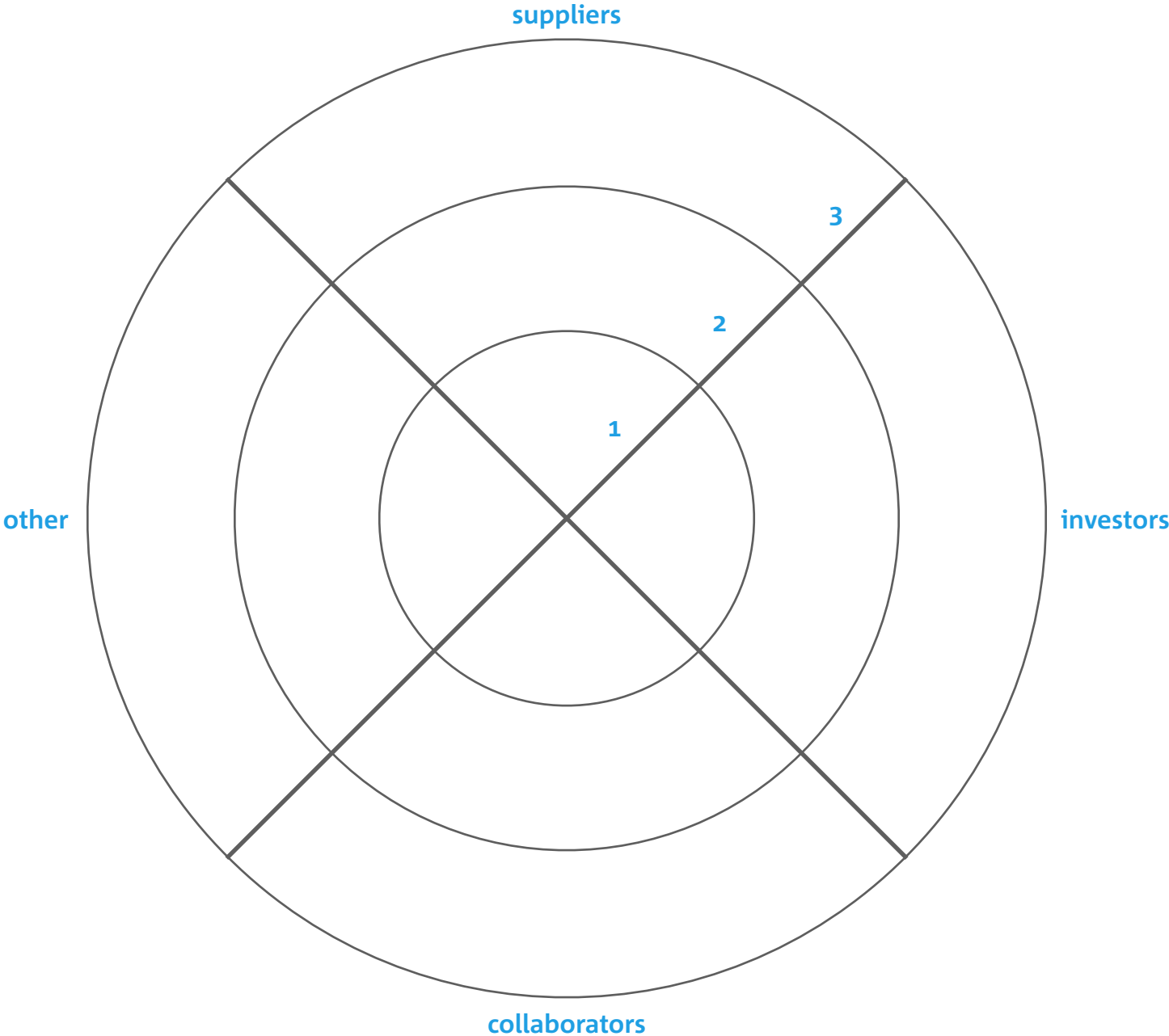
There could be other kinds of partners that are specific to your business. For instance, an online store has many online partners such as affiliates, intermediaries, link partners and advertising partners.

Write down the names of the partners that are important in your market or to your business. Keep in mind that one partner might have more influence than another. Divide your other partners over the three levels.

# partner radar

name \_\_\_\_\_

- 1 great influence
- 2 limited influence
- 3 little influence



date \_\_\_\_\_

# Example

<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.

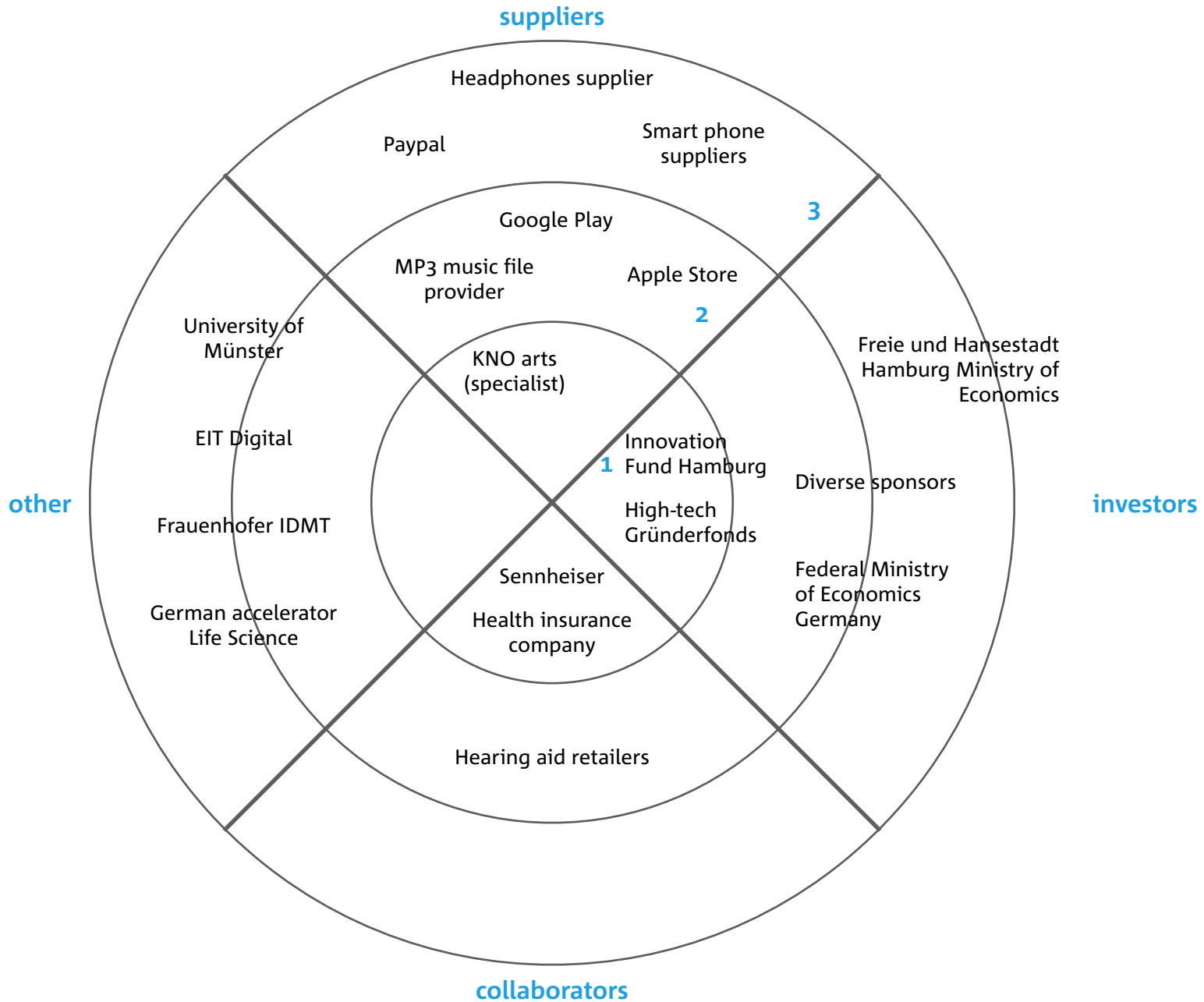
## Tinnitracks's Partner Radar

In the Partner Radar we write down the different partners of Tinnitracks. By filling in the Partner Radar it quickly becomes clear which partners are most important and therefore also have a lot of influence on the business operations of Tinnitracks. For example: good headphones are important for effective treatment, we see this in the Partner Radar as well. Sennheiser, a headphone manufacturer, is placed in circle 1 as an important cooperation partner.

# partner radar

name Tinnitracks

- 1 great influence
- 2 limited influence
- 3 little influence



date \_\_\_\_\_