

BUSINESS RELATIONSHIP ANALYSIS

IV Creative !” flow

2 Relationships Identified

BUSINESS PROFILES

IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

COLLABORATION 1/2

85% conf

flow !” IV Creative

Reasoning:

Business A, a coaching service, is looking to enhance its marketing efforts, while Business B specializes in content creation for local businesses. This alignment presents a strong opportunity for collaboration where both can leverage each other's strengths.

Value Proposition:

By collaborating, flow could increase client acquisition through enhanced marketing materials, while IV Creative could secure a consistent client for ongoing content services, potentially increasing revenue by 20% for both parties.

Collaboration Example:

Flow partners with IV Creative to launch a marketing campaign that promotes a new group coaching program. IV Creative creates engaging social media content and promotional videos, while Flow hosts a free introductory workshop at a local venue, using the content to attract attendees. They split the revenue from any sign-ups generated from this event, with Flow gaining new clients and IV Creative showcasing their work.

Synergy Potential:

This partnership is unique because flow's coaching expertise can provide IV Creative with insights into the needs of local business owners, allowing for tailored marketing content that truly resonates with the target audience.

Action Items:

1. Schedule a meeting between Miguel from flow and Iliana from IV Creative to discuss collaboration ideas.
2. Develop a joint marketing strategy outlining specific services and deliverables for the workshop.
3. Create a timeline for the campaign, including deadlines for content creation and event logistics.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

IV Creative !' flow

Reasoning:

Since IV Creative serves local business owners, they could refer clients who may benefit from coaching services offered by flow. This creates a reciprocal relationship where both businesses can grow their client base without overlapping services.

Value Proposition:

Through referrals, flow could gain access to new clients who are in need of coaching, potentially increasing their business by 15%, while IV Creative could earn referral fees or discounts on coaching services.

Collaboration Example:

IV Creative encounters a local startup struggling with business strategy and personal development for its founder. They refer this client to flow for coaching services. In return, flow offers a 10% discount on coaching packages for clients referred by IV Creative, incentivizing further referrals.

Synergy Potential:

The synergy lies in the complementary nature of their services; while IV Creative focuses on marketing, flow enhances the personal and professional development of their clients, creating a holistic approach for local business owners.

Action Items:

1. Develop a referral program that outlines incentives for both businesses.
2. Create marketing materials that IV Creative can use to promote flow's coaching services.
3. Set up a tracking system to monitor referrals and their outcomes.

Value: MEDIUM

MUTUAL BENEFIT