

THiNK Partner (Reseller) Program

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Objective

Enable ecosystem operators to:

- Deploy THiNK solutions
- Manage client implementations
- Generate revenue
- Support ecosystem growth

Lifecycle

1. Application
2. Academy Training
3. Certification
4. Practice Phase
5. Client Assignment
6. Build & Deployment
7. QA & Validation
8. Deployment Closure

THiNK Reseller Program Complete Guide

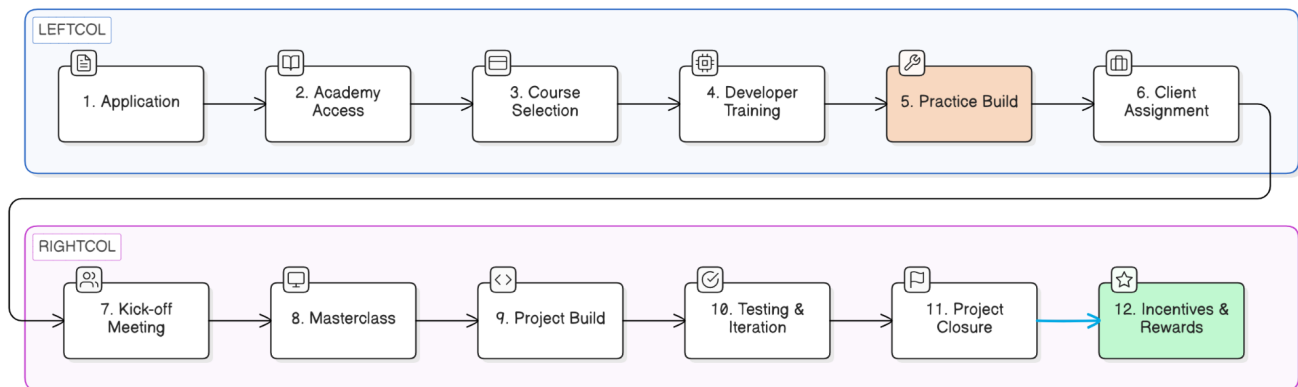
Overview

The THiNK Partnership Program empowers skilled developers to represent and deploy THiNK's solutions across client networks. The program is designed to ensure that every partner is both technically proficient and aligned with THiNK's values of innovation, safety, and ethical AI use.

This document outlines the end-to-end structured journey for joining, training, certification, and executing real-world AI projects within the THiNK ecosystem.

The reseller program is performance-driven, with clear monthly sales targets, deployment expectations, and incentive structures to ensure growth across partner territories.

Summary Flow Diagram



1. Application Phase

Objective

Identify and onboard qualified candidates to represent THiNK.

Process

- Interested candidates submit an online Partnership Program Application Form.
- Applications are reviewed by the THiNK Partnerships Team.
- Qualified applicants are notified of acceptance into the THiNK Partner Program.

Application Link: <https://events.think.ke/forms/partner>

Outcome

Successful applicants are granted access to THiNK Academy.

2. THiNK Academy Access Phase

Objective

Provide a structured learning environment where partners explore available learning paths.

Process

- Accepted applicants are redirected to THiNK Academy.
- Partners can browse available courses and learning tracks.
- Each course includes a clear outline of skills, outcomes, and requirements.

Outcome

Partner selects a relevant course aligned with their goals

3. Course Selection & Payment Phase

Objective

Formalize enrollment into a structured learning path.

Process

- Partner selects a preferred course from THiNK Academy.

- Course payment is completed via approved THiNK payment channels.
- Access is granted upon successful payment confirmation.

Outcome

Partner is officially enrolled into the Developer Training Program.

4. Developer Program (Training Phase)

Objective

Equip partners with the knowledge and tools to build, deploy, and manage AI solutions responsibly.

Components

- AI Fundamentals: THiNK AI architecture and core models
- AI Safety & Ethics: Responsible AI usage and compliance standards
- Bot Development & Integration: Building and deploying bots across platforms (web, WhatsApp, APIs)

Duration

Typically 2-3 weeks (flexible depending on course format).

Outcome

Certified THiNK Developer (Authorized Partner).

5. Optional Practice Build Phase

Objective

Allow partners to apply learned knowledge in a low-risk environment before real client work.

Process

- Partners build a sample or demo bot based on training modules.

- Internal review or self-assessment is conducted.
- Feedback may be provided by THiNK mentors.

Outcome

Improved readiness for real-world client assignments.

6. Client Assignment Phase

Objective

Connect trained developers with real THiNK clients for implementation.

Process

- Upon successful training completion, partners are assigned a THiNK client project.
- The partner is responsible for either:
 - Building a new bot, or
 - Managing and optimizing an existing bot.
- Collaboration with the THiNK Support & QA team is continuous.
- Daily stand-up meetings are conducted during execution.

Outcome

The partner is assigned a live client project for delivery.

7. Kick-off Meeting Phase

Objective

Align all stakeholders before development begins.

Process

- Formal introduction between assigned engineer, and THiNK team.
- Review of client requirements, scope, and success criteria.
- Clarification of technical expectations and constraints.

- Live Q&A session.
- Agreement on timelines, deliverables, and communication channels.

Outcome

Full alignment on project scope and execution plan.

8. Masterclass Phase

Objective

Provide deep technical enablement for successful project execution.

Process

- The assigned engineer conducts a structured masterclass session.
- Covers bot architecture, implementation patterns, and best practices.
- Live walkthrough of similar real-world builds.
- Troubleshooting guidance and optimization strategies.
- Interactive Q&A session.

Outcome

The partner is fully equipped to execute the client project successfully with reduced risk of errors.

9. Project Build Phase

Objective

Develop the client's AI solution based on agreed requirements.

Process

- Partner builds the bot using THiNK frameworks and standards.
- Continuous support from QA and technical teams.
- Iterative development based on feedback loops.

Outcome

Functional AI bot built according to client specifications.

10. Testing & Iteration Phase

Objective

Ensure quality, reliability, and production readiness.

Process

- Internal testing of bot functionality and workflows.
- Bug fixing and optimization.
- Client feedback integration.
- Performance and safety validation.

Outcome

Production-ready, stable AI solution.

11. Project Closure Phase

Objective

Formally complete and hand over the project.

Process

- Final client review and approval.
- Documentation and deployment sign-off.
- Knowledge transfer where required.

Outcome

The project successfully closed and deployed.

12. Incentives & Rewards Phase

Objective

Reward partner contribution and performance.

Process

- Partners receive incentives based on project completion and quality.
- Performance-based bonuses may be awarded.
- Opportunities for higher-tier projects and advanced roles are unlocked.

Outcome

Partner is rewarded and positioned for continued growth within the THiNK ecosystem.