

BUSINESS RELATIONSHIP ANALYSIS

Connections to the Nations Llc !” flow

2 Relationships Identified

BUSINESS PROFILES

Connections to the Nations Llc

Contact: Arlene Ortiz

Industry: Professional Services

Community Fair and Culture

flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

COLLABORATION 1/2

80% conf

flow !” Connections to the Nations Llc

Reasoning:

Flow, as a coaching service, can provide personal development and business coaching workshops that would greatly benefit the participants at Connections to the Nations' community fairs. This partnership allows both businesses to enhance their offerings and attract more attendees.

Value Proposition:

By collaborating on workshops, Flow can tap into Connections' audience, potentially increasing its client base and generating an estimated additional \$10,000 in revenue from new clients over a quarter.

Collaboration Example:

Flow organizes a series of free coaching workshops at the next community fair hosted by Connections to the Nations. For instance, they could provide a 'Boost Your Business' workshop where local entrepreneurs learn effective marketing strategies. Both businesses promote the event through their networks, drawing in over 100 participants, where Flow captures leads for individual coaching sessions, leading to a projected \$5,000 in new contracts.

Synergy Potential:

This partnership uniquely combines Flow's expertise in personal and professional development with Connections' extensive community network, creating a powerful platform for growth and engagement that neither could achieve alone.

Action Items:

1. Schedule a joint meeting to plan the workshop details and logistics.
2. Develop promotional materials to advertise the workshops at the upcoming community fair.
3. Create a feedback mechanism post-workshop to gather insights and improve future collaborations.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Connections to the Nations Llc!' flow

Reasoning:

Connections to the Nations serves businesses that could benefit from coaching services provided by Flow. By referring businesses looking for personal or professional development, Connections can enhance its service offering while Flow gains new clients.

Value Proposition:

Connections can earn a referral fee of 10% for each client it sends to Flow, potentially generating an additional \$3,000 in revenue if they refer 30 clients over a year.

Collaboration Example:

During the community fair, Connections highlights Flow's coaching services to business owners looking to improve their operations. If Connections refers 10 business owners to Flow, and each engages in a \$1,000 coaching package, Connections earns \$1,000 in referral fees, while Flow gains valuable new clients.

Synergy Potential:

The pairing is unique as Connections' community-oriented approach aligns perfectly with Flow's coaching services, allowing them to provide holistic support to local businesses while fostering a stronger community.

Action Items:

1. Develop a referral agreement outlining the commission structure.
2. Create marketing materials that feature Flow's services to distribute at the community fair.
3. Establish a follow-up process for Connections to track referred clients and their engagement with Flow.

Value: MEDIUM

MUTUAL BENEFIT