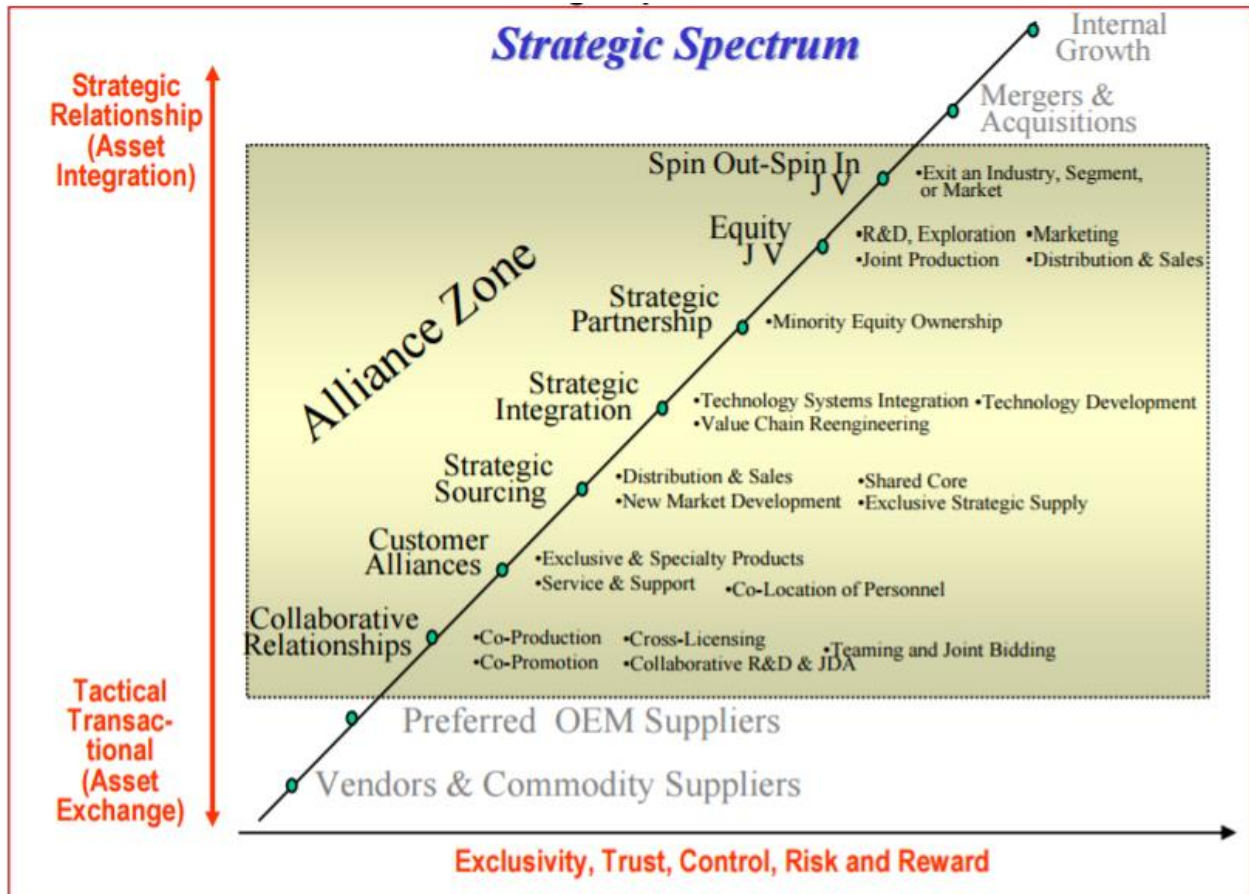


# The Strategic Spectrum of Business Partnership Structures

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When deciding upon an alliance, one must first determine what organizational goals will be accomplished by entering the alliance. To select the right form of alliance you will need to consider customer needs, competitive advantages, financial costs, equity dilution, and both short and long-term objectives. The figure below provides a spectrum of the types of alliance that may be considered.



Altura Ventures recommends that during the negotiation process with a prospective partner, you should avoid getting fixated on one particular alliance structure because it may be better to start the partnering process with a tactical transaction before moving up the scale to a strategic relationship.