

BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc !” Jazzi’s Creations

2 Relationships Identified

BUSINESS PROFILES

Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

Jazzi’s Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

COLLABORATION 1/2

75% conf

Jazzi’s Creations !’ Free Agents Inc

Reasoning:

Jazzi's Creations can offer unique team-building workshops that align with Free Agents Inc's target market of companies seeking to enhance their employee engagement and creativity. This collaboration allows both businesses to leverage their strengths for mutual benefit.

Value Proposition:

By collaborating on workshops, Jazzi's can generate an additional \$500-\$1,000 per session, while Free Agents can enhance their service offerings, making them more attractive to current and potential clients.

Collaboration Example:

Jazzi's Creations could host a customized crafting workshop for Free Agents' client, a mid-sized tech company, where employees create personalized desk organizers. This event would not only foster teamwork but also serve as a unique promotional opportunity for Free Agents, showcasing their commitment to employee wellness. Jazzi earns \$800 from the workshop fee, while Free Agents can present this event as a case study to attract new clients.

Synergy Potential:

The unique combination of Jazzi's creative workshops and Free Agents' professional services creates a distinctive offering that enhances both employee engagement and corporate culture—something neither can achieve alone.

Action Items:

1. Schedule a meeting between Jasmyne and James to discuss potential workshop formats and pricing.
2. Identify one of Free Agents' clients to pilot a workshop and gain feedback.
3. Create a joint marketing campaign highlighting the benefits of the collaboration for both businesses.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

Free Agents Inc.' Jazzi's Creations

Reasoning:

Free Agents Inc can refer clients looking for team-building solutions and unique gift ideas to Jazzi's Creations, as both serve a similar demographic without direct competition.

Value Proposition:

Free Agents can enhance their service package by offering clients access to Jazzi's creative events, potentially increasing their client retention and satisfaction while Jazzi gains new customers.

Collaboration Example:

During a consultation with a local marketing firm, Free Agents identifies a need for team-building activities. They recommend Jazzi's Creations, who can provide customized workshops. In return, Jazzi offers Free Agents a referral fee of 10% for every client they send their way, creating a win-win situation.

Synergy Potential:

This referral relationship allows Free Agents to provide added value to their clients while helping Jazzi tap into a consistent stream of corporate clients eager for creative engagement solutions.

Action Items:

1. Develop a referral agreement that outlines commission structures for client introductions.
2. Create a brochure or digital content that showcases Jazzi's offerings for Free Agents to share with clients.
3. Set up a quarterly check-in to review referral success and adjust marketing materials as needed.

Value: MEDIUM

MUTUAL BENEFIT