

Partner Strategy Canvas

Goals

Expectations

Commitment

Partner Notion

Why do you want to partner?

How do you define success?

Is the leadership onboard?

How do you want to partner?

When do you expect results?

What are you ready to invest?

Partner Concept

Partner Type

Business Plan

Company / team alignment

Partner Value Proposition

Roles & Responsibilities

Ideal Partner Profile (IPP)

Internal Setup

Market Validation 

Business Case Approval 

Partner Strategy Canvas



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Partner Program

Partner LifeCycle

Recruiting

Onboarding

Enablement

Offboarding

Success

Budget / Forecast

Reporting

Tiering

Partner Experience

What do I provide?

How do I provide it?

This canvas is based on the [CEG Partner Strategy Framework](#) for B2B SaaS

CEG Consult

Martin Scholz, Heiligenberger Str. 4, 10318 Berlin
www.ceg-consult.com – martin@ceg-consult.com
USt-ID 352029629