

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

COLLABORATION 1/2

85% conf

The Collective Om !” MyahnArt LLC

Reasoning:

The Collective Om provides holistic health services which could greatly benefit from the creative visual enhancements offered by MyahnArt LLC. By collaborating, they can create a unique health and wellness experience that attracts more clients.

Value Proposition:

This partnership could boost revenue for both businesses by attracting new clients through combined marketing efforts and enhanced service offerings, potentially increasing customer engagement by up to 30%.

Collaboration Example:

The Collective Om could host a wellness workshop in their space, inviting MyahnArt to create an immersive environment with live painting that reflects the themes of self-growth and holistic health. Attendees would pay a fee to participate, with ticket sales split evenly, while both businesses gain exposure and potential new clients.

Synergy Potential:

This pairing is special because it combines health and wellness with artistic expression, creating a unique customer experience that neither could achieve alone. Together, they can foster an environment that promotes both mental and physical well-being through creativity.

Action Items:

1. Schedule a meeting between Ashlyn Schwartz and Myah Freeman to discuss potential workshop themes.
2. Develop a joint marketing plan for the wellness workshop, highlighting the unique offerings of both businesses.
3. Set a date for the workshop and create promotional materials to share across both businesses' networks.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

MyahnArt LLC !' The Collective Om

Reasoning:

MyahnArt serves a target market that overlaps with The Collective Om, as businesses seeking beautification and aesthetic enhancements can refer clients to holistic health services for improved customer experiences.

Value Proposition:

Each referral from MyahnArt to The Collective Om could result in an additional \$500 in revenue per client, enhancing customer experience and satisfaction for MyahnArt's clients.

Collaboration Example:

When MyahnArt decorates a local café with murals, they can refer the café owner to The Collective Om for wellness workshops aimed at staff, enhancing both employee well-being and the café's service offerings. MyahnArt could earn a referral fee for each client they send, generating an additional revenue stream.

Synergy Potential:

This relationship is unique due to the dual focus on aesthetics and well-being; MyahnArt can enhance physical spaces while The Collective Om enriches the mind, creating a comprehensive improvement in customer experience.

Action Items:

1. Create a referral agreement where MyahnArt receives a commission for each client referred to The Collective Om.
2. Develop a co-branded flyer that highlights both businesses' services to distribute at events and in client locations.
3. Host a joint networking event to introduce each business's client base to the other's services.

Value: MEDIUM

MUTUAL BENEFIT