

# IDEO - Build Partnerships

1 hour

IDEO

Part of <strong>LUMA</strong> collection. --- You may well need some help getting your concept to market. Build the Partnerships you'll need now.

## H HOW TO RUN

### 1 Steps:

- 1. Get your design team together with other key stakeholders and partners. Ideally these same people will have worked on your Roadmap, Funding Strategy, and Sustainable Revenue.
- 2. Start with a Brainstorm around what your primary partnership needs are. Maybe you need greater access to the press, maybe you need to raise money. Determine what you need.
- 3. Next, take those key partnership needs and have another Brainstorm around who you know already and who you can reach out to in your greater network.
- 4. Though you'll want to remain flexible, you'll also want to start to set parameters around what you need from your partners. Figure out when you'll need each one, how much you can reasonably ask of them, and what kind of deadlines to set around your ask.

## O OBJECTIVES

- > Identify partnership needs
- > leverage existing networks
- > set partnership parameters
- > build strategic relationships

## M MATERIALS

- Pens
- Post-its
- Paper

## P PARTICIPANTS

Design team, key partners and stakeholders

## F FACILITATOR NOTES

### REMEMBER

- Start building relationships early before you need them.
- Be clear about what you can offer partners in return.
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