

LET'S TALK COLLABORATIONS

A CHOCK AND BOODMAN JOINT





OUR CHECKLIST

DO WE GAIN AN ADVANTAGE IN CAPTURING A PORTION OF THEIR AUDIENCE AND VICE VERSA?

DO WE SELL PRODUCTS AT COMPARABLE PRICE POINTS?

ARE WE BETTER OFF DOING IT ON OUR OWN?
(PRODUCT TRUST, PRODUCT QUALITY, R&D)

MARKETING SUPPORT?

DO SALES GOALS ALIGN?

GOOD PEOPLE?



STRUCTURING A DEAL & CASE STUDIES