

SERVICE DESCRIPTION

Channel Partner Search & Development

A Growth service by Exponasia Growth Partners

1. Service Overview

Channel Partner Search & Development helps companies identify, assess and engage suitable distributors, value-added resellers, systems integrators, service providers and other commercial partners across Southeast Asia.

Exponasia Growth Partners defines the partner role and Ideal Channel Partner Profile with the client, researches and approaches prospective partners, assesses their fit and interest and facilitates business matching meetings with qualified candidates. Direct engagement is essential because a company that appears suitable on paper may lack the interest, resources or commitment required to develop the market.

The standard service concludes with completion of the agreed business matching meetings and delivery of the Post-Meeting Feedback Summary. The client may then continue discussions directly or engage Exponasia Growth Partners under a separate scope. Further evaluation, market testing, negotiation, contracting and appointment are not included in the standard service.

The service may support:

- Entry into new markets and expansion of channel coverage;
- Search for new, replacement or additional channel partners;
- Development of country-specific or regional partner networks.

Further support may include commercial discussions, onboarding, partner development and ongoing channel management through Implementation Consulting or Fractional & Interim Leadership.

2. Who the Service Is For

Channel Partner Search & Development is designed for engineering and manufacturing companies seeking to establish or strengthen indirect commercial coverage in Southeast Asia.

It is particularly relevant for:

- SMEs and mid-market companies entering or expanding across the region;
- Export and regional teams requiring local partner-search support;
- Companies replacing, supplementing or adding specialist sales, technical or service partners;
- Companies with limited local resources or management capacity.

The service assumes a commercially ready offering and a defined target country, market or segment.

Where the opportunity, competitive position or channel economics remain uncertain, Exponasia Growth Partners may recommend **Market Entry Strategy & Go-to-Market Planning** or **Market Expansion Strategy & Implementation** before commencing the search.

3. Conditions for a Successful Search

A well-managed search improves the quality of the process, but the response from prospective partners also depends on the commercial opportunity presented to them.

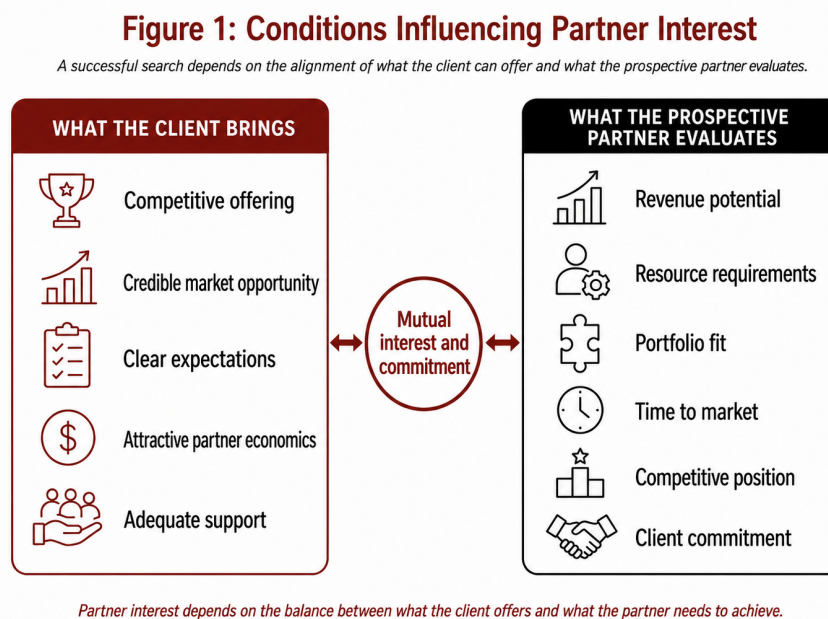
Stronger results normally require:

- A credible and sufficiently validated market opportunity;
- A relevant and competitive offering;
- Attractive commercial potential for the partner;
- Clear expectations regarding territory, responsibilities and investment;
- Adequate client support for market development and partner onboarding.

Prospective partners assess the opportunity from their own commercial perspective, including revenue potential, resource requirements, time to market, portfolio fit, competitive position and client support.

A technically suitable company may decide not to proceed if the business case is not compelling. Where no suitable partner is identified, the findings may indicate a need to revisit the partner profile, route to market, value proposition, channel economics or timing.

The factors influencing prospective partner interest are summarized in Figure 1.



4. Channel Partner Search & Development Framework

The engagement follows a structured process from the definition of requirements through prospect engagement, qualification, business matching meetings and post-meeting feedback.

4.1. Business Objectives and Market Context

The engagement begins by clarifying what the client expects the future partner to achieve.

The discussion normally covers:

- Preferred partner type, such as distributor, value-added reseller or systems integrator;

- Target markets, applications and customer groups;
- Products, services or solutions included in the scope;
- Required commercial, technical and service capabilities;
- Expected investment and market-development commitment.

Existing customers, current channels, potential conflicts and lessons from previous partner relationships are also considered.

This establishes the context within which prospective partners will be assessed.

4.2. Ideal Channel Partner Profile

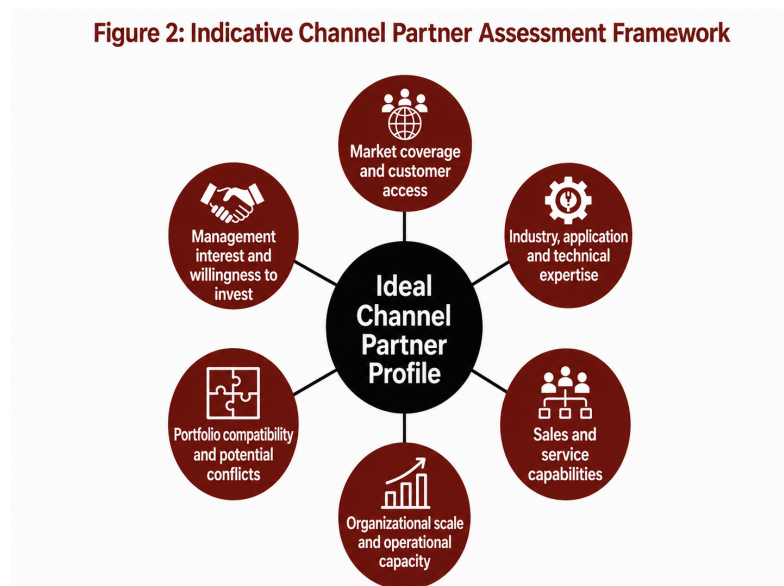
Exponasia Growth Partners and the client develop an **Ideal Channel Partner Profile** to guide the search.

The profile typically considers:

- Market coverage and customer access;
- Industry, application and technical expertise;
- Sales and service capabilities;
- Organizational scale and operational capacity;
- Portfolio compatibility and potential conflicts;
- Management interest and willingness to invest.

The profile is a working reference, recognizing that no single company is likely to meet every desired characteristic.

The principal assessment dimensions are summarized in Figure 2.



4.3. Prospect Research and Prioritization

Potential partners are identified through professional networks, public information, industry sources, directories, databases, trade events and direct research.

The initial research produces a **longlist** of companies that appear broadly aligned with the Ideal Channel Partner Profile.

Information at this stage may be incomplete. Inclusion in the longlist does not imply that the company has been fully assessed or has expressed an interest in the opportunity.

The client and Exponasia Growth Partners review the findings and agree on a focused **Outreach List**. Prioritization is based on apparent fit, market relevance and the likelihood that the prospect may have a genuine interest in the proposed collaboration.

4.4. Outreach and Initial Engagement

Exponasia Growth Partners approaches selected prospects as part of the client's search.

Initial outreach introduces the client and the opportunity using approved information, and assesses whether there is sufficient interest and potential alignment to proceed.

Engagement may involve email, telephone calls, virtual meetings or in-person discussions, depending on the prospect and market.

The client will normally provide a **Letter of Representation** confirming that Exponasia Growth Partners has been engaged to conduct the search and communicate with prospective partners.

The Letter of Representation authorizes Exponasia Growth Partners to communicate with prospects and expressly confirms that it has no authority to negotiate terms, make commitments or otherwise bind the client.

4.5. Qualification and Partner Assessment

Prospects demonstrating meaningful interest are assessed in greater depth against the Ideal Channel Partner Profile defined in Section 4.2.

Direct discussions are used to validate apparent fit, clarify outstanding questions and explore expectations regarding territory, exclusivity, commercial support, responsibilities and investment. Where practical, an in-person meeting or site visit may provide further insight into the prospect's organization and capabilities.

This is a commercial assessment and does not constitute legal, financial, regulatory or investigative due diligence.

A prospect is considered qualified when it demonstrates sufficient apparent fit and interest to justify a business matching meeting. The client decides which qualified prospects proceed to the meeting stage.

4.6. Business Matching Meetings

Qualified prospects are introduced to the client through structured **business matching meetings** attended by representatives of the client and the prospect and facilitated by Exponasia Growth Partners.

Exponasia Growth Partners:

- Prepares relevant background information;
- Coordinates the agenda and arrangements;
- Facilitates the discussion and alignment of expectations;
- Documents conclusions and possible next steps.

Meetings may be virtual or in person. Their purpose is to assess mutual interest and determine whether further exploration is justified.

4.7. Prospect Feedback and Service Completion

Following the agreed business matching meetings, Exponasia Growth Partners seeks feedback from the prospects and communicates their level of interest, current position and any proposed next steps to the client.

This information is consolidated in the **Post-Meeting Feedback Summary** to the client. Delivery of the summary marks completion of the standard service.

By this stage, direct contact has been established between the client and the prospects. The client then decides whether to continue discussions independently or request further support from Exponasia Growth Partners, as described in Section 6.

Any subsequent engagement or support requires a separately agreed extension.

4.8. Process Summary

The process, completion point and scope boundaries are summarized in Figure 3.

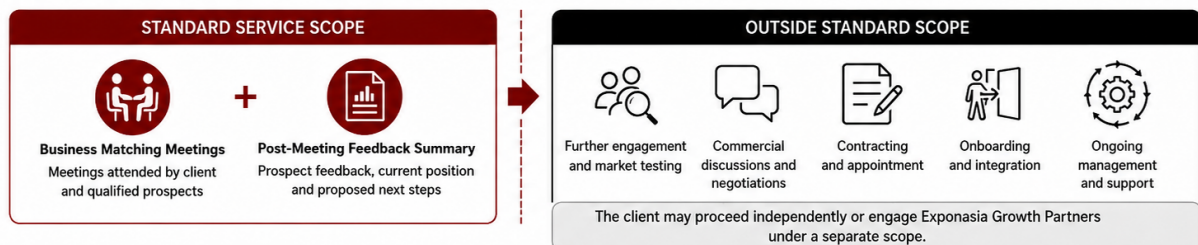
Project schedule depends on market and application complexity, availability of suitable candidates, prospect responsiveness and availability of client representatives.

Figure 3: Channel Partner Search & Development Process, Completion Point and Scope Boundaries

The process, completion point and scope boundaries are summarized below.



B. SCOPE BOUNDARY OF THE STANDARD SERVICE



5. Engagement Outputs

Typical outputs include:

- An Ideal Channel Partner Profile;
- A prospect longlist, prioritized Outreach List and profiles of qualified prospects;
- Business matching meeting briefings;

- A Post-Meeting Feedback Summary communicating each prospect's feedback, position and proposed next steps.

Format and detail are agreed at the outset and may be adapted to the client's requirements.

Delivery of the Post-Meeting Feedback Summary completes the standard service. Direct contact with the prospects is then established, allowing the client to continue independently or request support under a separate scope.

The outputs support, but do not replace, the client's final appointment decision.

6. Post-Search Support

6.1. Post-Meeting Support

Following completion of the standard service, the client may continue discussions directly with one or more prospects or extend the engagement with Exponasia Growth Partners under a separate scope of work.

Support may include:

- Coordinating follow-up activities and information exchanges;
- Supporting further evaluation or market testing;
- Developing an initial business case or market plan;
- Facilitating commercial discussions and negotiation;
- Helping the parties reach a conclusion, whether or not an appointment is made.

The scope, schedule and deliverables will be defined in a separate agreement.

6.2. Channel Partner Onboarding, Development and Management

Following formal appointment of one or more channel partners, Exponasia Growth Partners may support the development and ongoing management of the partner relationship.

The scope may include:

- Partner onboarding and clarification of responsibilities;
- Joint business planning and market prioritization;
- Pipeline, reporting and review routines;
- Periodic performance assessment;
- Fractional channel management where additional local management capacity is required.

The scope, delivery model and responsibilities are defined in a separate agreement. Support may be delivered through Implementation Consulting or Fractional & Interim Leadership. Where leadership is included, the agreement also specifies the time commitment, decision authority and reporting arrangements.

7. Roles and Scope Boundaries

Exponasia Growth Partners conducts the search, engages and assesses prospects, facilitates business matching meetings and reports the resulting feedback.

The client provides the required information, materials, personnel and timely input, participates in business matching meetings and decides whether and how to proceed with further evaluation, negotiations, contracts and appointments.

Exponasia Growth Partners acts as an independent adviser and facilitator and has no authority to agree terms, make commitments, sign documents, appoint partners or bind the client. Any management authority under a Fractional & Interim Leadership engagement must be expressly agreed.

The service does not guarantee a minimum number of prospects or meetings, an appointment or commercial results. Assessment is commercial in nature and does not constitute legal, financial, regulatory or investigative due diligence. The commercial proposal defines the scope, schedule, fees and deliverables.

8. Frequently Asked Questions

Is a minimum number of prospects or business matching meetings guaranteed?

No. The outcome depends on the availability of suitable candidates, the attractiveness of the opportunity and the willingness of prospective partners to engage. Any numerical targets included in the commercial proposal are working objectives rather than guaranteed results.

What happens if no suitable partner is identified?

The findings and market feedback are documented and reviewed with the client. The client may decide to revise the Ideal Channel Partner Profile, adjust the value proposition, reconsider the route to market, continue the search or defer entry.

Is a market assessment included?

No. The service does not include a full assessment of market size, customer demand, competition, pricing or market attractiveness. Where further validation is required, it may be addressed through Market Entry Strategy & Go-to-Market Planning or Market Expansion Strategy & Implementation under a separate scope.

What level of due diligence is performed?

The standard service includes commercial qualification based on discussions, available information and, where practical, meetings or site visits. Formal financial, legal, regulatory or investigative due diligence is excluded. Additional checks may be arranged separately through qualified third parties.

Who attends the business matching meetings?

Business matching meetings are attended by appropriate representatives of the client and the qualified prospect, with Exponasia Growth Partners coordinating and facilitating the discussion. The client's participation is necessary because the purpose of the meeting is to allow the parties to assess mutual interest, discuss expectations and decide whether further exploration is justified.

When does the standard service conclude?

The standard service concludes when the agreed business matching meetings have been completed and Exponasia Growth Partners has delivered the Post-Meeting Feedback Summary. At that point, direct contact has been established between the client and the qualified prospects. The client may continue discussions independently or request further support under a separately agreed extension.

Does a business matching meeting mean that the prospect will be appointed?

No. A business matching meeting indicates that there is sufficient interest and apparent alignment for the client and prospect to meet and explore the opportunity. A prospect may require further evaluation, wish to test the relationship through initial opportunities or defer discussion of a formal appointment. Negotiations may also take considerable time or may not result in agreement.

Can Exponasia Growth Partners support negotiations?

Yes, under a separately agreed extension. Exponasia Growth Partners may facilitate discussions, clarify expectations and support negotiations as an adviser, while the client retains responsibility for all decisions, offers, contractual commitments and legal review.

How long does the process normally take?

Timing varies by market and application complexity, number of prospects and responsiveness of the parties. The commercial proposal will define the schedule through the business matching meetings and delivery of the Post-Meeting Feedback Summary. Any subsequent evaluation, testing, negotiation or appointment follows a separate timeline.

9. About Exponasia Growth Partners

We are a Singapore-based boutique consulting firm supporting mid-market companies and regional subsidiaries in growth and commercial excellence across Southeast Asia.

We work primarily with suppliers of industrial products, services and engineered solutions. Our engagements combine senior commercial experience, regional knowledge and hands-on implementation support.

We deliver our services through expert advisory, implementation consulting and fractional or interim leadership, depending on the client's objectives and required level of involvement.

To discuss how Channel Partner Search & Development could support your market-entry or channel-development plans, please contact us:

Email: info@growexponasia.com
Website: www.growexponasia.com
LinkedIn: Exponasia Growth Partners

