



## Strategic Partnerships, Joint Venture, and Consortia Development

10 - 14 Feb 2025  
London (UK)



# Strategic Partnerships, Joint Venture, and Consortia Development

**Ref.:** 15410\_306951 **Date:** 10 - 14 Feb 2025 **Location:** London (UK) **Fees:** 5200 **Euro**

## Introduction

This Developing Strategic Partnerships, Joint Ventures, and Consortia online training Course focuses 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 a 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 a SP, JV, or Consortium.

## Targetted Groups:

- All individuals whose responsibilities include Strategic Planning, Joint Ventures and Consortia formation
- Anyone responsible for writing, reviewing, or approving Strategic Partnerships
- CEO'S, Business Executives, Committee Secretaries
- Board Members
- Chairpersons of Boards

## Course Objectives:

At the end of this training course, you will learn 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

## Course Outline

### 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



**Registration form on the :  
Strategic Partnerships, Joint Venture, and Consortia Development**

**code:** 15410 **From:** 10 - 14 Feb 2025 **Venue:** London (UK) **Fees:** 5200 **Euro**

Complete & Mail or fax to Mercury Training Center at the address given below

**Delegate Information**

Full Name (Mr / Ms / Dr / Eng):

Position:

Telephone / Mobile:

Personal E-Mail:

Official E-Mail:

**Company Information**

Company Name:

Address:

City / Country:

**Person Responsible for Training and Development**

Full Name (Mr / Ms / Dr / Eng):

Position:

Telephone / Mobile:

Personal E-Mail:

Official E-Mail:

**Payment Method**

Please invoice me

Please invoice my company