

BUSINESS RELATIONSHIP ANALYSIS

JAX AI Agency !” The Collective Om

2 Relationships Identified

BUSINESS PROFILES

JAX AI Agency

Contact: Vic Bushe

Industry: Technology

Technology and AI Consulting

The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

COLLABORATION 1/2

80% conf

JAX AI Agency !” The Collective Om

Reasoning:

JAX AI Agency and The Collective Om can collaborate to create a unique wellness app that integrates AI-driven insights to help users track their health and wellness goals. This partnership can help both businesses tap into each other's customer bases and enhance their service offerings.

Value Proposition:

By combining their expertise, they can potentially generate \$10,000 in new revenue through app subscriptions and increase customer retention for both services.

Collaboration Example:

JAX AI Agency develops an AI-driven feature for The Collective Om's wellness program that provides personalized health tips based on user data. For instance, users can receive reminders for hydration or meditation sessions tailored to their schedules. They could launch a pilot program with a local gym, attracting at least 50 users, where they both share the subscription revenue and gain user feedback for future refinements.

Synergy Potential:

The unique synergy lies in their complementary strengths; JAX AI brings advanced technology capabilities while The Collective Om offers holistic health insights, creating a powerful convergence of tech and wellness that neither could achieve alone.

Action Items:

1. Schedule a brainstorming session to identify specific features for the wellness app.
2. Develop a marketing plan targeting their combined customer base for the app launch.
3. Create a pilot program with a local fitness studio to test the app with real users.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

JAX AI Agency | The Collective Om

Reasoning:

Both businesses target small and mid-sized companies, but from different angles. JAX AI can refer clients seeking wellness programs to The Collective Om, while The Collective Om can recommend JAX AI's AI solutions to businesses looking to modernize operations.

Value Proposition:

This referral relationship could lead to an estimated \$5,000 in additional revenue for each business through cross-referrals over the next quarter.

Collaboration Example:

When JAX AI Agency works with a local restaurant that is looking to improve employee well-being through wellness programs, they can refer them to The Collective Om. Conversely, if The Collective Om encounters a small marketing agency interested in streamlining operations with AI, they can direct them to JAX AI Agency, ensuring both clients receive tailored solutions.

Synergy Potential:

The synergy comes from their shared target market, which allows for seamless referrals that enhance customer satisfaction and loyalty while broadening their service offerings.

Action Items:

1. Create a referral agreement defining terms and benefits for both parties.
2. Develop a joint marketing flyer highlighting both services for local businesses.
3. Host an informational webinar for small businesses that showcases both companies' offerings.

Value: MEDIUM

MUTUAL BENEFIT