

# BUSINESS RELATIONSHIP ANALYSIS

## JAX AI Agency !” Jamz Trainings

2 Relationships Identified

### BUSINESS PROFILES

#### JAX AI Agency

Contact: Vic Bushe

Industry: Technology

Technology and AI Consulting

#### Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

### COLLABORATION 1/2

80% conf

#### JAX AI Agency !” Jamz Trainings

##### Reasoning:

JAX AI Agency can enhance Jamz Trainings' service offerings by integrating AI-driven fitness analytics tools for their clients. This collaboration allows Jamz to provide personalized training insights and improvements, attracting more clients seeking advanced fitness solutions.

##### Value Proposition:

JAX AI Agency can potentially increase its revenue by 20% through the introduction of new AI tools, while Jamz Trainings can increase client retention rates by 30% due to enhanced training results.

##### Collaboration Example:

JAX AI Agency develops a custom app that tracks and analyzes workout data for Jamz's clients. During a six-week program, clients receive personalized feedback and adjustments to their training regimens based on AI insights. This unique offering not only improves client outcomes but also helps Jamz increase its monthly subscriptions by 15% as clients refer friends for the advanced features.

##### Synergy Potential:

The combination of JAX AI's technology expertise and Jamz's health and wellness focus creates a unique opportunity to revolutionize the personal training market in Jacksonville, positioning both businesses as leaders in innovative fitness solutions.

### Action Items:

1. Schedule a meeting between Vic Bushe and James Robinson to discuss the technical requirements and potential app features.
2. Conduct a pilot program with a select group of Jamz clients to test the AI-driven analytics tool over a four-week period.
3. Create joint marketing materials highlighting the new app's benefits and promote it to both businesses' customer bases.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

Jamz Trainings ! JAX AI Agency

### Reasoning:

Jamz Trainings serves middle-age recreational athletes who are likely to be interested in modernizing their training with AI tools for tracking and improvement. Referring clients to JAX AI Agency can enhance their fitness journey.

### Value Proposition:

Jamz can earn referral fees for each client it sends to JAX, potentially increasing revenue by 10%, while JAX gains access to a niche market segment eager for technology integration.

### Collaboration Example:

Jamz implements a referral program where every new client that signs up for training services gets a free consultation at JAX AI Agency. For instance, a new client interested in optimizing their golf performance is referred to JAX, leading to an AI-driven analysis of their swing, which enhances their training results and creates a win-win situation for both businesses.

### Synergy Potential:

The pairing of technology and personalized fitness training creates a unique pathway for both businesses to attract a clientele seeking comprehensive solutions for their health and performance goals.

### Action Items:

1. Develop a referral program that includes incentives for Jamz clients who choose to consult with JAX AI.
2. Create informational brochures outlining JAX's services to distribute at Jamz's training sessions.
3. Host a joint informational webinar for Jamz's clients showcasing how AI can enhance their training experience.

Value: MEDIUM

MUTUAL BENEFIT