



## Partnership Plan 2025 Strategy, Models & Milestones

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# Why Partnerships?

- Scaling in new markets (USA & Canada)
- Access to new customer segments
- Strengthening the technology ecosystem
- Win-win synergies in sales & integrations





# Target Partner Groups

We focus on:

- Resellers & Distributors
- Technology & Integration Partners
- Hardware Vendors (Kiosks, Terminals, Displays)
- Industry Networks & Associations



# Partnership Models

Model	Description	Key Benefit
Referral Partner	Introduce leads – earn commission	Quick start
Reseller Partner	Sell cleverQ under own contract	Revenue sharing
Integration Partner	Connect via API – create joint value	Added value for end users
Strategic Alliance	Deep collaboration & co-marketing	Long-term growth

# Partner Support

We invest in our partners' success:

- Technical support & integration guidance
- Training sessions & certifications
- Partner portal with sales kits & API docs
- Co-marketing: webinars, events, social media



# 2025 Milestones



Q2

**Onboard** 3  
referral partners



Q3

**Launch** 2 active  
integration  
partners



Q4

**Secure** 1 strategic  
alliance with >€500k  
revenue potential

# Success Metrics

- 25% of annual revenue via partners
- Time-to-revenue  $\leq$  3 months
- 90% partner satisfaction rating





# Next Steps

- Identify & prioritize potential partners
- Launch partner program in April 2025
- Build internal partner enablement team







## Let's Grow Together

cleverQ – Your smart partner for digital queueing, scheduling & service systems. Let's shape the future together.

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