Creator partnership checklist

Use with the proposed agreement. Check an item only when the answer is clear in writing. Record unresolved questions; this is not a score.

Creator / product: ____________________ Partner: ____________________
Proposal version / date: ______________ Reviewed by: _________________

1. Product and scope

- ☐ Product, buyer problem, and supporting evidence are specific.
- ☐ Deliverables, exclusions, milestones, and acceptance criteria are written.
- ☐ Changes require a named approver and a revised scope.

Status: clear / needs clarification / not acceptable | Agreement section: ______

Open question / responsible person / due date

2. Funding and cost recovery

- ☐ Each upfront and ongoing cost has a payer and approval limit.
- ☐ Recoverable costs and their order of deduction are defined.
- ☐ Low or zero sales: any repayment or minimum payment is explicit.

Status: clear / needs clarification / not acceptable | Agreement section: ______

Open question / responsible person / due date

3. Responsibilities and approvals

- ☐ Creator time, content, promotion, and response expectations are written.
- ☐ Named owners cover support, refunds, updates, and outages.
- ☐ Product, pricing, claims, branding, and disclosure approvals are clear.

Status: clear / needs clarification / not acceptable | Agreement section: ______

Open question / responsible person / due date

4. Ownership, licenses, and access

- ☐ Existing and newly created assets have stated owners and usage rights.
- ☐ Exclusivity, reuse, name/likeness use, and duration are explicit.
- ☐ Account access, exports, and permitted customer-data use are documented.

Status: clear / needs clarification / not acceptable | Agreement section: ______

Open question / responsible person / due date

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5. Revenue calculation

- ☐ Included sales and the cash-collected or booked-sales basis are defined.
- ☐ Refunds, taxes, fees, reserves, and approved costs are handled explicitly.
- ☐ Both parties can reproduce a sample payout; no cost is counted twice.

Status: clear / needs clarification / not acceptable | Agreement section: ______

Open question / responsible person / due date

6. Reporting and payment

- ☐ The collecting entity, payment schedule, and statement fields are named.
- ☐ Records can be checked and errors or disputes have a resolution process.
- ☐ Holds, late refunds, final payments, and tax administration are assigned.

Status: clear / needs clarification / not acceptable | Agreement section: ______

Open question / responsible person / due date

7. Duration, exit, and customers

- ☐ Term, renewal, notice, and breach/repair steps are written.
- ☐ Future selling rights, continuing shares, and handover dates are clear.
- ☐ Existing buyers keep an identified support/access/refund contact.

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Reproduce the payout
Payments collected: ______ - agreed deductions: ______ = amount split: ______
Creator share: ______ % x amount split = payout: ______
Check the order of cost recovery, reserves, and later adjustments against the agreement.

Next decision: continue discussions / seek clarification / decline

What must be resolved before committing?