

PREPARATION SHEET

Partner Candidate: Silver Eagle Distributors

Meeting Attendees: Wild Child - Kate (Channel Director) Silver Eagle - Steve (Partnerships Lead) & Greg (Director of Distribution)

OBJECTIVES FOR THIS MEETING

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| 1. | Understand Silver Eagle's company culture & experience with partnerships |
| 2. | Identify if there's alignment between Wild Child and Silver Eagle |
| 3. | Get insights about Silver Eagles customer base |
| 4. | Understand Silver Eagle's capabilities/resources to dedicate to a potential partnership |
| 5 | Get Silver Eagle familiar with the Tapped Out app |
| 6 | Discuss the potential for a referral partnership relationship, discover their needs/wants/limits for a partnership |

POWER ANALYSIS (Value/Influence)

Our Power	Their Power
1. Won 3 awards over the last 5 years for innovation	1. Well established brand, been around for 25 years
2. Developed our own Tapped Out App	2. Extremely well established national sales presence
3. Tapped Out has 1,000,000+ active users and 1,000 breweries listed	3. Over \$1 billion in yearly revenue
4. The app also has food delivery services integrated	4. Have \$100 million a year put towards marketing efforts
5. Maintained consistent growth over the last 5 years and projections show that continuing	5.

DIALOG ITEMS

Our Questions	Their Questions
1. What's your companies culture, mission, and core values?	1.
2. What percentage of breweries in North America do you currently serve?	2.
3. What's your organizations experience with partnerships?	3.
4. Do you have relationships with any competitors of the Tapped Out App?	4.
5. How would you equip your sales reps to properly sell our solution?	5.

6. What kind of Marketing resources would you be able to provide to help advertise Tapped Out?	6.
7. What are some attributes you typically look for in your partners?	7.
8. Would you have interest in establishing a referral relationship to help sell the Tapped Out Mobile app?	8.
9.	9.
10.	10.
PARTNERING ASSESSMENT	
Our Needs/Must Haves	Their Needs/Must Haves
1. Silver Eagle has relationships with at least 40% of North American breweries.	1.
2. Nationally established brand	2.
3. \$3-5 million for ad spend to put towards Tapped Out	3.
4. Has employees that understand mobile applications	4.
5. 5-year non-exclusive deal	5.
Our Wants/Wish List	Their Wants/Wish List
1. Global presence	1.
2. Silver Eagle provides 8-10 hours of training for their sales reps on our products	2.
3. \$8-10 million for ad spend to put towards Tapped Out	3.
4. Sales Reps earn higher commision for selling the Tapped Out app	4.
5. 6-year non-exclusive deal	5.
Our Limits (Walk Away)	Their Limits (Walk Away)
1. No dedicated resources to help manage partnerships	1.
2. Little to no money to help advertise the Tapped Out app	2.
3. No experience working with partners	3.
4. No cultural alignment	4.
5.	5.