

Partnership

What each side brings and gets

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Why us, why you

Two sentences: what you have that we do not, and what we have that you do not. If either is hard to write, the partnership is a vendor relationship with better manners.

The exchange

What each side brings

You bring distribution, and the trust that comes with it

We bring the capability and the support load

You get a feature you do not have to build

We get reach we cannot buy

The first ninety days

One integration, one shared customer, one review date. A pilot small enough that failing is cheap and specific enough that succeeding is obvious.

How it ends

Say it in the proposal. Who owns what, how much notice, and what happens to the shared customers. Partnerships that skip this slide end badly and slowly.

Questions

What we will send afterwards

The one-page summary, the numbers behind every figure in this deck, and the answer to whatever nobody could answer in the room. Say when, not "soon".

Appendix

Keep the detail here rather than in the talk. Slides after this point exist to be jumped to when somebody asks, which is the only reason to have them.