Category

Strategy

Strategic Partnerships, Joint Ventures & Alliances Strategy Playbook

Choosing the right legal and governance structure for a partnership, not just the right partner

- Executive
- Advanced
- Template Included

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- 4 minute(s)

Overview

A framework for deciding how to structure a strategic partnership — contractual alliance, minority investment, or joint venture entity — matched to the specific goals, risk-sharing needs, and time horizon of the partnership.

How is this different from the Ecosystem Partnering & Strategic

Alliances Playbook? That playbook covers evaluating and governing a contractual alliance broadly. This one is specifically about the structuring decision — when a contractual alliance is enough versus when a joint venture entity, with its own governance and equity structure, is genuinely needed.

When is a joint venture entity actually necessary, versus a

contractual alliance? A JV entity is usually warranted when the partnership requires significant shared, dedicated assets or investment, ongoing joint decision-making beyond what a contract can practically specify, or a genuinely new combined capability that neither partner's existing legal entity should hold alone.

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