

# BUSINESS RELATIONSHIP ANALYSIS

Genuine Coaching & Consulting!" JAX AI Agency

4 Relationships Identified

## BUSINESS PROFILES

### Genuine Coaching & Consulting

Contact: Reden Dionisio  
Industry: Technology  
Coaching, Speaking, Training

### JAX AI Agency

Contact: Vladimir Bichev  
Industry: Technology  
Software Technology and AI Consulting

## COLLABORATION 1/4

85% conf

JAX AI Agency!" Genuine Coaching & Consulting

#### Reasoning:

JAX AI Agency's focus on AI consulting aligns well with Genuines Coaching & Consulting's target market of business owners and corporate executives. By collaborating, they can enhance their service offerings and provide comprehensive solutions that integrate AI technologies into coaching and training programs.

#### Value Proposition:

This partnership can lead to increased revenue from joint projects, potentially generating \$10,000 per month through bundled services and workshops.

#### Collaboration Example:

JAX AI Agency could develop an AI-driven analytics tool tailored for Genuines' corporate clients, allowing executives to track employee performance metrics in real-time. They would host a launch event together, showcasing the tool, where attendees can see live demos. JAX AI gets exposure to Genuines' network, while Genuines enhances its training programs with advanced data insights, driving demand for both services.

#### Synergy Potential:

The unique synergy lies in combining cutting-edge AI technology with personal development and leadership training, creating a rare offering that empowers executives while improving operational efficiency.

### Action Items:

1. Schedule a brainstorming session to identify specific AI tools that can enhance Genuines' coaching programs.
2. Create a joint marketing plan to promote the new AI analytics tool through webinars and online workshops.
3. Host a pilot workshop where selected clients can experience the integration of AI insights into coaching sessions.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/4

70% conf

Genuines Coaching & Consulting | JAX AI Agency

### Reasoning:

Genuines Coaching & Consulting serves business owners who are likely seeking to modernize their operations, making them ideal for referrals to JAX AI Agency's consulting services. This creates a complementary relationship where both businesses can help their clients evolve.

### Value Proposition:

By referring clients to JAX AI, Genuines can earn a commission on each referral, potentially increasing their revenue by \$5,000 per quarter.

### Collaboration Example:

Genuines could identify clients struggling with operational efficiency and introduce them to JAX AI for tailored AI solutions. For instance, during a coaching session, if a client expresses interest in automating their customer service, Genuines can refer them directly to JAX AI, ensuring a seamless transition and shared success story.

### Synergy Potential:

Genuines' focus on leadership and management consulting complements JAX AI's technology solutions, leading to a holistic approach to business improvement that addresses both human and technological factors.

### Action Items:

1. Develop a referral program with defined commission structures for Genuines when they refer clients to JAX AI.
2. Create a shared marketing collateral highlighting the benefits of AI in business operations to distribute during coaching sessions.
3. Set up a quarterly check-in to discuss referral successes and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 3/4

85% conf

JAX AI Agency !' Genuines Coaching & Consulting

### Reasoning:

JAX AI Agency specializes in AI solutions that can enhance the training and development processes offered by Genuines Coaching & Consulting. By collaborating, they can create tailored AI-driven training modules that enhance learning outcomes for executives and small business owners.

### Value Proposition:

This partnership could lead to new revenue streams from offering AI-enhanced training programs, potentially generating an additional \$20,000 in project fees in the first year.

### Collaboration Example:

JAX AI Agency could develop an AI-powered coaching tool that analyzes executive leadership styles and provides personalized feedback. Genuines Coaching would market this offering to their existing clients, enhancing their value proposition. They could split the revenue from the initial \$10,000 project fee while also gaining new clients through the innovative training solution they provide together.

### Synergy Potential:

This pairing is unique because JAX AI brings cutting-edge technology to Genuines Coaching's established expertise in executive training, creating a distinctive program that neither could achieve alone.

### Action Items:

1. Schedule a brainstorming session to identify specific training areas that can be enhanced with AI.
2. Develop a prototype of the AI-powered coaching tool to showcase at Genuines Coaching's next client workshop.
3. Create a joint marketing plan to promote the new AI training module to both businesses' client bases.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 4/4

70% conf

Genuines Coaching & Consulting !' JAX AI Agency

### Reasoning:

Genuines Coaching & Consulting works with C-suite executives and small business owners who may benefit from the AI consulting services offered by JAX AI Agency. By referring clients to JAX AI, they can offer added value to their own clients while earning referral fees.

### Value Proposition:

This could lead to a 10% commission on referred projects, potentially yielding \$5,000 in referral fees within the first year based on initial client estimates.

### Collaboration Example:

Genuines Coaching could identify a small business client struggling with operational efficiency and refer them to JAX AI Agency for an AI consultation. In turn, JAX AI would give Genuines a referral fee for every project initiated through this introduction, creating a win-win relationship while enhancing client service.

**Synergy Potential:**

This relationship leverages Genuines Coaching's deep connections with local business leaders, allowing JAX AI to penetrate the market effectively while providing Genuines' clients with innovative solutions.

**Action Items:**

1. Develop a referral agreement outlining commission structures and responsibilities.
2. Create materials that Genuines can use to educate clients about JAX AI's services.
3. Identify a joint event where both businesses can present their offerings to attract referrals.

Value: MEDIUM

MUTUAL BENEFIT

---