

BUSINESS RELATIONSHIP ANALYSIS

The Collective Om !” The P-Way Solutions L

2 Relationships Identified

BUSINESS PROFILES

The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

The P-Way Solutions LLC

Contact: Pervis lowman

Industry: Real Estate

Commercial Janitorial Services

REFERRAL 1/2

75% conf

The Collective Om !' The P-Way Solutions LLC

Reasoning:

Both businesses target small businesses; The Collective Om focuses on holistic health, while The P-Way Solutions offers janitorial services. They can refer clients to each other, as small businesses often need both health services and maintenance.

Value Proposition:

Increased client base for both businesses through referrals, potentially increasing revenue by 10-20% as they tap into each other's customer networks.

Collaboration Example:

The Collective Om provides a wellness package for small businesses, which includes a referral program for The P-Way Solutions. When a small business books a wellness session, they receive a discount on janitorial services for a month, and vice versa. This creates a win-win situation and encourages cross-referrals where both companies can enhance their service offerings.

Synergy Potential:

The unique synergy lies in their shared focus on small businesses and wellness, allowing them to create a holistic experience for clients that addresses both health and operational needs, setting them apart from competitors.

Action Items:

1. Develop a referral incentive program that rewards clients for using both services.
2. Create joint marketing materials that highlight the benefits of using both businesses.
3. Host a networking event for small businesses to introduce both services and create partnership opportunities.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

The P-Way Solutions LLC !' The Collective Om

Reasoning:

The P-Way Solutions serves a variety of small businesses that might benefit from holistic health services offered by The Collective Om. Referring clients who prioritize employee well-being can enhance P-Way's service portfolio.

Value Proposition:

Increased service offerings for P-Way Solutions' clients, potentially increasing their contract value by providing additional health services that improve employee productivity and satisfaction.

Collaboration Example:

The P-Way Solutions can include a wellness consultation as part of their janitorial service contracts. For instance, when they sign a new client, they offer a complimentary wellness consultation from The Collective Om, which they can promote as part of their commitment to employee health, enhancing their value proposition.

Synergy Potential:

This relationship is unique as it combines operational efficiency with employee wellness, creating a comprehensive service that addresses both the physical environment and the well-being of employees, thus appealing to a broader client base.

Action Items:

1. Integrate The Collective Om's wellness services into P-Way's service contracts as a value-add.
2. Train P-Way's staff to promote wellness services during client interactions.
3. Develop a co-branded marketing campaign highlighting the benefits of a healthy work environment.

Value: MEDIUM

MUTUAL BENEFIT