

Strategic Alliance Proposal Template

1. Executive Summary

[Provide a concise overview of the alliance proposal, including objectives, main parties, and anticipated mutual benefits.]

2. Company Profiles

2.1 Company A

[Insert brief overview of Company A, including relevant experience, capabilities, and core offerings.]

2.2 Company B

[Insert brief overview of Company B, including relevant experience, capabilities, and core offerings.]

3. Alliance Objectives

- [State clearly the main goals of the strategic alliance.]
- [Highlight shared vision or mission linked to the partnership.]
- [Outline expected value(s) for each company.]

4. Scope of Collaboration

- [Describe areas or projects for collaboration.]
- [List proposed roles and responsibilities for each party.]
- [Outline any target markets, products, or services involved in the alliance.]

5. Value Proposition & Benefits

- [Detail the strategic advantages for both parties.]
- [Include access to new markets, technology sharing, cost efficiencies, etc.]

6. Implementation Plan

Milestone/Task	Responsible Party	Timeline
[Milestone 1]	[Company A/B]	[Date/Period]
[Milestone 2]	[Company A/B]	[Date/Period]

7. Governance & Management

- [Describe the management structure: steering committee, contact persons, etc.]
- [Outline communication protocols and decision-making processes.]

8. Confidentiality & Intellectual Property

- [Summarize terms regarding confidentiality, data sharing and IP ownership.]
- [State any agreed restrictions or sharing principles.]

9. Financial Considerations

- [Outline cost-sharing, investment, or revenue-sharing agreements.]
- [Describe any anticipated expenses or funding sources.]

10. Term & Termination

- [State proposed duration of the alliance.]
- [Detail termination conditions and notice period.]

11. Next Steps

- [List action items required to proceed, such as meetings, legal review, or formal agreement.]

12. Contact Information

Company	Name	Title	Email	Phone
[Company A]	[Contact Name]	[Title]	[Email]	[Phone]
[Company B]	[Contact Name]	[Title]	[Email]	[Phone]