

THE  
TRACTION GAP  
INSTITUTE™

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PARTNER  
PROGRAM

[www.tractiongap.com](http://www.tractiongap.com)

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## Partner Program Overview

The TGI has developed the Traction Gap Partner Program to enable individuals, companies and organizations to contribute to the ongoing development of the Traction Gap Framework.

### Charter Partner

Charter Partners can be individuals, teams, organizations, associations, firms or companies. Charter Partners play an integral role to the TGI by contributing IP, thought leadership, consulting, and content with prescriptive advice to entrepreneurs and their teams.

### Charter Partner Benefits

Charter Partners have the right to promote themselves as Charter Partners of the Traction Gap Institute (TGI) and to use the TGI logo on their website and other promotional materials. Charter Partners may submit content (e.g. blog posts) to the TGI in order to foster the adoption of the TG Framework and when such content is accepted, Charter Partners will receive attribution for all such contributions.

Additionally, Charter Partners receive a minimum of the following benefits:

#### Traction Gap Institute Events

**Description:** These are larger venues that support up to 100 attendees and are held 3-5 times during the year. As a Charter Partner, you have the right to attend all Traction Gap Institute events. Up to 5 members of your organization may participate.

**Audience:** senior technology executives, venture firm partners, limited partners, and the media

**Format:** The larger TGI events are held in interesting and high-end locations in San Francisco. The duration of the event is typically 3 hours on a weekday evening and includes networking before and after the main 1 hour presentation. Presentations generally include recent data and tactics captured from TGI interviews and may also include a key speaker or panel of speakers moderated by host selected by the TGI. All events are professionally recorded. Charter Partners are given access to all recordings and may repurpose them with appropriate TGI attribution. Charter Partners, from time to time, may be requested to make opening remarks or participate in panel discussions.

**Promotion:** Charter Partner's logo on event invitations, TGI website and event signage, along with social media coverage.

### Charter Partner Process

- Review and sign the Traction Gap Institute Partner Program Agreement
- Follow the TGI Partner Program Agreement requirements for IP attribution and contributions
- Pay annual fee

## Partner Program Overview (cont.)

### Traction Gap Institute Workshops

**Description:** Traction Gap Institute workshops are designed to explore and discuss key elements of the Traction Gap architectural pillars: product, revenue, team and systems. The purpose of these workshops is to help entrepreneurs resolve key issues their companies are currently faced with. As a Charter Partner, you have the right to attend all Traction Gap Institute workshops. Up to 2 members of your organization may participate.

**Audience:** Up to 15 CEOs of startup companies that have received professional venture funding.

**Format:** These workshops are held in San Mateo, CA at Wildcat Venture Partners headquarters. They are generally 3-4 hours in duration and led by a subject matter expert selected by the TGI.

**Promotion:** Charter Partner's logo and speaker bio on workshop invitations, TGI website and event signage, along with social media coverage.

*To learn more about becoming a Charter Partner, send an email to [info@tractiongap.com](mailto:info@tractiongap.com)*

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