P·ACT

SEED providing entrepreneurship for sustainable development

MITD-Lab designing for a more equitable world

Welcome to the Workshop

Name of Workshop

Tool: Partnership Canvas

How will we capture value from the partnership?

Step-By-Step

Step 1: Share Business Models and Priorities → Step 2: Co-design partnership activities → Step 3: Evaluate implications on business models

Facilitation

Teams

Partner 1

Organization's name

Representatives

Partner 2

Organization's name

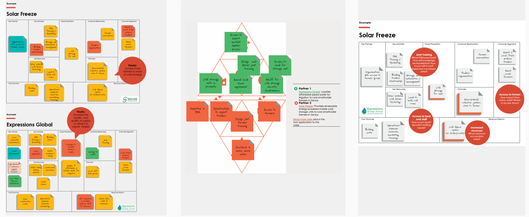
Representatives

Example

Step 1 Share Business Models and Priorities

Step 2 Co-design partnership activities

Step 3 Evaluate implications on business models



Step 1 Share Business Models and Priorities & **Step 3** Evaluate implications on business models

Key Partners | Key Activities | Key Resources | Value Proposition | Customer Relationship | Channels | Cost Structure | Revenue Streams

Partner 1

Priority

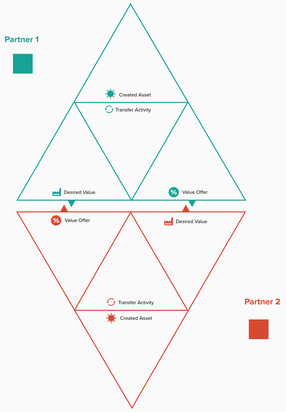
Step 1 Share Business Models and Priorities & **Step 3** Evaluate implications on business models

Key Partners | Key Activities | Key Resources | Value Proposition | Customer Relationship | Channels | Cost Structure | Revenue Streams

Partner 2

Priority

Step 2 Co-design partnership activities



Steps Description

Step 1 **Share Business Models and Priorities**

1.1. Individually fill in your **Business Model Canvas** (developed by Alex Osterwalder of Strategizer), then come together and share it with your partner.

For non-business organizations like NGOs or government units, you can still use the Business Model Canvas (BMC) to describe your organisation's revenue and operational model. For a deeper understanding of how the BMC can apply to NGOs and other non-business entities, use the adapted BMC developed by Bryann Alexandros & Skylance.

1.2. Discuss the following questions to identify and share your priorities:

- What are your most pressing organizational priorities?
- How do your priorities relate to your motivations for partnership?

Step 2 **Co-design partnership activities**

2.1. Individually, fill in the Partnership Canvas from the perspective of your organization:

- **Created Value:** What value do you need to create for your organization? This value should correlate to one of your priority areas.
- **Desired Asset:** What capabilities or resources do you need from your partner?
- **Offered Asset** What capabilities or resources can you offer your partner in exchange?
- **Transfer Activity:** What activities are needed for the partners to transfer the desired assets to each other? The transfer activities should logically lead to the new value created.

2.2. Together, compare canvases, connect, complete and discuss the following questions:

- Is there a match between what is desired by each partner versus what each partner is willing to offer?
- Is there alignment on the value exchange activities?
- Are these one-off or limited time exchange activities, or are they recurring?
- Does the partnership create important value for each partner?

Step 3 **Evaluate implications on business models**

3.1. To understand how the partnership activities will affect your respective organizations, go back to your respective BMCs and attempt to integrate the agreed upon exchange activities and the newly captured value. Make a note of any questions that you need to clarify with your partner.

3.2. Reflect individually on the implications of these new elements on your organization's BMC.

- **Value check:** How will the value created and accessed assets affect your organization's value proposition and revenue model? (right side of the BMC)
- **Cost check:** How will the exchange activities affect your organization's activities, resources and cost structures? (left side of the BMC)

3.3. Share and discuss these implications together. Document what each partner needs to do to build their capacity in order to engage in the partnership.