

# SEAMFIX PARTNERSHIP FRAMEWORK

Building our Partnership  
Program



**"Coming together is  
a beginning, staying  
together is progress,  
and working together  
is success."**

**- HENRY FORD**



## 01. EXECUTIVE SUMMARY

When building new partnerships, it's critical to prioritize resources, focus on the most valuable and mutually beneficial partnerships, and generate early wins to accelerate the partnership's success.

This document is intended to be a guide to the process of building the Seamfix Partnership Program.

## 02. DESIRED OBJECTIVE OF OUR STRATEGIC PARTNERSHIPS

The main objective of our strategic partnerships is to introduce and market Seamfix products and services to the Nigerian and international market through our esteemed partners who serve as evangelists of our product and service offerings.

Other objectives include:

- Generate Revenue
- Expansion into new markets
- Significantly improve impact
- Gain access to more business opportunities
- Strengthen our competitive position in the Identity management and KYC industry

## 03. BENEFITS-Why Partner With Us?

- Gain access to market information that will allow for extension of product lines
- Expand the geographic reach which in turn leads to business growth
- Access to new market sectors and new revenue streams there by increasing profitability
- Increased market share and access.
- Added value proposition to new and existing customers.
- Shared resources and collaboration will result in new and innovative solutions
- Reduced risks

## 04. PARTNERSHIP MODEL

We would be adopting a **STRATEGIC PARTNERSHIP MODEL**.

By adopting this model, we will actively recruit partners not only because they provide value to us, but also because they can benefit from our company's products, services, or brand recognition. The value a partner can provide as well as what resources they require will be considered.

We will look for partners we can trust to properly display our brand name and with which we'd be proud to team up with for future endeavours

This model would be a mutually beneficial structure, not a one-sided relationship formed solely out of a desire for additional revenue.

## 05. PARTNERSHIP CATEGORIES

There are a two (2) ways you can partner with Seamfix, and they are highlighted below:

### Strategic Alliance

An agreement or partnership that meets any of the following criteria is strategic and should be managed accordingly.

- Critical to the success of our core business goal or objective.
- Critical to the development or maintenance of a core competency or other source of competitive advantage.
- Blocks a competitive threat.
- Creates or maintains strategic choices for the firm.
- Mitigates a significant risk to the business.

For this category of partners, we would be actively pushing for the following type of partnerships:

- **Joint Venture:** A joint venture occurs when Seamfix and another partner(s) form a smaller (child) company together OR Seamfix and another partner jointly bids for an opportunity with the partner representing Seamfix
- **Non-equity Alliances:** when two companies mutually agree on a contractual relationship which allocates specific resources, assets, or other means to one another.



## Conventional Business Partners

A partnership or an agreement with an entity or individual, where the individual/entity actively works to broker relationships with organizations for any of our offerings.

This type of partner can close out on the opportunity on their own, or bring us in to support their sales effort where needed.

## 06. PRODUCT & SERVICE OFFERINGS- An Overview



BioRegistra is a mobile digitization software that enables individuals and organizations to convert all kinds of paper forms to digital forms, enhancing the collection of data for business processes. With BioRegistra, businesses in every industry can collect different categories of information, including textual and biometric data, and ultimately enhance the running of day-to-day organizational activities.

BioRegistra, as a digital form, nullifies the shortcomings of paper forms, especially the redundancy that they bring to business operations and the overall productivity of fast-paced organizations. As a result, the software is suitable for all kinds of individuals, businesses, and government parastatals.

Although the need to collect and store customer/subscriber information may differ from one client to the other, the core objective of BioRegistra is to meet the customer's requirement and add value to their desired output.



Large organizations and government parastatals that are focused on identity management for the effective running of day-to-day activities will find the BioSmart platform very valuable. It is a KYC system that enables these establishments to conduct end-to-end biometric registrations while meeting all the regulations for identity enrolment, from text to images and fingerprints.

IDQR is an improved technology that uses identity and textual encoding to generate codes that can only be read and verified through the custom IDQR mobile app for security, integrity, and identity management purposes.

DQR is a secure and encrypted way of storing Biometric and Biodata in QR Code and can be used for Offline ID Validation and Verification





### Outsourced Services:

Outsourced Services such as RSA Data Recapture, Ghost Workers Elimination or Staff Audit, NIN Enrolment, BVN enrolment etc.

## 07. TARGET MARKETS & PRODUCT OFFERINGS

Verticals	Value Offerings	Product Offering
PUBLIC SECTOR	Provide cutting edge solutions to improve the quality of ideas and productivity of government parastatals and MDA's.	BioRegistra BioSmart IDQR.
FINANCIAL INSTITUTIONS & OFIs	Agency Banking Solution to drive Financial Inclusion.	BioRegistra IDQR.
TELECOMMUNICATIONS	SIM Registration and Subscriber Account Opening	BioSmart
ISPs	Process Automation / Subscriber ID Verification	BioRegistra
FMCG & RETAIL	Retail Census, Data Collection, Data Analysis	BioRegistra
NGOs	Process Automation, Data Collection	BioRegistra
EDUCATION	Transcript services, Data Collection	iTranscript BioRegistra IDQR

## 08. APPLICABLE USES CASES PER PRODUCT

Product	Application Use Case
 <b>BioRegistra</b>	<ul style="list-style-type: none"> <li>• IGR generation for State Governments</li> <li>• Enumeration projects</li> <li>• Ghost worker elimination projects</li> <li>• Biometric Enrolment and Issuance of IDs</li> <li>• Agency Banking Solutions for Banks</li> <li>• RSA data recapture projects for PFAs</li> <li>• Retail Census &amp; Data surveys</li> <li>• Document/Data Digitization project</li> <li>• Process/Workflow Automation</li> </ul>
 <b>BioSmart</b>	<ul style="list-style-type: none"> <li>• SIM registration for Telcos</li> <li>• National Voter's registration</li> <li>• National Passport and eID enrolment scheme</li> <li>• National Identity enrolment projects</li> </ul>
 <b>iTranscript®</b>	<ul style="list-style-type: none"> <li>• Academic Record Digitization</li> <li>• Transcript Request Processing</li> <li>• Student Certificate and Transcript Verification</li> <li>• Certificate Digitization, Validation and Compilation</li> <li>• Entry Document Verification</li> <li>• Matric Number Verification</li> </ul>
 <b>IDQR®</b>	<ul style="list-style-type: none"> <li>• Online &amp; Offline verification of Identities</li> <li>• Online and Offline verification of documents</li> <li>• Digital Stamping of documents</li> </ul>

## 09. PROPOSED AREAS OF PARTNERSHIPS

Area	Area of Focus	Justification
PAYROLL COMPANIES	Companies that handle payroll for state governments, public ministries, MDAs and large organizations	For projects like ghost worker elimination projects ( <i>Staff Audit → Deduplication → Payroll</i> ). We already perform the first 2 phases. By partnering with payroll companies we would be able to provide a holistic value proposition for such projects.
HARDWARE COMPANIES	Manufacturers of biometric enrolment and verification hardware devices.	We provide software that can be installed on biometric enrolment and verification devices.
SYSTEM INTEGRATORS	Companies that specialize in bringing implementing subsystems. They also provide support for systems they implement.	They can upsell and implement our products for different projects. With proper training, they can also provide 1st and 2nd level support for our solutions.
SOLO CONSULTANTS	Companies that specialize in bringing implementing subsystems. They also provide support for systems they implement.	They can upsell and implement our products for different projects. With proper training, they can also provide 1st and 2nd level support for our solutions.



## 10. INCENTIVE STRUCTURE- What's In It For Our Partners?

### Strategic Alliance

For this Joint Venture and (or) Non-Equity Alliances the proposed Sharing will be negotiated on a project by project basis and they are as follows:

- **For Joint Ventures**

Revenue sharing will be agreed upon by both Seamfix and the partner. However, the default proposition is 10% of revenue.

- **For Non-Equity Alliance**

No monetary incentive. It is a collaborative partnership where both parties jointly sell their product and/or services and generate revenue for themselves.

### Conventional Business Relationship:

We propose the following incentive structure for this category of partners:

- A flat fee will be agreed and paid to the partner for bringing and closing the deal.

OR

- An agreed percentage (typically between 10-15%) will be paid to the partner upon successful closure of the opportunity and agreement signed with the potential client.

*\*\* Partner will be allowed to choose which option works for them. Amount to be shared will strictly be on the cost of software.*

## 11. **PROPOSED PARTNER LOYALTY BONUS**

As an added incentive to our partners who consistently bring in and close four (4) to five (5) deals in a year.

This **Partner Loyalty Bonus Payment** is our own way of appreciating the efforts of such partners.

This Partner Loyalty Bonus is exclusive of the Partnership Incentive Structure.

## 12. **TRAINING & EMPOWERMENT OF OUR PARTNERS**

We also provide training and empowerment for our partners when needed. To support our partners, we provide the following and so much more:

- Share products/service brief with the partners to assist with their marketing efforts.
- We develop and document tailor proposal documents where necessary. In cases where a partner wants us to accompany them for a presentation, we will ensure that relevant
- personnel are available.
- We also provide periodic training sessions, seminars or webinars (either face-to-face or
- virtually) in order to keep our partners up-to-date with all our product/service
- innovations.
- We also provide our partners with Seamfix branded collaterals such as ID cards,
- complimentary cards, recommendation letters etc where needed.
- We also conduct periodic reviews of our partnerships to allow for effective evaluation
- and measurement.
- Access to Partnership Website.

## 13. PARTNER ONBOARDING CHECKLIST

SN	Checklist	Status (Yes/No)
1.	NDA Signed?	<input type="checkbox"/>
2.	Partnership Agreement Signed?	<input type="checkbox"/>
3.	Has Partner been trained?	<input type="checkbox"/>
4.	Does Partner have access to the Partnership Portal?	<input type="checkbox"/>
5.	Does Partner have all Marketing and Sales Collaterals?	<input type="checkbox"/>
6.	Does a Partner have an assigned Partnership Account Manager?	<input type="checkbox"/>

## 14. BUILDING OUR PARTNERSHIP PROGRAM

SN	Tactics	Execution	Activities
1.	<b>Define our Partner Criteria</b>	What we would be looking for	<ul style="list-style-type: none"> <li>• Similar audience</li> <li>• They are not our competitors</li> <li>• They can give us access to new customers, prospects &amp; markets</li> <li>• There is a genuine eagerness to work/ collaborate with us</li> <li>• Keen interest in our product/service offerings</li> </ul>
		Our Partner selection criteria	<ul style="list-style-type: none"> <li>• What is the potential for impact?</li> <li>• Are the 2 companies/ entities compatible</li> <li>• Are their goals and strategies consistent with ours?</li> <li>• Is this a good environment for partnering?</li> <li>• Do they demonstrate a commitment to partnering?</li> <li>• What are the risks of this partnership?</li> <li>• What access can they provide to other</li> </ul>

S/N	Tactics	Execution	Activities
		Our Partner selection criteria	<p>potential partners?</p> <ul style="list-style-type: none"> <li>Is there a market appetite for our joint offer?</li> <li>Do we have the right information and skills to deliver this?</li> </ul>
2.	<b>Build a list of Potential Partners and identify the right contacts</b>	Partner Acquisition	<ul style="list-style-type: none"> <li>Personal Relationships/Networks</li> <li>Networking Events</li> <li>Leverage on our in-house Seamfix Referral program</li> <li>Leverage on the 'Become a Seamfix partner' form on our site</li> <li>LinkedIn Groups, Industry blogs, partner forums</li> <li>Digital marketing to push traffic to our partnership page on the Seamfix website.</li> </ul>
		Tracking	<ul style="list-style-type: none"> <li>Develop a live sheet with identified partner information and business opportunities delivered</li> </ul>
3.	<b>Develop a partnership proposition worksheet</b>	Partnership Proposition Template document- what's in it for them?	<ul style="list-style-type: none"> <li>Research the company</li> <li>Determine the mutual value proposition</li> <li>Define our partnering proposition</li> </ul>
4.	<b>Partner Recruitment</b>		<ul style="list-style-type: none"> <li>Phone Calls</li> <li>Introductory emails</li> <li>1-on-1 visits etc.</li> </ul>
5.	<b>Partnership Agreement</b>	Collaborate with the Legal team to negotiate and sign Partnership Agreement	<ul style="list-style-type: none"> <li>Define project scope or type.</li> <li>Negotiate and define incentive structure.</li> <li>Determine the Legal framework.</li> </ul>

## Contact Persons

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