

# BUSINESS RELATIONSHIP ANALYSIS

## Connections to the Nations Llc !” MyahnArt

2 Relationships Identified

### BUSINESS PROFILES

#### Connections to the Nations Llc

Contact: Arlene Ortiz

Industry: Professional Services

Community Fair and Culture

#### MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

### COLLABORATION 1/2

85% conf

#### MyahnArt LLC !” Connections to the Nations Llc

##### Reasoning:

MyahnArt LLC can provide live painting services during Connections to the Nations' community fairs and cultural events, enhancing the aesthetic experience for attendees. This collaboration allows both businesses to promote their services and reach a wider audience together.

##### Value Proposition:

By collaborating on events, both businesses can increase their customer engagement, leading to potential revenue growth of 20% from enhanced event experiences and cross-promotion.

##### Collaboration Example:

During an upcoming community fair organized by Connections to the Nations, MyahnArt will set up a live painting booth where attendees can watch and interact with the artist. This draws in crowds and creates a vibrant atmosphere. MyahnArt could charge \$1,000 for the live painting service, while Connections to the Nations benefits from increased foot traffic and engagement, enhancing their event's appeal.

##### Synergy Potential:

The unique synergy comes from combining MyahnArt's artistic talents with Connections to the Nations' community focus, creating a culturally enriching experience that showcases local artistry while promoting community engagement.

**Action Items:**

1. Schedule a meeting to discuss upcoming events and potential collaboration timelines.
2. Develop a co-branded marketing plan to promote the live painting events.
3. Create a feedback loop post-event to assess audience engagement and gather testimonials.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Connections to the Nations LLC | MyahnArt LLC

**Reasoning:**

Connections to the Nations LLC serves businesses that may require beautification and artistic services, creating a natural referral pathway for MyahnArt LLC. Both businesses can benefit from sharing client leads that match their respective services.

**Value Proposition:**

Referring clients can lead to a 15% increase in new projects for MyahnArt, while Connections to the Nations enhances its service offerings by providing clients access to artistic solutions.

**Collaboration Example:**

Connections to the Nations can refer local businesses attending their community fairs to MyahnArt for custom murals or event-themed artwork. For instance, if a local café is looking to beautify its interior, Connections can recommend MyahnArt, leading to a potential \$3,000 mural project, benefiting both businesses.

**Synergy Potential:**

This partnership is distinct because it combines the artistic services of MyahnArt with the community-centric approach of Connections to the Nations, creating a network that supports local businesses in enhancing their aesthetics.

**Action Items:**

1. Identify key business attendees at upcoming fairs who could benefit from artistic services.
2. Create a referral program that incentivizes Connections to the Nations for client leads.
3. Develop a joint marketing piece that highlights the benefits of beautification for local businesses.

Value: MEDIUM

MUTUAL BENEFIT