

# TIPP for Enterprises

For large organisations with an established market profile  
The highly effective way to find innovative partners and enhance your profile

## FIVE STEPS TO FINDING YOUR PERFECT PARTNER

### PARTNER PROFILING

We help you build a compelling proposition to attract the best candidates

### PROGRAMME MARKETING

We promote your brand through all our marketing and social media channels

### CANDIDATE SELECTION

We can help you select the best candidates to pitch to be your partner

### PITCH SESSIONS

Whether 'live' or 'virtual', we are on hand to give our expert view on the candidates

### CHOOSE YOUR PARTNER

We promote your successes with your new partners

## TYPES OF PARTNER WE CAN FIND

### Product/Service partners



#### Point solutions/Services

Fill gaps in your solution/service portfolio



#### Technology developers

Integrate leading-edge, differentiating technologies into your solution or service



#### Platform providers

Incorporate your technology in their platform

### Channel Partners



#### Product/Service Reseller

'Naked' and/or 'Value Add'



#### Go-to-market

Joint sales and marketing



#### Implementation services

Solution and/or systems integration

## WHAT WE BRING TO THE PARTY



### Our successes

We have an outstanding success rate in finding credible partnership candidates for our clients



### Our expertise

We give you our expert view on the candidates – and where the pitfalls might lie



### Our experience

Our long-time analysis of the market gives us access to a huge number of potential partners



### Our trusted name

Associate your company with one of the most respected brands in the tech sector



### YOUR brand visibility

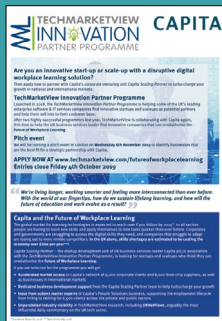
We intensively promote your brand in UKHotViews and our social media channels

For further information contact [amiller@techmarketview.com](mailto:amiller@techmarketview.com)

## HOW WE PROMOTE YOUR PARTNER SEARCH

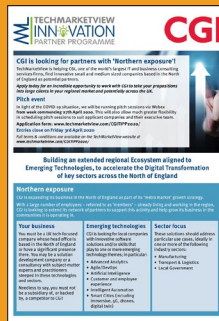
We'll create a full colour flyer with details of your partner search (see examples below). The flyer will include details of the types of partner you are looking for and the context for the search and, most importantly, the benefits to the candidate of partnering with your organisation. The flyer will be downloadable through all our marketing channels including our website and social media feeds. We extensively promote your partner search in our UKHotViews email, with multiple appearances during the period that applications are open. We also notify our network of investors, corporate advisors and industry associations, as well as our extensive database of start-ups and scale-ups.

## DON'T TAKE OUR WORD FOR IT...



**"Capita engaged with the TechMarketView Innovation Partner Programme on 3 occasions and each time TechMarketView presented us with really exciting and innovative start-ups and scale-ups that met our brief."**

**John Downes**  
Partner, Capita Scaling Partner



**"The programme was a success, with a significant number of very strong applications from north-based organisations. We're progressing conversations, with a view to joint go-to-market activities in the coming months."**

**Paul Buxton**  
Vice President Utilities and North Sector, CGI UK



**"Through the TechMarketView Innovation Partner Programme we were introduced to several credible partnership candidates and we are discussing commercial terms with a number of them. A fantastic result!"**

**Enzo Brienza**  
Channel Alliances Manager, InterSystems

## About TechMarketView

TechMarketView is the most influential boutique analyst & advisory firm in the UK. Trusted by tech suppliers and tech users as they navigate change, TechMarketView analysts are known for robust analysis of suppliers and disruptive market trends, blending UK depth with forward-looking insight.

TechMarketView is passionate about supporting UK startups and scaleups. We have araised the profile of hundreds of young companies in the marketplace and helped them meet prospective partners and investors through programmes like *Little British Battlers*, *Great British Scaleups* and the *TechMarketView Innovation Partner Programme*.

### Want to learn more?

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