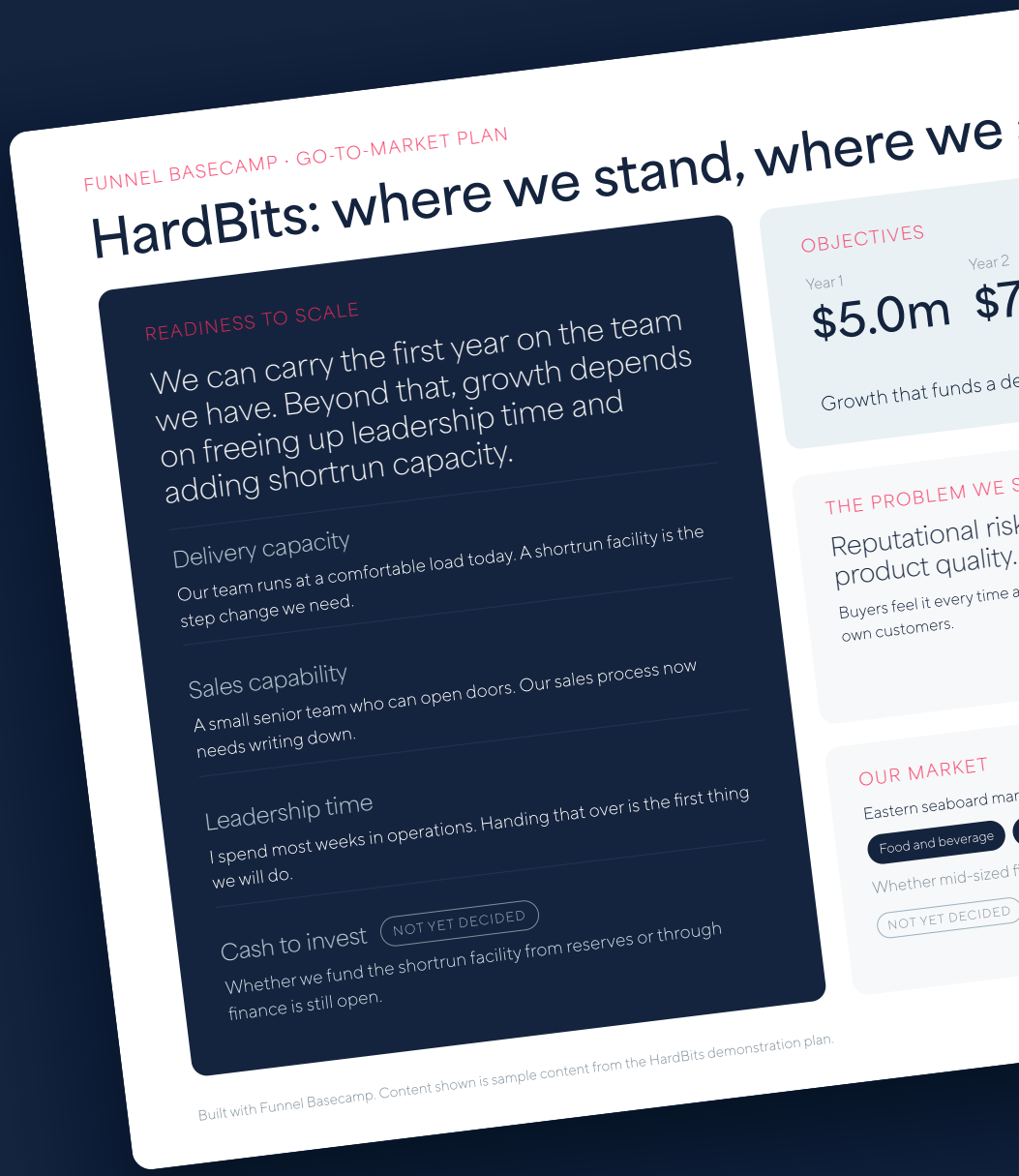
FUNNEL BASECAMP

Every partner gets a plan. You get to see who's ready.

Funnel Basecamp is a free go-to-market plan your partners build themselves in a couple of hours, with an AI coach alongside them - and it shows you which partners deserve your attention and which ones need it.



alignme

THE TWO PROBLEMS YOU LIVE WITH

Which partners deserve your attention? Which ones need it?

Today both are answered on relationships and lagging revenue rather than evidence.

Your partner managers are asked to hold strategy conversations

they were never trained for and have no time for.

26 years | 600+ projects | 4,000+ plans | 50 countries

The method behind Funnel Basecamp, proven at scale.

Every partner in your ecosystem can build a real go-to-market plan, free.

Funnel Basecamp is the entry point to the planning method behind Funnel Camp. The partner works through a guided sequence - objectives, readiness to scale, the problem they solve, the service or product they offer, their market, their route to market - with an AI coach alongside them asking the questions a Funnel Coach would ask and helping them reach their own conclusions. It takes a few hours, not three days, and it ends in a one-page plan they can act on and show you.

If you want to lean in further, any one of you, your distributor, or a consulting partner can add up to two consulting hours to lift the quality of the thinking. No more than that: the partner does the work and owns the answer. It is free to you as well as to the partner, offered by invitation against commitments you make to promote it and oversee completion.

For you, the value is what it tells you.

Because every Funnel Basecamp plan is built on the same structure, you get a consistent, comparable read across your partner base: who has a clear problem to solve, who has the team and the readiness to scale, and who is guessing.

That gives your partner managers something they have never had - a strategy conversation they can hold without being strategists - and it gives you a defensible basis for where to spend scarce white-glove effort. And because the questions Funnel Basecamp asks are exactly the pre-work we run before a Funnel Camp, a partner who graduates arrives with that pre-work already done.

WHAT YOU ACTUALLY GET

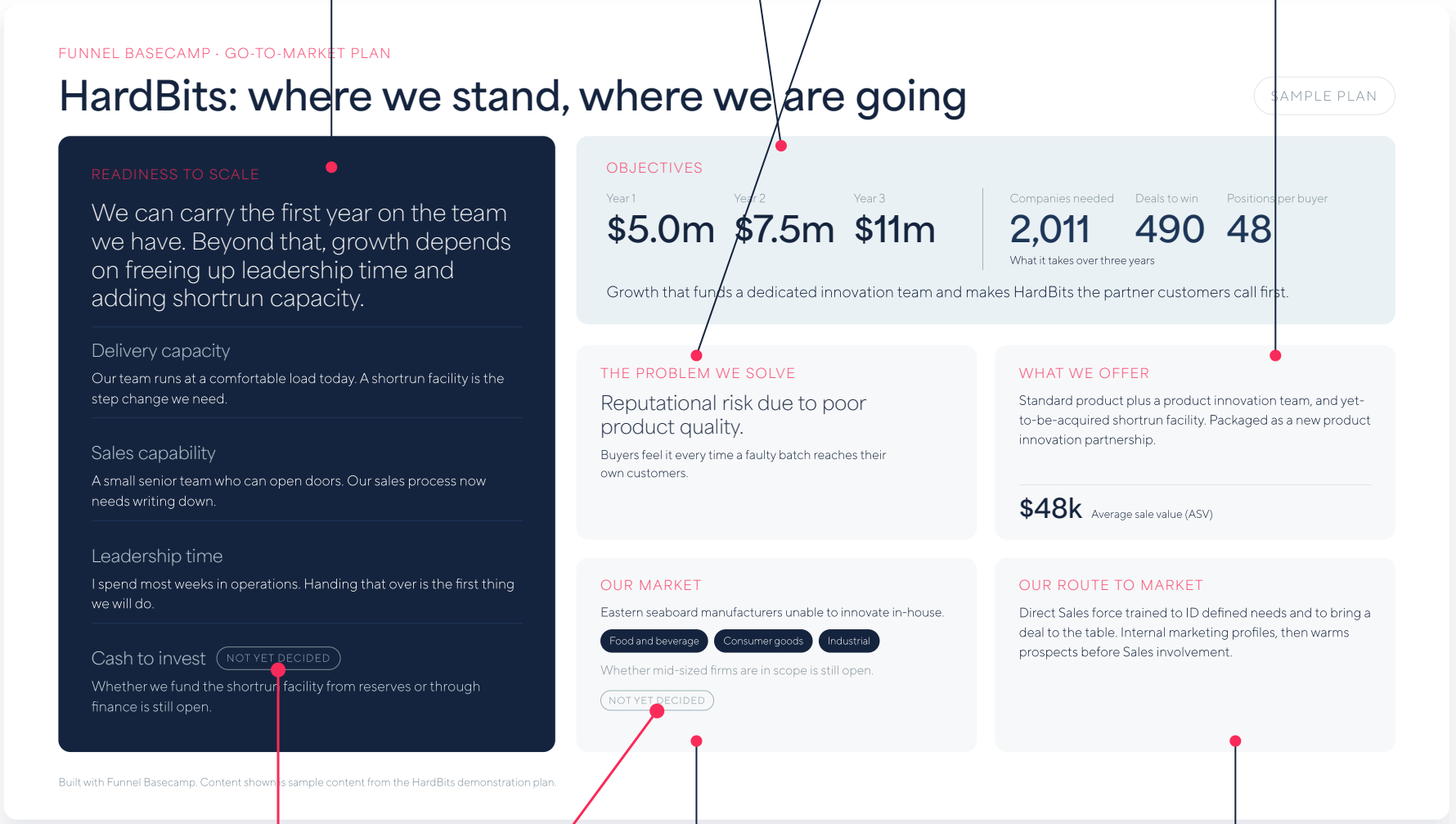
One page per partner. Here is what it tells you.

READINESS TO SCALE
Where this partner is genuinely constrained, in their own words

OBJECTIVES
The growth they are committing to, and the deal maths behind it

THE PROBLEM WE SOLVE
Whether they can name a problem a buyer recognises

WHAT WE OFFER
Whether the offer is packaged, or still an idea



NOT YET DECIDED

What the partner has not resolved. Often the most useful signal on the page, and one no CRM will ever give you.

OUR MARKET
How tightly they have defined who they sell to

OUR ROUTE TO MARKET
Whether there is a repeatable motion, or hope

THE LADDER

Funnel Basecamp

Self-service, AI-guided, up to two consulting hours added

FOR

Every partner in your ecosystem

Funnel Summit

Cohort, six to twelve partners in a room

FOR

Modest scope, or language and geography constraints

Funnel Camp

Facilitated, white-glove, unchanged

FOR

Partners the evidence says are ready

WHAT WE WOULD NEED FROM YOU

A cohort to invite

Funnel Basecamp is by invitation, not open enrolment.

Agreed commitments

Promote it, and oversee completion.

A position on reporting

What we report back, with partner consent.

A named owner

Someone to judge whether it worked.

Funnel Basecamp is where partners prepare. The ones who are ready climb.