

Use this sheet to organize your strategic alliance opportunities -- sort by Net Profit potential.
 We presume your alliance partner is offering your product to their customers.
 All names and numbers below are just for example.

Alliance Priorities

Sort Here
 AAAAAAAAAA

Partner	Type	Program	Manager	Products	Confidence Rating	Prospects per Month	Term (Months)	Average Order	Response Rate	Estimated Orders	Projected Revenue	% to Partner	Revenue to Partner	COGS Per Unit	Marketing Expenses	Total Expenses	Potential Net Profit	Net Profit Per Month	Net Profit Margin	ROI
Ford Motor Company	Co-Marketing	Web Site	DS	All	100%	1,000,000	6	\$ 100	1.000%	60,000	\$ 6,000,000	50%	\$ 3,000,000	\$ 17.00	\$ 25,000	\$ 1,045,000	\$ 1,955,000	\$ 325,833	32.6%	53.5%
Safeway Stores	Advertising	Web Site Links	DS	All	80%	-	-	-	-	-	\$ -	10%	-	-	-	-	\$ -	#DIV/0!	#DIV/0!	#DIV/0!
National Minority Business Council	Association	Existing Member Offer	JC	All	90%	-	-	-	-	-	\$ -	-	-	-	-	-	\$ -	#DIV/0!	#DIV/0!	#DIV/0!
Century 21	Advertising	Web Site Content	JC	All	70%	-	-	-	-	-	\$ -	-	-	-	-	-	\$ -	#DIV/0!	#DIV/0!	#DIV/0!
U-Haul	rentals	Store locations	-	All	70%	-	-	-	-	-	\$ -	-	-	-	-	-	\$ -	#DIV/0!	#DIV/0!	#DIV/0!
Microsoft	Co-Marketing	MS Office Web Site	MM	All	-	-	-	-	-	-	\$ -	-	-	-	-	-	\$ -	#DIV/0!	#DIV/0!	#DIV/0!
Intuit	Co-Marketing	Intuit / Excite Website	-	All	-	1,000,000	12	\$ 49	0.010%	1,200	\$ 58,800	50%	\$ 29,400	-	\$ -	\$ -	\$ 29,400	\$ 2,450	50.0%	0.0%
AT&T	Co-Marketing	AT&T Extra's	-	All	70%	-	-	-	-	-	\$ -	-	-	-	-	-	\$ -	#DIV/0!	#DIV/0!	#DIV/0!
Fedex	Co-Marketing	Loyalty Points Program	-	All	80%	-	-	-	-	-	\$ -	-	-	-	-	-	\$ -	#DIV/0!	#DIV/0!	#DIV/0!
Nike	Tournament	Pro Tennis	BF	Shoelaces	40%	1,500,000	3	\$ 2	2.000%	90,000	\$ 180,000	-	-	-	-	-	\$ 180,000	\$ 60,000	100.0%	0.0%
						-	-	-	-	-	\$ -	-	-	-	-	-	\$ -	#DIV/0!	#DIV/0!	#DIV/0!
Total					75%	3,500,000	7	50	0	151,200	\$ 6,238,800		\$ 3,029,400		\$ 25,000	\$ 1,045,000	\$ 2,164,400	#DIV/0!	34.7%	48.3%

Footnotes:
 [xxx] Association They will target 3,000 to 5,000 users per month of which will hit 80% to 90% of [company]'s target market.