



## **General Wallnet “Partner Search” Methodology.**

### **1. Information Gathering.**

During the first phase, our team will collect information about your company, products, services, typical customers, and your overall needs in the upcoming year. We will review all of your corporate materials and work on becoming fully conversant with your business. Our team will prepare a brief professional profile of your company for any potential partners, which we will use in soliciting their interest. Our consultants will finalise and confirm our understanding of your key criteria for this search before we commence the actual search. This process should take up to one to two weeks.

### **2. Long List Selection.**

During the second phase, our team will work on identifying numerous players in this industry. Our goal will be to have approximately 10 companies on our list. We will be responsible for cataloguing key market participants. We will provide you with all of the following information for each of the companies on the list;

- Name
- Address
- Telephone/fax
- Website/e-mail
- Brief profile
- Willingness to become a partner.

This phase will require up to three weeks for our team to complete.

### **3. Short List Selection.**

At this time, our team will discuss all of the companies on our long list with your management team and finalise the formal criteria of the short list as a result of our preliminary findings. Such criteria are likely to include the following:

- Company profiles
- History/years in the business
- Industry specialization
- Geographic reach
- Size/turnover/profitability
- Number of employees
- Product portfolio
- Risk profile/credit standing
- Reputation

Based on those criteria a short list of at least 4-5 companies will be created. Some additional information gathering on these companies may be necessary and can be collected by our staff. We will use various methodologies for collecting the required information, including both public and private information. We will then rank the final list of companies in a customized chart based on the criteria described above. This ranking will provide your management with the ability to make the most informed decision clearly, efficiently, and reliably. This phase will require up to two weeks for our team to complete.

### **4. Due Diligence and Preliminary Negotiations.**

At this time we will discuss our findings with your company. We will conduct due diligence on these potential partners and will provide you with detailed information on each. We will gather supplementary information, about each of the finalists to better evaluate their needs, capabilities, and credit-worthiness.

Next you will have to make a decision regarding how you will want to conduct the final due diligence – remotely or on-site. If you choose to conduct it remotely, then it will be carried out via telephone, mail, and the internet, without actually visiting any of the companies. Although the cost for such an option will be lower, the reliability of the selection process will also be significantly reduced. The second option will call for actual site visits and face to face interviews with management at each of the finalist companies. The duration for due diligence will take up to two weeks per company.

#### **5. Final Negotiations and Contract Signing.**

As you move closer towards partnering with any target company that we introduce you to, we will help you to manage and structure any negotiations and assist you with contract drafting and signing. We will provide you with assistance related to negotiating partnership specifics and any language and cultural barriers that will likely arise. We also can be of great service to your firm by participating in the negotiations as an informal, 3rd-party advisor. The exact duration of this phase of our engagement is very difficult to predict at this time, but our estimate is that it will take anywhere from one to four weeks.

#### **6. Post-Contract Phase.**

At your option, once the contract is signed with the candidate, our firm will be in a position to assist you with any post-contract needs including cross-cultural adaptation, language and cultural support, and all other needs pertaining to the development of the formal relationship. For example, we can assist you with developing your company's marketing materials and website content in the appropriate country language. We can advise the client/partner project team on their procedural development and partnership plan definition. We will streamline the communication and reporting process, match your demands with the strengths of the partner, and help set up procedures designed to eliminate any inefficiency.

We can be of further service as an additional informal channel during the partnership phase through potential problem identification and issue resolution. Our role here would be to support the new relationship and provide you with a source of outside monitoring. We can also provide you with

post-implementation analysis by analyzing the results of the agreement and help with implementing further procedural efficiencies.