

# Partner, Partner, Partner!

- Financial support from:
  - Your spouse
  - Your business partners
  - Your employees
  - Your landlord
  - Your lawyer
  - Your accountant
  - Your vendors
  - Your customers (e.g. Syva)

Someone who  
wins when you win

# A Real World Example!

- What would it cost to get ...
  - 10 liters of specialty chemical made \$ \_\_\_\_\_

Play along and write down your best estimate of ...What it would cost

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Answer: **No Money! Because he was our partner!**

# Choose you business partner carefully!

- Get a \$100,000 talent for little no money
- Double your effort
- Acquire skill sets you need
- Stock is the coin of your realm