

# HOW TO SELECT A BUSINESS PARTNER

## YOU KNOW THEM WELL

THEY ARE NOT VERY SKILLED

### FRIENDSHIP-BASED PARTNER

- ENGAGE ONLY IF THEY ARE WILLING TO LEARN
- OFFER LESS OR NO EQUITY

### POTENTIALLY GREAT PARTNER

- DEFINE RULES TOGETHER
- OFFER EQUAL OR A LITTLE LESS EQUITY DEPENDING ON THEIR CONTRIBUTION

THEY ARE VERY SKILLED

NO! GO SOLO.

### PROFESSIONAL PARTNER

- CREATE TRUST AND COMMITMENT
- OFFER "PROBATION" AND INCREASING EQUITY SHARE

## YOU DON'T KNOW THEM WELL