

Partnerships- Joint ventures

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Entrepreneur

- Who is an Entrepreneur?

An individual who organizes and manages an enterprise at a considerable initiative and risk!!

- How I became an Entrepreneur....

Partnerships

- Let us define Partnership!

A formal agreement between two parties to pursue a common business interest by sharing management and profits!

Why does an Entrepreneur require a partner?

- Investment
- Technology Transfer
- Experience etc.

Basically bringing together strengths of self and the partner together for a fast paced growth!

Forging Partnerships & Joint venture

- Understanding Goals of Self & proposed partner
- Making sure the goals are aligned (if not then discuss & debate to thrash out different opinions, beliefs) to make sure goals coincide for both parties before taking the next step
- The USPs of self and aligning then to the needs of the Enterprise

Why does an Entrepreneur require a partner?

- Investment
- Technology Transfer
- IP
- Experience in a particular arena
- And a lot more reasons....

Basically bringing together strengths of self and the partner together for a fast paced growth!

Why re-invent the wheel!

Forging Partnerships & Joint venture

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What sort of partnership?

What sort of partnership is required by the enterprise?

- Technology Transfer
- Technical know-how and training
- Brand Licensing
- Product Innovation
- Investment partnership for trading or Manufacturing venture
- Backend partnerships (special purpose companies)

My Story- Partnerships

From an Adviser to a Joint Venture partner
Partner – **Parragon Books Ltd.** (Multi-national,
world's leading book publishing company in the
visual non-fiction category)

- Who is Parragon?
- How does it operate across the globe?

My Story- Partnerships

- Individual partner to a multinational corporation
- Unique relationship – setting up a 50 -50% partnership for Indian-Subcontinent and Middle East markets
- The value of one of the partners seen in setting and leading the business in the world's fastest growing and the most complex markets
- Local knowledge and expertise in the domain a must
- Ability to then invest equally

My Story- Partnerships

From a local expert to Joint Venture partner
Partner –

Aureole Inspects (Multi-national, world's leading
Eyewear company)

- Who is Aureole Inspects?
- How does it operate across the globe?

My Story- Partnerships

- Shareholding and controlling stake – setting up a 51 -49% partnership for Indian-Subcontinent
- The value of one of the partners seen in setting and leading the business in the world's fastest growing and the most complex markets
- Local knowledge and expertise in the domain a must
- Ability to then invest equally

Conclusion

What does a Global partner need?

1. Transparency
2. Trust
3. Capturing the right level of opportunity
4. Local support to manage unique Indian environment