

## 5. KEY PARTNERS AND CHANNELS (ALEX and ALONSO)

Key Partners: These are the companies with which we can establish collaboration agreements. These collaborations allow us to share experiences, resources, costs, etc. We must clearly specify who our key partners are to carry out the project, establish the role of each partner and prioritize their importance.

### START INNOVA CRITERIA

For our company to be able to operate we'll need to key partners like: the silk supplier which plays a crucial role in supplying us with the material, manufacturers and designers who will manufacture and design our products and also our customers who are also partners and they buy our product and they are always on the demand side of our project.

- AGENTS: Specify who are the key agents, actors or partners to carry out the project
  - ROLE: Establish clearly what the role of each agent or actor is and prioritize its importance
- Channels. The channels that we will use to make our value proposition known to the customer and to deliver the product to the consumer are evaluated.

Communicating and distributing to our customers is very important towards our business, we plan on communicating with clients when they are buying our products and also customer support, distributing our products to our clients. We'll be made in our own stands and shops.

### START INNOVA CRITERIA

- WAYS OF COMMUNICATION: Describe the main ways to communicate with the customer or with the different customer segments
- WAYS OF DISTRIBUTION: Describe the ways to distribute our value proposition to the customer or customer segments.