PARTNER REVENUE GENERATOR

A Gemini Gem for Partnership Managers

Find warm accounts inside your partner ecosystems. Before the meeting.

What This Gem Does

The Partner Revenue Generator is a Gemini gem that helps partnership managers find companies inside a partner's ecosystem that are most likely to buy your product right now.

Instead of going into a partner meeting empty-handed, or manually digging through case studies and LinkedIn for hours, you run this gem in minutes and get back a scored list of 10 target companies with the signals explaining why each one is ready.

It works by scanning publicly available information: job postings, funding announcements, expansion hires, integration marketplaces, and market signals. No account sharing required. No private data from either side.

The output is a ranked prospect list you can bring to your next partner meeting, share with the partner's AE, or use to prioritize your co-sell motion.

How It Works

The gem runs in three phases.

Phase 0: Intelligence Intake

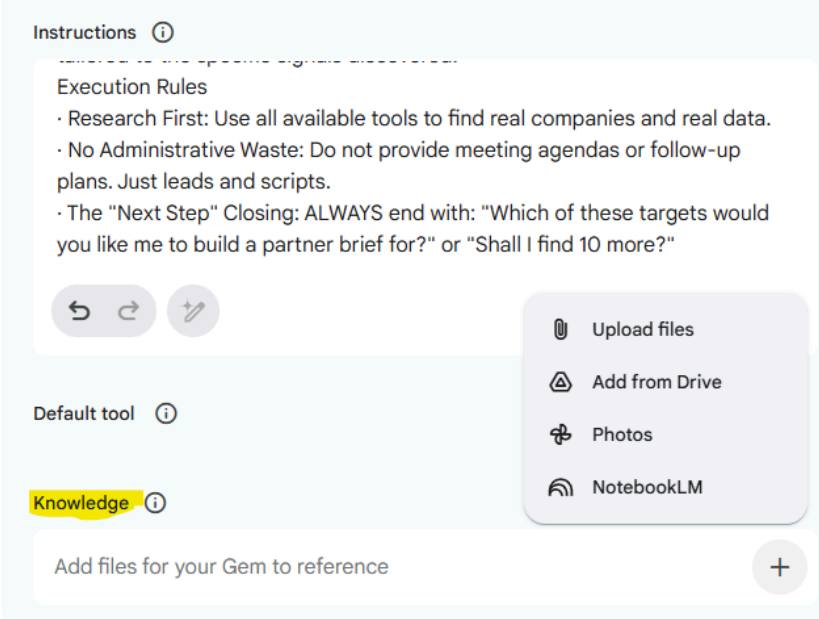
Before doing anything, the gem asks you to describe your product and the problem it solves. This is mandatory. Without this context, the scoring is generic and useless.

You can provide any of the following:

- A product URL
- A GTM document or battlecard

- A plain text description of your product, your ICP, and your top three customer pain points (works better with a markdown file .md)

You can also upload the .md file in the Knowledge:



The gem extracts your top buying signals from this input and calibrates everything that follows.

Phase 1: The Ecosystem Scan

You provide a partner name or URL. The gem scans publicly available sources to identify 10 real companies from that partner's ecosystem: customers listed in case studies, companies in their integration marketplace, publicly referenced clients.

It does not invent companies. If it cannot find 10 verified names, it tells you.

Optional: if your partner has shared a customer list with you directly, paste it into the gem. It will score the accounts on that list by propensity to buy your product and tell you who to call first.

Phase 2: Propensity Scoring

Each of the 10 companies is scored from 0 to 100 based on four weighted signals:

Signal	Points	What It Looks For
Product Fit	**40 pts**	Direct evidence the company has the pain your product solves: job postings mentioning the problem, tech stack gaps, or specific operational signals.
Expansion Signal	**20 pts**	Funding rounds, headcount growth, new market entry, or M&A activity indicating budget availability and growth momentum.
Decision Maker	**20 pts**	Presence of the specific job titles required for a buying decision: VP of Partnerships, Head of RevOps, CRO, or equivalent.
Partner Leverage	**20 pts**	How deeply the company uses the partner's product in a way that creates a natural entry point for your solution.

Phase 3: The Output

The gem delivers three things:

- **Revenue Brief:** A tactical summary of the highest-yield opportunities and the single best quick win on the list.
- **Scored Target Table:** A signal-intelligence table with all 10 targets, their scores, and the specific signals that drove each score.
- **Outreach Scripts:** Three tailored introduction scripts for each of the top targets, written for a partnership manager to use in outreach or in a partner meeting.

How to Use It

Follow these steps the first time you run the gem.

1. **Open Gemini:** https://gemini.google.com/gem/123t2e-wphTqlinRkr3vOOw6Rv4p4K7Oq?usp=sharing
2. **Describe your product.** When the gem asks for your product context, paste your product URL or a short description of what you sell, who you sell to, and the top three problems you solve.
3. **Name a partner.** Enter the name or URL of the partner whose ecosystem you want to scan. The gem will identify 10 target companies and score them.
4. **Use the output.** Take the scored list into your next partner meeting. Share the top accounts with the partner's AE. Use the outreach scripts to initiate contact.

Limitations

This gem works well in specific situations and does not work in others. Know the difference before you use it.

Works well for:

- Co-sell motions where buying signals appear publicly
- Partners with visible customer bases: case studies, integration marketplaces, public client lists
- Companies that have raised funding recently or are actively hiring in expansion roles
- Scoring a customer list your partner has shared with you directly

Does not work for:

- Reseller and distribution motions where transactional data is private. If you need to know which accounts buy through a reseller like CDW, that data requires the reseller to share it directly. This gem cannot access it.
- Partners with no public customer presence. If a partner does not publish case studies, integration listings, or client references, the gem has no data surface to work from.
- Real-time CRM data. The gem works from public signals, not from your internal pipeline or your partner's closed deal history.
- Replacing account mapping tools. If you need bilateral account overlap data, use Crossbeam or a similar account mapping platform. This gem complements that motion, it does not replace it.

If a signal looks wrong or a company name is unfamiliar, verify it before using it in a partner meeting. The gem is a starting point for your research, not a replacement for it.

How to Customize It

The Gem is in Viewer mode, meaning that you can’t edit. Share with me your email to get an editable version of the Gem.

The gem is built to be adapted to your specific product and partner program. Here is what to change and what to keep.

Change: Your Product Context

The most important customization is the product description you give in Phase 0. The more specific you are, the more accurate the scoring.

A weak input:

We sell a SaaS product for B2B companies.

A strong input:

We sell a revenue intelligence tool for mid-market SaaS companies using Salesforce. Our top three customer pain points are: (1) AEs don't know which deals are at risk until it's too late, (2) managers spend 4 hours per week manually reviewing pipeline, (3) RevOps can't produce accurate forecast reports without pulling data from three systems.

The specificity of your pain points directly determines the accuracy of the Product Fit scoring.

Change: Partner Types

If your program includes different partner types, adjust the Phase 1 prompt to reflect the sources where that partner type's customers appear publicly.

For marketplace partners: point the gem toward marketplace listings and app reviews.

For consulting partners: point the gem toward client case studies and methodology pages.

For integration partners: point the gem toward the integration marketplace and mutual customer references.

Keep: The Scoring Logic

The four-signal scoring matrix is calibrated based on real partnership conversion patterns. The weighting reflects what actually predicts a co-sell conversion: product fit matters more than partner leverage, expansion signals matter as much as decision maker presence.

You can adjust the weights if your program has a different conversion profile, but start with the defaults and only change them after you have run at least 10 partner scans and can compare outputs.

Knowledge

The Gem is designed to be Universal: add battlecards, product pages, UVP, marketing materials to convert the Universal Gem into your own customer hunter.

If this gem helped you find a warm account or run a better partner meeting, share it with your team. The goal is to help partnership managers do more with what they already have.

About the Project Behind This Gem

This gem was built by Francesco Iuliano as a free tool for the partnership management community.

The logic behind the gem comes from 10+ years of hands-on partnership experience across B2B SaaS companies. The scoring signals, the output format, and the partner type distinctions are all grounded in real co-sell motions, real partner meetings, and real pipeline conversations.

I built this gem as part of a side project I've been working on called Kumi AI. I've spent the last 10+ years managing partner programs and got tired of doing the same manual work every day. So I started embedding my frameworks and workflows directly into a tool that does the heavy lifting for me.

Kumi is still early. I'm actively looking for partnership managers who want to try it, break it, and tell me what's wrong with it. Not as beta testers. As peers who have the same frustrations I had.

If this gem was useful and you're curious what else is in there, I'd genuinely love your feedback.

Questions or feedback: Connect with me on LinkedIn or reach out via PL slack.