

# BUSINESS RELATIONSHIP ANALYSIS

## Free Agents Inc !” JAX AI Agency

2 Relationships Identified

### BUSINESS PROFILES

#### Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

#### JAX AI Agency

Contact: Vic Bushe

Industry: Technology

Technology and AI Consulting

### REFERRAL 1/2

80% conf

JAX AI Agency !’ Free Agents Inc

#### Reasoning:

JAX AI Agency and Free Agents Inc serve similar target markets of small to mid-sized businesses looking to modernize operations. Free Agents Inc can refer clients who need AI solutions to JAX AI Agency while JAX AI can refer clients needing broader business consulting to Free Agents.

#### Value Proposition:

Increased client base for both businesses through mutual referrals, potentially adding 5-10 new clients monthly for each.

#### Collaboration Example:

When Free Agents Inc encounters a client struggling with efficiency and technology, they can refer them to JAX AI Agency for tailored AI solutions. For example, if a local restaurant client needs to implement an AI-based reservation system, Free Agents can direct them to JAX AI, who then custom-builds the system, generating a \$3,000 project fee, with Free Agents earning a referral commission.

#### Synergy Potential:

Both companies focus on enhancing business operations, making their services complementary and enabling a streamlined referral process that maximizes client satisfaction and retention.

**Action Items:**

1. Set up a monthly meeting to discuss potential referral opportunities and share client feedback.
2. Create a referral program that outlines commission structures and benefits for both parties.
3. Develop co-branded marketing materials to promote the partnership and services offered.

Value: HIGH

MUTUAL BENEFIT

**COLLABORATION 2/2**

75% conf

JAX AI Agency !' Free Agents Inc

**Reasoning:**

JAX AI Agency can collaborate with Free Agents Inc on projects that require both AI solutions and business strategy expertise. This partnership can enhance service offerings for both companies.

**Value Proposition:**

Joint projects can lead to higher project values, potentially increasing revenue by 20-30% for both agencies through shared resources and expertise.

**Collaboration Example:**

JAX AI Agency and Free Agents Inc could collaborate on a project for a local logistics company needing to streamline operations with AI. JAX AI would provide an AI-driven logistics management tool while Free Agents offers business strategy consultation. Together they pitch a comprehensive solution for \$15,000, splitting the revenue, thus benefiting from combined expertise and resources.

**Synergy Potential:**

The unique combination of technology and business strategy creates a comprehensive service that neither can offer alone, making it a competitive advantage in the local market.

**Action Items:**

1. Identify a pilot project to collaborate on within the next month.
2. Draft a joint service agreement outlining roles, responsibilities, and revenue sharing.
3. Market the collaboration through a joint webinar to showcase the combined services to potential clients.

Value: HIGH

MUTUAL BENEFIT