

The First Principles Partnership Scorecard Instructions: Rate a current or potential partnership on a scale of 1 (Poorly Aligned) to 5 (Strongly Aligned) for each question below. A score of "N/A" can be used if a pillar is not a primary goal of the partnership.

Pillar	Question	Score
Pillar 1: Enhance the Customer Outcome	Does this partnership make our product/service more complete or valuable to our mutual customer?	<input type="text"/> /5 ▾
<i>(Value to the End User)</i>	Does this partnership solve a significant customer pain point that we cannot solve alone?	<input type="text"/> /5 ▾
	Will this partnership result in a measurably better, faster, or more efficient outcome for the customer?	<input type="text"/> /5 ▾
Pillar 1 Subtotal:		<input type="text"/> /15 ▾
Pillar 2: Acquire New Capabilities	Does this partnership grant us access to critical technology, data, or expertise we currently lack?	<input type="text"/> /5 ▾
<i>(Value to Your Company)</i>	Is partnering significantly more time and cost-effective than building this capability in-house?	<input type="text"/> /5 ▾
	Does this new capability create a durable competitive advantage for our business?	<input type="text"/> /5 ▾
Pillar 2 Subtotal:		<input type="text"/> /15 ▾
Pillar 3: Access New Markets	Does this partnership provide a credible and efficient entry into a new customer segment or geography?	<input type="text"/> /5 ▾
<i>(Value to Your Growth)</i>	Does our partner have a trusted, established relationship with this target market?	<input type="text"/> /5 ▾
	Does this partnership open up a new, scalable distribution channel for our product/service?	<input type="text"/> /5 ▾
Pillar 3 Subtotal:		<input type="text"/> /15 ▾
Scoring Your Partnership:	Total Score:	<input type="text"/> /45 ▾

- **35-45 (Strategic Alliance):** This is a high-potential partnership with strong foundational value. Invest resources here.
- **25-34 (Solid Potential):** The partnership is promising but may need a more focused strategy to maximize value in one or two key areas.
- **Below 25 (Re-evaluate):** This partnership may lack a strong value foundation.