



## Product Development & Distribution Partner Establishment *Innovative Start Up*



### *The Challenge*

DRIVA Check was searching for an organisation that could help increase their exposure to insurers and retail organisations and was willing to be rewarded on results.

### *The Task*

Having substantial international experience of motor insurance, the motor industry, retail and membership organisations, we worked with DRIVA Check in the following areas:

- Product development
- Spotting partnership opportunities
- Developing the pitch to the partner organisation or brand
- Target Partner Identification
- Brokering distribution partner relationships

### *The Results*

Affinity Maker™ has helped DRIVA Check re-design the product to reduce production costs and increase relevance to their target markets. Through alternative sourcing and financial negotiation, the product cost has been reduced by over 200%. Numerous partnering opportunities have been identified and prioritised and we are currently developing relevant pitches to the different target markets. Using our industry connections, the final stage is brokering these distribution partner relationships.

*"Affinity Maker™ has brought enormous value to DRIVA Check already by combining their industry knowledge and connections with our public relations and communications skills. They are also diligently keeping us on track to meet our revenue generation objectives."*

**Kate Engler,  
Managing Director**