

BUSINESS RELATIONSHIP ANALYSIS

J A X A I A g e n c y ! " O r g a n i z e D e s i g n C r e a t e

2 Relationships Identified

BUSINESS PROFILES

JAX AI Agency

Contact: Vic Bushe

Industry: Technology

Technology and AI Consulting

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

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

COLLABORATION 1/2

85% conf

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Reasoning:

JAX AI Agency can leverage Organize Design Create's marketing expertise to promote their AI services while providing AI solutions to enhance Organize Design Create's digital marketing strategies. This mutual enhancement of services directly aligns with both businesses' target markets.

Value Proposition:

By collaborating, both businesses can tap into each other's networks, potentially increasing client base by 30% and revenue through joint projects.

Collaboration Example:

JAX AI Agency could develop an AI-driven social media analytics tool that Organize Design Create uses to offer enhanced insights to their clients about engagement and trends. During a marketing workshop, they showcase this tool, attracting 10 new clients, with a projected revenue of \$15,000 from the workshop alone.

Synergy Potential:

The unique synergy lies in combining cutting-edge AI technology with creative marketing, providing clients with innovative solutions that neither could achieve alone—especially in a competitive market like Jacksonville.

Action Items:

1. Schedule a joint brainstorming session to identify potential AI-driven marketing solutions.

2. Develop a case study together showcasing the benefits of AI tools in marketing campaigns.
3. Plan an upcoming workshop where both can present their offerings to potential clients.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Organize Design Create | JAX AI Agency

Reasoning:

Organize Design Create targets small businesses that may require AI consulting, making it an excellent referral source for JAX AI Agency. Likewise, JAX can refer clients needing comprehensive marketing solutions to Organize Design Create.

Value Proposition:

Establishing a referral relationship can generate an additional \$10,000 in revenue annually for both companies through mutual client recommendations.

Collaboration Example:

If Organize Design Create is working with a local fitness startup seeking to enhance operations, they can refer them to JAX AI Agency for AI solutions tailored to their needs. In return, JAX AI Agency can guide their clients on branding and marketing strategies, ensuring both businesses benefit from the referral.

Synergy Potential:

This partnership is unique because it creates a seamless flow of services from technology to marketing, allowing small businesses to modernize and promote simultaneously, which is often a gap in traditional service offerings.

Action Items:

1. Create a referral agreement outlining the process and incentives for each referral.
2. Develop a shared client database to track referrals and outcomes.
3. Host a joint networking event to introduce each other's services to potential clients.

Value: MEDIUM

MUTUAL BENEFIT