

# Partner Fit Canvas

Pairs with: Partnerships need control, not just access

Structure a partnership around incentive, buyer, offer, owner, conversion path, and stop rule.

<b>Founder / team</b>	<b>Account / market / topic</b>	<b>Date</b>
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## When to use it

Use when a relationship, introduction, programme, or partner could create leverage but needs commercial structure.

## What this worksheet covers

Partner incentive	Target buyer
Joint offer	Owner
Conversion path	Stop rule

## Questions to answer before you start

Why would the partner act?

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Who exactly are they helping you reach?

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What is the joint offer?

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Who owns conversion?

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What is the stop rule?

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## Partner fit canvas

Block	Answer
Partner name	<hr/> <hr/>
Partner incentive	<hr/> <hr/>
Target buyer	<hr/> <hr/>
Joint offer	<hr/> <hr/>
Who sells	<hr/> <hr/>
Who supports	<hr/> <hr/>
Commercial model	<hr/> <hr/>
First named opportunity	<hr/> <hr/>
Conversion path	<hr/> <hr/>
Review date	<hr/> <hr/>
Stop rule	<hr/> <hr/>

## Opportunity plan

Target account	Partner role	Founder role	Next action	Date
<b>Account 1</b>	_____ _____	_____ _____	_____ _____	_____ _____
<b>Account 2</b>	_____ _____	_____ _____	_____ _____	_____ _____
<b>Account 3</b>	_____ _____	_____ _____	_____ _____	_____ _____
<b>Account 4</b>	_____ _____	_____ _____	_____ _____	_____ _____

## Risks, gaps, and evidence needed

Risk or gap	Why it matters	Evidence or action needed	Owner/date
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____

## Decision card

### What this now tells me

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### Decision

Choose one.

- Continue
- Adapt
- Pause
- Exit

### Next action

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### Owner

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### Date to review

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