



## THE VALUE OF BWP INTRODUCTIONS

You need to be able to prioritize your time. That's why we have a simple system to help you know which BWP introductions have the greatest potential value for you.

When we introduce a Funding Partner to a Contact, we provide the Funding Partner with a candid assessment of the value of that introduction according to 5 criteria:

- Strength (S) – Does BWP have a strong relationship with this Contact?
- Relevance (R) – Is this Contact relevant to the goals/needs you've asked us to help you achieve?
- Focus (F) – Do you and this Contact clearly share an area of focus?
- Desire (D) – Has this Contact expressed a desire to receive introductions to people like you?
- Timeliness (T) – Is there some factor that makes this introduction especially timely?

We clearly identify each introduction as a **Level X Introduction**, where X = the number of components contained in that introduction. Then we tag each introduction according to the specific components it features: S, R, F, D, T. Finally, we add a (+) sign for any that is especially high.

### **EXAMPLE #1**

*Dear Janice: I just sent you an email introduction to Bill Johnson, CEO of Firm ABC. This is a **Level 3 Introduction**. It has the components RFT.*

*R = Bill ran European operations for Cisco, which is highly relevant to your goals.*

*F = You two share a focus on patients with Type 2 diabetes.*

*T = Timeliness. Bill mentioned that they are looking for a channel partner right now.*

(There is no "S" because we don't know Bill well, and there is no "D" because Bill never asked BWP to make introductions like this one.)

### **EXAMPLE #2**

*Hi Steve – I just sent you an email introduction to John Smith, CMO at Company XYZ. This is a **Level 4 Introduction**. It has the components S(+)RFD.*

*S(+) = Our relationship with John is exceptionally strong. (We were college roommates).*

*R = He has relevant expertise in regards to your goal of expanding into Western Europe.*

*F = You share a focus on servicing healthcare providers.*

*D = John has expressed a desire to be connected with other people working in this space.*

(In this example, there is no "T" because there is no particular Timeliness that makes this introduction an even more valuable opportunity.)