



7. BUILD BUSINESS PARTNERSHIPS
COLLABORATION AGREEMENT.

“Collaborative production is simple: no one person can take credit for what gets created, and the project could not come into being without the participation of many.”

CLAY SHIRKY

The **Collaboration Agreement** helps initiate strong business partnerships. It helps minimise the risks of working with new people to an unclear outcome. It helps to build trusting relationships and to develop and test the proposition itself. More flexible and less restrictive than a final supplier or R&D contract, the Collaboration Agreement is a project-based and time-limited contact that sets out the rewards and responsibilities and the development milestones for both parties.



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OUTCOMES.	PLAN.	ROLES.	RESOURCES.	OI MODEL.	IP STRATEGY.
<p>WE START AT THE END BY DEFINING THE PROJECT OUTCOMES.</p>	<p>WE THEN CREATE THE PROJECT PLAN TOGETHER.</p>	<p>HERE WE DEFINE WHO WILL MANAGE THE PROJECT AND WHAT IS EXPECTED FROM EVERYONE.</p>	<p>WE WORK OUT EACH PARTNER'S GIVE GET THOUGHTOUT THE PROJECT.</p>	<p>HERE WE RECORD THE MODEL WE ARE AIMING AT AFTER THE PROJECT IS FINISHED.</p>	<p>FINALLY WE DEFINE THE SHORT-TERM IP STRATEGY FOR THIS PROJECT.</p>
<ul style="list-style-type: none">• What are the specific objectives of the project?• How finished will the service or product be?• How will we judge success?• How will we test the product or service?• What are the expected next steps after our project is finished?	<ul style="list-style-type: none">• How many milestones are there?• What are they?• Is the speed right for both partners?• What is the procedure for changing the plan if necessary?• Are payments linked to milestones?	<ul style="list-style-type: none">• Who will be in the steering group?• Who will do what when?• How will each party feed back to their company management?• How will disputes be resolved?• Who will be responsible for communicating between partners?	<ul style="list-style-type: none">• Who will pay for each part of the plan?• What facilities, spaces or equipment will be needed?• Who will supply these?	<ul style="list-style-type: none">• How can we test this throughout the project?• What is the procedure for modifying it if necessary?	<ul style="list-style-type: none">• Who will manage IP?• Do we need a non-disclosure agreement (NDA)?• What will we tell the outside world?