

## WhitBits Cookies

• Professional Services

Homemade cookies

### Contact Information

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**TARGET MARKET**

Corporate professionals (office managers, medical staff) and event planners

### Partnership Opportunities (30)

1

**Jazzi's Creations**  
Events & Gifts

85%

<-> Bidirectional

<- **WHAT THEY PROVIDE (Collaboration)**

Jazzi's Creations and WhitBits Cookies share a common target market of corporate professionals and event planners. By collaborating, they can enhance each other's service offerings during corporate events and team-building activities, creating a more appealing package for their clients.

**VALUE:** By combining Jazzi's crafting workshops with WhitBits' cookie catering, both businesses can attract more corporate clients, potentially increasing revenue by 20% through bundled services.

-> **WHAT YOU PROVIDE (Vendor)**

WhitBits Cookies can provide homemade cookies for events hosted by Jazzi's Creations, enhancing the overall experience for guests and making Jazzi's events more appealing.

**VALUE:** WhitBits can secure consistent orders from Jazzi's events, potentially increasing cookie sales by 30% during peak event seasons.

**[!] PARTNERSHIP SCENARIO**

*Jazzi's Creations organizes a 'Cookies and Crafts' team-building event for a local corporation, where employees spend the day crafting personalized gifts while enjoying an assortment of WhitBits' gourmet cookies. They charge the company \$1,500 for the event, split the revenue, and both gain exposure to new clients who appreciate the combined offering.*

**[\*] UNIQUE SYNERGY**

The unique synergy lies in the blending of creative crafting and gourmet baking, appealing to both hands-on and culinary interests of corporate teams, making their joint offering more distinctive than typical team-building events.

**NEXT STEPS:**

- 1 Set up a meeting between Jasmyne and Whitney to discuss event logistics and pricing.
- 2 Develop a promotional package that outlines the 'Cookies and Crafts' event, highlighting the benefits for corporate clients.
- 3 Create a marketing plan to reach out to local businesses and event planners about the new offering.

## 2 Be Present Detalles

Professional Services

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Collaboration)

Be Present Detalles specializes in creating events, making them an excellent partner for WhitBits Cookies, which can provide homemade cookies for these events. This collaboration allows both businesses to tap into each other's markets, enhancing event experiences with quality refreshments.

**VALUE:** By collaborating on events, Be Present Detalles can offer unique cookie catering as part of their event packages, potentially increasing event sales by 20%. WhitBits can gain access to new corporate clients through Be Present's established event planner connections.

### -> WHAT YOU PROVIDE (Referral)

WhitBits Cookies targets corporate professionals who frequently organize events, making them a potential source of referrals for Be Present Detalles. Conversely, Be Present Detalles can recommend WhitBits to their clients looking for quality catering options.

**VALUE:** WhitBits can refer Be Present to their clients, potentially increasing Be Present's client base by 15-25%. This synergy allows WhitBits to provide added value to their clients by recommending a trusted event planner.

### [!] PARTNERSHIP SCENARIO

*For an upcoming corporate retreat organized by Be Present Detalles, they can include a cookie-tasting station featuring WhitBits Cookies. Attendees can sample a variety of cookies, creating a memorable experience. Be Present Detalles gives WhitBits a \$1,000 contract for cookies for 100 guests, while WhitBits gains visibility among corporate professionals, leading to potential future orders.*

### [\*] UNIQUE SYNERGY

This pairing is unique because it combines high-quality event planning with artisanal food, offering a complete sensory experience that elevates corporate events beyond the standard fare. The combination of creativity in event design and delicious homemade cookies caters specifically to the upscale market that both businesses target.

### NEXT STEPS:

- 1 Schedule a meeting between De'Ana Aguas and Whitney Branch to discuss potential collaborative events.
- 2 Develop a package deal for corporate clients that includes event planning services and cookie catering.
- 3 Create promotional materials highlighting the collaboration to share with both businesses' client bases.

## 3 Organize Design Create

Marketing & Design

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Organize Design Create can refer clients who are planning events to WhitBits Cookies for catering their dessert needs. This referral enhances client satisfaction and builds a network of reliable vendors.

**VALUE:** For every referral made to WhitBits, Organize Design Create could establish a commission structure, potentially earning 10% on cookie sales, while WhitBits gains access to a steady stream of corporate clients.

### -> WHAT YOU PROVIDE (Collaboration)

WhitBits Cookies can supply homemade cookies for events organized by Organize Design Create, which caters to corporate clients and entrepreneurs. This collaboration enhances the event experience for attendees and provides additional revenue to WhitBits.

**VALUE:** By partnering with Organize Design Create for events, WhitBits can increase sales by approximately 20% during

event months due to bulk orders, while Organize Design Create can enhance their service offering, attracting more clients.

#### [!] PARTNERSHIP SCENARIO

*WhitBits Cookies provides a selection of their best-selling cookies for a marketing launch event organized by Organize Design Create for a local startup. Attendees enjoy the cookies while networking, promoting a memorable experience that the startup can use in its marketing efforts. WhitBits earns \$600 from a bulk order and gains exposure through the event's social media posts.*

#### [\*] UNIQUE SYNERGY

This partnership is unique because it combines the personal touch of homemade cookies with high-impact marketing events, creating a delightful atmosphere that encourages networking and client engagement.

#### NEXT STEPS:

- 1 Schedule a meeting between Whitney Branch and Victoria Price to discuss event dates and cookie options.
- 2 Create a promotional package that includes cookie samples for upcoming events.
- 3 Develop a co-branded social media campaign to promote the events featuring WhitBits cookies.

### 4 Soulfitness Studio Health and wellness center

Health & Wellness

85%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Soulfitness Studio could refer clients who are planning corporate wellness events to WhitBits Cookies, as healthy snacks are often a part of these events. This would allow both businesses to tap into each other's client bases.

**VALUE:** Soulfitness can earn a referral fee of 10% for every order referred to WhitBits, while WhitBits gains exposure to new corporate clients, potentially increasing their sales by 15%.

#### -> WHAT YOU PROVIDE (Collaboration)

WhitBits Cookies can provide homemade cookies for events hosted by Soulfitness Studio, enhancing the wellness experience with healthy, delicious treats. This collaboration appeals to both businesses' target markets-corporate professionals and health-conscious individuals.

**VALUE:** By supplying cookies for Soulfitness events, WhitBits can increase sales by 20% during the collaboration, while Soulfitness can attract more participants to their wellness retreats by offering unique, homemade snacks.

#### [!] PARTNERSHIP SCENARIO

*WhitBits Cookies supplies a variety of healthy cookie options for Soulfitness's upcoming 'Wellness Weekend Retreat.' Participants enjoy freshly baked cookies during nutrition workshops, elevating their experience. WhitBits charges \$500 for 200 cookies, while Soulfitness attracts 50 new clients, boosting membership sign-ups by 15% in the following month.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines health and indulgence, appealing to those who want to enjoy treats without the guilt, distinguishing it from other health-focused offerings in the market.

#### NEXT STEPS:

- 1 Schedule a meeting between Whitney and Janice to discuss the wellness retreat and cookie options.
- 2 Create a promotional plan highlighting the collaboration on social media and email newsletters.
- 3 Develop a cookie menu that aligns with health trends, such as gluten-free or protein-enriched options.

<- WHAT THEY PROVIDE (Vendor)

Simple Creations By T can source cookies from WhitBits Cookies to include in their custom gift offerings, enhancing their product line without the need to bake in-house.

**VALUE:** By sourcing cookies from WhitBits, Simple Creations can expand their product offerings, potentially increasing average order values by 15% as customers opt for more comprehensive gift sets.

-> WHAT YOU PROVIDE (Collaboration)

WhitBits Cookies specializes in homemade cookies, which can complement the personalized gifts created by Simple Creations By T. By collaborating, they can create unique gift bundles that appeal to their shared target markets.

**VALUE:** By bundling cookies with custom gifts, both businesses can increase sales by attracting corporate clients and event planners looking for unique gift options, potentially increasing revenue by 20% during peak gifting seasons.

[!] PARTNERSHIP SCENARIO

*WhitBits Cookies and Simple Creations By T could launch a 'Celebration Bundle' for corporate clients, which includes a dozen assorted cookies and a custom gift item for employee recognition events. They would market this bundle to local businesses, offering a special deal for bulk orders, which could yield an average of \$1,000 per order for events.*

[\*] UNIQUE SYNERGY

The pairing is unique because it merges the sweet experience of gourmet cookies with the personal touch of customized gifts, creating a memorable offering that stands out in the market, especially for corporate celebrations.

NEXT STEPS:

- 1 Schedule a meeting to discuss the creation of the 'Celebration Bundle' product.
- 2 Design marketing materials that highlight the partnership and the unique bundle offering.
- 3 Identify local corporate clients to target for initial sales and test the bundle's appeal.

<- WHAT THEY PROVIDE (Referral)

Noseniorleftbehindfl.org serves seniors who often have family members that are corporate professionals or event planners. By referring its clients to WhitBits Cookies for corporate gifts or event catering, Noseniorleftbehindfl.org can offer additional value to its clients while creating a referral opportunity for WhitBits.

**VALUE:** WhitBits could gain access to a new client base of corporate professionals, potentially increasing sales by 10% through referrals. Noseniorleftbehindfl.org enhances its service by providing clients with gifting options.

-> WHAT YOU PROVIDE (Collaboration)

WhitBits Cookies specializes in homemade cookies, which could be an attractive addition to the events hosted by Noseniorleftbehindfl.org. By providing cookies for their assessments or community events, WhitBits can increase their exposure to a senior demographic, while Noseniorleftbehindfl.org can enhance their service offerings with a delightful treat that creates a warm, welcoming atmosphere.

**VALUE:** WhitBits could expect a new revenue stream of approximately \$1,000 per month from supplying cookies for events, while Noseniorleftbehindfl.org enhances their client engagement and satisfaction.

[!] PARTNERSHIP SCENARIO

*During a community assessment event for seniors, Noseniorleftbehindfl.org could provide WhitBits Cookies as refreshments. For example, they could offer a selection of cookies during a monthly 'Senior Social' event, where 50 seniors come together to share experiences and receive assessments. WhitBits could charge \$5 per cookie box, generating \$250 per event, while Noseniorleftbehindfl.org benefits from a more inviting atmosphere that encourages attendance and participation.*

[\*] UNIQUE SYNERGY

The unique synergy lies in WhitBits' ability to provide a comforting, familiar product that resonates with seniors, enhancing the community-focused mission of Noseniorleftbehindfl.org. This pairing is special as it combines food with social services, making events more appealing and effective.

#### NEXT STEPS:

- 1 Schedule a meeting between Whitney Branch and Wanda K Jackson to discuss potential event collaborations and cookie offerings.
- 2 Develop a sample menu of cookie options tailored for senior events, highlighting flavors that appeal to older adults.
- 3 Plan the first collaborative event, such as a 'Senior Social' in the next month, outlining logistics and promotion strategies.

## 7 Complete Renewal LLC

Health & Wellness

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Complete Renewal's target market of health-conscious minority women often seeks unique catering options for events. Referring WhitBits Cookies for corporate events or personal celebrations would provide a high-quality, healthy dessert option for clients.

**VALUE:** By referring clients to WhitBits, Complete Renewal could earn a referral fee of 10% on every order placed through their recommendation, potentially generating an additional revenue stream.

### -> WHAT YOU PROVIDE (Collaboration)

WhitBits Cookies could enhance Complete Renewal's wellness events by providing a selection of healthy, homemade cookies. This collaboration would attract more attendees and create a holistic event experience that aligns with health-conscious values.

**VALUE:** This partnership could increase event attendance by 30%, leading to higher sales for both businesses and potential new customers for WhitBits in the health and wellness sector.

### [!] PARTNERSHIP SCENARIO

*WhitBits Cookies could supply a range of organic, low-sugar cookies for Complete Renewal's next 'On-the-Go Spa' event. As part of the event, each participant receives a cookie paired with a skincare consultation, creating a memorable experience. If 100 women attend, WhitBits could see sales of \$1,000, while Complete Renewal benefits from increased engagement and potential new clientele.*

### [\*] UNIQUE SYNERGY

The unique synergy arises from both businesses targeting health-conscious women; by collaborating, they can create a more appealing, integrated experience that promotes wellness in a fun, indulgent way.

#### NEXT STEPS:

- 1 Schedule a meeting between Whitney and Nadege to discuss collaboration details.
- 2 Develop a menu of cookie options that align with Complete Renewal's health ethos.
- 3 Plan the logistics for cookie supply at the next 'On-the-Go Spa' event.

## 8 Connections to the Nations Llc

Professional Services

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Connections to the Nations serves businesses that may require catering or snack options for their events, which aligns with the target market of WhitBits Cookies. This enables a referral system where both businesses can benefit without competing.

**VALUE:** Connections can refer WhitBits to corporate clients needing catering, potentially generating an additional \$500 per month in sales for WhitBits.

### -> WHAT YOU PROVIDE (Collaboration)

WhitBits Cookies can supply homemade cookies for events organized by Connections to the Nations LLC. This would enhance the cultural fairs and community events with a unique, local touch while providing WhitBits access to a broader audience.

**VALUE:** WhitBits could increase revenue by at least 20% through bulk cookie orders for events, while Connections to the Nations enhances their event offerings, attracting more attendees.

#### [!] PARTNERSHIP SCENARIO

*For the upcoming community fair, WhitBits Cookies could provide 500 themed cookies representing different cultures. In return, Connections to the Nations would promote WhitBits as a featured local vendor, adding value to their event. This partnership could lead to a combined marketing push, resulting in 300 additional attendees for the fair and a \$1,000 revenue increase for WhitBits.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines WhitBits' culinary creativity with Connections to the Nations' cultural focus, allowing both to stand out in their respective markets while promoting community engagement.

#### NEXT STEPS:

- 1 Schedule a meeting between Whitney and Arlene to discuss event timelines and cookie themes.
- 2 Draft a partnership agreement outlining cookie quantities, pricing, and promotional responsibilities.
- 3 Create a joint marketing plan highlighting the collaboration on social media and local advertisements.

### 9 Genuines Coaching & Consulting

Technology

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Genuines Coaching & Consulting targets corporate professionals, who are also part of WhitBits Cookies' target market. This overlap in clientele makes referral opportunities viable, as both businesses can recommend each other's services to their clients without competing.

**VALUE:** Both businesses can enhance client satisfaction by providing complementary services, potentially increasing customer retention and generating additional revenue through referrals.

#### -> WHAT YOU PROVIDE (Vendor)

WhitBits Cookies can provide catering services to Genuines Coaching during their workshops and training sessions. This vendor relationship can enhance the experience of participants, making the sessions more appealing.

**VALUE:** By adding a catering option, Genuines can increase attendance rates at events, leading to higher revenue from coaching sessions and potential upselling of additional services.

#### [!] PARTNERSHIP SCENARIO

*During a corporate training session hosted by Genuines Coaching, Reden introduces WhitBits Cookies as a catering option for snacks or events. For example, at a leadership workshop for local executives, participants enjoy personalized cookie boxes from WhitBits, fostering a memorable experience that leads to increased interest in their offerings and referrals between the businesses.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in the combination of coaching and gourmet treats, creating a holistic experience for corporate clients that enhances both learning and enjoyment, setting them apart from typical service providers.

#### NEXT STEPS:

- 1 Schedule a meeting between Reden and Whitney to discuss referral strategies.
- 2 Create a joint marketing piece highlighting the benefits of coaching sessions with cookie catering.
- 3 Implement a referral program where clients of Genuines Coaching receive discounts on WhitBits Cookies and vice versa.

## 10 Celebrate & Smile International Steppers

Arts & Creative

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Collaboration)

Celebrate & Smile International Steppers focuses on community enhancement through dance, which can pair well with WhitBits Cookies' target market of corporate professionals and event planners. Both businesses serve clients interested in enhancing their events or workplace culture, making a collaboration feasible and beneficial.

**VALUE:** By collaborating on corporate events, both businesses could attract new clients, leading to a potential revenue increase of up to 30% per event, given the combined appeal of dance workshops and homemade cookies.

### -> WHAT YOU PROVIDE (Vendor)

WhitBits Cookies could provide snacks for Celebrate & Smile's dance events, enhancing the overall experience for participants. This vendor relationship can help Celebrate create a stronger atmosphere during their workshops.

**VALUE:** Incorporating WhitBits cookies into Celebrate's events can improve attendee satisfaction, leading to higher retention and a potential increase in repeat clients by 20%.

### [!] PARTNERSHIP SCENARIO

*WhitBits Cookies could sponsor a 'Dance and Dessert' corporate team-building event organized by Celebrate & Smile, where employees enjoy a dance workshop followed by a sampling of gourmet cookies. The event could cost companies \$1,000, with Celebrate receiving \$700 and WhitBits \$300, while both gain exposure to new clients.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in combining physical engagement through dance with the comforting experience of gourmet cookies, creating a memorable and holistic corporate event that stands out in the market.

### NEXT STEPS:

- 1 Schedule a meeting between Tiffany and Whitney to discuss event logistics and pricing.
- 2 Create a marketing plan for the 'Dance and Dessert' event, targeting local businesses and corporate clients.
- 3 Develop a follow-up strategy post-event to gather feedback and explore additional partnership opportunities.

## 11 Communicate Design & Marketing

Marketing & Design

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Communicate Design & Marketing targets founders and entrepreneurs, which aligns with WhitBits Cookies' market of corporate professionals and event planners. They can refer clients to each other, as office events or corporate meetings often require catering, including desserts like cookies.

**VALUE:** By referring clients back and forth, both businesses can increase their client base, leading to an estimated increase in revenue by 20-30% for each business through new leads.

### -> WHAT YOU PROVIDE (Vendor)

WhitBits could provide cookies for events that Communicate organizes for its clients, enhancing the overall experience. This creates a vendor relationship where WhitBits supplies products directly to Communicate's events.

**VALUE:** WhitBits could secure consistent orders from Communicate for events, potentially leading to an additional \$1,000 in revenue per month during peak event seasons.

### [!] PARTNERSHIP SCENARIO

*Communicate could recommend WhitBits Cookies to its clients who are planning events or meetings, such as a local startup launching a new product. In return, WhitBits could feature Communicate's branding services on their website, showcasing how excellent branding can enhance the appeal of their cookie offerings for corporate gifting.*

### [\*] UNIQUE SYNERGY

This pairing is unique as Communicate can enhance WhitBits' branding and marketing reach, while WhitBits can provide tangible products that Communicate's clients can use for promotions or events, creating a symbiotic relationship.

### NEXT STEPS:



- 1 Schedule a meeting between Kate and Whitney to discuss potential referral strategies.
- 2 Create a referral program that includes special discounts or offers for clients referred by either business.
- 3 Develop co-branded marketing materials that highlight the partnership and its benefits.

## 12 MyahnArt LLC

Marketing & Design

80%

-> One-way

### <- WHAT THEY PROVIDE (Collaboration)

Both businesses target event planners and corporate professionals, making them ideal collaborators for joint events or promotions. Live painting services alongside freshly baked cookies can create a unique atmosphere at events, enhancing customer experiences.

**VALUE:** By collaborating on event packages, they could potentially double their sales for a single event, allowing them to offer an attractive combined service that differentiates them from competitors.

### [!] PARTNERSHIP SCENARIO

*MyahnArt and WhitBits Cookies could co-host a 'Corporate Creativity Day' where they provide a live painting session while attendees enjoy a cookie tasting. For example, during a corporate retreat, MyahnArt sets up a mural painting booth while WhitBits offers a selection of cookies. Both businesses split the event fee of \$2,000, each earning \$1,000 while gaining exposure to new potential clients.*

### [\*] UNIQUE SYNERGY

This pairing is unique as it combines visual art and culinary delights, providing a multi-sensory experience that stands out in the corporate event space, appealing to companies looking to impress their clients and staff.

### NEXT STEPS:

- 1 Develop a joint event proposal to market to local businesses.
- 2 Create a social media campaign showcasing the collaboration and upcoming events.
- 3 Plan a pilot event to test response and gather feedback for future collaborations.

## 13 Relax Relate & Release

Health & Wellness

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Relax Relate & Release can refer clients to WhitBits Cookies for corporate events or gatherings, as many veterans may also have connections in corporate settings. This creates a reciprocal relationship where both businesses can benefit from referrals.

**VALUE:** By referring clients to WhitBits, Relax Relate & Release can add value to their services, potentially leading to a 15% increase in clients for WhitBits, while establishing a strong referral network.

### -> WHAT YOU PROVIDE (Collaboration)

WhitBits Cookies can collaborate with Relax Relate & Release by providing homemade cookies for their massage therapy sessions targeted at veterans. This partnership could enhance the experience of veterans during their wellness sessions, making it more inviting and enjoyable.

**VALUE:** This collaboration could lead to increased customer satisfaction and repeat business for Relax Relate & Release, while WhitBits Cookies gains exposure to a new clientele, potentially increasing sales by 25% during joint events.

### [!] PARTNERSHIP SCENARIO

*WhitBits Cookies could supply a selection of gourmet cookies for Relax Relate & Release's special 'Wellness Wednesdays' event, where veterans receive discounted massages. For instance, 50 veterans receive massages and enjoy cookies afterward, enhancing their overall experience. WhitBits could sell cookies directly at the event, potentially earning \$400, while Relax Relate & Release reinforces community ties and attracts new clients.*

### [\*] UNIQUE SYNERGY



This pairing is unique because both businesses focus on enhancing well-being, with WhitBits providing a comforting treat that complements the relaxation aspect of massage therapy, appealing directly to the emotional needs of veterans.

#### NEXT STEPS:

- 1 Schedule a meeting between Whitney Branch and Hazel Lee to discuss potential event collaborations.
- 2 Develop a marketing plan that promotes the 'Wellness Wednesdays' event featuring cookies.
- 3 Create a feedback form for veterans to assess their experience and gather data to improve future collaborations.

### 14 ALYS Always Love Yourself

Professional Services

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

ALYS Always Love Yourself targets mature women, a demographic that overlaps with the clientele of WhitBits Cookies, particularly those seeking corporate gifts or event catering. This can lead to mutual referrals without direct competition.

**VALUE:** ALYS can refer clients looking for corporate gifts to WhitBits, potentially generating an additional 15% revenue from new orders during peak gifting seasons.

#### -> WHAT YOU PROVIDE (Collaboration)

WhitBits Cookies can provide cookies for beauty events or workshops organized by ALYS Always Love Yourself, enhancing the customer experience with delicious treats. This partnership can also attract more attendees to ALYS's events, creating a win-win situation.

**VALUE:** By collaborating on events, both businesses can increase their customer base, with an estimated potential revenue increase of 20% during events due to combined marketing efforts.

#### [!] PARTNERSHIP SCENARIO

*WhitBits Cookies could supply a variety of cookies for ALYS's upcoming skincare workshop targeting mature women. As part of the event, attendees could enjoy cookies while learning about skincare, creating a welcoming atmosphere. ALYS could offer a special discount on skincare products purchased at the event, increasing product sales and cross-promoting both brands.*

#### [\*] UNIQUE SYNERGY

The unique pairing of homemade cookies and skincare products creates a delightful experience that enhances customer engagement, making the event memorable and encouraging repeat business.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss potential event dates and themes.
- 2 Create a promotional plan that includes social media advertising highlighting the event.
- 3 Design an attractive package that includes cookies and skincare samples for attendees.

### 15 JAX AI Agency

Technology

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (partner)

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:** 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.

#### -> WHAT YOU PROVIDE (Referral)

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:** 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.

### [!] PARTNERSHIP SCENARIO

*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.*

### [\*] UNIQUE SYNERGY

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.

#### NEXT STEPS:

- 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.

## 16 JPO Logistics LLC

Logistics

75%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

JPO Logistics serves shippers and owner operators, who often organize corporate events and may need catering services, including cookies. Referring WhitBits to these clients can enhance JPO's service offerings and create additional revenue streams for WhitBits.

**VALUE:** Increasing WhitBits' client base by accessing JPO's network of corporate shippers, potentially boosting sales by 15% through direct referrals.

### -> WHAT YOU PROVIDE (Vendor)

WhitBits Cookies could utilize JPO Logistics LLC to deliver their homemade cookies to corporate clients and event planners. This arrangement can enhance JPO's service offerings by incorporating food logistics, while allowing WhitBits to ensure timely delivery of their products.

**VALUE:** Potentially increase revenue for WhitBits by 20% through reliable logistics services, while providing JPO with a new client segment for their transportation services.

### [!] PARTNERSHIP SCENARIO

*WhitBits Cookies could arrange for a large order of cookies for a corporate event at a local office. JPO Logistics would handle the delivery, ensuring the cookies arrive fresh and on time. For instance, if WhitBits secures an order for 500 cookies for a tech company's product launch, JPO could coordinate a delivery schedule that aligns with the event, charging a flat rate for the transportation services while WhitBits benefits from a guaranteed delivery service.*

### [\*] UNIQUE SYNERGY

This partnership leverages JPO's logistics expertise in handling time-sensitive deliveries and WhitBits' appeal to corporate clients, creating a unique niche service that enhances both companies' value propositions.

#### NEXT STEPS:

- 1 Schedule a meeting between Paulette Orr and Whitney Branch to discuss logistics needs for cookie deliveries.
- 2 Create a trial delivery plan for an upcoming corporate event where WhitBits can showcase their cookies.
- 3 Develop a pricing structure that benefits both businesses for future orders and deliveries.

#### <- WHAT THEY PROVIDE (Referral)

Flow's coaching services could benefit WhitBits Cookies' target market, particularly corporate professionals and event planners looking for team-building activities. Referring clients between the two businesses allows them to tap into complementary services without competing.

**VALUE:** Flow can gain access to a steady stream of clients from WhitBits Cookies' corporate clientele, potentially increasing revenue by 20% through new coaching sessions. WhitBits can also gain new clients interested in stress management workshops or team-building events.

#### -> WHAT YOU PROVIDE (Referral)

WhitBits Cookies can refer their clients to Flow for coaching services, especially during corporate events where stress management or team dynamics are critical. This relationship allows both businesses to enhance their service offerings.

**VALUE:** WhitBits can expand their service offerings and position themselves as a complete event solution, potentially increasing their event bookings by 15%. Flow can gain clients from the corporate sector, leading to new revenue streams.

#### [!] PARTNERSHIP SCENARIO

*Flow hosts a special workshop titled 'Cookie Break: Team Building Through Sweetness' at WhitBits' facility, where teams can learn coaching techniques while decorating cookies. Each participant pays \$50, and Flow retains \$35, while WhitBits provides the cookies and earns \$15 per participant. With 20 participants, Flow earns \$700 and WhitBits earns \$300, enhancing both brands' visibility.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines the sweet appeal of homemade cookies with professional coaching, creating an engaging experience that caters specifically to corporate teams seeking fun yet productive activities.

#### NEXT STEPS:

- 1 Schedule a meeting between Miguel and Whitney to discuss referral terms.
- 2 Develop a joint marketing strategy targeting corporate clients.
- 3 Create an event calendar for workshops and cookie decorating sessions.

#### <- WHAT THEY PROVIDE (Referral)

Both businesses target healthcare-related audiences. Bluebird Health Partners provides consulting services that can help healthcare solution providers, while WhitBits Cookies targets corporate professionals, including medical staff and office managers. This overlap allows for mutual referrals.

**VALUE:** Increased client base through shared referrals, potentially increasing revenue by 15-20% for both businesses as they tap into each other's networks.

#### -> WHAT YOU PROVIDE (Vendor)

WhitBits Cookies can provide catering services for Bluebird Health Partners' corporate clients during workshops and strategy meetings. This adds value to Bluebird's offerings while providing a steady stream of business for WhitBits.

**VALUE:** WhitBits could generate an additional 10% revenue from recurring orders for corporate events, while Bluebird enhances their consulting packages with quality catering, making them more attractive to potential clients.

#### [!] PARTNERSHIP SCENARIO

*Cary Hendricks at Bluebird Health Partners could refer WhitBits Cookies to healthcare conferences and corporate health events they consult for, where attendees seek catering options. Whitney Branch could provide a discount for bulk orders, allowing Bluebird to offer exclusive catering suggestions to their clients, strengthening their consulting relationships.*

#### [\*] UNIQUE SYNERGY

The unique pairing of a consulting firm and a homemade cookie business allows for a personalized touch in healthcare events, enhancing client experiences with tailored catering solutions that resonate well with the medical community.

#### NEXT STEPS:

- 1 Set up a meeting between Cary and Whitney to discuss referral opportunities.
- 2 Create a referral program that includes incentives for both businesses.
- 3 Develop a co-branded marketing flyer highlighting the partnership and shared services.

### 19 Enriquez Aesthetics

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Collaboration)

Enriquez Aesthetics and WhitBits Cookies can collaborate to create a unique corporate wellness package that combines luxury facial experiences with homemade cookie gifts. This appeals to corporate professionals looking for unique employee appreciation gifts or wellness days.

**VALUE:** This collaboration could generate additional revenue streams for both businesses, attracting new customers and enhancing brand visibility. For example, if they target 10 corporate clients monthly, they could generate at least \$2,500 in new revenue each.

#### -> WHAT YOU PROVIDE (Referral)

WhitBits Cookies targets corporate professionals, who may also be interested in luxury skincare services. They can refer their clients to Enriquez Aesthetics for employee wellness programs or gift certificates.

**VALUE:** This referral relationship can lead to increased customer acquisition for both businesses, enhancing client offerings and creating a seamless experience for corporate professionals.

#### [!] PARTNERSHIP SCENARIO

*Enriquez Aesthetics could organize a 'Wellness Wednesday' event where they offer mini facial experiences to employees at local companies, while WhitBits Cookies supplies gourmet cookie boxes for participants. This could be marketed as a stress relief day, with both businesses sharing the costs and profits from the event, providing a unique experience to 50 attendees and generating an estimated \$1,500 in revenue.*

#### [\*] UNIQUE SYNERGY

The combination of luxury skincare and gourmet cookies creates a multi-sensory experience that enhances employee wellness while offering both businesses a compelling story to tell to their clients. This pairing stands out by focusing on self-care and indulgence, which is a growing market trend.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss potential event ideas and logistics.
- 2 Create a joint marketing plan targeting local corporate offices within the next week.
- 3 Develop a pricing structure for the corporate wellness package to present to potential clients.

### 20 Tosh's Urban Garden

Health & Wellness

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Both Tosh's Urban Garden and WhitBits Cookies target health-conscious individuals and corporate professionals, making them complementary rather than competitive. By referring clients to each other, they can enhance customer satisfaction.

**VALUE:** Increased customer referrals could lead to a 15% increase in sales for both businesses over the next quarter.

#### -> WHAT YOU PROVIDE (Vendor)

WhitBits Cookies can supply their homemade cookies for events that Tosh's Urban Garden organizes, providing a sweet treat option for customers interested in health and wellness.

**VALUE:**

Securing WhitBits Cookies as a vendor for events could lead to an additional revenue stream of \$1,000 per event for Tosh's Urban Garden.

#### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden could create a 'Healthy Snack Box' that includes a selection of their herbal teas and a sample pack of WhitBits Cookies. This box could be marketed to corporate clients for employee wellness programs, allowing both businesses to tap into the corporate wellness market while sharing the profits.*

#### [\*] UNIQUE SYNERGY

This partnership is unique because it combines health and indulgence, appealing to corporate professionals looking for guilt-free treats. The collaboration can position both brands as holistic wellness providers.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss the referral program details and target customer profiles.
- 2 Create a joint marketing plan for the 'Healthy Snack Box' targeting corporate wellness programs.
- 3 Launch a pilot program within 30 days to gather initial customer feedback and adjust offerings.

### 21 We buy any house

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Both businesses target individuals in transitional life stages, albeit in different contexts. Business A focuses on homeowners needing to sell distressed properties, while Business B serves professionals and event planners looking for treats. Referring clients can create a mutually beneficial referral stream.

**VALUE:** By referring clients, Business A could generate additional revenue from commissions on referrals, while Business B gains access to a new customer base potentially interested in catering for events.

#### -> WHAT YOU PROVIDE (Vendor)

WhitBits Cookies could supply cookies for events organized by We Buy Any House, particularly open house events or client appreciation gatherings. This relationship allows Business A to enhance their service offerings.

**VALUE:** By purchasing cookies for events, We Buy Any House can increase client engagement and satisfaction, potentially leading to quicker sales and a stronger brand image, while WhitBits gains a consistent buyer.

#### [!] PARTNERSHIP SCENARIO

*Chris Moore from We Buy Any House could refer clients who are selling their homes to Whitney Branch at WhitBits Cookies for events like housewarming parties or open houses. For every referral that leads to a sale, Whitney offers Chris a 10% commission on cookie orders, potentially generating \$200 in revenue per client.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines the urgency of selling a home with the joy of celebration, allowing both businesses to thrive in their respective markets while enhancing the customer experience.

#### NEXT STEPS:

- 1 Develop a referral agreement that outlines commission structures.
- 2 Create joint marketing materials to promote the referral program.
- 3 Schedule a meeting to discuss and finalize details of the partnership.

#### <- WHAT THEY PROVIDE (Referral)

Jamz Trainings targets middle-age recreational athletes who may organize events or gatherings where cookies would be a great addition, such as golf tournaments or community sports events. Similarly, WhitBits Cookies targets corporate professionals and event planners who may need catering services for health-focused events.

**VALUE:** By referring clients to each other, Jamz Trainings could enhance their event offerings and WhitBits could tap into a new customer base interested in health and wellness.

#### -> WHAT YOU PROVIDE (Collaboration)

WhitBits Cookies could collaborate with Jamz Trainings to provide homemade cookies for health and fitness events, creating a unique offering that combines training with wellness snacks. This collaboration would allow both businesses to market themselves effectively to their respective audiences.

**VALUE:** By collaborating on events, both can enhance their brand visibility and potentially increase sales through joint promotions, making it a financially beneficial partnership.

#### [!] PARTNERSHIP SCENARIO

*Jamz Trainings could refer clients who are organizing community sporting events to WhitBits Cookies for catering homemade cookies. For instance, during a golf tournament for local HOA members, Jamz could promote WhitBits cookies as a delicious, healthy snack option, creating a win-win situation where both businesses gain exposure and new customers.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because it combines health and wellness with indulgence, appealing to the growing trend of health-conscious eating, especially among recreational athletes who want treats that fit their lifestyle.

#### NEXT STEPS:

- 1 Set up a referral agreement where each business offers a discount to the other's clients.
- 2 Create co-branded marketing materials featuring Jamz Trainings and WhitBits Cookies for distribution at events.
- 3 Schedule a meet-up to brainstorm specific events where they can collaborate, like health fairs or sports tournaments.

#### <- WHAT THEY PROVIDE (Referral)

Both Grayland and WhitBits Cookies target corporate professionals, albeit in different capacities. Grayland works with commercial lenders and property owners who may host events or meetings where homemade cookies could be served. Referring WhitBits to these clients can enhance client satisfaction while providing WhitBits access to a lucrative market.

**VALUE:** Increased client satisfaction for Grayland's clients, leading to potential repeat business and referrals; WhitBits gains access to commercial clients, potentially increasing sales by 20% during corporate events.

#### -> WHAT YOU PROVIDE (Referral)

WhitBits' target market includes corporate professionals and event planners who may require appraisal services when managing properties. By referring Grayland to their clients needing appraisal services, WhitBits can enhance their service offerings, making them a more comprehensive partner for their clients.

**VALUE:** WhitBits can earn referral fees that create additional revenue streams, while Grayland gains access to a new client base that requires appraisal services, potentially increasing their leads by 15%.

#### [!] PARTNERSHIP SCENARIO

*Grayland can include WhitBits' cookies as part of a welcome package for new clients in commercial real estate transactions. For instance, when a property owner closes on a deal, Grayland sends a gift basket containing WhitBits cookies, enhancing their service offering and providing WhitBits with a new sales channel.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines Grayland's strong ties to corporate professionals with WhitBits' creative offerings, providing a delightful customer experience that neither could achieve alone.

#### NEXT STEPS:

- 1 Set up an introductory meeting between Grayland and WhitBits to discuss referral possibilities.
- 2 Develop a joint promotional package that includes cookies for Grayland's clients.
- 3 Create a tracking system to measure referral success and customer feedback on the cookie packages.

### 24 Free Agents Inc

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Free Agents Inc specializes in solving business issues for companies with 5 to 250 employees, which likely includes corporate professionals and event planners who are also the target market for WhitBits Cookies. By referring clients to each other, both businesses can expand their customer base without competing directly.

**VALUE:** Increased customer referrals could lead to a 20% growth in client acquisition for both businesses, enhancing their market presence.

#### -> WHAT YOU PROVIDE (Vendor)

WhitBits Cookies can provide catering services to Free Agents Inc when they host meetings or events for their clients. This relationship allows Free Agents to offer a unique refreshment option and enhance their value proposition.

**VALUE:** By utilizing WhitBits Cookies for corporate events, Free Agents could elevate client satisfaction, potentially leading to higher retention rates and additional project opportunities.

#### [!] PARTNERSHIP SCENARIO

*Free Agents Inc can refer its corporate clients, such as office managers planning meetings, to WhitBits Cookies for catering homemade cookies. For example, if an office manager needs refreshments for a team meeting, Free Agents can suggest WhitBits Cookies, earning a referral fee for each order placed, while WhitBits gains a consistent stream of corporate clients.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in Free Agents' established corporate relationships and WhitBits' specialized offerings for corporate events, creating a seamless referral process that enhances both brands without overlapping services.

#### NEXT STEPS:

- 1 Establish a referral agreement where Free Agents Inc receives a commission for every client referred to WhitBits Cookies.
- 2 Create a joint marketing piece highlighting the benefits of corporate catering with homemade cookies for clients.
- 3 Schedule an introductory meeting between James Higbe and Whitney Branch to discuss mutual clients and referral processes.

### 25 Aspirations Behavioral Health Inc.

Health & Wellness

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Aspirations Behavioral Health serves individuals in need of mental health support, many of whom may also be planning corporate events or personal celebrations. Referring clients to WhitBits Cookies for their catering needs can enhance the overall service experience for clients.

**VALUE:** Aspirations can offer WhitBits to an estimated 50 clients each month, potentially leading to an increase in WhitBits' revenue by \$500 monthly from referrals, while providing added value to their clients by suggesting high-quality catering.

#### -> WHAT YOU PROVIDE (Collaboration)

WhitBits Cookies can provide homemade cookies for events hosted by Aspirations Behavioral Health, creating a warm,



welcoming atmosphere for clients. This collaboration aligns WhitBits' target market of corporate professionals and event planners with Aspirations' health and wellness initiatives.

**VALUE:** By providing cookies for events, WhitBits can generate an estimated additional revenue of \$1,000 per month from event catering, while Aspirations enhances its client experience, potentially increasing client retention by 20%.

#### [!] PARTNERSHIP SCENARIO

*WhitBits Cookies supplies a variety of cookie platters for Aspirations Behavioral Health's monthly mental health workshops. Each workshop sees around 30 attendees, and WhitBits could charge \$500 for the catering service. This not only provides a tasty treat for participants but also allows Aspirations to create a positive environment that encourages open discussion of mental health topics.*

#### [\*] UNIQUE SYNERGY

This partnership is unique because it combines the nurturing aspect of homemade treats with the sensitive nature of mental health, creating a comforting environment that is rare in traditional counseling settings. It emphasizes the importance of holistic care that includes both mental wellness and comfort food.

#### NEXT STEPS:

- 1 Schedule a meeting between Whitney and Kristian to discuss potential event dates and themes.
- 2 Create a sample menu of cookie options that align with health and wellness themes for the workshops.
- 3 Promote the collaboration through social media and newsletters to attract attendees to the workshops.

### 26 The P-Way Solutions LLC

Real Estate

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

The P-Way Solutions LLC has access to local businesses that may require catering services for meetings and events, making it beneficial for them to refer WhitBits Cookies for those needs.

**VALUE:** The P-Way could refer WhitBits to their commercial clients for events, potentially increasing WhitBits' sales by \$500/month, while also providing additional value to their clients.

#### -> WHAT YOU PROVIDE (Referral)

WhitBits Cookies targets corporate professionals and event planners, while The P-Way Solutions LLC serves small businesses and contracts in the commercial space. They can refer clients to each other without competing for the same market.

**VALUE:** WhitBits could increase its customer base through referrals from The P-Way, potentially generating an additional \$1,000/month in cookie sales. Meanwhile, The P-Way could gain access to corporate event planners seeking janitorial services for events.

#### [!] PARTNERSHIP SCENARIO

*WhitBits Cookies could provide a batch of cookies for a networking event organized by The P-Way Solutions. As part of the event, The P-Way could introduce WhitBits to their clients and partners, creating a direct channel for referrals. If 10 businesses from the event place orders, WhitBits could generate \$800 in sales while The P-Way enhances their service offering.*

#### [\*] UNIQUE SYNERGY

The combination of homemade cookies and commercial janitorial services creates an appealing package for corporate events, enhancing the overall experience for attendees and making both businesses stand out in their respective fields.

#### NEXT STEPS:

- 1 Arrange a meeting between Whitney Branch and Pervis Lowman to discuss referral opportunities.
- 2 Create a promotional flyer highlighting both businesses to distribute at networking events.
- 3 Plan a joint event showcasing both WhitBits cookies and The P-Way's services, targeting corporate clients.

#### <- WHAT THEY PROVIDE (Referral)

Genuines Coaching & Consulting serves C-suite executives and small business owners who often organize events requiring catering, making them potential clients for WhitBits Cookies.

**VALUE:** Genuines can enhance their service portfolio by providing clients with quality catering options through referrals to WhitBits, while earning a commission for each referral.

#### -> WHAT YOU PROVIDE (Referral)

WhitBits Cookies targets corporate professionals and event planners who might benefit from the coaching services provided by Genuines Coaching & Consulting. Since they cater to similar audiences without direct competition, a referral partnership could be mutually beneficial.

**VALUE:** By referring clients to Genuines Coaching, WhitBits can create a new revenue stream through a referral fee structure, while Genuines can enhance their service offerings to corporate clients.

#### [!] PARTNERSHIP SCENARIO

*WhitBits can provide freshly baked cookies for Genuines' coaching workshops, creating a comfortable and inviting environment. In return, Genuines will refer their clients to WhitBits for corporate events, generating an estimated \$1,000 in additional monthly revenue for WhitBits through bulk orders of cookies for events.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in WhitBits' ability to create a welcoming atmosphere at Genuines' events, making the coaching experience more enjoyable and memorable, while Genuines can offer WhitBits a direct line to corporate clients that value quality and personalized service.

#### NEXT STEPS:

- 1 Arrange a meeting between Whitney and Reden to discuss referral terms.
- 2 Develop a referral program that includes promotional materials about both businesses.
- 3 Host a joint event where Genuines showcases coaching techniques while WhitBits provides refreshments.

#### <- WHAT THEY PROVIDE (Referral)

Big Rig Compliance Pros frequently interacts with corporate professionals who organize events and meetings, making them potential customers for WhitBits Cookies. Referring WhitBits to their clients will enhance their service offerings.

**VALUE:** Creating a referral channel could increase WhitBits' sales by tapping into a new customer segment, possibly leading to a 20% increase in event-based cookie orders.

#### -> WHAT YOU PROVIDE (Referral)

WhitBits Cookies and Big Rig Compliance Pros serve different aspects of the corporate market, targeting office professionals and trucking companies, respectively. They can refer clients to each other when the need arises, ensuring a steady stream of potential customers.

**VALUE:** By establishing a referral relationship, both businesses can expand their client base, potentially increasing revenue by 10-15% through cross-referrals.

#### [!] PARTNERSHIP SCENARIO

*WhitBits Cookies could provide a selection of gourmet cookie boxes to Big Rig Compliance Pros for their clients as a thank-you gift. In return, Big Rig Compliance would include WhitBits' promotional materials in their compliance package mail-outs, introducing these homemade cookies to truck drivers and fleet owners as a unique corporate gift option.*

#### [\*] UNIQUE SYNERGY

The unique pairing of homemade cookies with compliance services allows both companies to enhance their client relationships

through thoughtful gifting, which is not a common practice in the compliance industry.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss cross-promotion ideas and establish referral protocols.
- 2 Create a joint marketing flyer that highlights both services and their referral benefits.
- 3 Plan a small tasting event where Big Rig Compliance can introduce WhitBits Cookies to their clients.

## 29 IV Creative

Marketing & Design

70%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

IV Creative and WhitBits Cookies target different customer segments but share a common pool of potential clients. Business A can refer corporate clients to Business B for events and treats, while Business B can refer local businesses needing marketing services to Business A.

**VALUE:** Increased client referrals could enhance revenue by 15-20% for both businesses, tapping into each other's networks.

### -> WHAT YOU PROVIDE (Vendor)

WhitBits Cookies can supply IV Creative with homemade cookies for events or client meetings. This relationship can enhance IV's service offering, providing a unique treat for their local business clients.

**VALUE:** By sourcing cookies from WhitBits, IV Creative can enhance client meetings, potentially increasing client retention and satisfaction, leading to higher project renewals.

### [!] PARTNERSHIP SCENARIO

*Whenever IV Creative creates marketing materials for a local event, they can include a special offer for WhitBits Cookies. For example, if IV designs a flyer for a corporate event, they can include a discount code for cookie orders, driving sales for WhitBits while offering added value to their clients.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in the combination of marketing and event catering, where IV Creative can enhance the visibility of WhitBits Cookies through their design services, while WhitBits adds a sweet touch to IV's marketing events, creating a memorable experience for clients.

#### NEXT STEPS:

- 1 Schedule a meeting between Iliana and Whitney to discuss potential referral agreements.
- 2 Create bundled marketing and cookie packages for local businesses targeting corporate events.
- 3 Develop a cross-promotional strategy that includes social media shoutouts and email newsletters to share each other's offerings.

## 30 The Collective Om

Health & Wellness

70%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Both businesses target professionals, albeit in different contexts. The Collective Om focuses on holistic health for women, while WhitBits Cookies caters to corporate professionals and event planners. They can refer clients to each other when the needs align, expanding their customer bases.

**VALUE:** Access to new customer segments; The Collective Om could gain clients from corporate professionals looking for wellness services, and WhitBits Cookies could reach new clients through health-focused events.

### -> WHAT YOU PROVIDE (Vendor)

WhitBits Cookies could supply cookies for events hosted by The Collective Om, especially for workshops or retreats focused on self-growth, enhancing the experience with indulgent treats. This could lead to increased visibility for both businesses.

**VALUE:**

By providing cookies for wellness workshops, WhitBits could earn additional revenue while The Collective Om can enhance their client experience, making events more enjoyable and memorable.

#### [!] PARTNERSHIP SCENARIO

*When a corporate event planner books WhitBits Cookies to provide desserts for a health-themed corporate wellness day, they can also refer participants to The Collective Om for wellness workshops. For instance, The Collective Om can host a 1-hour workshop on stress management, while attendees enjoy WhitBits Cookies. This can drive interest in both businesses, generating leads for The Collective Om and increasing cookie sales for WhitBits.*

#### [\*] UNIQUE SYNERGY

The pairing is unique because it blends health and indulgence-corporate professionals often struggle with work-life balance, making wellness initiatives appealing as a counterbalance to their high-stress roles.

#### NEXT STEPS:

- 1 Establish a referral agreement where both parties agree to promote each other's services at events.
- 2 Create joint marketing materials highlighting the synergy between cookie breaks and wellness workshops.
- 3 Schedule an initial meeting to brainstorm and outline specific event opportunities for the upcoming month.