

# BUSINESS RELATIONSHIP ANALYSIS

JAX AI Agency!" JPO Logistics LLC

2 Relationships Identified

## BUSINESS PROFILES

### JAX AI Agency

Contact: Vic Bushe

Industry: Technology

Technology and AI Consulting

### JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

## REFERRAL 1/2

75% conf

JAX AI Agency!" JPO Logistics LLC

### Reasoning:

JAX AI Agency specializes in consulting for small and mid-sized businesses looking to modernize operations with AI, which could include logistics firms like JPO Logistics. They can refer clients who require advanced tech solutions to improve logistics operations, while JPO can refer its clients needing AI-driven optimization.

### Value Proposition:

Increased client base for both businesses, leading to potential revenue growth of 15-20% as they tap into each other's networks.

### Collaboration Example:

JAX AI Agency could introduce JPO Logistics to a local real estate company that needs to streamline its freight services. JPO could offer competitive shipping rates to this client while JAX AI provides an AI tool to optimize the logistics process, resulting in a win-win scenario where both businesses earn fees from the partnership.

### Synergy Potential:

This pairing is unique because JAX AI's tech expertise can enhance the efficiency of JPO's logistics operations, allowing them to offer more sophisticated services to their clients, which is not a typical combination in the industry.

### Action Items:

1. Set up an introductory meeting between Vic Bushe and Paulette Orr to discuss mutual referrals.

2. Create a joint brochure detailing the benefits of combining AI with logistics services to share with potential clients.
3. Develop a referral tracking system to monitor leads and conversion rates from each other's networks.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 2/2

80% conf

JAX AI Agency / JPO Logistics LLC

### Reasoning:

JAX AI Agency can collaborate with JPO Logistics to develop a pilot project that utilizes AI for optimizing freight routes, which is a direct application of JAX AI's technology expertise in a critical area for JPO.

### Value Proposition:

By collaborating on a pilot project, both companies can showcase a unique combined service that could attract new clients and increase operational efficiency, potentially boosting revenue by up to 25% for both parties.

### Collaboration Example:

They could jointly design an AI tool that analyzes shipping data to predict optimal routes based on traffic and weather conditions, reducing delivery times. For instance, they could target a regional shipping company looking to reduce costs, where JAX builds the tool, and JPO implements it. They split any fees earned from the shipping company after a successful pilot.

### Synergy Potential:

The unique synergy comes from combining JAX AI's advanced AI capabilities with JPO Logistics' industry knowledge, allowing for the creation of cutting-edge solutions specifically tailored for the logistics sector.

### Action Items:

1. Identify specific pain points in JPO's current logistics operations that can be addressed with AI solutions.
2. Draft a project proposal outlining the collaborative pilot's goals, deliverables, and timelines.
3. Schedule a workshop to brainstorm ideas and finalize the collaboration plan, involving both teams.

Value: HIGH

MUTUAL BENEFIT