

BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc !” IV Creative

2 Relationships Identified

BUSINESS PROFILES

Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

REFERRAL 1/2

70% conf

IV Creative !” Free Agents Inc

Reasoning:

IV Creative specializes in content creation, which could be beneficial for Free Agents Inc's clients looking for marketing support. They both target local businesses, allowing for a natural referral relationship where IV Creative can send clients needing professional services to Free Agents Inc.

Value Proposition:

Increased client base for both businesses, potentially resulting in 5-10 new referred clients per month, translating to an estimated \$10,000 in added revenue for each business.

Collaboration Example:

IV Creative could refer its clients who need business consulting to Free Agents Inc. For example, if a local retail shop struggles with social media strategy, IV Creative can recommend Free Agents Inc to help optimize their business operations, earning a referral fee for each client successfully onboarded.

Synergy Potential:

Both businesses focus on nurturing and growing local companies, making their collaboration not only strategic but also deeply rooted in community support. This shared mission enhances their credibility and appeal to local business owners.

Action Items:

1. Schedule a meeting between Iliana and James to discuss referral terms.
2. Create a referral agreement outlining benefits for both parties.
3. Develop a co-branded marketing piece to promote the referral relationship.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

Free Agents Inc !' IV Creative

Reasoning:

Free Agents Inc can refer clients who need marketing services to IV Creative, providing a comprehensive solution to their clients' business issues. This creates a win-win scenario as Free Agents can enhance their service offerings while helping IV Creative reach more clients.

Value Proposition:

By referring clients needing marketing support, Free Agents Inc can add value to their service and potentially earn a referral fee, while IV Creative can gain 5-10 new clients monthly, increasing its revenue by an estimated \$8,000.

Collaboration Example:

When Free Agents Inc is working with a small tech startup that requires branding and online presence improvement, they can refer the startup to IV Creative for tailored content creation services. This partnership can lead to a successful project, where both businesses earn from their respective services.

Synergy Potential:

The combination of professional consulting from Free Agents Inc and creative marketing from IV Creative provides a holistic approach for small businesses, helping them thrive in the competitive Jacksonville market.

Action Items:

1. Arrange a discussion between James and Iliana to establish referral guidelines.
2. Develop a tracking system for referred clients to monitor success and compensation.
3. Create a shared communication strategy to ensure both parties are informed about referrals.

Value: MEDIUM

MUTUAL BENEFIT