

# JAX Bridges

Business Relationship Analysis

December 12, 2025

## JPO Logistics LLC

- Logistics

General freight services and dispatching service.

### Contact Information

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### TARGET MARKET

Shippers and owner operators

### Partnership Opportunities (25)

#### 1 Communikate Design & Marketing

Marketing & Design

85%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Vendor)

Communikate can provide marketing materials and brand development for JPO Logistics, enhancing their visibility in the logistics sector. This relationship is beneficial as JPO currently lacks a strong marketing strategy, which could improve their client engagement.

**VALUE:** If Communikate designs a new website and marketing materials, JPO could significantly increase its client inquiries, potentially boosting revenue by 20% through enhanced online presence and branding.

#### > WHAT YOU PROVIDE (Referral)

Both JPO Logistics and Communikate Design & Marketing serve businesses, but they target different segments. JPO works with shippers and owner-operators, while Communikate focuses on founders, entrepreneurs, and non-profits. JPO could refer clients needing branding or marketing services to Communikate, while Communikate could refer logistics needs to JPO.

**VALUE:** By exchanging referrals, JPO can enhance its service offerings, potentially increasing its revenue by tapping into Communikate's client base, while Communikate can gain new clients from the logistics sector.

#### [!] PARTNERSHIP SCENARIO

*JPO Logistics identifies a client, a local startup needing both freight services and a new website for product launches. They refer this client to Communikate, who then designs the website and branding. Both businesses agree to split the referral fee, resulting in JPO earning \$300 while Communikate lands a \$2,000 project.*

#### [\*] UNIQUE SYNERGY

This pairing leverages JPO's established network of shippers and owner-operators, which may need marketing services,

creating a unique synergy where logistics and marketing intersect.

#### NEXT STEPS:

- 1 Set up an introductory meeting between Paulette and Kate to discuss referral processes.
- 2 Create a shared referral agreement outlining commission structures.
- 3 Develop co-branded marketing materials that highlight each other's services.

## 2 JAX AI Agency

Technology

80%

-> One-way

#### <- WHAT THEY PROVIDE (Collaboration)

JAX AI Agency can collaborate with JPO Logistics to develop a pilot project that utilizes AI for optimizing freight routes, which is a direct application of JAX AI's technology expertise in a critical area for JPO.

**VALUE:** By collaborating on a pilot project, both companies can showcase a unique combined service that could attract new clients and increase operational efficiency, potentially boosting revenue by up to 25% for both parties.

#### [!] PARTNERSHIP SCENARIO

*They could jointly design an AI tool that analyzes shipping data to predict optimal routes based on traffic and weather conditions, reducing delivery times. For instance, they could target a regional shipping company looking to reduce costs, where JAX builds the tool, and JPO implements it. They split any fees earned from the shipping company after a successful pilot.*

#### [\*] UNIQUE SYNERGY

The unique synergy comes from combining JAX AI's advanced AI capabilities with JPO Logistics' industry knowledge, allowing for the creation of cutting-edge solutions specifically tailored for the logistics sector.

#### NEXT STEPS:

- 1 Identify specific pain points in JPO's current logistics operations that can be addressed with AI solutions.
- 2 Draft a project proposal outlining the collaborative pilot's goals, deliverables, and timelines.
- 3 Schedule a workshop to brainstorm ideas and finalize the collaboration plan, involving both teams.

## 3 IV Creative

Marketing & Design

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Collaboration)

IV Creative can help JPO Logistics enhance its online presence through targeted content creation and marketing strategies, which could attract more clients in the logistics sector.

**VALUE:** By implementing a new marketing campaign with IV Creative, JPO Logistics could see a 20% increase in client inquiries, translating to an estimated \$15,000 in new business.

#### -> WHAT YOU PROVIDE (Referral)

JPO Logistics serves shippers and owner operators, while IV Creative targets local businesses that may require logistics support. They can refer clients to each other when logistics or marketing needs arise.

**VALUE:** Increased client base for both businesses through mutual referrals, potentially generating an additional \$10,000 in combined revenue over the next quarter.

#### [!] PARTNERSHIP SCENARIO

*If a local business owner contacts IV Creative for marketing services but also needs help with shipping their products, IV can refer them to JPO Logistics. Conversely, if JPO Logistics has a client looking to improve their online presence, they can send them to IV Creative. Each referral could lead to an immediate project worth \$2,000.*

#### [\*] UNIQUE SYNERGY

Both businesses operate in complementary fields and can leverage their local networks to enhance their service offerings, creating a win-win situation for clients seeking comprehensive support.

#### NEXT STEPS:

- 1 Arrange a meeting between Paulette and Iliana to discuss referral processes and potential joint marketing strategies.
- 2 Create a referral agreement outlining commission structures for referred clients.
- 3 Develop co-branded marketing materials that highlight the benefits of using both services.

## 4 Organize Design Create

Marketing & Design

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Organize Design Create caters to startups and small businesses that may require logistics solutions for shipping their products or materials. In this way, they can refer clients to JPO Logistics.

**VALUE:** By establishing a referral system, Organize Design Create can enhance its service offerings, adding value for clients while earning a commission on referred logistics contracts, potentially increasing revenue by 10%.

### -> WHAT YOU PROVIDE (Referral)

JPO Logistics serves shippers and owner-operators who are likely in need of marketing services to grow their businesses. In turn, Organize Design Create's target market includes entrepreneurs and small businesses who may require logistics services for shipping their products.

**VALUE:** By referring clients to each other, both businesses can tap into new customer bases, potentially increasing revenue by 15% through cross-referrals.

### [!] PARTNERSHIP SCENARIO

*JPO Logistics could refer its clients who need marketing help to Organize Design Create, while Organize could recommend JPO to its startup clients who need reliable freight services. For instance, if a startup in Organize's network needs to ship products for a promotional event, JPO could handle the logistics, and in return, Organize would help the same startup create an effective marketing campaign, generating an estimated \$2,000 in fees for both businesses.*

### [\*] UNIQUE SYNERGY

This partnership uniquely combines logistics and marketing expertise, creating a comprehensive support system for startups and small businesses that are often overwhelmed by both shipping and marketing needs.

### NEXT STEPS:

- 1 Schedule a meeting between Paulette and Victoria to discuss referral strategies.
- 2 Create a referral form or document outlining the services each business offers for easy sharing.
- 3 Launch a joint marketing campaign promoting the combined services to their respective customer bases.

## 5 Bluebird Health Partners

Technology

75%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Vendor)

Bluebird Health Partners could provide consulting services to JPO Logistics to optimize their workforce health strategy, which is vital in the logistics industry. This service could enhance JPO's operational efficiency and employee satisfaction.

**VALUE:** By engaging Bluebird for consulting services, JPO could improve employee health strategies, reducing turnover and increasing productivity, potentially saving up to 20% on hiring costs.

### -> WHAT YOU PROVIDE (Referral)

JPO Logistics serves shippers and owner operators who may also be in need of healthcare solutions, particularly those in logistics sectors that require employee health management. Bluebird Health Partners, with its focus on healthcare strategy, could benefit from referrals from JPO's network.

**VALUE:** By referring clients to Bluebird Health Partners, JPO could earn referral fees, potentially increasing revenue by 10-15%. Bluebird increases its client base within a logistics-focused market.

### [!] PARTNERSHIP SCENARIO

JPO Logistics identifies a shipping company that needs to enhance its employee health benefits. JPO introduces this client to Bluebird Health Partners, who then provides a tailored consulting package. For every client referred, JPO receives a \$1,000 referral fee, which could lead to 5-10 referrals per quarter.

#### [\*] UNIQUE SYNERGY

The unique synergy lies in JPO's extensive network within the logistics industry, which often requires robust healthcare solutions for its workforce, creating a targeted entry point for Bluebird's services.

#### NEXT STEPS:

- 1 Develop a referral agreement outlining fees and terms.
- 2 Create a joint marketing flyer highlighting the benefits of Bluebird's services for logistics companies.
- 3 Schedule a meeting to discuss potential client introductions.

## 6 Enriquez Aesthetics

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Enriquez Aesthetics targets individuals who may require logistics services for business-related skincare products or supplies, creating a referral opportunity for JPO Logistics. Clients purchasing high-end skincare products may also seek reliable logistics services.

**VALUE:** Potential to generate new business for JPO Logistics by accessing Enriquez Aesthetics' clientele, which could lead to an estimated 5-15% growth in logistics service requests.

#### -> WHAT YOU PROVIDE (Referral)

JPO Logistics services shippers and owner operators, while Enriquez Aesthetics targets individuals seeking quality skincare. Both businesses could refer clients to one another without competition, enhancing customer satisfaction and increasing referral traffic.

**VALUE:** Increased customer base and potential revenue through cross-referrals, estimated at 10-20% increase in clientele for both businesses.

#### [!] PARTNERSHIP SCENARIO

*JPO Logistics could provide referral cards to clients who frequently transport goods, suggesting they visit Enriquez Aesthetics for stress relief through luxury facial experiences. In return, Enriquez Aesthetics could offer discounts to clients referred by JPO, creating a seamless referral system that elevates both brands.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in the lifestyle connection; JPO's logistics clients might frequently deal with stress and high demands, making them prime candidates for relaxation and skincare services offered by Enriquez Aesthetics.

#### NEXT STEPS:

- 1 Develop referral cards to be handed out by JPO Logistics drivers that include a discount for Enriquez Aesthetics.
- 2 Create a social media post announcing the collaboration to both customer bases.
- 3 Set up a meeting to discuss potential joint marketing efforts and customer feedback mechanisms.

7

## Tosh's Urban Garden

Health &amp; Wellness

75%

&lt;-&gt; Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Tosh's Urban Garden targets health-conscious individuals who may also require logistics services for their own products, such as small local farmers or artisans. By referring these clients to JPO Logistics, Tosh can add value to her customer relationships.

**VALUE:** Tosh's Urban Garden could earn referral fees from JPO Logistics for each client they bring in, adding a new revenue stream while providing her customers with reliable logistics solutions.

### -> WHAT YOU PROVIDE (Vendor)

JPO Logistics provides dispatching services that could be beneficial for Tosh's Urban Garden, especially if they expand their distribution of herbal products. JPO can handle the logistics of shipping these products to retailers or directly to customers.

**VALUE:** JPO Logistics could potentially increase its revenue by taking on additional shipments for Tosh's Urban Garden, while Tosh's Urban Garden would save on shipping costs and ensure timely delivery of their products.

### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden can partner with JPO Logistics to set up a recurring shipment schedule for their herbal products to health food stores across Jacksonville. For example, JPO could handle weekly deliveries of teas and tinctures, guaranteeing freshness and efficient supply chain management, creating a reliable service that enhances both brands' reputations.*

### [\*] UNIQUE SYNERGY

The pairing is unique as JPO Logistics can tap into the growing health and wellness market while supporting a local business that aligns with eco-conscious values, creating positive brand associations.

### NEXT STEPS:

- 1 Arrange a meeting between Paulette Orr and Latachia Kins-Hunt to discuss potential shipping needs and logistics requirements.
- 2 Conduct a trial shipment for a week to evaluate the efficiency and costs involved.
- 3 Create a promotional package highlighting the partnership that could be shared with both companies' customer bases.

8

## Celebrate & Smile International Steppers

Arts &amp; Creative

75%

&lt;-&gt; Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Celebrate & Smile works with companies that may require logistics solutions for events or employee engagement activities. They can refer clients to JPO Logistics for their freight needs.

**VALUE:** Celebrate & Smile can enhance their service offerings by providing logistics solutions for events, while JPO Logistics can benefit from new clients referred through Celebrate & Smile's network.

### -> WHAT YOU PROVIDE (Referral)

JPO Logistics services shippers and owner operators, while Celebrate & Smile targets companies looking to enhance employee relations. They can refer clients to each other since businesses needing logistics might also seek employee engagement services.

**VALUE:** Both businesses could see an increase in client base; JPO Logistics could gain access to companies seeking logistics solutions, and Celebrate & Smile could reach out to shipping companies looking to improve company culture.

### [!] PARTNERSHIP SCENARIO

*When JPO Logistics acquires a new shipping client, they can recommend Celebrate & Smile's dance programs for team-building events. For instance, if a shipping company hires JPO for a large project, JPO can suggest a dance workshop hosted by Celebrate & Smile during a team retreat, enhancing the client's employee morale while generating a referral fee for JPO.*

### [\*] UNIQUE SYNERGY

This pairing is unique because JPO Logistics works with a diverse range of businesses, which opens multiple avenues for Celebrate & Smile to provide their services, enhancing workplace culture in industries often focused solely on logistics.

#### NEXT STEPS:

- 1 Schedule a meeting between Paulette and Tiffany to discuss referral opportunities.
- 2 Create a referral agreement outlining benefits and compensation for each successful lead.
- 3 Develop a joint marketing flyer highlighting the benefits of logistics and employee engagement for companies.

## 9 We buy any house

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

We Buy Any House often works with clients who need to sell quickly due to financial distress, which may lead them to require transportation services for their belongings. JPO Logistics can be recommended to these clients to assist with moving their items efficiently.

**VALUE:** We Buy Any House can enhance its service offering by referring its clients to JPO Logistics for their moving needs, potentially increasing customer satisfaction and loyalty, while JPO can gain a new stream of business.

#### -> WHAT YOU PROVIDE (Referral)

JPO Logistics has a target market of shippers and owner-operators who may also have real estate interests, such as commercial properties or need for storage solutions. We Buy Any House targets individuals needing to sell properties, which can overlap with JPO's clientele who might require logistics for moving goods or relocating.

**VALUE:** By referring clients to each other, JPO Logistics could access new clients needing logistics for their properties, while We Buy Any House can gain leads on sellers who may also require moving services, enhancing their sales opportunities.

#### [!] PARTNERSHIP SCENARIO

If JPO Logistics identifies clients needing to relocate after selling a property through We Buy Any House, they can refer these clients to We Buy Any House while also providing them with discounted moving and logistics services. For example, JPO could create a brochure offering moving discounts for those selling their properties to We Buy Any House, creating a streamlined process for clients.

#### [\*] UNIQUE SYNERGY

The unique synergy lies in the complementary nature of logistics and real estate; JPO can facilitate the logistics needs of We Buy Any House's sellers, while We Buy Any House can help JPO's clients who may be looking for property solutions, thus creating a seamless service experience for overlapping customer bases.

#### NEXT STEPS:

- 1 Set up a meeting between Paulette Orr and Chris Moore to discuss referral structures.
- 2 Develop a joint promotional brochure outlining services and potential discounts for referred clients.
- 3 Create a tracking system to monitor referred clients and measure conversion rates.

## 10 Jamz Trainings

Health & Wellness

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Jamz Trainings' target market includes recreational athletes who may require logistics services for traveling to tournaments or training camps. Referring these athletes to JPO Logistics can provide valuable services without direct competition.

**VALUE:** Access to a new customer segment for JPO Logistics, potentially leading to an additional \$5,000 in revenue from logistics services over the next quarter.

#### -> WHAT YOU PROVIDE (Referral)

JPO Logistics serves shippers and owner operators, while Jamz Trainings targets middle-age recreational athletes who may also require logistics for transporting sports equipment or attending events. They can refer clients to each other without competing for the same market.

**VALUE:** Increased client base for both businesses through targeted referrals, potentially generating an additional \$10,000 in combined revenue over six months.

#### [!] PARTNERSHIP SCENARIO

*When Jamz Trainings hosts a community sports event, JPO Logistics can provide transportation services for participants' gear. In return, Jamz can refer attendees to JPO for any logistics needs related to upcoming sports events, creating a mutually beneficial referral network.*

#### [\*] UNIQUE SYNERGY

Both businesses target active community members, making them uniquely positioned to cross-promote their services to a similar clientele, enhancing community engagement.

#### NEXT STEPS:

- 1 Organize a meeting between Paulette and James to discuss referral strategies.
- 2 Create a referral program where each business offers discounts to referred clients.
- 3 Develop co-branded marketing materials highlighting both businesses' services.

## 11 MyahnArt LLC

Marketing & Design

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Vendor)

MyahnArt could provide creative services for JPO Logistics' branding and office environment, enhancing their image and client experience. This could include custom artwork for their office or promotional materials.

**VALUE:** Enhancing JPO Logistics' branding could lead to a 20% increase in client inquiries, potentially adding \$15,000 in revenue from new clients attracted by an improved aesthetic.

#### > WHAT YOU PROVIDE (Referral)

Both businesses target clients who are looking to enhance their brand presence or aesthetics. JPO Logistics can refer MyahnArt to shippers who want to improve their logistics hubs or warehouses with artistic murals, while MyahnArt can refer businesses needing logistics solutions for transporting art and supplies.

**VALUE:** Increased customer engagement and revenue through cross-referrals, potentially generating an additional \$10,000 in combined revenue over the next quarter.

#### [!] PARTNERSHIP SCENARIO

*JPO Logistics connects MyahnArt with a local business looking to revamp their storefront. MyahnArt creates a vibrant mural that attracts more foot traffic, while JPO Logistics handles the art supplies delivery, earning a referral fee from MyahnArt for the introduction. This scenario could happen next week as they both have access to local businesses in Jacksonville.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because it combines logistics expertise with creative marketing services, allowing for a comprehensive approach to client needs-both operational and aesthetic.

#### NEXT STEPS:

- 1 Schedule a joint meeting to discuss referral strategies and identify specific target clients.
- 2 Create a referral agreement outlining terms and benefits for both parties.
- 3 Launch a co-marketing campaign highlighting the benefits of combining logistics and artistic design.

#### <- WHAT THEY PROVIDE (Referral)

Grayland's clientele, including commercial lenders and property owners, may require logistics services for real estate transactions and property management, allowing for mutual referrals.

**VALUE:** Grayland could add value to its property owners by recommending JPO Logistics for freight solutions, potentially increasing client satisfaction and retention, while JPO gains new clients from Grayland's network.

#### > WHAT YOU PROVIDE (Referral)

JPO Logistics and Grayland serve different but complementary markets. JPO could refer clients needing commercial property appraisals to Grayland, while Grayland could direct clients looking for logistics solutions to JPO, creating a network of support for their respective clients.

**VALUE:** Increased client referrals could lead to an estimated 15% increase in new business for both companies, translating to significant revenue growth over time.

#### [!] PARTNERSHIP SCENARIO

*A local construction firm that JPO Logistics works with is looking to purchase new commercial property. JPO refers them to Grayland for an appraisal, resulting in a successful sale. In return, Grayland refers a new client needing logistics for their commercial real estate developments, creating a mutually beneficial flow of business.*

#### [\*] UNIQUE SYNERGY

Both businesses thrive on strong networks; JPO focuses on freight and logistics while Grayland specializes in property evaluation, allowing them to provide comprehensive solutions to their clients without overlapping services.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss mutual referral opportunities and establish a referral agreement.
- 2 Create a shared marketing flyer highlighting both services for distribution to clients.
- 3 Implement a tracking system for referrals to measure the success of the partnership.

#### <- WHAT THEY PROVIDE (Referral)

Free Agents works with companies that often need shipping and logistics solutions, which allows them to refer clients to JPO Logistics for their freight needs.

**VALUE:** Free Agents can offer additional value to their clients by connecting them with logistics services, while JPO Logistics can access a new clientele seeking their specific services.

#### > WHAT YOU PROVIDE (Referral)

JPO Logistics serves shippers and owner-operators who may also require professional services for business issues, while Free Agents focuses on solving problems for companies with 5 to 250 employees. They can refer clients to each other based on overlapping needs without competing directly.

**VALUE:** Both businesses can expand their client base without competing, leading to increased revenue through referrals and enhanced service offerings.

#### [!] PARTNERSHIP SCENARIO

*JPO Logistics identifies a shipping client who is struggling with operational efficiency and refers them to Free Agents. In return, Free Agents encounters a small business needing reliable logistics support for their supply chain and recommends JPO. Each company earns a referral fee of 10% on the first project, potentially resulting in \$1,000 each from a \$10,000 service contract.*

#### [\*] UNIQUE SYNERGY

The unique synergy comes from their ability to mutually enhance their service offerings; logistics and professional services complement each other perfectly, especially for small to mid-sized businesses seeking comprehensive solutions.

#### NEXT STEPS:

- 1 Set up a meeting between Paulette and James to discuss referral structures.
- 2 Create a joint marketing flyer highlighting the referral partnership benefits.
- 3 Establish a tracking system for referrals and measure success after three months.

## 14 WhitBits Cookies

Professional Services

75%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Vendor)

WhitBits Cookies could supply cookies for events that require logistics services, allowing JPO Logistics to enhance their service offerings by providing catering options during freight delivery for events.

**VALUE:** Adding cookie delivery to JPO Logistics' service offerings could potentially increase their service appeal, leading to a projected 15% increase in service contracts for events requiring logistics.

### -> WHAT YOU PROVIDE (Referral)

JPO Logistics serves shippers and owner operators, while WhitBits Cookies targets corporate professionals and event planners. Both businesses can refer clients to each other, as event planners may require logistics services for their events and corporate professionals may need catering for meetings.

**VALUE:** Increasing referral traffic could lead to a potential revenue increase of 20% for both businesses as they tap into each other's customer bases.

### [!] PARTNERSHIP SCENARIO

*During a corporate event planned by an office manager, WhitBits Cookies provides cookie catering services. If the event requires shipping materials or equipment, the office manager could then rely on JPO Logistics to handle those logistics, leading to both companies receiving a portion of the business from the same event.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in the intersection of logistics and event planning, where timely delivery of cookies can enhance corporate events, thus strengthening both businesses' reputations and customer satisfaction.

### NEXT STEPS:

- 1 Schedule a meeting between Paulette Orr and Whitney Branch to discuss mutual referral opportunities.
- 2 Create a co-branded brochure highlighting services and referral advantages for clients.
- 3 Launch a referral program offering discounts or incentives for clients referred between businesses.

## 15 Aspirations Behavioral Health Inc.

Health & Wellness

75%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Aspirations Behavioral Health serves individuals who may require physical goods or services, including logistics services for transporting wellness products or supplies. They can refer clients who need logistics support for their mental health initiatives.

**VALUE:** By referring clients who require logistics for wellness products, Aspirations can earn a commission while ensuring their clients receive reliable transportation services, potentially increasing their service value by 15%.

### -> WHAT YOU PROVIDE (Referral)

JPO Logistics serves shippers and owner-operators who may also need mental health support, especially in high-stress logistics roles. Aspirations Behavioral Health can offer specialized mental health services to JPO's clients, thus creating a strong referral network.

**VALUE:** By referring clients, JPO can enhance its service offerings, leading to increased customer loyalty, which could result in a 20% increase in repeat business.

### [!] PARTNERSHIP SCENARIO

JPO Logistics could send out a monthly newsletter featuring mental health resources provided by Aspirations. For example, a truck driver facing stress from long hauls could receive a link to a free initial consultation, helping to improve their mental well-being while increasing JPO's value proposition to its clients.

#### [\*] UNIQUE SYNERGY

The unique synergy lies in the high-stress nature of logistics work, making mental health support a critical need. This partnership not only addresses a significant issue but also positions both companies as holistic service providers in their respective fields.

#### NEXT STEPS:

- 1 Schedule a meeting between JPO Logistics and Aspirations to discuss referral terms.
- 2 Develop a co-branded flyer to include in JPO's client communications outlining mental health resources.
- 3 Create a feedback loop to measure the effectiveness of referrals in improving customer satisfaction.



#### <- WHAT THEY PROVIDE (Vendor)

Flow could provide coaching services to JPO Logistics to enhance their operational effectiveness, which would help them better serve their clients. This could include training sessions on customer service or efficiency that can directly impact JPO's logistics operations.

**VALUE:** By utilizing Flow's coaching services, JPO Logistics could improve their client satisfaction scores by 20%, leading to better retention and potential upsells.

#### -> WHAT YOU PROVIDE (Referral)

JPO Logistics serves shippers and owner-operators, which may include businesses in need of coaching for operational efficiency. Flow, offering coaching services, could benefit from referrals from JPO Logistics to enhance their client base. Conversely, JPO could refer clients who might benefit from coaching to improve their logistics operations.

**VALUE:** By referring clients to each other, both businesses could increase their customer base by approximately 10-15% over the next quarter.

#### [!] PARTNERSHIP SCENARIO

*JPO Logistics identifies a client struggling with operational challenges and refers them to Flow for coaching. In return, Flow promotes JPO's logistics services to clients needing reliable freight solutions. They could set up a quarterly referral meeting to discuss potential leads, boosting both businesses' revenues.*

#### [\*] UNIQUE SYNERGY

This pairing uniquely leverages JPO's industry contacts to enhance Flow's clientele while providing shippers with tools for better operational management. Their combined expertise allows for a more holistic service offering, benefiting clients in logistics and coaching.

#### NEXT STEPS:

- 1 Set up an introductory meeting to discuss referral opportunities.
- 2 Create a referral agreement outlining specific terms and client types for referrals.
- 3 Develop co-branded marketing materials to promote the referral relationship.

## 17 Jazzi's Creations

Events & Gifts

70%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Jazzi's Creations serves families and businesses looking for personalized gifts, which may include promotional items that require logistics services. They can refer clients needing shipping solutions to JPO Logistics, creating mutual referrals.

**VALUE:** By referring clients to JPO, Jazzi's can earn a referral fee of 10% on logistics contracts, potentially generating an additional \$1,000 in revenue per month.

### -> WHAT YOU PROVIDE (Vendor)

JPO Logistics could provide logistics services for Jazzi's Creations, especially for shipping personalized gifts and craft supplies. This relationship would enable Jazzi's to efficiently deliver products to their customers, enhancing customer satisfaction.

**VALUE:** By utilizing JPO Logistics for deliveries, Jazzi's Creations could reduce shipping costs by 15% and increase delivery speed, leading to a potential revenue increase of \$2,000 per month from satisfied customers.

### [!] PARTNERSHIP SCENARIO

*JPO Logistics manages all the shipping logistics for Jazzi's Creations during the busy holiday season. For instance, if Jazzi's receives an order for 100 custom gift baskets, JPO handles the entire shipping process, ensuring timely delivery to clients across Jacksonville. This partnership allows Jazzi's to focus on crafting while JPO efficiently manages the logistics.*

### [\*] UNIQUE SYNERGY

This pairing is unique because Jazzi's Creations' need for reliable, cost-effective shipping aligns perfectly with JPO's logistics expertise, creating a streamlined process that enhances customer experience for both businesses.

### NEXT STEPS:

- 1 Set up an introductory meeting between Paulette Orr and Jasmyne Irizarry to discuss logistics needs.
- 2 Develop a trial shipping agreement for Jazzi's to test JPO's services during the upcoming holiday season.
- 3 Create a joint promotional campaign highlighting the partnership benefits to customers.

## 18 Genuines Coaching & Consulting

Technology

70%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Genuines Coaching & Consulting primarily targets business owners and executives who may require logistics services for their operations. They can refer clients needing shipping solutions to JPO Logistics.

**VALUE:** Access to logistics services for Genuines' clients, potentially leading to a 5-10% increase in JPO's customer base through targeted referrals.

### -> WHAT YOU PROVIDE (Referral)

Both businesses target professionals and businesses, though in different sectors. JPO Logistics can refer clients needing training or consulting services to Genuines Coaching & Consulting, while Genuines can recommend JPO for logistics needs.

**VALUE:** Increased client base for both businesses, potentially generating an additional 10-15% in revenue from referrals.

### [!] PARTNERSHIP SCENARIO

*JPO Logistics hosts a quarterly networking event for shippers and owner operators. At this event, they invite Genuines Coaching to present a workshop on 'Effective Leadership in Logistics.' JPO gains credibility and attracts new clients, while Genuines gains exposure to a targeted audience, leading to potential coaching clients.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in their complementary services; JPO enhances operational efficiency for businesses, while Genuines improves leadership skills. Together, they can create a more holistic approach to business growth.

### NEXT STEPS:

- 1 Schedule a meeting to discuss referral processes and mutual client needs.
- 2 Develop a co-branded marketing piece for the networking event.
- 3 Plan a follow-up strategy for attendees to engage with both businesses post-event.

## 19 The Collective Om

Health & Wellness

70%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Vendor)

The Collective Om could offer wellness workshops or services to JPO Logistics employees, enhancing employee well-being and productivity. This relationship benefits JPO by improving employee morale and retention.

**VALUE:** JPO Logistics could enhance employee satisfaction and reduce turnover, saving costs associated with recruitment and training. The Collective Om earns consistency in revenue through ongoing workshops.

### -> WHAT YOU PROVIDE (Referral)

JPO Logistics serves shippers and owner operators, while The Collective Om targets small businesses and individuals focused on self-growth, creating a complementary relationship. JPO could refer clients who may benefit from holistic health services to The Collective Om.

**VALUE:** By referring clients, JPO Logistics can enhance its service offering, potentially increasing customer loyalty and generating additional revenue through referral commissions.

### [!] PARTNERSHIP SCENARIO

*JPO Logistics includes a flyer for The Collective Om's services in their shipment packages, encouraging shippers to explore wellness options. In return, The Collective Om offers a discount on their services to JPO's clients, creating a win-win scenario that boosts client satisfaction for both companies.*

### [\*] UNIQUE SYNERGY

JPO Logistics's customer base includes small businesses that could greatly benefit from holistic health services, making this partnership uniquely valuable as it combines logistics with health and wellness.

### NEXT STEPS:

- 1 Develop a referral agreement outlining benefits for both parties.
- 2 Create co-branded marketing materials to share with clients.
- 3 Schedule a joint networking event to introduce both businesses to each other's client bases.

## 20 Be Present Detalles

Professional Services

70%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Vendor)

Be Present Detalles could utilize JPO Logistics to manage transportation and logistics for their events, ensuring timely delivery and setup of materials.

**VALUE:** By partnering with JPO, Be Present can ensure a smooth logistics process for events, potentially saving 10% on transportation costs and enhancing client satisfaction through reliable service.

### -> WHAT YOU PROVIDE (Referral)

JPO Logistics serves shippers and owner-operators who may require event planning services for corporate functions or logistics for transporting materials to events. Be Present Detalles targets busy professionals, who often need logistics support for their events.

**VALUE:** By referring clients to each other, both businesses could expand their customer base and enhance service offerings, potentially increasing revenue by 15-20%.

### [!] PARTNERSHIP SCENARIO

*If JPO Logistics refers a corporate client to Be Present Detalles for an upcoming product launch event, Be Present can utilize*

JPO's logistics expertise to ensure timely delivery of promotional materials and setup. In return, Be Present can ensure JPO's branding is featured prominently at the event, leading to new leads for both companies.

#### [\*] UNIQUE SYNERGY

The unique synergy lies in JPO's logistics experience combined with Be Present's event expertise, enabling a seamless experience for clients who need both services. This combination offers a holistic solution that enhances client satisfaction and retention.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss referral terms and how to track leads.
- 2 Develop a joint promotional campaign highlighting the benefits of using both services.
- 3 Create a referral agreement that outlines the incentives for each business.



#### <- WHAT THEY PROVIDE (Vendor)

The P-Way Solutions LLC could provide janitorial services to JPO Logistics' facilities, ensuring cleanliness and hygiene for their operations, which is crucial in the logistics industry. This relationship could help JPO maintain a professional appearance and enhance employee satisfaction.

**VALUE:** By engaging The P-Way Solutions for regular cleaning services, JPO could improve workplace safety and employee morale, potentially reducing turnover by up to 10% and increasing productivity.

#### -> WHAT YOU PROVIDE (Vendor)

JPO Logistics LLC provides general freight services that could be beneficial for The P-Way Solutions LLC, especially for transporting cleaning supplies and equipment to job sites. Conversely, The P-Way Solutions could offer cleaning services for JPO's logistics facilities, ensuring a clean and professional environment for staff and clients.

**VALUE:** By partnering, JPO could increase its service offerings and improve operational efficiency, while The P-Way Solutions could secure a steady stream of logistics contracts for transporting cleaning supplies, potentially increasing revenue by 15%.

#### [!] PARTNERSHIP SCENARIO

*JPO Logistics provides a scheduled delivery of cleaning supplies to The P-Way Solutions' commercial sites every week. For example, next week, they transport a bulk order of eco-friendly cleaning products to a new local client. In return, The P-Way Solutions offers discounted cleaning services for JPO's warehouses, enhancing operational cleanliness and professionalism.*

#### [\*] UNIQUE SYNERGY

Both businesses operate in sectors that require timely services and high reliability. Their combined expertise can significantly enhance operational efficiencies for both companies, creating a seamless service delivery chain that clients would appreciate.

#### NEXT STEPS:

- 1 Arrange an introductory meeting to discuss service needs and potential logistics solutions.
- 2 Draft a service agreement outlining the reciprocal services offered by each business.
- 3 Create a promotional package showcasing the partnership to attract new clients.

## 22 Relax Relate & Release

Health & Wellness

70%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Relax Relate & Release could refer clients who are veterans looking for logistics services. This crossover can create an avenue for veterans who may be owner operators or shippers to find reliable freight services.

**VALUE:** Enhanced service offerings for veterans, potentially generating a 10% increase in client acquisition for JPO Logistics.

### -> WHAT YOU PROVIDE (Referral)

JPO Logistics serves shippers and owner operators, while Relax Relate & Release targets veterans. Since they cater to different needs, they could effectively refer clients to each other without competing directly, enhancing customer satisfaction.

**VALUE:** Increased customer base through cross-referrals, potentially increasing revenue by 15% for both businesses.

### [!] PARTNERSHIP SCENARIO

*JPO Logistics could recommend Relax Relate & Release to their shipping clients who are veterans, offering a special discount for services. For example, if a veteran truck driver uses JPO for freight services, they would receive a 20% discount on their first massage session, encouraging repeat business for both.*

### [\*] UNIQUE SYNERGY

This partnership leverages JPO's logistics expertise with Relax's health focus, providing a holistic approach that supports the well-being of veterans in the logistics industry.

### NEXT STEPS:

- 1 Establish a referral agreement outlining the discount structure for clients referred between businesses.
- 2 Create joint marketing materials, including flyers and email campaigns, targeting veterans within the logistics sector.
- 3 Schedule a meeting to discuss the logistics of implementing a referral system and tracking effectiveness.

## 23 Genuines Coaching & Consulting

Technology

70%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Vendor)

Genuines Coaching & Consulting can benefit from logistics services provided by JPO Logistics for their training sessions and events, ensuring that all materials and equipment are delivered timely and efficiently. This logistical support is crucial for their operational success.

**VALUE:** Utilizing JPO's logistics services could streamline Genuines' event planning process, leading to potential cost savings and improved client satisfaction. This operational efficiency allows Genuines to focus on content delivery rather than logistics.

### -> WHAT YOU PROVIDE (Referral)

JPO Logistics serves shippers and owner operators who may also be interested in coaching and consulting services to improve their business operations. Genuines can refer their clients in the logistics sector to JPO for freight services, enhancing their service offering.

**VALUE:** By referring clients to JPO Logistics, Genuines can expand their service portfolio, potentially increasing revenue through referral fees or commissions. JPO can gain new clients who are in need of logistics support.

### [!] PARTNERSHIP SCENARIO

*Genuines Coaching & Consulting could host a webinar on optimizing supply chain operations for their C-suite clients, featuring JPO Logistics as a guest speaker. During this event, JPO could offer exclusive consultation sessions to attendees, driving leads and new business opportunities, while Genuines enhances their brand as a holistic business resource.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in the intersection of logistics and executive coaching; JPO can provide practical solutions that complement the strategic insights offered by Genuines, making the partnership valuable for clients looking to optimize

operations.

#### NEXT STEPS:

- 1 Schedule an introductory meeting between Paulette Orr and Reden Dionisio to discuss alignment and referral processes.
- 2 Create a joint marketing plan for the upcoming webinar that includes promotional materials highlighting both businesses' services.
- 3 Develop a referral agreement to outline incentives for Genuines when they refer clients to JPO Logistics.

## 24 Soulfitness Studio Health and wellness center

Health & Wellness

70%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Soulfitness Studio targets individuals focused on health, many of whom may also be small business owners or operators needing logistics services for their own health-related products. Referring these clients to JPO Logistics could benefit both businesses.

**VALUE:** Soulfitness could generate referral fees from JPO Logistics for every client they send, potentially earning \$500 in additional revenue per month.

#### -> WHAT YOU PROVIDE (Vendor)

JPO Logistics could provide logistics and freight services to Soulfitness Studio for their health food deliveries and equipment procurement. This could streamline Soulfitness's supply chain, ensuring timely deliveries of fresh health products and new fitness equipment.

**VALUE:** By partnering with JPO Logistics, Soulfitness could reduce delivery times by 20%, improving customer satisfaction and potentially increasing sales by 15% in health food products.

#### [!] PARTNERSHIP SCENARIO

*Soulfitness needs to regularly stock up on fresh health food ingredients from local suppliers. JPO Logistics could set up a dedicated route to deliver these goods twice a week, ensuring freshness and availability. This contract could be valued at \$2,000 a month, benefiting both businesses through reliable service and increased product turnover.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in the combination of logistics and health; JPO Logistics can cater specifically to the needs of health-focused businesses, ensuring a niche market is addressed effectively.

#### NEXT STEPS:

- 1 JPO Logistics to create a tailored delivery proposal for Soulfitness Studio.
- 2 Soulfitness Studio to identify local health food suppliers that require regular deliveries.
- 3 Schedule a meeting to discuss pricing and delivery schedules.

## 25 Simple Creations By T

Professional Services

70%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Simple Creations By T serves individuals and organizations looking for personalized gifts, which often includes businesses celebrating milestones. JPO Logistics could be a recommended logistics partner for these businesses when they need to ship their custom gifts, creating a referral opportunity that benefits both.

**VALUE:** By referring JPO Logistics to her clients, Tiana could earn a commission for each successful referral, potentially increasing her revenue by 15% as she grows her business and the logistics company benefits from new clients.

#### -> WHAT YOU PROVIDE (Vendor)

JPO Logistics can provide shipping services for Simple Creations By T's products, ensuring timely delivery of custom gifts, which is crucial for customer satisfaction. In turn, Tiana can guarantee her clients an efficient shipping service.

**VALUE:**

By utilizing JPO Logistics, Tiana can enhance her delivery capabilities, potentially increasing sales by 20% due to improved customer satisfaction and repeat business.

#### [I] PARTNERSHIP SCENARIO

*When Tiana has a client ordering 100 customized mugs for a corporate event, she can refer them to JPO Logistics for shipping. This referral could generate a \$1,000 shipping contract for JPO, while Tiana earns a \$150 commission, enhancing her client service.*

#### [\*] UNIQUE SYNERGY

Both businesses appeal to clients celebrating special occasions; by referring each other, they can enhance customer satisfaction while expanding their service offerings without direct competition.

#### NEXT STEPS:

- 1 Set up a meeting to discuss referral terms and commission structure.
- 2 Create co-branded marketing materials to promote the referral program.
- 3 Launch a pilot referral program with a specific promotional period to track results.