

BUSINESS RELATIONSHIP ANALYSIS

N o s e n i o r l e f t b e h i n d f l . o r g ! ” O r g a n i z e D e s i g n

2 Relationships Identified

BUSINESS PROFILES

Noseniorleftbehindfl.org

Contact: Wanda K Jackson

Industry: Professional Services

Assessments for 55 and older in need of a service to help maintain independence.

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

REFERRAL 1/2

75% conf

Organize Design Create ! Noseniorleftbehindfl.org

Reasoning:

Both businesses target different segments of the community but serve clients who may benefit from each other's offerings. Organize Design Create can refer clients needing marketing services to Noseniorleftbehindfl.org, while Noseniorleftbehindfl.org can direct seniors looking to start businesses to Organize Design Create.

Value Proposition:

By establishing a referral relationship, both businesses can expand their client bases without direct competition, potentially increasing leads by 20-30%.

Collaboration Example:

Organize Design Create can create a marketing campaign targeted at seniors who want to start new ventures, using Noseniorleftbehindfl.org's client base. For example, they could host a free workshop on social media marketing specifically for seniors, where 30 participants each pay \$50 to attend. Both businesses can split the revenue, and Organize Design Create gains new clients.

Synergy Potential:

This pairing is unique as it combines the expertise of marketing for young entrepreneurs with the growing demographic of seniors seeking to innovate and maintain independence. Their combined efforts can address both new ventures and essential services for seniors.

Action Items:

1. Schedule a meeting between Victoria Price and Wanda K Jackson to discuss mutual referrals.
2. Develop a referral agreement outlining the specifics of client exchanges.
3. Create marketing materials highlighting success stories from each business to share with clients.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

65% conf

Organize Design Create | Noseniorleftbehindfl.org

Reasoning:

They can collaborate on workshops or events that serve both their target markets, enhancing their service offerings and community engagement.

Value Proposition:

By co-hosting events, both businesses can increase their visibility and client engagement, potentially generating additional revenue of \$2,000 from event ticket sales and sponsorships.

Collaboration Example:

Organize Design Create and Noseniorleftbehindfl.org could partner to host a 'Senior Entrepreneur Day' workshop where seniors learn marketing strategies for their business ideas. They could charge \$100 per participant and target 20 seniors, generating \$2,000 in revenue, split between the two businesses based on expenses and efforts.

Synergy Potential:

This collaboration stands out as it uniquely connects the entrepreneurial spirit of younger generations with the vast experience of seniors, fostering intergenerational learning and business growth.

Action Items:

1. Draft a workshop outline and identify potential venues for the event.
2. Create a marketing plan to promote the workshop to both businesses' target audiences.
3. Establish a budget and revenue-sharing model for the event.

Value: HIGH

MUTUAL BENEFIT