

## Simple Creations By T

• Professional Services

Custom gifts, apparel and accessories

### Contact Information

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### TARGET MARKET

Individuals and organizations celebrating milestones through personalized keepsakes.

### CURRENT NEEDS

Capital

### Partnership Opportunities (30)

**1 Jazzi's Creations**  
Events & Gifts

85%

<-> Bidirectional

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

Both Jazzi's Creations and Simple Creations By T specialize in personalized gifts, making a collaboration appealing to expand their offerings. They can leverage each other's customer bases to create unique products that appeal to their mutual target markets.

**VALUE:** By collaborating on a line of co-branded gifts, they could increase sales by 30% during holiday seasons through shared marketing efforts and combined product offerings.

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

Simple Creations By T can supply custom apparel that Jazzi's Creations can incorporate into their DIY craft workshops, enhancing the crafting experience with personalized clothing options.

**VALUE:** If Jazzi's Creations sells just 100 custom shirts through workshops over a busy season, with a profit margin of \$10 per shirt, it could generate an additional \$1,000 in revenue.

**[!] PARTNERSHIP SCENARIO**

Jazzi's Creations and Simple Creations By T could host a 'Create Your Own Gift' workshop where participants personalize items like custom shirts and unique craft gifts. They can charge \$75 per participant, expecting 20 attendees, resulting in \$1,500 in total revenue, split evenly, giving each business \$750 while enhancing customer engagement.

**[\*] UNIQUE SYNERGY**

This partnership is unique because they both emphasize personalization and craftsmanship, allowing them to offer a diverse selection of custom products that enhance the customer experience beyond what either could do alone.

#### NEXT STEPS:

- 1 Schedule a meeting next week to brainstorm potential workshop themes and product ideas.
- 2 Develop a joint marketing campaign to promote the workshop through social media and local events.
- 3 Create a shared online platform for customers to register and learn about the collaborative offerings.

## 2 Celebrate & Smile International Steppers

Arts & Creative

85%

<-> Bidirectional

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

Celebrate & Smile International Steppers focuses on community and employee enhancement through dance, while Simple Creations By T offers custom gifts and keepsakes. They can collaboratively create a unique team-building event where participants engage in dance and receive personalized gifts, enhancing both employee morale and brand visibility.

**VALUE:** By partnering for events, both businesses can access each other's target markets, potentially increasing revenue by 20% during collaborative events.

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

Simple Creations By T serves individuals and organizations celebrating milestones, which overlaps with Celebrate & Smile's target market of companies looking to enhance employee relations. They can refer clients to each other for events and gifts.

**VALUE:** Each referral can lead to new clients, enhancing revenue for both businesses by approximately 15% through cross-promotion.

#### [!] PARTNERSHIP SCENARIO

*Next week, Celebrate & Smile could host a 'Dance & Create' event where 30 employees from a local company participate in a dance workshop followed by a session creating custom t-shirts designed by Simple Creations. Each participant leaves with a keepsake t-shirt that commemorates the event, generating around \$750 for Simple Creations and enhancing Celebrate & Smile's reputation as a corporate wellness provider.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in combining the art of dance with personalized keepsakes, creating memorable experiences that resonate emotionally with participants and encourage repeat business.

#### NEXT STEPS:

- 1 Schedule a meeting between Tiffany Barksdale and Tiana Harris to discuss event logistics.
- 2 Identify a local company interested in hosting a team-building event and secure their participation.
- 3 Create promotional materials highlighting the 'Dance & Create' event to share on social media and via email marketing.

## 3 MyahnArt LLC

Marketing & Design

85%

<-> Bidirectional

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

MyahnArt LLC specializes in custom artwork, which aligns well with the personalized gifts offered by Simple Creations By T. They can create unique, themed art pieces that enhance Simple Creations' gift offerings, appealing to their target market's desire for memorable keepsakes.

**VALUE:** By collaborating, they can increase sales by 30% during holiday seasons through bundled offerings, attracting customers looking for unique gifts that combine art and personalization.

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

Both businesses target individuals looking for unique, personalized products, but they cater to different aspects of

customer needs. Simple Creations can refer clients seeking artistic enhancements for their events to MyahnArt, while MyahnArt can refer clients interested in custom gifts to Simple Creations.

**VALUE:** This referral relationship could increase customer acquisition by 20% for both businesses, as they tap into each other's client bases without competing directly.

#### [!] PARTNERSHIP SCENARIO

*MyahnArt LLC could create a line of themed murals or artwork that can be featured on Simple Creations' custom apparel. For instance, during an upcoming local festival, they could set up a booth where Myah creates live art that reflects the festival's theme, while Tiana offers custom apparel featuring that same artwork. This approach could draw in crowds, increase sales at the event, and enhance customer experience for both businesses.*

#### [\*] UNIQUE SYNERGY

This partnership is unique because it merges creative artistry with personalized gifting, allowing customers to not only give gifts but also create an immersive experience that is visually compelling and memorable.

#### NEXT STEPS:

- 1 Schedule a meeting next week to brainstorm potential themes for collaboration.
- 2 Create a promotional strategy for the upcoming local festival, including social media campaigns.
- 3 Develop a prototype for the collaborative product line to showcase at the festival.

### 4 Be Present Detalles

Professional Services

85%

<-> Bidirectional

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

Be Present Detalles can utilize the custom gifts and apparel from Simple Creations By T to enhance their events and experiences. This collaboration allows Be Present to offer unique, personalized keepsakes as part of their event packages, while Simple Creations gains exposure to Be Present's clientele.

**VALUE:** By incorporating Simple Creations' custom gifts into event packages, Be Present can increase their average event revenue by 20%, while Simple Creations can expand their customer base significantly.

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

Simple Creations By T can supply custom gifts for Be Present Detalles' events. This vendor relationship can enhance Be Present's offerings while providing Simple Creations with consistent business.

**VALUE:** Simple Creations can expect a steady stream of orders from Be Present, potentially increasing their monthly revenue by 15% through bulk orders for events.

#### [!] PARTNERSHIP SCENARIO

*At an upcoming romantic retreat organized by Be Present Detalles, they could offer a package that includes personalized keepsakes from Simple Creations, such as custom-embroidered blankets or engraved wine glasses. Each couple would receive these items as part of their experience, resulting in a memorable event, with Be Present earning an additional \$1,000 in package sales and Simple Creations securing orders for 50 customized gifts.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely blends experiential event planning with personalized gifting, creating a memorable touchpoint for clients that neither business could achieve alone. The ability to offer bespoke experiences elevates both brands, fostering loyalty and enhancing customer satisfaction.

#### NEXT STEPS:

- 1 Set up a meeting between De'Ana Aguas and Tiana Harris to discuss potential event collaboration.
- 2 Create a joint marketing campaign showcasing the personalized gifts as part of Be Present's event packages.
- 3 Develop a pricing structure for bundled services that incentivizes clients to choose both offerings.

## 5 WhitBits Cookies

Professional Services

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Collaboration)

WhitBits Cookies specializes in homemade cookies, which can complement the personalized gifts created by Simple Creations By T. By collaborating, they can create unique gift bundles that appeal to their shared target markets.

**VALUE:** By bundling cookies with custom gifts, both businesses can increase sales by attracting corporate clients and event planners looking for unique gift options, potentially increasing revenue by 20% during peak gifting seasons.

### -> WHAT YOU PROVIDE (Vendor)

Simple Creations By T can source cookies from WhitBits Cookies to include in their custom gift offerings, enhancing their product line without the need to bake in-house.

**VALUE:** By sourcing cookies from WhitBits, Simple Creations can expand their product offerings, potentially increasing average order values by 15% as customers opt for more comprehensive gift sets.

### [!] PARTNERSHIP SCENARIO

*WhitBits Cookies and Simple Creations By T could launch a 'Celebration Bundle' for corporate clients, which includes a dozen assorted cookies and a custom gift item for employee recognition events. They would market this bundle to local businesses, offering a special deal for bulk orders, which could yield an average of \$1,000 per order for events.*

### [\*] UNIQUE SYNERGY

The pairing is unique because it merges the sweet experience of gourmet cookies with the personal touch of customized gifts, creating a memorable offering that stands out in the market, especially for corporate celebrations.

### NEXT STEPS:

- 1 Schedule a meeting to discuss the creation of the 'Celebration Bundle' product.
- 2 Design marketing materials that highlight the partnership and the unique bundle offering.
- 3 Identify local corporate clients to target for initial sales and test the bundle's appeal.

## 6 Organize Design Create

Marketing & Design

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Collaboration)

Organize Design Create specializes in marketing and design, which can enhance the visibility of Simple Creations By T's custom gift offerings. By collaborating, they can create co-branded marketing campaigns targeting organizations celebrating milestones, benefiting both businesses.

**VALUE:** This partnership could generate an additional 20% in revenue for both businesses through improved marketing outreach and combined customer bases.

### -> WHAT YOU PROVIDE (Referral)

Simple Creations By T's target market overlaps with Organize Design Create's client base, as both serve entrepreneurs and organizations looking for personalized solutions. They can refer clients to each other without competing.

**VALUE:** This referral partnership could lead to a 15% increase in new client acquisitions for both businesses, enhancing their service offerings.

### [!] PARTNERSHIP SCENARIO

*Organize Design Create designs a promotional campaign for Simple Creations By T's new line of personalized graduation gifts. They create social media graphics, email templates, and a targeted Facebook ad campaign. For every graduation package sold through this campaign, they agree to split profits, potentially earning \$2,000 in total revenue during peak graduation season.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in the combination of personalized gifts with professional marketing, allowing both businesses to tap into emotional buying triggers while leveraging each other's strengths.

### NEXT STEPS:

- 1 Schedule a joint brainstorming session to outline the specific details of the promotional campaign.
- 2 Develop a timeline for the marketing rollout to coincide with graduation season.
- 3 Create a shared online platform to track sales and profits from the collaboration.

## 7 Soulfitness Studio Health and wellness center

Health & Wellness

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Collaboration)

Soulfitness Studio could collaborate with Simple Creations By T to offer personalized wellness packages that include custom gifts and apparel, such as motivational shirts or wellness journals. This partnership would allow both businesses to reach their target markets effectively and enhance customer experience.

**VALUE:** By combining their services, both businesses can tap into new customer segments, potentially increasing revenue by 20% through joint promotions and package offerings.

### -> WHAT YOU PROVIDE (Referral)

Simple Creations By T can refer customers to Soulfitness Studio who are interested in health and wellness products as part of their personalized gifts. This would enhance the gift-giving experience for customers seeking wellness-related gifts.

**VALUE:** Simple Creations can add value to its custom gifts by suggesting health and wellness services from Soulfitness, potentially increasing sales of their products by 15% through cross-promotion.

### [!] PARTNERSHIP SCENARIO

*Soulfitness Studio hosts a 'Wellness Weekend' event where attendees receive a custom wellness kit from Simple Creations By T, which includes a personalized water bottle, a wellness journal, and a motivational T-shirt. They promote this event through social media and local advertising, drawing in around 50 participants, boosting attendance and generating an estimated \$1,500 in ticket sales, with Simple Creations receiving orders for 50 custom kits at \$20 each for a total of \$1,000.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in their complementary offerings; Soulfitness focuses on health and wellness while Simple Creations specializes in personalized gifts, making them a perfect match for creating memorable experiences that promote healthy living.

### NEXT STEPS:

- 1 Schedule a meeting to brainstorm ideas for personalized wellness packages.
- 2 Develop a joint marketing strategy for the 'Wellness Weekend' event.
- 3 Create a timeline for the event and assign roles for planning and execution.

## 8 Connections to the Nations Llc

Professional Services

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Connections to the Nations serves businesses that may also be interested in personalized gifts for their corporate events or employee recognition, creating a referral opportunity.

**VALUE:** Connections to the Nations can refer Simple Creations to their business clients, potentially generating \$1,000 in new sales for Simple Creations while enhancing their service offerings.

### -> WHAT YOU PROVIDE (Collaboration)

Simple Creations By T specializes in custom gifts which could be an attractive offering at the community events hosted by Connections to the Nations. This collaboration allows both businesses to enhance their offerings and attract more attendees.

**VALUE:** By collaborating, Simple Creations could expect to generate an additional \$2,000 in sales from event attendees, while Connections to the Nations could see a 30% increase in event participation due to unique offerings.

### [!] PARTNERSHIP SCENARIO

*During the upcoming community fair, Simple Creations By T sets up a booth to create on-the-spot personalized gifts for attendees. For instance, they could offer custom mugs featuring the event's theme or local artwork, generating excitement and drawing in more foot traffic. This partnership could result in Simple Creations making \$1,500 in sales while enhancing the fair's appeal.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines personalized gifting with community engagement, turning ordinary events into memorable experiences, which is often overlooked in traditional fairs.

#### NEXT STEPS:

- 1 Schedule a meeting between Tiana and Arlene to discuss the event details and logistics.
- 2 Design a marketing plan highlighting the unique offerings of personalized gifts at the fair.
- 3 Set up a pre-order system for custom gifts to ensure attendees can reserve their items in advance.

### 9 JAX AI Agency Technology

80%

<-> Bidirectional

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

JAX AI Agency targets small and mid-sized businesses that could benefit from Simple Creations By T's custom gifts for employee recognition, client appreciation, and promotional events. They can refer clients who are looking for personalized items to enhance their brand image.

**VALUE:** Increased customer satisfaction and retention for clients of JAX AI, while Simple Creations By T gains access to a new client base, potentially increasing sales by 20% through referrals.

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

Simple Creations By T can provide custom gifts and promotional items that JAX AI Agency could use for client appreciation and marketing events. These items can enhance JAX AI's brand presence and client relationships.

**VALUE:** JAX AI could save 15% on marketing costs through local vendor partnerships, while Simple Creations By T gains a steady stream of business from corporate orders.

#### [!] PARTNERSHIP SCENARIO

*When a client of JAX AI Agency, a local real estate firm, seeks to celebrate a successful quarter, JAX AI could recommend Simple Creations By T for custom branded gift baskets. The real estate firm orders 50 baskets, resulting in a \$1,500 sale for Simple Creations, while JAX AI strengthens its relationship with the client by providing value-added services.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in JAX AI's deep understanding of business needs and Simple Creations By T's personalized offerings, creating opportunities for meaningful client engagement that neither could achieve alone.

#### NEXT STEPS:

- 1 JAX AI Agency to create an email introduction template for clients to Simple Creations By T.
- 2 Simple Creations By T to prepare a catalog of gift options tailored for business clients.
- 3 Both businesses to schedule a joint networking event to promote their services.

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

Both flow and Simple Creations By T target individuals and organizations looking to celebrate milestones, albeit in different ways. Flow's coaching services can be beneficial for clients looking for personal development, while Simple Creations provides personalized gifts for those milestones. Referring clients to each other can enhance their service offerings without direct competition.

**VALUE:** By referring clients, both businesses could increase their customer base significantly, leading to a potential revenue increase of 20% for each business through cross-referrals.

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

Simple Creations By T can leverage flow's coaching services to enhance their offerings, and flow can promote custom gifts for their clients. This partnership allows both businesses to create a unique package that appeals to their target markets.

**VALUE:** The collaboration could generate an additional \$5,000 in sales for Simple Creations through bundled packages, while flow could gain \$1,500 from clients who purchase coaching services along with the gifts.

#### [!] PARTNERSHIP SCENARIO

*For instance, flow could refer clients who are celebrating personal achievements to Simple Creations for custom gifts, while Simple Creations can suggest flow's coaching services to clients looking to improve themselves. If each business refers 10 clients a month, with an average spend of \$100, both could see an additional \$1,000 in revenue monthly.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in their complementary services; flow addresses personal growth while Simple Creations enhances those milestones with meaningful gifts, creating a holistic experience for clients.

#### NEXT STEPS:

- 1 Set up a referral agreement outlining the terms and benefits for each business.
- 2 Create a joint marketing flyer featuring both services to distribute at local events.
- 3 Host an introductory meeting to brainstorm more collaborative opportunities and establish trust.

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

IV Creative specializes in content creation which includes marketing materials that Simple Creations By T could use to promote their custom gifts and apparel. By engaging IV Creative, Simple Creations can enhance their brand visibility and customer engagement.

**VALUE:** By utilizing IV Creative's content services, Simple Creations can expect a 20% increase in social media engagement, leading to an estimated additional \$5,000 in annual sales from improved customer outreach.

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

Simple Creations serves individuals and organizations looking for personalized gifts, which often includes local businesses celebrating milestones. Referring IV Creative to these businesses for their content needs can enhance both companies' customer bases without direct competition.

**VALUE:** By referring IV Creative to their clients, Simple Creations can enhance customer satisfaction and potentially earn referral fees, leading to an increase in revenue by up to 10% from new business opportunities.

#### [!] PARTNERSHIP SCENARIO

*Simple Creations By T could hire IV Creative to design a series of promotional images and videos showcasing their custom gifts. For example, a holiday marketing campaign featuring personalized ornaments could be created, boosting visibility during the peak shopping season.*

#### [\*] UNIQUE SYNERGY

The combination of IV Creative's expertise in marketing and Simple Creations' unique product offerings creates a compelling narrative that can attract local customers looking for personalized gifts, making their partnership particularly effective in the Jacksonville market.

#### NEXT STEPS:

- 1 Schedule an introductory meeting to discuss potential projects and needs.
- 2 Develop a proposal for a specific marketing campaign targeting upcoming holidays.
- 3 Create a content calendar that outlines deliverables and timelines for the project.

### 12 Bluebird Health Partners

Technology

80%

<-> Bidirectional

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

Bluebird Health Partners can leverage Simple Creations By T's custom gift services to create personalized gifts for their healthcare clients. This would enhance Bluebird's client relationships and provide Simple Creations with exposure to a new market.

**VALUE:** By collaborating, Bluebird can enhance client satisfaction and retention, potentially increasing revenue by 15% through improved client engagement. Simple Creations can tap into a new customer base and increase sales by showcasing their products in healthcare settings.

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

Simple Creations could refer healthcare solution providers who need strategy execution consulting to Bluebird Health Partners, as both serve clients in the healthcare space without direct competition.

**VALUE:** Simple Creations can earn referral fees of around 10% on any contracts signed by their referred clients, while Bluebird gains new clients from Simple Creations' network, enhancing their revenue.

#### [!] PARTNERSHIP SCENARIO

Bluebird Health Partners organizes a health symposium for local healthcare providers and includes a segment where Simple Creations By T sets up a booth offering custom healthcare-themed gifts, such as personalized mugs and T-shirts. They collaborate on marketing the event, splitting potential ticket sales of \$2,000, while Simple Creations gains direct sales and brand awareness in the healthcare sector.

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines healthcare consulting with personalized gifting, creating a niche market for custom gifts that promote health awareness and recognition in the healthcare community.

#### NEXT STEPS:

- 1 Schedule a meeting between Cary Hendricks and Tiana Harris to brainstorm potential gifts for healthcare events.
- 2 Develop a joint marketing plan for the upcoming health symposium.
- 3 Create a portfolio of sample products from Simple Creations to showcase at Bluebird's client meetings.

### 13 Tosh's Urban Garden

Health & Wellness

80%

-> One-way

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

Both businesses can collaborate on product offerings that cater to their shared target market, enhancing customer experience and generating additional revenue streams.

**VALUE:** By collaborating on a limited edition 'Wellness Gift Box' featuring Tosh's herbal products and Simple Creations' custom packaging, they could capture new market segments and increase average order value by 30%.

#### [!] PARTNERSHIP SCENARIO

They could create a 'Self-Care Sunday' gift box that includes a selection of Tosh's herbal teas and a personalized mug or journal from Simple Creations. They could market this package as a subscription service, with a monthly theme, driving recurring revenue as customers sign up for wellness and self-care experiences.

#### [\*] UNIQUE SYNERGY



The unique synergy lies in the combination of health and personalization, appealing to customers who want gifts that promote wellness, setting them apart from typical gift products available in the market.

#### NEXT STEPS:

- 1 Brainstorm and finalize the product offerings for the 'Wellness Gift Box' including pricing and branding.
- 2 Launch a joint marketing campaign through social media to promote the collaboration, targeting both audiences.
- 3 Set up a shared online platform where customers can purchase the boxes, ensuring streamlined logistics and fulfillment.

## 14 Communicate Design & Marketing

Marketing & Design

80%

-> One-way

### <- WHAT THEY PROVIDE (Collaboration)

The services offered by both businesses complement each other well. Communicate can enhance the marketing strategy for Simple Creations, while Simple Creations can provide unique promotional materials that Communicate can offer to its clients.

**VALUE:** A collaborative project could increase sales for Simple Creations by up to 30% during event seasons, while Communicate can enhance its portfolio with high-impact, visually appealing marketing materials.

### [!] PARTNERSHIP SCENARIO

*Communicate Design could create a marketing campaign for Simple Creations' new line of custom gifts for weddings. They could design an online promotional strategy that includes social media graphics and website updates while Simple Creations provides exclusive discounts for Communicate's clients. For instance, they launch a campaign for wedding planners, where Communicate markets the products, and both businesses share the resulting revenue from orders placed through this campaign.*

### [\*] UNIQUE SYNERGY

This partnership stands out because it not only combines marketing and product design but also taps into the emotional aspect of milestone celebrations, making the offerings more appealing to a shared audience.

#### NEXT STEPS:

- 1 Brainstorm specific wedding-themed product ideas and marketing strategies in a joint planning session.
- 2 Create a timeline for launching the marketing campaign targeting wedding planners.
- 3 Develop a shared digital platform to showcase the collaboration and track sales metrics.

## 15 We buy any house

Professional Services

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Both businesses target individuals who may be experiencing financial difficulties or are in need of quick sales. We Buy Any House could refer clients who need to sell their homes and are also interested in custom gifts for any life events they might be celebrating post-sale.

**VALUE:** Increased customer base for Simple Creations By T as they tap into We Buy Any House's client list, potentially generating \$10,000 in new revenue from customized gifts for new homeowners.

### -> WHAT YOU PROVIDE (Referral)

Simple Creations By T serves a clientele that values personalized experiences, including those celebrating significant life transitions. They can refer their clients who are moving or selling homes to We Buy Any House for quick sales.

**VALUE:** Simple Creations By T can create an additional revenue stream by referring clients to We Buy Any House, potentially generating \$5,000 in revenue from commissions on referrals.

### [!] PARTNERSHIP SCENARIO

*We Buy Any House could provide Simple Creations By T with a list of clients who have recently sold their homes. For instance, after closing a sale, We Buy Any House sends a personalized gift from Simple Creations to each new homeowner, creating a*

memorable experience while generating an additional \$2,500 in revenue from gift sales in the first month.

#### [\*] UNIQUE SYNERGY

The unique synergy lies in their shared target audience of financially distressed individuals, where We Buy Any House can facilitate emotional recovery through gifting, enhancing customer experience for both businesses.

#### NEXT STEPS:

- 1 Develop a referral agreement outlining terms for client introductions and revenue sharing.
- 2 Create a joint marketing campaign promoting personalized gifts for new homeowners.
- 3 Set up monthly check-ins to review referral success and adjust strategies.

### 16 Grayland Real Estate

80%

<-> Bidirectional

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

Grayland's target market includes commercial lenders and property owners, who may also be in need of custom gifts or promotional items to celebrate business milestones or client relationships. Simple Creations By T can provide personalized gifts to these clients, creating a referral channel.

**VALUE:** By referring clients to Simple Creations By T, Grayland can enhance its service offering and potentially earn a referral fee, while Simple Creations gains access to a larger audience of corporate clients.

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

Simple Creations By T can supply Grayland with custom gifts and promotional materials for their clients and events, enhancing Grayland's branding and client engagement strategies.

**VALUE:** With custom gifts, Grayland can strengthen client relationships and stand out in a competitive real estate market, potentially leading to increased client retention and referrals.

#### [!] PARTNERSHIP SCENARIO

*When a commercial property owner completes a significant transaction, Grayland can refer them to Simple Creations By T to create customized gift packages to celebrate the occasion. For example, a property owner selling a large office building could order personalized plaques and branded apparel for their team, generating \$1,000 in sales for Simple Creations.*

#### [\*] UNIQUE SYNERGY

Grayland's established relationships with commercial clients provide Simple Creations By T an entry point into the commercial sector, which is typically harder to access for custom gift businesses.

#### NEXT STEPS:

- 1 Set up a meeting to discuss referral commission structures.
- 2 Create a joint marketing flyer highlighting the benefits of personalized gifts for commercial clients.
- 3 Organize a networking event to introduce both businesses to each other's client bases.

### 17 Aspirations Behavioral Health Inc. Health & Wellness

80%

<-> Bidirectional

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

Aspirations Behavioral Health Inc. targets individuals seeking mental health support, which can overlap with clients who are celebrating milestones and may need personalized gifts from Simple Creations By T. Referring clients to each other can enhance their service offerings without direct competition.

**VALUE:** Both businesses can increase their clientele by referring clients, leading to a potential 10-20% increase in customer reach for each business.

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

Simple Creations can create personalized wellness kits or gift baskets that incorporate items from Aspirations

Behavioral Health, targeting clients interested in holistic wellness. This collaboration would allow both businesses to offer unique products that cater to the mental health and wellness space.

**VALUE:** This collaboration could generate new revenue streams, with potential sales of custom wellness kits projected to bring in an additional \$2,000 monthly from local clients.

#### [!] PARTNERSHIP SCENARIO

*Aspirations Behavioral Health could include brochures for Simple Creations in their waiting room and mention their services during therapy sessions for clients struggling with significant life events. For instance, when a client is in therapy dealing with a milestone like a graduation or wedding, the counselor might suggest a custom gift from Simple Creations, creating a referral pathway.*

#### [\*] UNIQUE SYNERGY

This pairing is unique as mental health clients often seek ways to commemorate personal progress or milestones, making the custom gifts from Simple Creations particularly relevant during therapeutic discussions.

#### NEXT STEPS:

- 1 Create a referral program where both businesses offer a discount to clients who are referred.
- 2 Develop a brochure detailing each other's services for distribution in respective locations.
- 3 Set up a quarterly meeting to review referral success and explore new ways to support each other.

### 18 Relax Relate & Release

Health & Wellness

80%

<-> Bidirectional

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

Relax Relate & Release focuses on veterans, who often need personalized wellness solutions. Simple Creations By T can create custom gifts, such as personalized massage oils or wellness kits that cater to the needs of veterans. This collaboration leverages both businesses' strengths to enhance their offerings.

**VALUE:** This partnership could generate an estimated \$3,000 in additional revenue for both businesses through the sale of wellness gift sets targeted at veterans, especially around holidays or significant dates.

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

Both businesses target distinct yet overlapping markets-veterans for Relax Relate & Release and individuals celebrating milestones for Simple Creations By T. They can refer clients to each other without competition, enhancing customer experiences.

**VALUE:** Each referral could generate \$500 in new business for both companies, fostering a steady stream of clients looking for wellness and personalized gifts.

#### [!] PARTNERSHIP SCENARIO

*Relax Relate & Release could host a special 'Veterans Wellness Day' where they offer free or discounted massage sessions to veterans. Simple Creations By T could create personalized wellness kits with custom labels, including items like scented candles or massage oils. Both businesses could promote the event on social media, ensuring higher attendance and engagement, leading to increased sales and community goodwill.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because it combines direct wellness services with personalized gifting, tapping into the emotional aspect of care for veterans, which neither business could fully address alone.

#### NEXT STEPS:

- 1 Schedule a meeting between Hazel Lee and Tiana Harris to brainstorm gift ideas for veterans.
- 2 Design a marketing plan for the 'Veterans Wellness Day' event, including social media promotions and community outreach.
- 3 Create a prototype of the wellness gift kit and gather feedback from a small group of veterans before launching.

<- WHAT THEY PROVIDE (Referral)

Big Rig Compliance Pros works with truck drivers and small fleet operators who often celebrate milestones such as anniversaries or achievements. They could refer their clients to Simple Creations for personalized gifts, thereby enriching their service offering without any overlap in competition.

**VALUE:** This referral can increase Simple Creations' revenue by tapping into a market that values personal touch and celebration, potentially increasing sales by 10-15%. Big Rig Compliance enhances their service reputation by providing value-added offerings.

-> WHAT YOU PROVIDE (Referral)

Both businesses target clients who appreciate personalized services; Simple Creations By T offers custom gifts that could serve as thoughtful items for truck drivers or their families, while Big Rig Compliance Pros focuses on compliance solutions for truck drivers. This commonality allows for mutual referrals without competing.

**VALUE:** By referring customers to each other, both businesses can increase their client base by 15-20%. Simple Creations could see an increase in sales from truck drivers looking for personalized gifts, while Big Rig Compliance could benefit from added clients needing compliance services.

[!] PARTNERSHIP SCENARIO

*Simple Creations By T could create a line of personalized truck driver gifts, such as custom keychains or mugs that Big Rig Compliance Pros can offer to their clients as a thank you for their business. For every customer referred, Simple Creations receives a 10% commission on sales, while Big Rig Compliance builds client loyalty with unique gifts.*

[\*] UNIQUE SYNERGY

This partnership uniquely combines customized personal touches with the practical needs of truck drivers, creating a niche market for personalized compliance-related gifts that neither could effectively target alone.

NEXT STEPS:

- 1 Simple Creations By T creates a sample line of personalized gifts specifically for truck drivers.
- 2 Big Rig Compliance Pros includes these gifts in their client welcome packets.
- 3 Establish a referral program with clear commission structures for both parties.

<- WHAT THEY PROVIDE (Referral)

Noseniorleftbehindfl.org serves seniors who may be interested in personalized keepsakes, aligning with Simple Creations By T's offerings. Referring clients who are celebrating milestones or anniversaries can create a steady stream of potential customers for Tiana.

**VALUE:** Increased customer referrals for Simple Creations By T, potentially leading to \$5K in additional sales from referrals within the first year.

-> WHAT YOU PROVIDE (partner)

Simple Creations By T creates custom gifts that can be tailored for seniors, which aligns with Noseniorleftbehindfl.org's focus on enhancing the lives of the elderly. By collaborating on personalized gift offerings, they can serve similar client needs without competing directly.

**VALUE:** Increased revenue through joint marketing efforts and access to each other's customer bases, potentially generating an additional \$10K in sales from bundled offerings.

[!] PARTNERSHIP SCENARIO

*Simple Creations By T can create personalized gift packages designed for seniors, such as custom photo albums or memory boxes, which Noseniorleftbehindfl.org can offer to their clients as part of their service packages. For example, when a senior completes an assessment, they receive a personalized gift from Simple Creations, enhancing their experience and creating an*

emotional connection. Both businesses split the profits from these gift packages.

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines custom gifting with senior care services, creating a personalized approach that enhances the emotional well-being of seniors while driving sales for both businesses.

#### NEXT STEPS:

- 1 Schedule a meeting between Tiana and Wanda to discuss potential gift ideas tailored for seniors.
- 2 Develop a marketing plan to promote the custom gift offerings through both businesses' channels.
- 3 Create a pilot program where select clients of Noseniorleftbehindfl.org receive custom gifts from Simple Creations.

21

**Complete Renewal LLC**  
Health & Wellness

80%

<-> Bidirectional

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

Complete Renewal targets health-conscious minority women who may also be interested in personalized gifts for their wellness journeys or special occasions. Referring customers to Simple Creations By T for custom gifts can enrich the customer experience.

**VALUE:** By referring clients to Simple Creations By T for custom gifts, Complete Renewal can enhance customer satisfaction and loyalty while potentially earning a referral fee, increasing revenue without additional marketing costs.

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

Simple Creations By T specializes in custom gifts and personalized items, which would complement Complete Renewal's focus on health and wellness for minority women. They can create gift packages that include skincare products and personalized accessories for health-focused events.

**VALUE:** By creating co-branded gift packages that combine skincare products with personalized items, both businesses can tap into each other's customer bases, potentially increasing sales by 20% during targeted marketing campaigns.

#### [!] PARTNERSHIP SCENARIO

*In the upcoming holiday season, Simple Creations By T could collaborate with Complete Renewal to offer 'Wellness Gift Sets' containing a custom tote bag, a selection of plant-based skincare products, and a personalized thank-you card. They could promote this set through social media, targeting health-conscious women looking for unique gift ideas, aiming for a combined sales target of \$10,000 in a month.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines personalized gifting with holistic wellness, creating a niche offering that appeals to health-conscious consumers looking for thoughtful, tailored gifts. The synergy lies in their shared commitment to enhancing wellness through personalized experiences.

#### NEXT STEPS:

- 1 Schedule a joint brainstorming session to outline the specific products and themes for the wellness gift sets.
- 2 Develop a marketing plan that includes social media campaigns and influencer partnerships to promote the gift sets.
- 3 Create a shared online sales platform or landing page to streamline purchasing for customers.

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

JPO Logistics LLC works with shippers and owner operators who may require custom gifts and apparel for branding or promotional activities. Simple Creations By T can provide tailored products that meet these needs, allowing both businesses to enhance their customer service offerings.

**VALUE:** By referring clients to each other, both businesses can increase their customer base, leading to potential revenue growth of 20% from cross-referrals.

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

Simple Creations By T can supply custom apparel and promotional items for JPO Logistics' team or clients, enhancing brand visibility and employee morale. This could lead to increased customer loyalty for JPO.

**VALUE:** Utilizing Simple Creations for branded merchandise could save JPO 15% on marketing costs by providing in-house team apparel that fosters company culture and branding.

#### [!] PARTNERSHIP SCENARIO

*JPO Logistics could refer its shipping clients who are seeking branded merchandise to Simple Creations. For instance, a shipping company might want to order custom t-shirts for their drivers with the company logo, leading to a \$1,000 order for Tiana, while JPO earns a referral fee.*

#### [\*] UNIQUE SYNERGY

This partnership is unique because it combines logistics and personalized branding, ensuring that both businesses cater to a shared clientele that values custom solutions for operational needs.

#### NEXT STEPS:

- 1 Set up a referral agreement that outlines the commission structure for each client referred.
- 2 Create joint marketing materials highlighting the benefits of custom branding for logistics clients.
- 3 Host a networking event to introduce both customer bases, showcasing Simple Creations' products alongside logistics services.

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

Both businesses cater to individuals looking for quality experiences or products, albeit in different areas. Enriquez Aesthetics targets clients seeking luxury skin care, while Simple Creations By T focuses on personalized gifts for celebrations. Referring clients between the two businesses could enhance customer satisfaction and loyalty.

**VALUE:** By establishing a referral program, each business can tap into the other's customer base, potentially increasing revenue by 20-30% through mutual referrals.

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

Simple Creations By T can create custom gift packages that include services from Enriquez Aesthetics, further enhancing the value of their products. This collaboration can attract clients looking for unique and luxurious gift options.

**VALUE:** Collaboratively offering a 'Luxury Facial + Custom Gift Package' can increase sales for both businesses by capitalizing on gifting opportunities, potentially generating an additional \$5,000 during holiday seasons.

#### [!] PARTNERSHIP SCENARIO

*Enriquez Aesthetics could provide a discount voucher for Simple Creations' custom gift products to clients who book a facial treatment. Conversely, Simple Creations could offer a discount on personalized gift items for clients who refer friends to Enriquez Aesthetics. This could lead to an increase in bookings and sales during peak seasons like holidays, creating a win-win scenario.*

#### [\*] UNIQUE SYNERGY

The combination of luxury skincare and personalized gifting targets a premium customer segment that values quality and exclusivity. This pairing enhances the customer experience by providing complementary services, making it more appealing than generic partnerships.

#### NEXT STEPS:

- 1 Develop a referral program with mutually beneficial discounts.
- 2 Create co-branded marketing materials for distribution in both businesses.
- 3 Set up a meeting to discuss and finalize partnership terms.

### 24 The Collective Om

Health & Wellness

75%

<=> Bidirectional

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

The Collective Om provides holistic health services that can be integrated with Simple Creations By T's custom gifts. Offering personalized wellness gift packages can attract clients from both businesses, enhancing customer experience and satisfaction.

**VALUE:** By collaborating on wellness gift packages, both businesses can increase sales by tapping into each other's customer bases, potentially adding a \$1,000 revenue increase per month from combined offerings.

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

Both businesses target individuals seeking personal growth and meaningful experiences, allowing for a natural referral relationship without competition. Simple Creations By T can refer clients looking for wellness services to The Collective Om.

**VALUE:** By establishing a referral relationship, Simple Creations By T can enhance its service offerings while The Collective Om can gain access to new clients, potentially increasing customer acquisition by 10-15%.

#### [!] PARTNERSHIP SCENARIO

*The Collective Om could partner with Simple Creations By T to create a 'Wellness Gift Box' that includes a personalized journal, essential oils, and a voucher for a health consultation. They could launch this product for the upcoming holiday season, targeting businesses looking for unique employee gifts. Each sale could yield \$50, with a projected 20 boxes sold in the first month, generating \$1,000 in revenue for both.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines physical wellness products with holistic services, providing customers with a comprehensive health and well-being experience that neither could achieve alone.

#### NEXT STEPS:

- 1 Schedule a meeting to brainstorm product offerings and pricing for the Wellness Gift Box.
- 2 Create a marketing plan highlighting the benefits of the gift box for businesses during the holiday season.
- 3 Design promotional materials that include both brands for joint marketing efforts.

### 25 Jamz Trainings

Health & Wellness

75%

<=> Bidirectional

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

Jamz Trainings targets middle-age recreational athletes, who often celebrate milestones and achievements in sports. Simple Creations By T provides custom gifts for such occasions, making them complementary service providers without direct competition.

**VALUE:** By referring clients to Simple Creations, Jamz Trainings can enhance customer satisfaction and increase client retention, potentially generating an additional \$1,500 in annual referrals.

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

Simple Creations could provide personalized apparel for Jamz Trainings' clients, such as custom workout shirts or bags,



enhancing the training experience and promoting brand loyalty.

**VALUE:** By incorporating custom apparel into their offerings, Jamz Trainings could see an increase in client engagement and an estimated additional \$2,000 in revenue from merchandise sales.

#### [!] PARTNERSHIP SCENARIO

*When a client completes a personal training program, Jamz Trainings can offer a referral card for Simple Creations, suggesting a personalized gift for their success, like a custom-embroidered gym towel or a trophy. This not only enhances the client experience but also encourages repeat business for both companies.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in their shared focus on personal achievement and celebration; clients of Jamz Trainings are already in a mindset of valuing their fitness milestones, which aligns perfectly with Simple Creations' offerings.

#### NEXT STEPS:

- 1 Create a referral program where Jamz Trainings provides clients with discount cards for Simple Creations.
- 2 Develop co-branded marketing materials that highlight the partnership at events and online.
- 3 Plan a joint promotional campaign around local sporting events to drive mutual exposure.

### 26 Free Agents Inc

Professional Services

75%

<-> Bidirectional

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

Free Agents Inc serves companies that may require personalized gifts for their employees and clients, which aligns with Simple Creations By T's offerings. They can refer clients needing custom gifts for corporate events or employee recognition.

**VALUE:** By referring clients, Free Agents Inc can earn a commission on sales, while Simple Creations By T gains access to a new customer base in the corporate sector.

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

Simple Creations By T can provide customized promotional items for Free Agents Inc to use as corporate gifts or branding tools, enhancing their service offerings.

**VALUE:** This relationship allows Free Agents Inc to enhance their client engagement strategies with unique, branded gifts, while Simple Creations By T gains consistent business from Free Agents Inc's projects.

#### [!] PARTNERSHIP SCENARIO

*Free Agents Inc could refer their corporate clients to Simple Creations By T when those companies are looking for personalized gifts for employee milestones or client appreciation events. For example, if Free Agents Inc assists a tech company with a team-building event, they would recommend Simple Creations for custom team apparel, earning a 15% commission on each order placed through the referral.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in Free Agents Inc's established corporate relationships and Simple Creations By T's specialized offerings in personalized gifts, creating a powerful referral channel that other partnerships may lack.

#### NEXT STEPS:

- 1 Arrange a meeting between James Higbe and Tiana Harris to discuss referral agreement terms.
- 2 Create a referral brochure that Free Agents Inc can distribute to their clients highlighting Simple Creations By T's services.
- 3 Set up a tracking system to monitor the referrals and sales generated from this partnership.



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

Genuines Coaching & Consulting specializes in coaching and training for executive leaders, while Simple Creations By T offers custom gifts that could be ideal for recognition and appreciation events. Collaborating on a program that highlights the importance of employee recognition could create a unique offering for both businesses.

**VALUE:** This partnership could generate a new revenue stream, potentially bringing in \$3,000-\$5,000 per event from corporate clients looking to enhance team morale through personalized gifts and coaching.

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

Simple Creations By T serves individuals and organizations celebrating milestones, which can include leadership achievements. Referring clients to Genuines Coaching for executive training could enhance their service offering and create additional value for their clients.

**VALUE:** This could lead to a referral commission structure where Simple Creations earns a percentage of Genuines' fees for clients they refer, potentially generating an additional \$1,000-\$2,000 annually.

#### [!] PARTNERSHIP SCENARIO

*Genuines Coaching could organize a leadership retreat where Simple Creations provides personalized gifts for each participant, such as custom engraved notebooks and mugs. This would not only enhance the experience for attendees but also create a platform for both businesses to showcase their offerings, with potential revenue from the event split evenly.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in combining leadership development with personalized recognition, creating a holistic approach to employee engagement that neither business could achieve alone.

#### NEXT STEPS:

- 1 Schedule a brainstorming session to outline potential workshop themes and gift options.
- 2 Develop a marketing plan targeting local businesses for the leadership retreat.
- 3 Create a joint promotional package that outlines the benefits of the combined offering.

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

ALYS Always Love Yourself targets mature women who are likely to celebrate milestones with personalized gifts. They can refer their clients to Simple Creations By T for custom gift solutions, enhancing customer relationships.

**VALUE:** By referring clients to Simple Creations By T, ALYS can enhance customer satisfaction and loyalty, potentially increasing their own sales by 15% through added value and cross-selling opportunities.

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

Simple Creations By T specializes in custom gifts and personalized items, which can complement ALYS Always Love Yourself's skincare products, particularly as gifts. They can create bundled offers that appeal to mature women celebrating milestones.

**VALUE:** By collaborating, both businesses can target the same demographic, potentially increasing sales by 20% through cross-promotions and bundled gift packages.

#### [!] PARTNERSHIP SCENARIO

*Simple Creations By T could design a special 'self-care' gift box featuring ALYS Always Love Yourself's skincare products along with personalized custom items like engraved mirrors or monogrammed skincare bags. They could launch this product line just in time for the holiday season, hosting a joint online event where they showcase the gift boxes, allowing customers to purchase directly, thus splitting the profits.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines personalized gifting with self-care, tapping into a growing trend among mature women who value both aesthetics and meaningful gifts, setting them apart from generic skincare or gift businesses.

**NEXT STEPS:**

- 1 Schedule a meeting between Tiana and Cenita to brainstorm product offerings and marketing strategies.
- 2 Develop a marketing campaign for the holiday season featuring the 'self-care' gift box.
- 3 Set up a joint online event to launch the gift box, leveraging both businesses' social media platforms.

**29 Genuines Coaching & Consulting**  
Technology

70%

<-> Bidirectional

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

Genuines Coaching & Consulting targets business owners and corporate executives who may need personalized gifts for corporate events or employee recognition. Simple Creations By T specializes in custom gifts, making them an ideal option for Genuines' clients to refer to.

**VALUE:** By referring clients to Simple Creations, Genuines can enhance their service offerings and earn referral fees, while Simple Creations gains access to a steady stream of corporate clients.

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

Simple Creations could supply custom gifts for events or milestones celebrated by Genuines' coaching clients, enhancing the value of Genuines' services.

**VALUE:** This relationship allows Genuines to offer a more comprehensive service package, including personalized gifts, while Simple Creations can increase sales through bulk orders from Genuines' corporate clients.

**[!] PARTNERSHIP SCENARIO**

*Genuines Coaching can integrate Simple Creations' custom gifts into their coaching programs for corporate clients. For instance, during a leadership workshop, Genuines can offer personalized plaques or trophies created by Simple Creations to acknowledge participants' achievements, thus earning a referral fee on each item sold.*

**[\*] UNIQUE SYNERGY**

This pairing uniquely leverages Genuines' corporate connections and Simple Creations' customization capabilities, creating a seamless experience for clients celebrating milestones.

**NEXT STEPS:**

- 1 Set up an introductory meeting between Reden Dionisio and Tiana Harris to discuss referral terms.
- 2 Create a joint marketing plan highlighting custom gift offerings for corporate coaching clients.
- 3 Establish a tracking system to monitor referrals and sales generated from this partnership.

**30 The P-Way Solutions LLC**  
Real Estate

70%

<-> Bidirectional

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

The P-Way Solutions focuses on commercial janitorial services and serves a business-to-business clientele, while Simple Creations By T specializes in personalized gifts and apparel targeting individuals and organizations. They both cater to events and milestones, allowing for mutual referrals without competition.

**VALUE:** Increased client base for both businesses by 15% through cross-referrals, leading to potentially significant revenue growth.

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

Simple Creations could utilize The P-Way Solutions for cleaning services required before or after events that involve their custom gift offerings. This directionally supports B with operational needs while providing A with a new client.

**VALUE:** Potential for Simple Creations to save 20% on cleaning services through a long-term service contract, while P-Way

gains a steady revenue stream.

#### [!] PARTNERSHIP SCENARIO

*The P-Way Solutions could refer their commercial clients who are hosting events or celebrating milestones to Simple Creations By T for custom gifts and apparel. For instance, if a local business contracts P-Way for a large cleaning job, they can recommend Simple Creations for custom branded swag as giveaways during their grand opening, generating additional revenue for both businesses.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in their complementary service offerings around events; P-Way's cleaning services align perfectly with the need for personalized gifts from Simple Creations, enhancing the overall experience for their mutual clients.

#### NEXT STEPS:

- 1 Create a referral program with defined incentives for both businesses.
- 2 Develop a joint marketing campaign targeting local businesses celebrating milestones.
- 3 Host a networking event to introduce both client bases and showcase offerings.