

# Sixteen Types of Alliances

Control

<u>Awareness</u> <b>AGENT</b>	<u>Value add &amp; awareness</u> <b>VAR</b>	<u>Awareness</u> <b>DIRECT</b>	<u>Value add &amp; awareness</u> <b>ACQUISITION</b>
<b>COLLABORATION</b>	<u>Value add</u> <b>SELLING PARTNER</b>	<b>INTERNET</b>	<u>Value add</u> <b>JOINT VENTURE</b>
<u>Awareness</u> <b>SPONSOR</b>	<u>Value add &amp; awareness</u> <b>INTEGRATOR</b>	<u>Awareness</u> <b>RETAIL</b>	<u>Value add &amp; awareness</u> <b>FRANCHISE</b>
<b>LEAD SOURCE</b>	<u>Value add</u> <b>CONSORTIUM</b>	<b>DISTRIBUTOR</b>	<u>Value add</u> <b>OEM</b>

Investment

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