€TRAINING

Developing Strategic Partnerships, Joint Ventures, and Consortia

21 - 25 October 2024
Trabzon (Turkey)

Developing Strategic Partnerships, Joint Ventures, and Consortia

REF: ST947 DATE: 21 - 25 October 2024 Venue: Trabzon (Turkey) - Fee: 5300 Euro

Introduction:

This Developing Strategic Partnerships, Joint Ventures, and Consortia training seminar focus on how to proactively develop all the key components for either a Strategic Partnership [SP], Joint Venture [JV], or Consortium - completing a formal scenario analysis of each potential opportunity with a detailed plan for execution. When firms/organizations need to develop new functional capabilities to stay competitive, these require time, talent, and capital. Access to these resources can be achieved through an SP, JV, or Consortium with those who already have these requisite functionalities. Learn the comprehensive development and analysis process-flow and apply these to contemporary firms in several leading industries. Then do the same for your own firm/organization - while developing a detailed proactive rubric to screen and approach potential allies, negotiate the key contractual terms, lead the execution/launch, and monitor-assess an SP, JV, or Consortium.

Course Objectives:

At the end of this course the participants will be able to:

- Produce a strategic map of prospective allies and potential arrangements
- Analyze and rank-order best opportunities
- Design a compelling value proposition for a proposed arrangement
- Explain the benefits and costs of different deal-alliance structures
- Develop an execution plan for an arrangement, including monitoring-assessing success

Targeted Audience:

- Anyone looking to strategically leverage and enhance the value of company assets and resources
- Anyone looking to develop new revenue sources across product-services and markets
- Anyone looking to enhance strategic options for the shareholders/stakeholders
- R+D / Product Development Teams looking to enhance/broaden the scope/scale of the portfolio
- Business Development Professionals looking to proactively open up new opportunities

Course Outlines:

Unit 1: Key Facets and Structural Comparisons of SPs, JVs, and Consortia:

- Organizational, Functional, and Financial [OFF] Positions of those Involved
- Tangible [Quantitative] vs. Intangible [Qualitative] Product-Service Intellectual Property
- Legal Structures and Contractual Components
- Stand-Alone Projects vs. On-Going Processes
- Timelines and Schedules

Unit 2: Resource Allocations: IP, Personnel, Capital, and Facilities:

- Product-Service Metrics
- Technological Complementarity
- Common and Diverse Platforms
- Common and Diverse Extensions
- Key Personnel Functions, Processes, and Deliveries
- Managerial Oversight
- Capital Access and Costs of Capital
- Facilities-Infrastructure: Development, Manufacturing, Distribution, Support

Unit 3: Mapping Firms / Organizations and Sectors / Industries / Markets / Segments:

- Product-Service Range
- Product-Service Reach
- Product-Service Life Cycles and User-Adoptions
- Marketing-Advertising-Promotion Infrastructure and The Selling Process
- Growth-Share and Market Stage Parameters [Boston Consulting Group, Arthur Little matrices]

Unit 4: Review, Analyze, Evaluate, and Advise on SPs, JVs, and Consortia:

- Deal Intent, Operational Logistics, and Strategic Objective
- Deal Structure, Organization, and Management
- Deal Terms, Schedule-Timing, and Benchmarking
- Capital Co-Investments: Debt vs. Equity
- Financial Remuneration: Royalties, Licensing, Revenue-Share, and Equity-Share
- Legal Issues & Intellectual Property

Unit 5: Developing Potential SPs, JVs, Consortia for Your Firm / Organization:

- External Sector, Industry, Market, Segment Overviews
- Product-Service-IP Mapping
- Value-Chain Vertical and Horizontal Integration Stages
- Market Analysis and Ansoff Matrix
- Legal and Country-Region Domicile Overview
- SP vs. JV vs. Consortium Pros and Cons
- Synergies and Complimentary vs. Diversification
- Proposed Structure, Terms, Remuneration, Timing