

BUSINESS RELATIONSHIP ANALYSIS

MyahnArt LLC !” The Collective Om

2 Relationships Identified

BUSINESS PROFILES

MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

PARTNER 1/2

80% conf

The Collective Om !” MyahnArt LLC

Reasoning:

The Collective Om's focus on holistic health aligns well with MyahnArt LLC's creative services. They can create wellness spaces or events that incorporate Myah's artwork, enhancing the aesthetic and promoting a holistic lifestyle.

Value Proposition:

By partnering, The Collective Om could attract new clients through visually appealing environments created by MyahnArt, potentially increasing their customer base by 30%, while MyahnArt gains exposure to wellness-focused clientele.

Collaboration Example:

The Collective Om could host a 'Wellness and Art' event where MyahnArt creates a mural on-site, reflecting themes of wellness and self-growth. Participants would engage in a holistic workshop while enjoying the live art creation, allowing both businesses to promote their services. Each event could generate \$1,000 in revenue from workshop fees and increase social media exposure for both brands.

Synergy Potential:

This pairing uniquely combines the transcendental aspects of health and wellness with vibrant, inspirational art, creating an immersive experience that neither could achieve alone. The focus on self-growth through both art and holistic practices appeals to a niche audience.

Action Items:

1. Schedule a meeting to brainstorm event themes that integrate both wellness workshops and art displays.
2. Develop a joint marketing campaign to promote the event on social media platforms targeting local audiences.
3. Plan logistics for the event, including venue selection, art supplies, and wellness workshop materials.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

MyahnArt LLC !' The Collective Om

Reasoning:

MyahnArt LLC serves a clientele that values aesthetics and customer experience, which may include businesses seeking holistic health services for their employees. Referring clients to The Collective Om can enhance the overall experience of MyahnArt's clients.

Value Proposition:

MyahnArt can earn referral fees from The Collective Om for every client they send, potentially increasing revenue by 15% while providing valuable services to their clients.

Collaboration Example:

When MyahnArt works with a corporate client to beautify their office space, they can recommend The Collective Om to provide wellness workshops for employees, creating an integrated service offering. This leads to MyahnArt receiving a referral fee for each workshop booked, which could total around \$300 per client.

Synergy Potential:

MyahnArt's clients are already invested in enhancing their environments; adding holistic health services fits seamlessly into their pursuit of improved well-being and productivity, making referrals a natural extension of their service offerings.

Action Items:

1. Create a referral program outlining benefits and fees for MyahnArt's clients who engage with The Collective Om.
2. Train MyahnArt's team on The Collective Om's offerings to ensure they can effectively communicate the benefits to potential clients.
3. Develop joint promotional materials highlighting the combined benefits of art and wellness for businesses.

Value: MEDIUM

MUTUAL BENEFIT