Sebdel

Strategic Partnerships

Partnerships weighed carefully and written down plainly.

Service overview · English (US)
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Strategic Partnerships

Who I talk to

Operators with a working business

Looking to grow with technology and a lighter operation.

Companies with a new line

Looking for someone willing to commit to building it with them.

People already executing

Who can show what they've done before asking for anything.

When it makes sense

You have a business or an opportunity and believe working together does more than either side could alone.

The underlying problem

Many partnerships fall apart because nobody wrote down what each side would bring and expect.

What changes

A clear decision: we move ahead with a written agreement, or we stop without wasting anyone's time.

This is what we aim for. It isn't a guarantee: it also depends on the decisions made along the way.

What's included

- ✓ Initial conversation
- ✓ Fit assessment
- ✓ Diligence agreed by both sides

Forms and contributions

Building with AI

Depending on the case, with Daleki Lab.

Brand experience

Years building brands and communities.

Foreign trade

Depending on the case, with Daleki Trade.

Judgment and governance

A long view and rules in writing.

Each partnership takes its own shape, case by case, and can combine one or several of these contributions.

How it's evaluated

1

Talk

What you're building and what you propose.

2

Assess

Contributions, roles and whether the fit is real.

3

Review

Diligence: numbers, contracts and reputation.

4

Write

If we continue, roles and commitments in writing.

An example

You can check it

Verifiable example

Wingman has its own website and is the partnership running with my involvement. It's the closest look at how I work once a partnership is underway.

↗ Wingman ↗ My companies

Who does what



My part

I evaluate each proposal myself and make the decision.



The team

Depending on the case, group companies and legal and accounting advisers take part.

Time and participation

Duration

No fixed timeline. It depends on the diligence.

Good for both sides

If one side loses, the partnership won't last. I'd rather say no early.

No automatic rights

A conversation creates no stake, representation or exclusivity.

What I need from you

- → Verifiable information about the business
- → A specific proposal of contributions
- → Willingness to go through diligence

Terms

How it's set

There's no fee. Each partnership is structured case by case if both sides choose to continue.

Not included

- ✕ Any promise of investment
- ✕ Automatic stake, representation or exclusivity
- ✕ A standard fee
- ✕ Legal advice, which each side obtains separately

Common questions

Do you invest capital in partnerships?

Every case differs, and a conversation carries no investment commitment. If capital ever comes into it, that gets reviewed and written up separately.

Is there a cost to submit a proposal?

There's no standard fee. There's also no right to a yes: I read what comes in and reply when I see a conversation worth having.

What should a proposal include?

What business you have, what you've achieved, what you propose and what you expect from me. The more specific, the better.

Next step

Tell me what you're building.

Say what you propose and what each side brings. The message is ready to fill in.

WhatsApp
+593 99 785 4652

Email
onesebdel@gmail.com

More detail
onesebdel.com/en/services/partnerships