



PARTNER AVATAR WORKSHEET

Profile

Company size: _____

Location: _____

Reach/access to new markets: _____

Customer avatar match: _____

Annual revenue: _____

Goals, Missions, & Values

Goals: _____

Mission: _____

Values: _____

Addressable Solutions/Pain Points

Your product/service: _____

Solvable problem: _____

Indirect Competitors

1.

2.

3.

4.

5.