



STRATEGIC PARTNERSHIP- SCREENING-CRITERIA

PARTNERSHIP SCREENING CRITERIA:

(1-7)

Assessment Question	Yes	No	Maybe	Rating	Comments
Does the partner fill knowledge/competency gaps?					
Does the partner fill capacity gaps?					
Does the partner have access to markets/relationships we would like to penetrate?					
Would the partner add value to our existing product line?					
Does the partner have an established brand that can be leveraged?					
Does the partner have cash that can be strategically invested in a joint venture?					
Does the partner have similar mission commitment?					
Does the partnership have similar attitude towards quality management?					
Does the partner understand the needs of our customers?					
Is the partner a serious competitive threat if we don't establish a formal relationship?					
Does the partner offer access to clients that we can't approach?					
Does the partner offer access to clients outside our market area?					
Does the partnership have the potential for a significant positive impact on my bottom line?					
Does the risk-reward tradeoff with this partner make sense?					
Is this our best partnership option in the marketplace?					
					% OF MAXIMUM SCORE