

# BUSINESS RELATIONSHIP ANALYSIS

## JAX AI Agency !” WhitBits Cookies

2 Relationships Identified

### BUSINESS PROFILES

#### JAX AI Agency

Contact: Vladimir Bichev

Industry: Technology

Software Technology and AI Consulting

#### WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

### PARTNER 1/2

75% conf

## JAX AI Agency !” WhitBits Cookies

#### Reasoning:

JAX AI Agency could utilize WhitBits Cookies to enhance client engagement events, providing a more inviting atmosphere while showcasing their AI solutions. The unique homemade cookie offerings would attract potential clients from the corporate sector that WhitBits serves.

#### Value Proposition:

By partnering, JAX AI can enhance their marketing visibility and client engagement, potentially increasing new client acquisition by 20% during events, while WhitBits can tap into a new revenue stream by catering to tech events.

#### Collaboration Example:

JAX AI Agency could host a networking event for small to mid-sized businesses interested in AI adoption, and they could provide WhitBits Cookies as refreshments. Each attendee receives a cookie branded with JAX AI's logo, creating a memorable experience. In return, JAX AI gains exposure to potential clients, and WhitBits can promote their baked goods to a new audience, generating sales from event catering.

#### Synergy Potential:

This partnership uniquely combines technology and a personal touch through homemade cookies, making JAX AI's tech consulting services more approachable and engaging for potential clients.

**Action Items:**

1. Plan a joint networking event for local businesses focused on AI adoption and modernizing operations.
2. Develop a co-branded flyer that includes information about JAX AI's services and WhitBits' offerings to distribute at events.
3. Schedule a follow-up meeting after the event to assess leads generated for both businesses.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

60% conf

WhitBits Cookies!' JAX AI Agency

**Reasoning:**

WhitBits Cookies serves corporate professionals who may benefit from JAX AI's consulting services. By referring clients to JAX AI, WhitBits can enhance their service offerings and create a network of value-added services for their clients.

**Value Proposition:**

WhitBits could earn a referral fee from JAX AI for every client they refer, potentially increasing their revenue by 10% while helping clients modernize their operations.

**Collaboration Example:**

WhitBits can include a referral card with each cookie delivery to corporate clients, offering a discount on JAX AI's services. This creates a win-win situation where WhitBits can provide added value to their clients while earning a referral fee for every successful lead that converts into a project.

**Synergy Potential:**

The referral relationship is unique as it leverages WhitBits' existing connections in the corporate sector to introduce AI solutions, which is a novel offering for their clients who may not be familiar with the benefits of AI.

**Action Items:**

1. Create a referral agreement outlining fees and terms between JAX AI and WhitBits.
2. Design and print referral cards featuring JAX AI's services to include with cookie deliveries.
3. Schedule a training session for WhitBits staff on how to identify potential clients for JAX AI's services.

Value: MEDIUM

MUTUAL BENEFIT