

Strategic Partnerships Consulting Package for STARTUPS

Designed for startups seeking strategic partnerships with investors or influencers uniquely aligned to their company's goals & objectives

Why strategic partnerships are valuable

Strategic partnerships, with individuals or entities, bring intangible value to startups beyond what “dumb” money investors provide. They align their authentic interest and intellectual curiosity behind the startup and bring multiple resources to bare. A strategic partner’s intangible resources may include experience, relationships and influence, and are often more valuable than the check they write.

What ProInfluence does

ProInfluence consults with startup companies to assess and advise on the right fit with potential investors and influencers.

The ProInfluence process

- Perform due diligence to understand the client’s business model
- Listen and clarify client’s goals and objectives for a strategic partner
- Outline partner matching criteria: demographics, psychographics, social media, location, etc.
- Recommend qualified, prospective strategic partners and make the appropriate introductions
- Advise client on potential candidates and strategic fit against company goals & objectives

Investor profiles

Access to PitchBook™ database, a comprehensive M&A, private equity and venture capital database.

Flat, guaranteed fee

ProInfluence works strictly on a flat, guaranteed consulting fee that varies depending on estimated time and resources. All fees are related exclusively to assessing and advising on fit and alignment with influencers as potential strategic investors. Fees are *not* a commission or compensation triggered by an offer, sale, purchase, or negotiation of securities.

Client list



“Steve is a rare breed of business professional. I don't know if I've ever met someone with such a powerful combination of business intellect, thought leadership, grace, positivity, and ability to follow through. Steve's network, especially in the business of Sports, is what most of us strive for; when he calls, people pick up the phone, and if he asks, they act.

— Nathan Peterson, SVP Revenue & Partnerships, Tagboard



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