THiNK Partnership Program Playbook

A complete guide for THiNK's Partnership program (**Ecosystem Development, Validation, Commercialization & Deployment Framework**)

Introduction

Purpose of the Playbook

This playbook defines the operational, technical, commercialization, governance, and ecosystem framework for the THiNK Partnership Program.

It serves as the primary guide for:

- Developers
- Fellows
- Partners
- Collaborators
- Universities
- Institutions
- Resellers
- Ecosystem operators
- Commercial deployment teams

The document establishes:

- Participation pathways
- Product deployment standards
- Validation systems
- Licensing structures
- Revenue frameworks
- Ecosystem governance
- Commercialization models

Core Philosophy

THiNK is designed as:

- A deployment ecosystem
- A validation ecosystem
- A commercialization ecosystem
- An innovation ecosystem
- A community infrastructure ecosystem

The ecosystem prioritizes:

- Real-world deployment
- Productization
- Community impact
- Commercial sustainability
- Open innovation
- Localization
- Employment creation

Ecosystem Vision & Strategic Objectives

Vision and Strategic Objectives

Vision

To build a scalable African innovation ecosystem that enables developers, institutions, businesses, and communities to create validated digital infrastructure, AI systems, and deployable solutions.

Strategic Objectives

The THiNK ecosystem aims to:

Developer Enablement

- Enable developers to build deployable systems
- Provide validation and commercialization pathways
- Create deployment-ready talent

Ecosystem Growth

- Expand institutional adoption
- Build scalable partnerships
- Enable open innovation collaboration

Commercialization

- Activate new revenue streams
- Create sustainable ecosystem businesses
- Scale deployable products

Community Impact

- Create jobs
- Support localization
- Enable digital inclusion
- Build public-interest infrastructure

Ecosystem Architecture

Ecosystem Architecture

The THiNK ecosystem consists of four integrated ecosystem layers:

3.1 Fellowship Program

Developer innovation and product deployment pathway.

3.2 THiNK Partner (Reseller) Program

Deployment, implementation, and monetization network.

3.3 THiNK Collaborators Program

Strategic partnership and institutional engagement framework.

3.4 Demand Intelligence Platform

Marketplace and open innovation commercialization platform.

Demand Intelligence Platform

Overview

The Demand Intelligence Platform is THiNK’s:

- Open innovation layer
- Marketplace layer
- Product discovery layer
- Ecosystem commercialization engine

It connects:

- Developers
- Institutions
- Partners
- Collaborators
- Clients
- Government
- NGOs
- Enterprises

Core Functions

Marketplace Enablement

Validated ecosystem products can enter the THiNK marketplace.

Reseller Activation

Products can be resold through:

- THiNK Partners
- Collaborators
- Institutional channels

Opportunity Matching

The platform matches:

- Demand ↔ Solutions
- Clients ↔ Developers
- Institutions ↔ Deployment Teams

Product Discovery

Validated ecosystem solutions gain:

- Marketplace visibility
- Commercial positioning
- Deployment opportunities

Demand Intelligence Platform

Marketplace Entry Rules

Solutions must:

- Pass THiNK Lab validation
- Meet CAP requirements
- Meet governance standards
- Meet localization readiness standards

Fellowship Program

Overview

The Fellowship Program is:

- Remote-first
- Output-driven
- Deployment-oriented
- Product-focused

It is NOT:

- A classroom training program
- A stipend-based program
- A passive participation program

Objectives

Enable developers to:

- Build solutions
- Validate products
- Deploy systems
- Commercialize innovation
- Create reusable digital infrastructure

Cohort Structure

Cohort Size

20 developers per cycle.

Frequency

2 cohorts annually.

Target Participants

- Final-year university students
- Emerging developers
- Early-stage innovators

Support Structure

- DevRel Lead
- Product Owners
- Technical Mentors
- QA Teams
- Operations Support
- THiNK Lab Teams

Fellowship tracks

Track 1 — Solution Deployment Track

Description

Designed for developers with:

- Existing systems
- Near-complete products
- Deployable applications

Goal

Deploy solutions into THiNK ecosystems.

Activities

- API integration
- Platform integration
- Pilot deployment
- User validation
- Ecosystem onboarding

Track 2 — Solution Build & Integration Track

Description

Designed for developers who:

- Need to complete systems
- Need infrastructure support
- Need deployment pathways

Goal

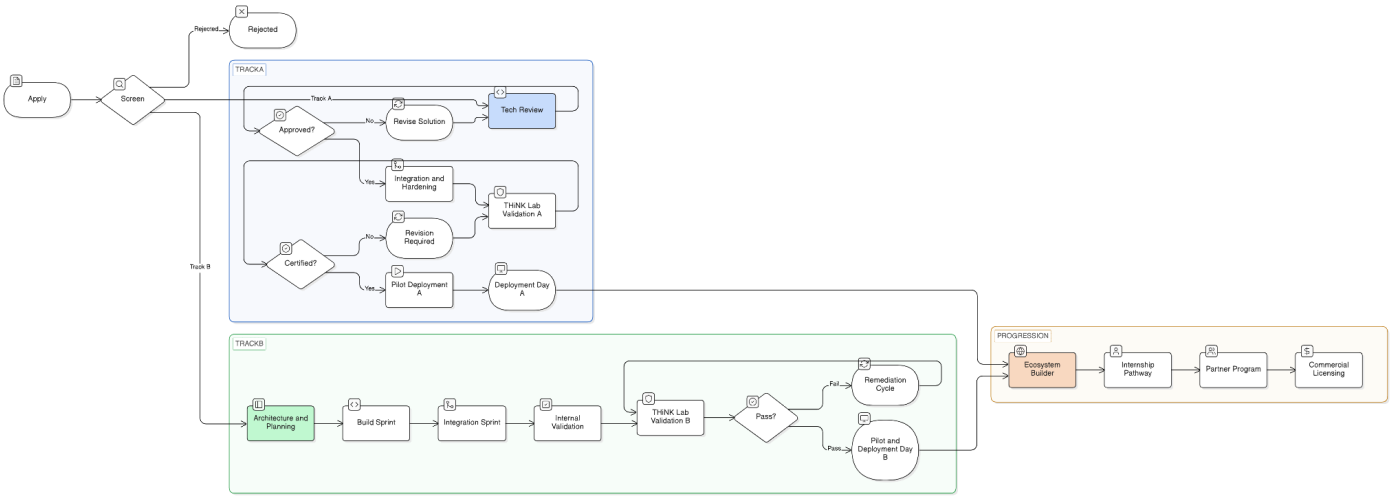
Build production-ready systems within 3 months.

Focus Areas

- AI systems
- RAG systems
- AI agents
- Conversational AI
- Community systems
- Localization systems
- API integrations
- Education technology
- Public-interest digital infrastructure

THiNK Fellowship Program Comprehensive Guide

Fellowship Flow Summary



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1. Fellowship Track Structure

Track A: Solution Deployment Track

For: Developers with near-complete solutions, MVPs, or existing tools.

Outcome:
Deployment and validation of a production-certified solution within the THiNK ecosystem.

Track B: Solution Build & Integration Track

For: Developers with strong technical capability and a solution concept under development.

Outcome:
Build, integrate, and deploy a production-ready solution within 12 weeks.

2. Application & Track Selection (Week 0)

Objective

Assess applicants and confirm readiness for their chosen track.

Process

Developers submit:

- Project summary
- Current stage (idea / MVP / production-ready)
- Technical stack
- Demo evidence (GitHub, link, screenshots, API docs)

Evaluation Areas

- Technical capability
- Product feasibility
- Ecosystem fit
- Localization readiness

Output

- Acceptance / Rejection
- Track confirmation (self-selected)
- Mentor assignment
- Fellowship brief

TRACK A: SOLUTION DEPLOYMENT TRACK

Phase 1: Technical Review (Week 1)

Objective

Validate readiness of existing solution for integration.

Focus Areas

- Code quality
- API readiness
- Security baseline
- Deployment compatibility

Output

Approved for integration

Phase 2: Integration & Hardening (Weeks 2–5)

Objective

Integrate solution into THiNK ecosystem and stabilize it.

Activities

- THiNK API integration
- Performance optimization
- Bug fixes and refinements
- Compliance adjustments

Output

Deployment-ready system

Phase 3: THiNK Lab Validation (Weeks 6–7)

Objective

Certify solution using CAP framework.

CAP Framework

- Compliance – ethical + governance checks
- Accuracy – correctness of outputs
- Performance – speed, stability, scalability

Additional Checks

- Security validation
- Localization readiness
- System reliability

Output

Certified solution (or revision required)

Phase 4: Pilot Deployment (Week 8)

Objective

Deploy into a real THiNK ecosystem use case.

Environments

- THiNK Clubs
- Screening Centres
- Internal THiNK systems

Metrics

- Adoption
- Accuracy
- Performance
- Operational value

Phase 5: Deployment Day & Progression (Week 9)

Developers present:

- Final solution
- Validation results
- Pilot performance
- Deployment readiness
- Commercial potential

TRACK B: SOLUTION BUILD & INTEGRATION TRACK

Phase 1: Architecture & Planning (Week 1)

Objective

Define technical foundation before development begins.

Deliverables

- System architecture
- Tech stack selection
- Deployment approach
- Validation criteria

Phase 2: Build Sprint (Weeks 2–6)

Objective

Develop working MVP.

Activities

- Core system development
- Weekly sprint demos
- Mentor feedback cycles

Output

Functional MVP

Phase 3: Integration Sprint (Weeks 7–8)

Objective

Integrate with THiNK systems.

Activities

- API integration
- Localization implementation

- Performance improvements

Output

THiNK-compatible solution

Phase 4: Internal Validation (Weeks 9–10)

Objective

Ensure production readiness.

Validation Areas

- Functionality
- Stability
- Security
- UX
- Localization

Output

Release Candidate

Phase 5: THiNK Lab Validation (Weeks 11–12)

Objective

Final certification via CAP framework.

CAP Framework

- Compliance

- Accuracy
- Performance

Additional Checks

- Ethical AI compliance
- Security audit
- Localization quality

Outcomes

- Pass → Deployment
- Conditional Pass → Fixes required
- Fail → Remediation cycle

Phase 6: Pilot Deployment (Week 12)

Objective

Deploy into a live ecosystem environment.

Environments

- THiNK Clubs
- Screening Centres
- Internal systems

Final Deliverables

- Live deployment
- Demo presentation

3. Progression Pathways

After Deployment Day, fellows may transition into:

Ecosystem Builder

Solution published in THiNK Credibility Centre

Internship Pathway

Placement into THiNK product or engineering teams

Partner Program Transition

Move into THiNK Reseller ecosystem

Commercial Licensing

Licensing agreements for external or enterprise deployment

4. Fellowship Operating Requirements

All fellows must:

- Meet weekly milestones
- Submit demo updates
- Maintain documentation
- Participate in reviews
- Resolve blockers within 24 hours

5. Fellowship Incentives

Non-cash benefits include:

- THiNK Lab certification
- Ecosystem credibility recognition
- Internship consideration
- Partner track eligibility
- Licensing opportunities

THiNK Lab Validation Framework

Overview

THiNK Lab is the ecosystem credibility and certification layer.

All ecosystem systems must pass through THiNK Lab before:

- Marketplace entry
- Client deployment
- Enterprise integration
- Institutional rollout

CAP Validation Framework

Compliance

- Regulatory alignment
- Governance standards
- Policy alignment

Accuracy

- Functional reliability
- AI quality testing
- Output consistency

Performance

- Scalability
- Reliability
- SLA compliance
- Speed benchmarking

Additional Validation

- Security testing
- Ethical AI checks
- Localization readiness
- Accessibility checks
- Production benchmarking

Licensing & Intellectual Property Framework

Core Principle

Developers retain ownership of their intellectual property unless contractually agreed otherwise.

THiNK acts as:

- Deployment platform
- Validation layer
- Commercialization ecosystem
- Pilot environment

Licensing Models

Community Use License

THiNK receives non-exclusive usage rights.

Commercial License

THiNK may commercially deploy the solution.

White-Label/OEM License

THiNK may rebrand and deploy the solution.

API Usage License

Solutions are monetized through API consumption.

Dual Licensing

Community + commercial licensing structure.

Exclusive Licensing

Strategic or sector-specific exclusivity.

Open Source & Community Licensing Models

NOODL License

A collaborative innovation licensing philosophy emphasizing:

- Shared innovation
- Ecosystem participation
- Contributor recognition
- Local adaptation

Esethu License

A collective-benefit licensing philosophy emphasizing:

- Ethical reuse
- Shared social impact
- Community ownership values
- Public-interest infrastructure

Creative Commons Stack

CC BY

Reuse with attribution.

CC BY-SA

Reuse with attribution + same-license sharing.

CC BY-NC

Non-commercial reuse only.

CC BY-NC-SA

Non-commercial + share-alike.

CC0

Public domain dedication.

Open Source Software Licenses

MIT License

Permissive commercial reuse.

Apache 2.0

Enterprise-friendly with patent protections.

GPL

Requires derivative works to remain open source.

Licensing vs Royalties

License

Defines legal permission to:

- Use
- Modify
- Deploy
- Commercialize

A license does not automatically imply payment.

Royalty

A royalty is a payment mechanism attached to licensing.

Examples:

- Revenue share
- API usage fees
- Per-client licensing
- Recurring payments

Commercialization & Revenue Models

Revenue Models

- Marketplace sales
- Enterprise deployments
- API monetization
- White-label licensing
- Reseller commissions
- Revenue-sharing agreements

Revenue Participants

THiNK

Platform revenue and commercialization fees.

Fellows

Licensing and deployment earnings.

Partners

Reseller and deployment revenue.

Collaborators

Institutional and enterprise revenue.

Client Ownership & Non-Compete Framework

Client Ownership

Clients sourced through:

- THiNK marketplace
- THiNK partnerships
- THiNK reseller networks

remain ecosystem clients under THiNK governance unless contractually agreed otherwise.

Non-Compete & Anti-Circumvention

Agreements may include:

- Client protection clauses
- Territory restrictions
- Sector exclusivity
- Anti-circumvention rules

Applied selectively for:

- Enterprise deployments
- Government engagements
- Strategic commercial partnerships

THiNK Partner (Reseller) Program

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

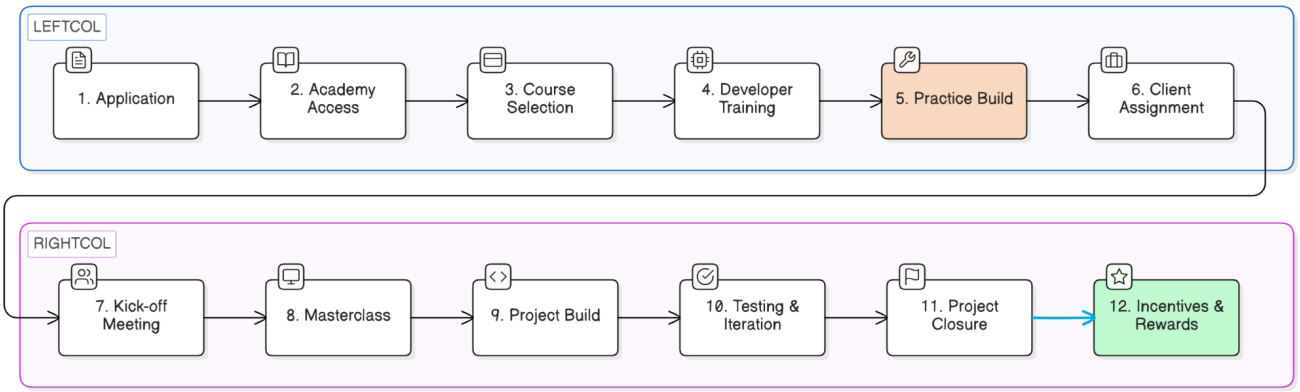
Overview

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.

THiNK Collaborators Program

Overview

The Collaborators Program enables organizations to:

- Resell THiNK products
- Deploy ecosystem solutions
- Expand market access
- Enable institutional adoption

Collaboration Tracks

Reseller Collaboration

Commercial distribution.

Deployment Collaboration

Sector implementations.

Embedded / White-Label Collaboration

Product integration.

Ecosystem Support Collaboration

Research, sponsorship, and enablement.

Commercial Models

- Referral commissions
- Revenue sharing
- Licensing margins
- Enterprise agreements

Ecosystem Components

Ecosystem Components

THiNK Clubs (THiNK Chapters)

University and community innovation hubs.

Functions:

- Learning
- Collaboration
- Peer engagement
- Ecosystem participation

Ecosystem Components

Virtual Language Resource Centres (VLRCs)

Dedicated localization and language readiness infrastructure.

Functions:

- Localization support
- Translation readiness
- Multilingual evaluation
- Cultural adaptation testing

Ecosystem Components

Pre-Screening Centres

Dedicated onboarding and readiness evaluation infrastructure.

Functions:

- Technical assessment
- AI literacy evaluation
- Cohort placement
- Certification readiness

Impact Framework

Impact Framework

People Impact

Employment

- Developers employed
- Contractors activated
- Freelance ecosystem operators

Entrepreneurship

- Businesses formed
- Agencies created
- Startups incubated

Product Impact

Intellectual Property

- Products created
- APIs developed
- AI systems deployed

Deployment Metrics

- Production systems launched
- Marketplace products activated

Financial Impact

THiNK Revenue

Platform and licensing earnings.

Fellow Revenue

Deployment and licensing income.

Partner Revenue

Reseller and implementation earnings.

Collaborator Revenue

Institutional and enterprise deployment income.

Ecosystem Metrics

- Total KES generated
- Revenue per deployment
- Revenue per developer
- Active deployments
- Active products
- Active ecosystem businesses

Governance Structure

Governance Structure

Team

DevRel Team

Community and cohort management.

Product Team

Technical alignment and integrations.

Partnerships Team

Commercial and institutional activation.

THiNK Lab

Validation and certification governance.

Legal Team

Contracts, licensing, and compliance.

Commercialization Team

Revenue activation, partnerships, and market expansion.

Operational Principles

Operational Principles

- Small high-quality cohorts
- Deployment-first execution
- Validation before commercialization
- Community-centered innovation
- Commercial sustainability
- Open ecosystem participation
- Localized deployment readiness
- Product ownership protection
- Ecosystem accountability

Strategic Outcomes

Strategic Outcomes

The THiNK ecosystem is designed to create:

- A validated innovation ecosystem
- A scalable deployment network
- A commercialization infrastructure
- A developer economy
- Institutional digital transformation pathways
- Public-interest digital infrastructure
- AI-enabled localization systems
- Sustainable ecosystem businesses

Appendices & Licensing Reference

Appendices & Licensing Reference

Appendix A — Licensing Categories

- Community License
- Commercial License
- OEM License
- API License
- Dual License
- Exclusive License

Appendix B — Open Source Reference

- MIT
- Apache 2.0
- GPL
- CC BY
- CC BY-SA
- CC BY-NC
- CC BY-NC-SA
- CC0

Appendix C — Validation Reference

THiNK Lab CAP Framework:

- Compliance
- Accuracy
- Performance

Appendix D — Ecosystem Layers

- Fellowship Program
- Partner Program
- Collaborators Program
- Demand Intelligence Platform
- THiNK Lab
- THiNK Clubs
- VLRCs
- Pre-Screening Centres