

Introduction

- [Overview](#)
- [Reseller Journey](#)
- [Roles and Responsibilities](#)
- [Program Structure](#)

Overview

About the THiNK Reseller Program

The **THiNK Reseller Program** is a strategic partnership initiative designed to empower developers, technology professionals, and businesses to deliver AI-powered solutions using THiNK's technology ecosystem. Through the program, partners receive structured training, technical support, and access to THiNK's AI platforms, enabling them to implement intelligent solutions for organizations across different industries.

The program combines technical capacity building with real-world project opportunities, ensuring that partners are equipped not only with the knowledge to develop AI solutions but also with the practical experience required to deploy them successfully. Participants progress through a structured journey that includes application, onboarding, technical training, certification, client project delivery, and continuous professional development.

The THiNK Reseller Program focuses on delivering high-quality, ethical, and scalable AI solutions while building a trusted network of certified implementation partners. Resellers represent THiNK in their respective regions by assisting organizations in adopting conversational AI, retrieval-augmented generation (RAG) systems, intelligent automation, and custom AI applications that address real business challenges.

Beyond project delivery, the program fosters a collaborative ecosystem where partners continuously learn, share best practices, and contribute to the growth of responsible AI adoption. Certified resellers become an extension of THiNK's implementation and support network, helping expand access to innovative AI technologies while maintaining consistent standards of quality, security, and ethical practice.

Vision and Objectives

Vision

To build Africa's leading network of certified AI implementation partners, enabling organizations to adopt responsible, secure, and impactful artificial intelligence solutions through a trusted ecosystem of skilled professionals.

Program Objectives

The THiNK Reseller Program is guided by the following objectives:

- Build a community of certified AI professionals capable of deploying THiNK solutions across diverse industries.
- Expand access to AI technologies by creating regional implementation partners who can support organizations locally.
- Equip partners with practical knowledge in AI development, deployment, and support through structured training and mentorship.
- Promote responsible and ethical AI development by integrating AI governance, safety, and best practices throughout the partner journey.
- Deliver consistent, high-quality client implementations using standardized methodologies and technical frameworks.
- Create sustainable business opportunities for partners through project assignments, incentives, and long-term collaboration.
- Strengthen the THiNK ecosystem by fostering innovation, knowledge sharing, and continuous improvement among partners.

Together, these objectives ensure that every certified reseller contributes to the growth of a reliable, scalable, and responsible AI ecosystem.

Benefits of Becoming a Reseller

Joining the THiNK Reseller Program provides access to technical resources, professional development opportunities, and a growing network of AI practitioners. The program is designed to support partners throughout their journey—from acquiring technical skills to delivering successful client projects.

Certified resellers benefit from:

- **Structured AI Training** through THiNK Academy, covering AI fundamentals, bot development, RAG systems, integrations, and responsible AI practices.
- **Professional Certification** demonstrating proficiency in deploying THiNK AI solutions and adherence to established quality standards.
- **Real Client Projects** that provide practical implementation experience and opportunities to build a professional portfolio.
- **Technical Mentorship** from THiNK engineers and solution architects during project delivery.
- **Access to THiNK Technologies**, including AI frameworks, deployment tools, APIs, and technical documentation.
- **Business Growth Opportunities** through participation in commercial projects, implementation assignments, and partner incentives.
- **Community Collaboration** with fellow developers, AI practitioners, and technology experts for continuous learning and knowledge exchange.

- **Ongoing Support** including quality assurance, technical guidance, and implementation best practices.

As partners gain experience and consistently deliver high-quality solutions, they may become eligible for larger projects, advanced technical responsibilities, and expanded collaboration opportunities within the THiNK ecosystem.

Reseller Journey

The THiNK Reseller Program follows a structured pathway that prepares partners to successfully deliver AI solutions while maintaining consistent technical and quality standards.

The journey consists of the following stages:

1. Application

Interested candidates submit an online application detailing their professional background, technical experience, and areas of expertise. Applications are reviewed by the THiNK Partnerships Team to assess eligibility and readiness.

2. Onboarding

Successful applicants receive access to the program, orientation materials, and THiNK Academy. During onboarding, partners become familiar with program expectations, communication channels, and available resources.

3. Training and Certification

Partners complete the Developer Training Program, which covers AI fundamentals, conversational AI, bot development, AI ethics, deployment, and solution integration. Assessments and practical exercises are used to evaluate readiness before certification.

4. Client Project Assignment

Certified partners are matched with suitable client projects based on their technical skills, experience, and availability. Each project begins with a structured kick-off meeting involving the client and the THiNK implementation team.

5. Solution Development and Deployment

Partners design, develop, test, and deploy AI solutions using THiNK frameworks and recommended technologies while receiving technical guidance and quality assurance support.

6. Project Completion and Growth

Upon successful project delivery, partners receive performance evaluations, incentives where applicable, and opportunities for future projects. Continuous learning and advanced training enable partners to further develop their expertise within the THiNK ecosystem.

This structured journey ensures consistent partner development while maintaining high standards of service delivery and customer satisfaction.

Roles and Responsibilities

The success of the THiNK Reseller Program depends on clear roles and effective collaboration among all participants.

Reseller

The reseller serves as the primary implementation partner responsible for delivering AI solutions to assigned clients. Responsibilities include completing training, adhering to THiNK technical standards, developing solutions, maintaining project documentation, communicating with clients, and participating in quality assurance activities.

THiNK Partnerships Team

The Partnerships Team manages partner recruitment, onboarding, communication, project allocation, performance monitoring, and overall program administration. The team also ensures that partners receive the resources and support required for successful engagement.

Technical Mentors

Technical mentors guide partners throughout training and project implementation. They provide architectural guidance, code reviews, troubleshooting assistance, and recommendations for best practices to ensure successful solution delivery.

Quality Assurance Team

The QA Team evaluates project deliverables to ensure compliance with technical, security, and performance standards. They conduct testing, identify issues, verify fixes, and approve solutions before deployment.

Client

Clients define project requirements, provide business context, participate in project reviews, validate deliverables, and formally approve completed solutions before project closure.

Each stakeholder contributes to maintaining the quality, professionalism, and reliability of every project delivered through the THiNK Reseller Program.

Program Structure

The THiNK Reseller Program is organized into four interconnected components that support partner development from recruitment to long-term engagement.

Recruitment and Onboarding

This phase identifies qualified professionals through an application and selection process. Successful applicants are onboarded into the program and introduced to THiNK's ecosystem, tools, and operational procedures.

Training and Certification

Partners complete structured learning through THiNK Academy, combining theoretical knowledge with practical exercises. Successful completion of assessments leads to certification as a THiNK Reseller.

Project Delivery

Certified partners are assigned client projects where they apply their skills to design, develop, test, and deploy AI solutions. Throughout implementation, partners receive technical mentorship and quality assurance support to ensure successful outcomes.

Continuous Growth

Following project completion, partners remain active members of the THiNK ecosystem through continued learning, community engagement, performance reviews, and access to future implementation opportunities. High-performing partners may qualify for advanced projects, specialized training, and leadership roles within the partner network.

This structured approach ensures that every reseller receives the knowledge, resources, and support necessary to deliver high-quality AI solutions while contributing to the growth of a trusted and sustainable partner ecosystem.