



PartnerBridge

Connect Smarter. Grow Faster.

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Partnerships Matter.

PartnerBridge helps growth-stage SaaS companies scale smarter by turning integrations into high-impact partner programs — driven by precision insights, streamlined collaboration, and data-backed results.

Expand your reach and grow your business faster than ever before.



Challenge.

In 2025, channel partnerships will account for **70% of global B2B revenue**.

[Forrester](#)

- 71% of partner programs have **engagement challenges**.
- 89% of partner programs **cannot measure results**.

[Foundry](#)

60–65% of partnerships fail.

[The Art of Strategic Partnering: Dancing with Elephants](#)

1 in 5 B2B business leaders state that their **channel programs are overly ineffective**.

[Alex Josephson](#)

The average partner manager spends **35% of their time on partner discovery**.

[Breezy Partnership Survey](#)

Businesses spend **~£13K** and **584 hours** per manager per year to find the **right partners**.

[Breezy Partnership Survey](#)



Macro Reasoning.



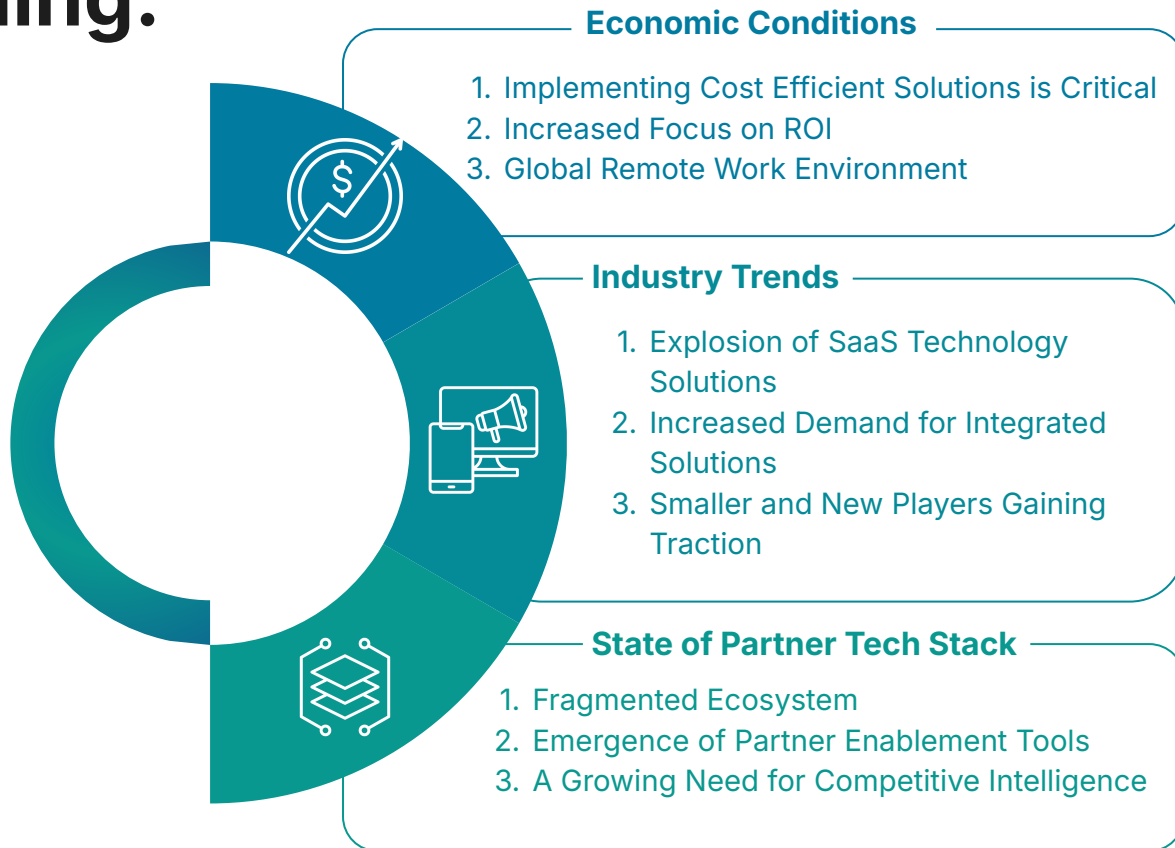
Revenue generation is evolving, and partnerships are taking center stage. In 2025, **channel partnerships will account for 70%** of global B2B revenue. Companies with strong partner ecosystems will **grow 2X faster** than those relying solely on direct sales.

Forrester



A staggering **75% of respondents view ecosystem partnerships as a pivotal component** for growth, fueling innovation, driving transformation and helping them adapt to industry changes by leveraging industry expertise and resources

KPMG





Introducing PartnerBridge:

PartnerBridge empowers startups and growth stage firms to get early traction with the right partnerships to **reduce costs, accelerate growth, and drive measurable success.**



The Solution.

Expanding into new territories or industries

Companies struggling to expand into **new markets or industries** need strategic partner insights to drive successful market entry.

With **PartnerBridge**:

- Territory and industry insights
- Unlock market entry with Partners

Partner Program launch complex or costly

Startups and Growth Stage companies can't afford the **high costs** and **time commitment** of hiring partner leaders and analyzing the industry and ecosystem.

With **PartnerBridge**:

- Erase the burden of complexity
- Launch in week(s), not months/years

Sales cycles struggling to land with ROI

Struggling with long sales cycles and to **prove ROI** companies can optimize their sales process through integration with existing client technology stacks.

With **PartnerBridge**:

- Immediate tech stack insights
- Deliver instant and sustained ROI

Limited resources for scaling integrations

Company engineering **resources are limited** when scaling integrations, they **struggle to streamline** the integration process without burdening internal teams.

With **PartnerBridge**:

- Eliminate reliance on engineering
- Enable seamless integrations



Product Overview.

RelateIQ

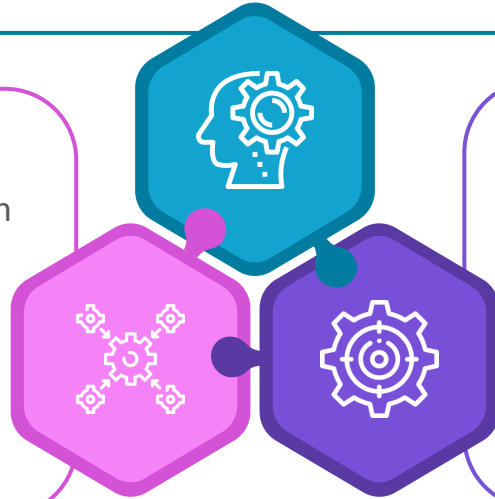
- Map business and service offerings within the ecosystem
- Research potential tech and solutions partners
- Build ad-hoc collateral and GTM materials

DataStream

- Automate integrations with other platforms
- Automate GDPR/CCPA Compliance with Integrations
- Automate updates with integrations

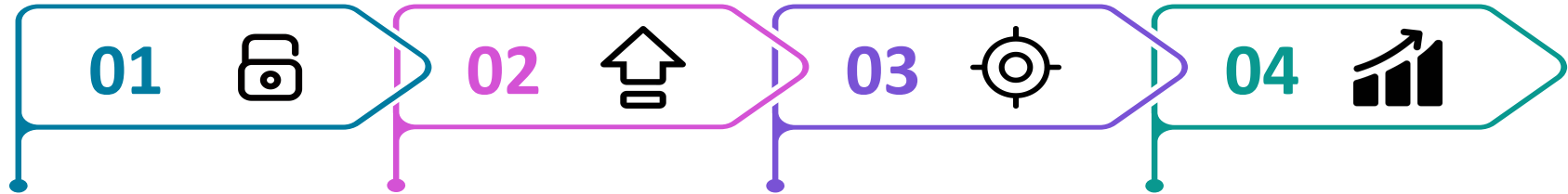
Precision Insights

- Develop partner business plans / success plans
- Create all partner marketing collateral
- Automate partner program creation



Go-to-Market.

Product Driven Strategy



Free Tools

Free Access to RelateIQ
Attract new users & demonstrate real value

Call-to-actions:

- Request Full Analysis (Solutions Firm Fits)
- Hit Free Report Limits
- Hit Free Practice Builder Limits

Paid Upgrades

RelateIQ Advanced / Pro:
Deeper insights of partnerships and automated collateral

Call-to-actions:

- Request Precision Insights report (£850/each)
- Join Waitlist for **Competitive Landscape** or **Sales Impact**

Precision Growth

Discounted Upgrade:
Advanced analytics & partner recommendations

Call-to-actions:

- Increase # of Partner Recs.
- One off Precision Insights Report once limit reached
- Add LinkedIn integration to run campaign messages

Subscribed Users

Sustained Growth:
Lock-in long-term retention & ecosystem dependency

Call-to-actions:

- ISVs upgrade to DataStream Client (£35-£65k/year)
- Solutions Partners upgrade to DataStream Cloud (£2.7-£40k/year)



Market Analysis.

Target Addressable Market (TAM)

- **Client Type:** Start-up, SMB, and growth-stage SaaS companies.
- **Focus Sectors:** MarTech and ProdTech verticals where partnerships drive growth. Focus for TAM is SaaS platforms overall.
- **Company Size:**
 - Employees: 5-100 (core focus: 5-25 employees).
 - Revenue: Less than \$50M annual recurring revenue (ARR).
- **Geographic Regions:** North America (NAM) and Europe, Middle East, and Africa (EMEA).
- **Program Maturity:** Companies without formal or only fledgling partner programs.
- **Key Decision Makers:** Founders, Co-Founders, CROs, CMOs, CPOs, VPs of Sales, Marketing, and Product.

TAM Calculation

- **Global TAM:** 162,615 potential clients worldwide
- **Regional TAM:** 133,087 potential clients in NAM and EMEA



Competitive Matrix

Feature									Other PRMs
Precision Partner Insights	✓	✗	✗	✓	✓	✓	✓	✓	✗
Competitive Intelligence	✓	✓	✗	✗	✓	✓	✓	✓	✗
Go-To-Market Strategy	✓	✗	✓	✓	✗	✓	✓	✓	✓
Customized Partner Communication Templates	✓	✗	✓	✗	✓	✓	✓	✓	✓
Designed for Growth/Early Stage SaaS	✓	✓	✗	✗	✗	✗	✗	✗	✗
Pricing Accessibility	✓	✗	✗	✗	✗	✗	✗	✗	✗
AI-Driven Partner Sourcing	✓	✗	✓	✓	✓	✗	✗	✗	✓



The Ask - £850k for 10%.

Use of Funds

PartnerBridge is seeking £850,000 to scale go-to-market & product expansion for 10% Equity Share.

CapEx

10.0%

- Cloud Infrastructure
- Development Platform Licenses
- Secure Intellectual Property Patents

GTM Acceleration

15.0%

- Ad-Spend
- Development of marketing resources
- Conference / Event Expenditure
- Digital Collateral Development

Data Science

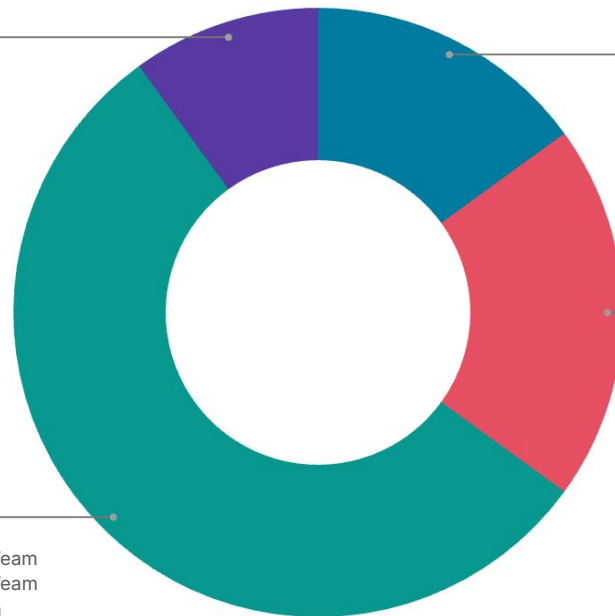
20.0%

- Acquisition and Integration of Artificial Models into the Core Product

Personnel

55.0%

- Initial Engineering Team
- Initial Direct Sales Team
- Initial Product Team



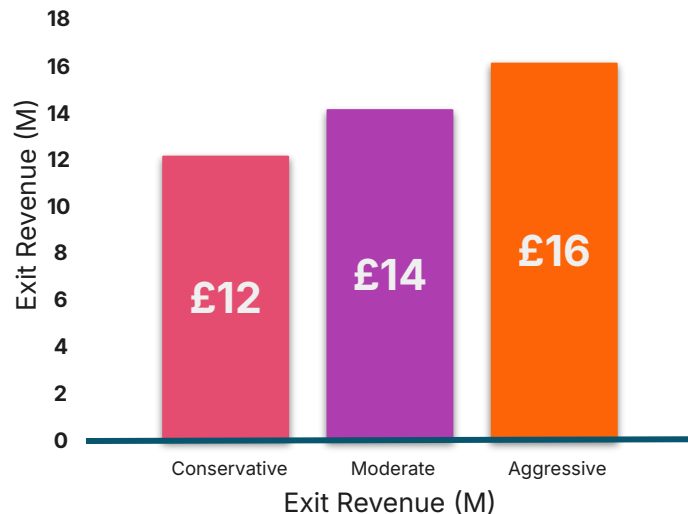
Use of funds: GTM acceleration, data science investment, enterprise sales team, and CapEx.



The Valuation.

£850K Seed Round, 10% Equity, £7.65M Pre-Money Valuation

Exit Revenue



Seed investors at £8.5M post-money achieve 5x-15x returns (40%-72% IRR) across modeled scenarios.

Valuation Scenarios

	Conservative	Moderate	Aggressive
Exit Multiple	4	6	8
Exit Value	£48M	£84M	£128M
ROI Multiple	5.6x	9.9x	15x
IRR (5 Years)	40%	58%	72%





Appendix.



Founder Profile



Jon Mead
Principal Founder

15+ Years of Experience

Jon Mead is an accomplished entrepreneur, partnerships strategist, and technical leader with nearly two decades of experience driving growth through tech solutions and strategic partner ecosystems. With expertise in development, data architecture, and operations, he has successfully built and scaled programs, led high-performing teams, and created innovative solutions driving measurable outcomes.

Skills

- **Partnerships & Business Growth** – Built & scaled high-impact partner programs, driving significant revenue growth.
- **Technical Expertise** – Full-stack development, cloud-based data architecture, and in-network system design.
- **Leadership & Strategy** – Led cross-functional teams, optimized operational processes, and spearheaded GTM strategies.
- **Solution Engineering** – Deep experience in sales engineering, integration architecture, and product-led growth.
- **Product Development** – Developed and launched scalable digital applications and internal tools with a security-first approach.

Experience

- **FullStory** – Built and scaled the Technology Partner Program, achieving 127% YoY growth through strategic onboarding and GTM alignment.
- **SiteSpect** – Led partner-sourced pipeline expansion, enablement, and co-marketing efforts to drive revenue growth.
- **Peak Advising (Founder)** – Developed scalable solutions, launch products, and optimize data architectures.
- **Multiple SaaS Companies** – Played key roles in M&A integrations, solution engineering, and enterprise go-to-market strategies.

Education

- **Masters of Business Administration**, Global Management & Data Analytics – Babson College
- **Bachelor of Arts** – State University of New York at Geneseo



What is a Partner Program?

... and why every SaaS firm **needs** one!

**Scale Faster
with a Wider
Reach**

**Resource
Efficiency**

**Increased
Revenue**

**Innovation
and
Improvement**

Partner Programs Scale Companies by:

- **Extending Operational Efforts**
- **Driving Sales Growth**
- **Improving Resource Efficiency**



The Ask.

Why Invest in PartnerBridge

MASSIVE MARKET

The partner intelligence space is rapidly growing.

SCALABLE MODEL

High-margin SaaS with long-term retention.

PROVEN ADOPTION STRATEGY

Freemium-led growth with strong conversion metrics.

VC-ALIGNED GROWTH

Built-in investor synergy via venture firm adoption.

HIGH-EXIT POTENTIAL

Positioned for acquisition by Enterprise SaaS players or PE firms.



Why Jon Mead?

Industry Experience

- **Two decades** across sales, engineering, product, support, and development
- Firsthand exposure to **partnership challenges at every stage**

Deep Understanding of Partnerships

- **Equipos (now SimCorp):** Experienced reseller relationships without structured growth
- **Glance Networks:** Managed Salesforce & Moxie Chat partnerships, but lacked strategy & leverage
- **Peak Advising:** Built vendor relationships as a service provider, struggling with credibility & monetization

Built Scalable Partner Programs

- **FullStory:**
 - Rebuilt Technology Partner Program from scratch
 - Achieved 127% YoY growth through structured onboarding, enablement & joint GTM strategies
- **SiteSpect:**
 - Developed legal frameworks & solutions partnerships
 - Identified industry-wide demand for data-driven partner selection & execution

Identified a Critical Market Gap

- SaaS companies know **partnerships are valuable but don't know where to start**
- **No structured insights or tools** to effectively build & scale partner programs



Ideal Client Breakdown.

Employee Count



- Count from 1 to 100
- Preferable Employee Count between 5 and 25

Geo Locations



- North America (Canada, US, Mexico)
- EMEA (Initially UK)

Position Roles



- Sales
- Marketing
- Product

Position Titles



- | | |
|------------------------|-------|
| • Founder / Co-Founder | • CEO |
| • VP of Sales | • CRO |
| • VP of Product | • CPO |
| • VP of Marketing | • CMO |

Position Seniority



- Owner / Partner
- Chief
- Vice President
- President
- Director
- Senior

Program Maturity



- No Established Program
- Early Stage Program Development / Motions

Industries



- Information Technology
- Software as a Service
- Software Development

Industry Niches



- Marketing Technology (Martech)
- Product Analytics / Management (ProdTech)



Current Product State.

RelateIQ

- Minimum Viable Product (MVP) Complete
 - Ready for Client Usage - 100%
-
- 12 Active Beta Testers, 2 Paying Clients

Precision Insights

- Minimum Viable Product (MVP) Complete
 - Ready for Client Usage - 100%
-
- 2 Pending Beta Testers

DataStream

- Minimum Viable Product (MVP) Complete
 - Ready for Client Usage - 100%
-
- 3 Pending Beta Testers, 1 Paying Client



Pricing Details.

RelateIQ

Free Tier

Drive sign-ups and adoption while showcasing core value.

- Company/category search & matching (RelateIQ discovery).
- Visibility into relationship strengths (e.g., "Strong" vs. "Weak" and limited context).
- Read-only dashboards for a handful of categories.
- Community/knowledge base access.

£0.00 / Seat / Month

RelateIQ Advanced

Monetize early adopters and provide value for teams.

- Everything in **Free Tier**.
- Limited report generation.
- Access to more detailed relationship outputs (adjacency strength, persona overlap, KPI alignment, and more).
- Category-level insights beyond the surface.
- Export to PDF and PPTX.

£99.00 / Seat / Month

RelateIQ PRO

Be the default platform for teams to scale programs.

- Everything in **RelateIQ Advanced**.
- Unlimited report generation and deep-dive insights (adjacency, value scoring, workflow/process improvements).
- Team features (multi-user access, shared workspaces, role-based access).
- Full export suite (PDF, PPTX, XLS).

£249.00 / Seat / Month



Pricing Details.

Precision Insights

GROWTH Kickstart Your Program	EXPANSION Create a Dynamic Program	LAUNCH Start With Everything BEST VALUE	BESPOKE Partner With An Expert SERVICES
£ 3,500 / Package	£ 6,000 / Package	£ 8,000 / Package	Get In Touch
→ Single Partner Type	→ Double Partner Type	→ Double Partner Type	→ Double Partner Type
→ Five Partners Identified	→ Ten Partners Identified	→ Twenty Partners Identified	→ Twenty Partners Identified
→ Introduction Templates	→ Introduction Templates	→ Introduction Templates	→ Introduction Templates
✗ Includes Both Tech & Solutions	→ Includes Both Tech & Solutions	→ Includes Both Tech & Solutions	→ Includes Both Tech & Solutions
✗ All Go-to-Market Resources	✗ All Go-to-Market Resources	→ All Go-to-Market Resources	→ All Go-to-Market Resources
✗ Program Legal Structure	✗ Program Legal Structure	→ Program Legal Structure	→ Program Legal Structure
			+ Access to PartnerBridge Resources to launch your program.



	Manual Method	AI-Enhanced	Precision Insights
Product Offering Analysis	3-5 hours	30-60 minutes	0 minutes
Analyzing Overlapping Clients/Prospects	2-4 hours	15-30 minutes	0 minutes
Generate and Deliver Communications	2-3 hours	15-30 minutes	0 minutes
Creating External Collateral	4-6 hours	30-60 minutes	10-15 minutes
Creating Internal Collateral	3-5 hours	15-30 minutes	5-10 minutes
Developing Legal Framework	8-12 hours	1-2 hours	30-60 minutes
Process Time per Partner:	22 to 35 Hours	2.75 to 5.5 Hours	40 to 85 Minutes



Pricing Details.

DataStream

Basic	Standard	Advanced	Professional	Enterprise
- Automated integration of unidirectional connection 5 Hours of Support, £100/hour thereafter - Basic at costs infrastructure for a single connection	- Six connections (either unidirectional or bidirectional) with automated integrations 10 Hours of Support, £90/hour thereafter - Multiple Connection Infrastructure Costs	20 connections (either unidirectional or bidirectional) with automated integrations 15 Hours of Support, £80/hour thereafter - Multiple Connection Infrastructure Costs	50 connections (either unidirectional or bidirectional) with automated integrations 20 Hours of Support, £70/hour thereafter - Multiple Connection Infrastructure Costs	- Unlimited connections with automated integrations 40 Hours of Support, £60/hour thereafter - Multiple Connection Infrastructure Costs
£225/Month £2,700/year	£626.50/Month £7,518/year	£1,605.50/Month £19,266/year	£3,312/Month £39,744/year	Customized based on infrastructure



PartnerBridge Differentiators

Comprehensive Comp. Intelligence

In-depth analysis of the competitive landscape and potential partners, helping businesses align strategies and target the right partners.

Key Features:

- Competitor strategies
- High-performing partner profiles
- Industry-specific insights

Fast and Streamlined Implementation

Enables businesses to quickly launch and scale partner programs with ready-to-use tools, templates, and frameworks.

Key Feature:

Companies can begin outreach and align strategies in weeks, dramatically reducing time-to-value.

Precision Partner Targeting

Uses advanced analytics to identify and prioritize high-value partners, ensuring alignment with proven growth strategies.

Key Feature:

Provides actionable insights on partner types, industries, and success patterns to optimize long-term growth.

End-to-End Execution of Partner Programs

Combines insights with execution tools, including templates, legal frameworks, and outreach strategies, for seamless implementation.

Key Feature:

Allows businesses to move from analysis to execution without delay, ensuring precise, efficient program rollouts.

Balanced Offering

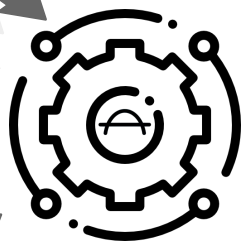
Holistic Approach

Strategic Focus

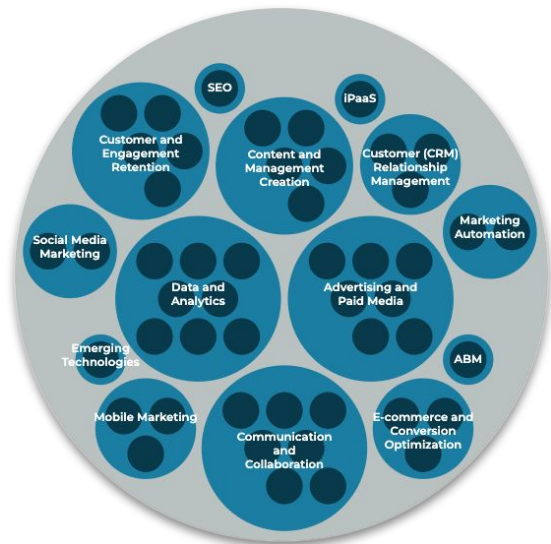


What We Do.

From Complexity.



To Clarity.



**UNLOCK PARTNER ECOSYSTEM VALUE
FASTER**

Unmatched ecosystem intelligence at scale.



Market Analysis.

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TAM Calculation

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Market Analysis.

Serviceable Addressable Market (SAM)

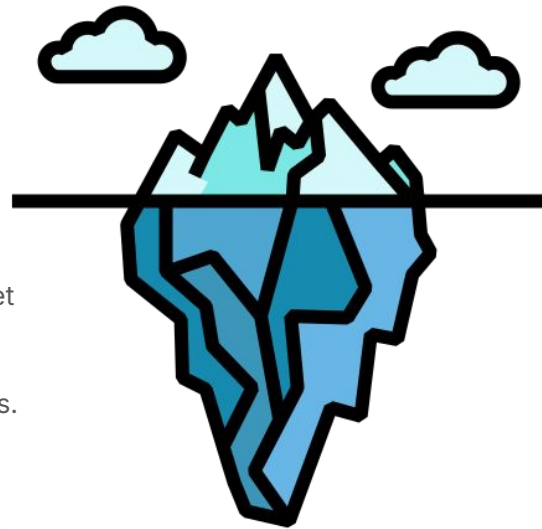
The SAM narrows TAM to focus on companies that meet all core criteria for PartnerBridge's offerings (e.g., SaaS companies in MarTech and ProdTech with specific employee and revenue thresholds).

Assumptions:

- **Target Vertical Focus:**
MarTech and ProdTech SaaS companies constitute ~30% of the TAM.
- **Size Fit:**
Companies with 5-25 employees represent ~60% of the TAM in the employee bracket of 5-100.
- **Program Maturity Fit:**
Around 70% of companies in the TAM do not have formal or mature partner programs.

SAM Calculation:

133,087 (Regional TAM) × 30% (target verticals) × 60% (size fit) × 70% (program maturity fit) = **16,773 potential clients in NAM and EMEA.**



Market Analysis.

Serviceable Obtainable Market (SOM)

The SOM reflects the clients PartnerBridge can realistically acquire within the next 1-3 years, considering resources, competition, and go-to-market capacity.

Assumptions:

- **Market Penetration Goal:**
Achieve 5% market share within the SAM in the initial period (based on typical early-stage SaaS growth rates).
- **Current Market Share:**
The market is criminally underserved with two major competitors and currently majority served by full-service organizations or individual hires.

SOM Calculation:

$16,773 \text{ (SAM)} \times 5\% \text{ (market penetration)} = 839$
potential clients in the short-to-medium term.



Current Landscape

PRM Platforms

Tools for managing partner onboarding, engagement, and performance tracking.



Intel & Comp. Insight

Solutions that analyze competitor partnerships, identify high-value partners, and provide recommendations.



Affiliate & Referral

Systems that support partner driven customer acquisition through referrals, commissions, and revenue-sharing models.



Marketplace & Ecosystem

Digital hubs where companies showcase integrations and partner solutions to drive co-selling and customer adoption.



GTM & Channel Strategy

Firms that provide strategic guidance on partner programs, sales channels, and market expansion.

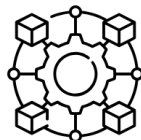


How Our Data Structure Works.



Martech Ecosystem Model

PartnerBridge built a **comprehensive model** of the **Martech ecosystem**, defining all the major **categories** and subcategories across the space.



Relationship Matrix

Then **mapped the values, integrations, and alignments** between technologies within and **across categories**, creating a **relationship matrix** of how tools interact in practice.



Alignment Matrix

We **identified and categorized** the wide range of **solutions partners** (agencies, consultancies, system integrators, etc.) that operate within Martech, along with their **key service areas**.



Composite Value Model

Proprietary algorithms **evaluate how each service area impacts end clients**, and **weigh the importance** of technology-service interactions to **client outcomes**.



Real Partner Insights

By **overlaying algorithms across tech vendors and solutions partners**, we **generate recommendations** for partnerships at the right time, helping companies **scale faster and more strategically**.

Data Sources:    

Data Sources:    



Competitive Analysis.

Direct Platform Players



- Differentiator: **Partner Utopia** focuses on partner program design templates and benchmarking tools.
- Core Features:
 - Strategic frameworks for program structure and partner onboarding processes.
 - Competitor benchmarking to align programs with industry best practices.
 - Easy-to-use interface for startups and mid-market businesses.
- Ideal For: Small and mid-sized companies seeking guidance on program design and structure.



- Differentiator: Advanced partner profiling and opportunity analysis.
- Core Features:
 - AI-driven partner persona creation.
 - Market opportunity analysis to identify high-value segments.
 - Competitive intelligence reports.
- Ideal For: Companies prioritizing precise partner targeting and quick market validation.

Competitive Analysis.

Complimentary Players

FORRESTER®

- Focus: Data-driven ecosystem strategy consulting.
- Services:
 - Go-to-market strategy development.
 - Ecosystem design tailored to specific industries.
- Ideal For: Companies wanting high-touch consulting for program foundations.

marketbridge

- Focus: Partner program strategy and segmentation.
- Services:
 - Partner archetype analysis.
 - Ecosystem planning and competitive positioning.
- Ideal For: Companies needing strategic alignment and segmentation.

REPLY SPUR

- Focus: Comprehensive partner program development.
- Services:
 - Legal frameworks, strategic blueprints, and competitive benchmarking.
 - Training materials and initial partner agreements.
- Ideal For: Larger companies with more resources that want external guidance.

Competitive Analysis.

Traditional Alternatives

Self-Service Model

- Companies build their program internally by:
 - Defining partner roles, incentives, and KPIs.
 - Creating agreements and training materials.
 - Using free resources like GitHub templates or startup forums.
- Pros: highly customizable.
- Cons: High initial investment, Time-intensive, risks misalignment with market needs.

Mentorship and Advisory Support

- Leveraging experienced mentors or advisors to design the program structure.
- Ideal for early-stage companies with access to startup accelerators or advisory boards.
- Example: Guidance from mentors in programs like Y Combinator or TechStars.

Community and Industry Associations

- Using industry-specific resources to draft initial frameworks.
- Examples: SaaStr, Product Hunt, or local business associations.

PartnerBridge Valuation.

	Exit Value	Investor Ownership	Investor Proceed	ROI Multiple	IRR (5 Years)
Conservative	£48M	10%	£4.8M	5.6x	40%
Moderate	£84M	10%	£8.4M	9.9x	58%
Aggressive	£128M	10%	£12.8M	15x	72%

