

# Postcard Summary

## Understand the Market

*Identifying the “WHO” and the “WHY” of Partnerships*

By defining your goals and collaboratively pursuing and maintaining partnerships, you can identify win-win opportunities that optimize your bandwidth.



Be clear on your **partnership goals** before engaging with key players in the ecosystem



Do your **research** and be **creative** as you explore potential partners



Be **transparent and adaptable** throughout your partnership planning and execution process