

# BUSINESS RELATIONSHIP ANALYSIS

## The Collective Om!" flow

### 2 Relationships Identified

#### BUSINESS PROFILES

##### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

##### flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

#### COLLABORATION 1/2

85% conf

flow!" The Collective Om

##### Reasoning:

Both businesses target individuals focused on self-growth and wellness, making a partnership sensible. flow could provide coaching services as part of The Collective Om's holistic health offerings, enhancing the value for clients.

##### Value Proposition:

By collaborating, flow can increase its client base through referrals from The Collective Om, while The Collective Om can enhance its service portfolio, potentially increasing revenue by 20% as clients seek comprehensive wellness solutions.

##### Collaboration Example:

flow could design a 'Holistic Wellness Workshop' alongside The Collective Om, where participants engage in both coaching sessions and holistic health practices. For instance, they could host a Saturday retreat with 20 attendees, charging \$150 each, splitting the \$3,000 revenue and marketing the event through both businesses' networks.

##### Synergy Potential:

The unique synergy lies in the complementary nature of coaching and holistic health services, allowing clients to experience a well-rounded approach to self-improvement that neither could provide alone.

##### Action Items:

1. Schedule a meeting between Miguel and Ashlyn to outline potential workshop topics.

2. Create joint marketing materials to promote the Holistic Wellness Workshop.
3. Set a timeline for the workshop and establish roles for each business in its execution.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

The Collective Om / flow

### Reasoning:

The Collective Om and flow cater to similar demographics focused on self-growth, making referrals beneficial. They can refer clients who need specialized coaching that complements holistic health services.

### Value Proposition:

This referral relationship could potentially yield a 15% increase in client engagement for both businesses, as clients seeking holistic health may also value coaching services.

### Collaboration Example:

The Collective Om can include a referral brochure for flow in their wellness service packages, offering clients a discount on their first coaching session. For instance, if 10% of their clients take advantage of this offer, flow could gain 8 new clients in a month, generating approximately \$1,200 in additional revenue.

### Synergy Potential:

The pairing of coaching and holistic health services creates a unique referral pathway that directly addresses the comprehensive needs of clients seeking personal development.

### Action Items:

1. Develop a referral program detailing benefits for both businesses.
2. Create a joint client feedback loop to assess the effectiveness of referrals.
3. Host a networking event for both client bases to strengthen community ties and enhance referral potential.

Value: MEDIUM

MUTUAL BENEFIT