

# JAX Bridges

Business Relationship Analysis

November 10, 2025

## Simple Creations By T

Professional Services

Custom gifts, apparel and accessories

### Contact Information

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### TARGET MARKET

Individuals and organizations celebrating milestones through personalized keepsakes.

### CURRENT NEEDS

Capital

## Partnership Opportunities (51)

### 1. JAX AI Agency

85% | Bidirectional

Technology

#### • WHAT THEY PROVIDE (Partner)

JAX AI Agency could help Simple Creations By T integrate AI-driven marketing tools to enhance their customer outreach and operational efficiency. This partnership would allow Simple Creations to modernize their business approach while JAX AI gains a case study in the creative goods sector.

*Value: By implementing AI tools, Simple Creations could increase their customer engagement by 30%, leading to an estimated additional revenue of \$10,000 in the next quarter.*

#### • WHAT YOU PROVIDE (Referral)

Simple Creations By T serves individuals and organizations that may benefit from JAX AI's services, particularly those looking to modernize their operations. Tiana could refer her business clients seeking digital transformation to Vic's agency.

*Value: Through referrals, JAX AI could gain at least 2-3 new clients per month, leading to potential contracts worth \$15,000 - \$20,000 each.*

#### ØÜI Partnership Scenario:

JAX AI Agency develops a custom AI chatbot for Simple Creations' website, allowing customers to easily customize gifts through an interactive experience. For example, a customer could use the chatbot to design a personalized mug and receive real-time suggestions based on their preferences. The project would cost \$4,000, and they could split the revenue while both gain valuable marketing materials showcasing AI integration in a creative setting.

#### Ø<ß Unique Synergy:

This pairing is unique because it combines cutting-edge AI technology with the emotionally-driven, personalized approach of custom gifts, allowing for innovative marketing strategies that appeal to both tech-savvy and traditional customers.

#### Next Steps:

1. Schedule a meeting to discuss potential AI solutions for Simple Creations' customer engagement.
2. Develop a pilot project proposal including chatbot features and customer interaction metrics.
3. Outline a marketing plan to promote the new AI-enhanced service offering once implemented.

## 2. Celebrate & Smile International Steppers

85% | Bidirectional

Arts & Creative

#### !• WHAT THEY PROVIDE (Collaboration)

Celebrate & Smile International Steppers focuses on enhancing community and employee relations through dance, which could be complemented by Simple Creations By T's personalized gifts. Collaborating on workshops or events where participants create custom gifts while learning dance could engage both audiences effectively.

*Value: By partnering, Celebrate & Smile could increase engagement in their workshops by 30%, while Simple Creations could boost sales by offering unique, dance-themed gifts, potentially generating an additional \$1,000 in monthly revenue.*

#### ! WHAT YOU PROVIDE (Referral)

Simple Creations By T serves individuals and organizations celebrating milestones, which aligns well with Celebrate & Smile's target market of couples and companies looking to enhance employee relations. Referrals could be mutually beneficial as both businesses target similar demographics.

*Value: Simple Creations could refer clients looking for unique gifts to Celebrate & Smile, potentially increasing Celebrate's clientele by 20%, while Celebrate could direct clients seeking personalized gifts to Simple Creations, boosting their sales by 15%.*

#### Ø=Ü! Partnership Scenario:

Celebrate & Smile hosts a 'Dance & Create' event, where participants learn a fun dance routine and simultaneously design custom t-shirts and accessories with Simple Creations. For example, couples attending a Valentine's Day workshop could create matching shirts with their dance routine printed on them, enhancing their experience and driving sales for Simple Creations. Each event could attract 20-30 attendees, providing both businesses with significant exposure and revenue.

#### Ø<ß Unique Synergy:

This partnership uniquely combines the expressive nature of dance with personalized gifting, creating memorable experiences that resonate with clients, particularly those celebrating milestones or corporate team-building events.

#### Next Steps:

1. Schedule a meeting between Tiffany and Tiana to brainstorm potential event formats by next week.
2. Create a draft plan for the 'Dance & Create' event, including logistics, pricing, and marketing strategies.
3. Develop a promotional campaign targeting local businesses and organizations to attract participants for the event.

### 3. MyahnArt LLC

85% | Bidirectional

Marketing & Design

#### • WHAT THEY PROVIDE (Collaboration)

MyahnArt LLC's creative services can enhance the appeal of Simple Creations By T's custom gifts and apparel. By combining their artistic talents, they can create unique product offerings that attract more customers to both businesses.

*Value: By collaborating on a limited edition line of custom gifts that feature MyahnArt's designs, both businesses can increase their customer base and sales, potentially generating an additional \$5,000 in revenue during the initial launch month.*

#### ! WHAT YOU PROVIDE (Vendor)

Simple Creations By T can provide custom apparel and accessories that MyahnArt LLC can use for their events. This would enhance MyahnArt's brand presence while providing Simple Creations with a steady order stream.

*Value: By supplying custom T-shirts and accessories for MyahnArt's live painting events, Simple Creations can secure contracts that generate approximately \$2,500 in sales per event, while MyahnArt benefits from branded merchandise.*

#### ØÜ Partnership Scenario:

*MyahnArt LLC designs a line of custom-painted gift boxes that Simple Creations By T uses for their personalized keepsakes. Each box features a unique mural that reflects the occasion, such as weddings or graduations. This collaboration would be promoted on social media, leading to an expected increase in sales for both businesses, as clients seek out these exclusive gift options.*

#### ØÙ Unique Synergy:

The unique synergy lies in the fusion of MyahnArt's artistic flair and Simple Creations By T's personalization expertise, creating a product line that stands out in the market and appeals to customers looking for memorable gifts.

#### Next Steps:

1. Schedule a brainstorming session to discuss potential product designs and themes for the collaboration.
2. Create a marketing plan that includes social media promotions and local events to showcase the new product line.
3. Set a launch date and prepare inventory for an exclusive release event in the Jacksonville area.

### 4. WhitBits Cookies

85% | Bidirectional

Professional Services

#### • WHAT THEY PROVIDE (Collaboration)

WhitBits Cookies specializes in homemade cookies, which can serve as delightful treats for Simple Creations By T's custom gifts and events. By collaborating, they can enhance their product offering and provide a more comprehensive service to event planners and individuals celebrating milestones.

*Value: By bundling homemade cookies with custom gifts, both businesses could see a revenue increase of up to 30% during peak gifting seasons like holidays and birthdays.*

#### ! WHAT YOU PROVIDE (Referral)

Simple Creations By T targets individuals and organizations that celebrate milestones, which overlaps with WhitBits Cookies' target market of corporate professionals and event planners who may also need gifts for such occasions. Referring clients to each other could increase customer base without direct competition.

*Value: By referring clients to each other, both businesses can tap into new customer segments, potentially increasing sales by 20% within the year.*

#### ØÜ Partnership Scenario:

WhitBits Cookies could supply a selection of themed cookie boxes for Simple Creations By T's holiday gift packages. For instance, during Valentine's Day, they could create heart-shaped cookies that Tiana includes in her custom gift baskets. Together, they could market these bundles on social media, with each sale generating approximately \$25, splitting profits evenly.

#### Ø<ß Unique Synergy:

The combination of homemade cookies and personalized gifts creates a unique offering that enhances customer experience, setting both businesses apart from competitors who offer only one type of product.

#### Next Steps:

1. Set up a joint meeting to brainstorm themed cookie and gift bundle ideas.
2. Create a marketing plan to promote the collaborative products through social media and email campaigns.
3. Develop a pricing strategy that ensures profitability while remaining attractive to customers.

## 5. Organize Design Create

85% | Bidirectional

Marketing & Design

#### I• WHAT THEY PROVIDE (Collaboration)

Organize Design Create specializes in marketing for small businesses, while Simple Creations By T offers custom gifts and accessories that can appeal to the same demographic. By collaborating, they can leverage each other's strengths to create unique marketing campaigns that feature Simple Creations' products.

*Value: Through this collaboration, both businesses can expect increased exposure and sales. For instance, Organize Design Create could secure a 20% increase in client engagement, while Simple Creations could see a 30% boost in orders from targeted marketing efforts.*

#### I' WHAT YOU PROVIDE (Referral)

While both businesses serve different primary functions, they share a target market of entrepreneurs and small businesses. Simple Creations can refer clients who need marketing services to Organize Design Create, enhancing their offering of personalized gifts with marketing support.

*Value: By referring clients, Simple Creations can earn a referral fee ranging from 10-15% for each new client that engages Organize Design Create's services, potentially increasing their revenue without additional marketing effort.*

#### Ø=Ü; Partnership Scenario:

Organize Design Create could organize a 'Celebrate Your Milestone' event, promoting Simple Creations' custom gifts as perfect keepsakes. They could target local entrepreneurs and nonprofits to attend. Each attendee receives a personalized gift from Simple Creations, and Organize Design Create showcases their marketing expertise through event branding and social media coverage, generating revenue from ticket sales and new leads for both businesses.

#### Ø<ß Unique Synergy:

The unique synergy lies in their complementary services; Organize Design Create can enhance the visibility of Simple Creations' products through strategic marketing, while Simple Creations can provide tangible promotional items that Organize Design Create can use to attract clients.

#### Next Steps:

1. Schedule a meeting to brainstorm potential joint marketing events.
2. Develop a co-branded promotional campaign for the 'Celebrate Your Milestone' event.
3. Create a social media strategy to highlight the collaboration and engage both customer bases.

## 6. Soulfitness Studio Health and wellness center

85% | Bidirectional

Health & Wellness

### • WHAT THEY PROVIDE (Collaboration)

Soulfitness Studio could host wellness events that feature Simple Creations By T's custom gifts and apparel. This aligns well as both businesses target individuals looking to celebrate milestones and improve their health.

*Value: Increased event attendance could lead to a 20% boost in Soulfitness's membership sign-ups, while Simple Creations could gain new customers from the event attendees, potentially generating \$2,000 in sales through custom health-related gifts.*

### • WHAT YOU PROVIDE (Referral)

Individuals purchasing custom gifts from Simple Creations are likely to appreciate health and wellness services, especially if they are celebrating milestones such as birthdays or anniversaries.

*Value: Simple Creations can refer clients to Soulfitness for health and wellness services, potentially increasing Soulfitness's membership base by 15%, while Simple Creations could offer a discount on gifts for Soulfitness members, fostering loyalty.*

### ØÜ Partnership Scenario:

Soulfitness Studio could organize a 'Healthy Living Day' where attendees participate in fitness classes and receive personalized wellness kits designed by Simple Creations. For example, if 50 attendees purchase a kit priced at \$40 each, Simple Creations earns \$2,000, while Soulfitness can use the event to promote its services and attract new members.

### ØÙ Unique Synergy:

This pairing is unique because it blends health and wellness with personalized gifting, allowing both businesses to tap into the emotional aspect of health milestones, making the events memorable and special for participants.

### Next Steps:

1. Schedule a meeting to brainstorm specific event ideas and logistics.
2. Develop a marketing plan to promote the event jointly across social media and email newsletters.
3. Create sample kits and promotional materials to showcase Simple Creations' offerings at the event.

## 7. IV Creative

80% | Bidirectional

Marketing & Design

### • WHAT THEY PROVIDE (Referral)

Both businesses target local Jacksonville clientele, though they serve different needs. IV Creative can refer clients needing custom gifts to Simple Creations, creating a mutually beneficial referral system.

*Value: By establishing a referral system, both businesses can tap into each other's customer bases, potentially increasing client acquisition by 15% for each.*

### • WHAT YOU PROVIDE (Vendor)

Simple Creations By T can provide custom gifts and apparel that IV Creative could use for promotional events and client gifts, enhancing their relationship with local businesses.

*Value: By sourcing custom gifts from Simple Creations, IV Creative can offer unique branded merchandise to their clients, potentially increasing client retention and satisfaction, which could lead to an additional \$2,000 in client revenue through upselling.*

### ØÜ Partnership Scenario:

IV Creative could highlight Simple Creations in their monthly newsletter as a recommended vendor for clients seeking personalized gifts for events. If just five clients make purchases through this referral, each spending an average of \$100, Simple Creations would see an additional \$500 in revenue.

## Ø<ß Unique Synergy:

This partnership utilizes the existing networks of both businesses, allowing for cross-promotion that benefits both without competing for the same clients.

### Next Steps:

1. Develop a referral agreement that outlines benefits for both parties.
2. Create joint marketing materials that include each other's services.
3. Set up a tracking system to monitor the effectiveness of referrals.

## 8. Genuines Coaching & Consulting

80% | Bidirectional

Technology

### !• WHAT THEY PROVIDE (Collaboration)

Genuines Coaching & Consulting specializes in training and coaching for corporate executives, while Simple Creations By T provides custom gifts that could be used as recognition or rewards during these training sessions. This creates a natural synergy where both can enhance their offerings.

*Value: By collaborating, Genuines can offer customized recognition gifts from Simple Creations, enhancing its training programs and increasing client satisfaction. This could lead to a 20% increase in training program enrollment due to added value.*

### ! WHAT YOU PROVIDE (Referral)

Simple Creations serves individuals and organizations that celebrate milestones, which includes corporate clients who may benefit from Genuines' coaching services. This allows for a mutual referral system without direct competition.

*Value: Through referrals, Genuines could gain access to new corporate clients while Simple Creations can enhance their service offering by suggesting professional development opportunities, potentially increasing revenue streams for both.*

### Ø=Ü! Partnership Scenario:

*During a leadership training retreat, Genuines provides each participant with a custom-branded notebook and pen set from Simple Creations. Tiana designs the items to reflect the retreat's theme, and both businesses promote the event as a premium experience. The retreat earns \$10,000 in fees, with \$1,000 allocated to Simple Creations for the custom items, enhancing both brands' visibility.*

## Ø<ß Unique Synergy:

This pairing is unique because Genuines can leverage the emotional impact of personalized gifts to reinforce their coaching messages, creating a memorable learning experience that standard training alone cannot achieve.

### Next Steps:

1. Schedule a meeting to discuss potential themes for upcoming training sessions.
2. Develop a prototype of customized gifts that align with Genuines' training topics.
3. Create a joint marketing plan to promote the combined offering to existing clients.

## 9. Enriquez Aesthetics

80% | Bidirectional

Professional Services

### • WHAT THEY PROVIDE (Referral)

Both businesses target individuals seeking personalized experiences, although their offerings differ. Enriquez Aesthetics can refer clients who are interested in luxury skincare to Simple Creations for custom gifts, especially for special occasions like birthdays or anniversaries.

*Value: By referring clients, Enriquez Aesthetics can enhance customer satisfaction and loyalty, potentially increasing their repeat business by 20%. Simple Creations benefits from direct access to a clientele that values high-quality, personalized products.*

### ! WHAT YOU PROVIDE (Referral)

Simple Creations targets individuals celebrating milestones, which often includes gifting experiences. They can refer customers looking for unique gifts to Enriquez Aesthetics for luxury facial experiences, enhancing their offerings.

*Value: Simple Creations can increase sales by 15% by offering clients a luxury experience along with their gifts, while Enriquez Aesthetics gains access to a new market segment of gift buyers.*

### ØÜ Partnership Scenario:

Enriquez Aesthetics could create a 'Luxury Facial Experience Package' that includes a referral voucher for Simple Creations' custom gifts. For instance, a client who books a facial could receive a 10% discount voucher for a personalized skincare-themed gift basket from Simple Creations. This not only adds value to Enriquez's services but also drives sales for Simple Creations.

### ØÙ Unique Synergy:

The unique synergy lies in both businesses' focus on personalization and luxury, allowing them to create an upscale customer experience that feels seamless and cohesive, enhancing brand loyalty.

#### Next Steps:

1. Set up a referral agreement detailing terms for client referrals.
2. Create promotional materials highlighting the collaboration for both businesses to share.
3. Host a joint promotional event where customers from both sides can experience services and products.

## 10. Tosh's Urban Garden

80% | Bidirectional

Health & Wellness

### • WHAT THEY PROVIDE (Referral)

Both Tosh's Urban Garden and Simple Creations By T serve health-conscious individuals and organizations celebrating milestones. Tosh's Urban Garden can refer customers looking for personalized gifts to Simple Creations, while Simple Creations can recommend Tosh's products for wellness-themed gifts.

*Value: Increased customer traffic leading to a potential 20% boost in sales for both businesses through cross-promotions.*

### ! WHAT YOU PROVIDE (Vendor)

Simple Creations can provide custom branded merchandise for Tosh's Urban Garden, enhancing their brand presence and customer experience. This relationship would allow Tosh's to offer unique products that stand out in the market.

*Value: Tosh's Urban Garden can increase brand recognition and customer loyalty by 15% through exclusive branded merchandise like custom mugs or tote bags featuring their logo.*

### ØÜ Partnership Scenario:

Tosh's Urban Garden could create a special gift package that includes a selection of herbal teas and tinctures,

bundled with a custom gift item from Simple Creations like a personalized mug. This package could be marketed for occasions such as wellness retreats or corporate gifting, leading to a joint promotion where both businesses can advertise the bundle on social media, splitting the revenue from each sale.

#### ØÙ Unique Synergy:

Both businesses emphasize a personal touch and wellness, allowing for a unique alignment that resonates with their shared customer base seeking meaningful, health-oriented gifts.

#### Next Steps:

1. Set up a meeting to discuss referral terms and cross-promotional opportunities.
2. Create a joint marketing campaign highlighting the wellness gift package.
3. Develop a referral tracking system to measure the success of the partnership.

## 11. Communicate Design & Marketing

80% | One-way

Marketing & Design

#### I• WHAT THEY PROVIDE (Referral)

Communicate Design & Marketing targets founders and entrepreneurs who may need personalized gifts and branding for their businesses. Simple Creations By T specializes in custom gifts and apparel, which could appeal to the same target market without direct competition.

*Value: By referring clients back and forth, both businesses can increase their customer base. For instance, Communicate could bring in 10 new clients per month, generating additional revenue through commissions on referred sales.*

#### ØÙ Partnership Scenario:

Communicate Design could promote Simple Creations' custom gifts as part of their branding packages for new businesses. For example, when Communicate rolls out a new brand for a startup, they could offer a package that includes branded merchandise from Simple Creations, adding value and generating a commission on each sale.

#### ØÙ Unique Synergy:

This partnership leverages Communicate's established network of entrepreneurs who are often in need of custom gifts for promotions or client appreciation, making the referral highly relevant and timely.

#### Next Steps:

1. Set up a meeting between Kate and Tiana to discuss mutual referral agreements.
2. Create a joint marketing campaign that highlights custom gifts for new businesses.
3. Develop a referral tracking system to monitor successful client introductions and commissions.

## 12. Be Present Detalles

80% | Bidirectional

Professional Services

#### I• WHAT THEY PROVIDE (Partner)

Both businesses target similar demographics, with Be Present Detalles focusing on events and experiences while Simple Creations By T specializes in custom gifts. This partnership could enhance the overall customer experience by combining event planning with personalized gift offerings.

*Value: By collaborating, they could create unique event packages that include personalized gifts, potentially increasing revenue by 20% during peak seasons like holidays and anniversaries.*

#### I' WHAT YOU PROVIDE (Referral)

Both businesses cater to similar customer bases, with Simple Creations focusing on personalized gifts and Be Present Detalles specializing in events. They can refer clients to each other without competing directly, increasing their client bases.

*Value: The referral system could drive additional sales, with each business potentially increasing their customer base by 15%, leading to an estimated additional revenue of \$10,000 annually from referrals alone.*

#### **ØÜi Partnership Scenario:**

Be Present Detalles could offer a 'Romantic Evening Package' that includes an event planning service for a special date night, along with custom gifts from Simple Creations By T, such as personalized wine glasses or keepsake boxes. For instance, a couple booking an anniversary dinner through Be Present Detalles would receive a custom gift from Simple Creations, resulting in a seamless experience and generating \$1,500 in combined revenue for both businesses.

#### **ØÙ Unique Synergy:**

This partnership stands out because it combines event expertise with personalized gifting, creating a holistic service that enhances customer satisfaction in both sectors, setting them apart from others who may only provide one service.

#### **Next Steps:**

1. Schedule a joint meeting to brainstorm potential event packages that include custom gifts.
2. Develop a marketing strategy that highlights the unique offerings of the collaboration, targeting busy professionals and couples.
3. Launch a promotional campaign around an upcoming holiday or event, featuring bundled services to attract customers.

### **13. Aspirations Behavioral Health Inc.**

80% | Bidirectional

Health & Wellness

#### **!• WHAT THEY PROVIDE (Referral)**

Aspirations Behavioral Health serves individuals seeking mental health support, while Simple Creations By T targets customers celebrating milestones. Clients of Aspirations may appreciate personalized gifts for significant life events, creating a natural referral pathway.

*Value: Increased client satisfaction and loyalty for Aspirations, while Simple Creations can gain access to new customers needing personalized gifts.*

#### **I' WHAT YOU PROVIDE (Vendor)**

Simple Creations can supply Aspirations with custom gifts and accessories for their clients, enhancing the therapeutic experience by providing tangible tokens of achievement or support.

*Value: Aspirations can enhance client engagement and retention by providing thoughtful gifts, while Simple Creations can increase sales through bulk orders.*

#### **ØÜi Partnership Scenario:**

Aspirations could refer clients who have successfully completed therapy sessions to Simple Creations for custom gifts celebrating their achievements, such as personalized journals or gratitude boxes. For example, after a client completes a 12-week program, they receive a referral coupon for a custom gift, enhancing their experience and creating a bond with the business.

#### **ØÙ Unique Synergy:**

This pairing uniquely combines mental health support with celebratory milestones, offering clients a comprehensive wellness journey that underscores personal achievements.

#### **Next Steps:**

1. Develop a referral program with clear benefits for both businesses.
2. Create a shared marketing campaign that highlights the connection between mental health recovery and celebrating milestones.
3. Organize a joint event focused on mental wellness and celebration, where clients can learn about both services.

## 14. The P-Way Solutions LLC

80% | Bidirectional

Real Estate

### !• WHAT THEY PROVIDE (Vendor)

The P-Way Solutions LLC provides commercial janitorial services which could support Simple Creations By T's operations. As a business that creates custom gifts, maintaining a clean workspace is essential for both production quality and customer experience.

*Value: The P-Way Solutions can offer its janitorial services at a competitive rate, potentially saving Simple Creations up to 20% on their current cleaning costs while ensuring a pristine environment for crafting gifts.*

### !• WHAT YOU PROVIDE (Referral)

Both businesses serve overlapping markets, particularly small businesses and organizations that require personalized services. Simple Creations By T can refer its clients to The P-Way Solutions for janitorial services, especially those setting up new offices or looking to maintain their spaces.

*Value: By providing referrals to The P-Way Solutions, Simple Creations could earn a referral fee on each new client they bring, potentially increasing their revenue by 10%.*

### ØÜ Partnership Scenario:

*The P-Way Solutions could set up a weekly cleaning service for Simple Creations, ensuring their workspace is always ready for client visits and workshops. For instance, after a busy holiday season, P-Way would clean the entire facility, allowing Tiana to focus on fulfilling orders without worrying about maintaining cleanliness. This service could be contracted at \$300/month, benefiting both parties.*

### ØÙ Unique Synergy:

The unique synergy lies in the intersection of cleanliness and creativity; Simple Creations needs a clean environment to thrive, while The P-Way Solutions can enhance their service portfolio by catering to creative businesses.

#### Next Steps:

1. Schedule an introductory meeting between Pervis and Tiana to discuss cleaning needs.
2. Develop a tailored cleaning proposal outlining service options and pricing.
3. Finalize a service contract and establish a cleaning schedule.

## 15. Jazzi's Creations

75% | Bidirectional

Events & Gifts

### !• WHAT THEY PROVIDE (Collaboration)

Both businesses focus on personalized gifts and creative expressions, making them ideal candidates for a collaborative project. Jazzi's Creations can leverage Simple Creations By T's custom apparel services to enhance their workshop offerings.

*Value: By collaborating, they can create bundled craft kits that include personalized apparel from Simple Creations, potentially increasing sales by 30% during holiday seasons.*

### !• WHAT YOU PROVIDE (Vendor)

Simple Creations By T can provide personalized gifts and apparel for Jazzi's Creations' events and workshops, enhancing the overall experience for participants.

*Value: This partnership allows Jazzi's Creations to offer additional personalized items at their events, potentially increasing per-event revenue by 20%.*

### ØÜ Partnership Scenario:

*Jazzi's Creations organizes a holiday-themed DIY workshop where participants create personalized ornaments and also receive a custom t-shirt with their family name. Simple Creations provides the t-shirts, and they split the*

\$500 workshop fee. This not only increases engagement but also promotes both brands to a wider audience.

#### Ø<ß Unique Synergy:

The unique synergy lies in their shared focus on personalization and crafting, allowing them to create experiences that are more engaging than what either could offer alone. Their combined offerings can attract a broader clientele looking for memorable gift experiences.

#### Next Steps:

1. Schedule a meeting between Jasmyne and Tiana to brainstorm potential workshop themes and offerings.
2. Develop a marketing plan highlighting the new bundled workshop and promotional items.
3. Launch the holiday workshop within the next month to capitalize on seasonal demand.

## 16. IV Creative

75% | Bidirectional

Marketing & Design

#### I• WHAT THEY PROVIDE (Vendor)

IV Creative specializes in content creation, which could be beneficial for Simple Creations By T to enhance their marketing efforts. Tiana can leverage IV Creative's services to create engaging promotional materials for her custom gifts and apparel.

*Value: By utilizing IV Creative's content services, Simple Creations can increase their online visibility and attract more clients, potentially increasing revenue by 20% through better marketing.*

#### I' WHAT YOU PROVIDE (Vendor)

Simple Creations By T can provide custom gifts and apparel that IV Creative could use for promotional events and client gifts, enhancing their relationship with local businesses.

*Value: By sourcing custom gifts from Simple Creations, IV Creative can offer unique branded merchandise to their clients, potentially increasing client retention and satisfaction, which could lead to an additional \$2,000 in client revenue through upselling.*

#### Ø=ÜI Partnership Scenario:

*IV Creative could design an engaging social media campaign for Simple Creations, showcasing new custom apparel launches. For example, they could create a series of visually appealing posts and videos around a holiday gift line, driving traffic to Simple Creations' website and resulting in an estimated \$3,000 in sales during the campaign period.*

#### Ø<ß Unique Synergy:

This partnership uniquely combines IV Creative's marketing expertise with Simple Creations' product offerings, allowing for a tailored approach to local marketing that specifically resonates with Jacksonville's community.

#### Next Steps:

1. Schedule an introductory meeting to discuss content needs and marketing strategies.
2. Develop a promotional calendar for upcoming holidays to coordinate marketing efforts.
3. Create a pilot social media campaign together to test the effectiveness of IV Creative's services.

## 17. Genuines Coaching & Consulting

80% | Bidirectional

Technology

### • WHAT THEY PROVIDE (Collaboration)

Genuines Coaching & Consulting specializes in training and coaching for corporate executives, while Simple Creations By T provides custom gifts that could be used as recognition or rewards during these training sessions. This creates a natural synergy where both can enhance their offerings.

*Value: By collaborating, Genuines can offer customized recognition gifts from Simple Creations, enhancing its training programs and increasing client satisfaction. This could lead to a 20% increase in training program enrollment due to added value.*

### • WHAT YOU PROVIDE (Referral)

Simple Creations serves individuals and organizations that celebrate milestones, which includes corporate clients who may benefit from Genuines' coaching services. This allows for a mutual referral system without direct competition.

*Value: Through referrals, Genuines could gain access to new corporate clients while Simple Creations can enhance their service offering by suggesting professional development opportunities, potentially increasing revenue streams for both.*

### ØÜi Partnership Scenario:

Whenever Simple Creations fulfills a large order for a corporate client, Tiana can include a flyer promoting Genuines' upcoming leadership coaching program. If Genuines gains even one new corporate client from this effort, it could result in a \$5,000 coaching contract, benefiting both businesses.

### ØÙ Unique Synergy:

The unique aspect of this relationship lies in the emotional connection that Simple Creations creates with its gifts, which can seamlessly transition into a conversation about personal and professional development through Genuines' services.

### Next Steps:

1. Create a referral program outlining benefits for both businesses.
2. Design flyers or promotional materials to accompany Simple Creations' products.
3. Track and analyze referral outcomes to adjust strategies as needed.

## 18. Enriquez Aesthetics

80% | Bidirectional

Professional Services

### • WHAT THEY PROVIDE (Referral)

Both businesses target individuals seeking personalized experiences, although their offerings differ. Enriquez Aesthetics can refer clients who are interested in luxury skincare to Simple Creations for custom gifts, especially for special occasions like birthdays or anniversaries.

*Value: By referring clients, Enriquez Aesthetics can enhance customer satisfaction and loyalty, potentially increasing their repeat business by 20%. Simple Creations benefits from direct access to a clientele that values high-quality, personalized products.*

### • WHAT YOU PROVIDE (Referral)

Simple Creations targets individuals celebrating milestones, which often includes gifting experiences. They can refer customers looking for unique gifts to Enriquez Aesthetics for luxury facial experiences, enhancing their offerings.

*Value: Simple Creations can increase sales by 15% by offering clients a luxury experience along with their gifts, while Enriquez Aesthetics gains access to a new market segment of gift buyers.*

### ØÜi Partnership Scenario:

When a customer orders a custom gift for a friend, Simple Creations could include a flyer for a discounted luxury facial experience at Enriquez Aesthetics. For instance, if a customer buys a custom jewelry piece for a friend's birthday, they receive a voucher for a discount on a luxury facial, creating a compelling gift package.

#### Ø<ß Unique Synergy:

This partnership enhances the gifting experience by combining personalized gifts with wellness, appealing to a customer base that prioritizes both luxury and self-care.

#### Next Steps:

1. Design and print flyers or vouchers for Enriquez Aesthetics to include with Simple Creations' orders.
2. Launch a social media campaign promoting the combined offering of gifts and skincare experiences.
3. Schedule a meeting to discuss mutual marketing strategies for cross-promotion.

## 19. The Collective Om

75% | Bidirectional

Health & Wellness

#### I• WHAT THEY PROVIDE (Referral)

The Collective Om focuses on holistic health services for individuals and small teams, particularly targeting women who value self-growth. Simple Creations By T offers custom gifts and apparel for individuals celebrating milestones, which aligns well with the clientele of The Collective Om. Referrals can flow between the two businesses as clients of The Collective Om may appreciate personalized keepsakes for their self-improvement journeys.

*Value: By referring clients to each other, both businesses could increase their customer base and generate additional revenue without direct competition.*

#### I' WHAT YOU PROVIDE (Referral)

Simple Creations By T's target market includes individuals looking for personalized gifts for celebrations, which often coincide with life events that could benefit from holistic health services. Referring clients who are interested in self-growth and wellness to The Collective Om can create a supportive network for individuals seeking to improve their lives.

*Value: Simple Creations By T can enhance customer satisfaction by directing clients to The Collective Om for wellness services, potentially earning referral bonuses while providing added value to their customers.*

#### Ø=Ü; Partnership Scenario:

*The Collective Om can refer clients who are completing wellness programs to Simple Creations By T for custom gift options, such as personalized journals or wellness kits. For example, after a 6-week wellness program, a client may want to purchase a custom-engraved journal as a reward for their progress, which Simple Creations By T could provide. They agree to split the profits from referrals, enhancing revenue streams for both businesses.*

#### Ø<ß Unique Synergy:

This pairing leverages the emotional connection clients feel towards their health journeys, making the personalized gifts from Simple Creations By T a meaningful addition to the services offered by The Collective Om.

#### Next Steps:

1. Establish a referral program where The Collective Om receives a commission for each client referred to Simple Creations By T.
2. Create promotional materials highlighting Simple Creations By T's products to be shared with The Collective Om's clients.
3. Schedule a meeting to discuss client demographics and potential product offerings that resonate with The Collective Om's customer base.

## 20. We buy any house

75% | Bidirectional

Professional Services

### • WHAT THEY PROVIDE (Referral)

Both businesses serve individuals in distressing situations, though from different angles. We Buy Any House targets homeowners needing to sell quickly, while Simple Creations By T offers personalized gifts that could appeal to those celebrating new beginnings after a home sale.

*Value: By referring clients to each other, both can expand their customer bases, potentially resulting in an additional 10-15% revenue increase through cross-promotion.*

### ! WHAT YOU PROVIDE (Referral)

Simple Creations By T can refer clients who are moving or transitioning to new homes to We Buy Any House, particularly if they know of anyone looking to sell a distressed property quickly.

*Value: This relationship could lead to increased referrals for We Buy Any House, potentially bringing in an additional \$20,000 in sales from new clients annually.*

### ØÜ Partnership Scenario:

*When We Buy Any House helps a homeowner who has just sold their property, they can refer them to Simple Creations By T for customized farewell gifts or housewarming items. For instance, if a client sells their home and wants to celebrate, We Buy Any House provides a referral card for Simple Creations, who then creates a bespoke gift package that the client can send to their friends. This could generate \$300 in sales for Simple Creations while enhancing the service experience for the home seller.*

### ØÙ Unique Synergy:

This partnership is unique because it combines the emotional journey of selling a home with personalized gift-giving, positioning both businesses as supportive and thoughtful during a significant life transition.

### Next Steps:

1. Create a referral program where We Buy Any House provides clients with discount cards for Simple Creations.
2. Host a joint event where clients can meet both businesses and learn about services, like a 'New Beginnings' workshop.
3. Set up a monthly check-in to share client feedback and success stories to refine referral strategies.

## 21. Jamz Trainings

75% | Bidirectional

Health & Wellness

### • WHAT THEY PROVIDE (Collaboration)

Jamz Trainings can offer personalized training packages that include custom apparel from Simple Creations By T. This would enhance the training experience for clients and provide Simple Creations an opportunity to reach health-conscious consumers.

*Value: Increased revenue for both businesses through bundled offerings; potential to attract new clients in HOA communities and capitalize on event promotions.*

### ! WHAT YOU PROVIDE (Referral)

Simple Creations By T serves individuals celebrating milestones, such as fitness achievements. Referring clients to Jamz Trainings for personal training services can enhance the value of the gifts they offer.

*Value: Mutual referrals can create a steady stream of clients for both businesses, with Jamz Trainings benefiting from clients seeking gifts for fitness milestones and Simple Creations By T enhancing their product offerings.*

### ØÜ Partnership Scenario:

Jamz Trainings organizes a 'Health and Wellness Day' at a local community center where they provide free

workshops on fitness and nutrition. Simple Creations By T sets up a booth offering personalized workout gear and custom water bottles. They agree to split the proceeds from any apparel sold at the event, while both businesses promote the workshops through their social media channels, effectively reaching a larger audience.

#### Ø<ß Unique Synergy:

The unique synergy lies in the focus on health and personalization; combining fitness and custom merchandise creates a cohesive experience that appeals directly to the target market of middle-age recreational athletes who appreciate tailored solutions.

#### Next Steps:

1. Schedule a meeting between Jamz Trainings and Simple Creations By T to discuss potential event dates and logistics.
2. Develop a marketing strategy that includes social media promotions and flyers targeting local HOA communities.
3. Design a custom apparel line that reflects the branding of both businesses for use at the event.

## 22. MyahnArt LLC

85% | Bidirectional

Marketing & Design

#### !• WHAT THEY PROVIDE (Collaboration)

MyahnArt LLC's creative services can enhance the appeal of Simple Creations By T's custom gifts and apparel. By combining their artistic talents, they can create unique product offerings that attract more customers to both businesses.

*Value: By collaborating on a limited edition line of custom gifts that feature MyahnArt's designs, both businesses can increase their customer base and sales, potentially generating an additional \$5,000 in revenue during the initial launch month.*

#### I' WHAT YOU PROVIDE (Vendor)

Simple Creations By T can provide custom apparel and accessories that MyahnArt LLC can use for their events. This would enhance MyahnArt's brand presence while providing Simple Creations with a steady order stream.

*Value: By supplying custom T-shirts and accessories for MyahnArt's live painting events, Simple Creations can secure contracts that generate approximately \$2,500 in sales per event, while MyahnArt benefits from branded merchandise.*

#### Ø=Üi Partnership Scenario:

*For an upcoming live painting event, MyahnArt LLC orders 50 custom T-shirts from Simple Creations By T featuring their logo and unique designs. These shirts are worn by staff during the event, creating a cohesive brand image while also being sold to attendees as merchandise. This partnership can lead to a significant boost in visibility and sales for both parties.*

#### Ø<ß Unique Synergy:

This pairing is unique because MyahnArt's artistic events naturally require branded materials, presenting a seamless opportunity for Simple Creations to establish a recurring revenue stream while enhancing MyahnArt's event experience.

#### Next Steps:

1. Discuss specific design ideas for the apparel that aligns with upcoming events.
2. Establish pricing and order quantities for the custom apparel needed for the next quarter.
3. Create a timeline for delivery and integration of the apparel into MyahnArt's marketing materials.

## 23. Relax Relate & Release

75% | Bidirectional

Health & Wellness

### • WHAT THEY PROVIDE (Partner)

Relax Relate & Release focuses on veterans who might appreciate personalized gifts, especially after receiving therapeutic services. Simple Creations By T could create custom gifts that veterans can give to their families or friends, enhancing their emotional well-being.

*Value: By partnering, both businesses can increase their revenue through cross-promotion and access to each other's client bases, potentially generating an additional \$10,000 in sales over the next quarter.*

### ! WHAT YOU PROVIDE (Referral)

Both businesses target clients who value personalized experiences, with Simple Creations By T serving individuals celebrating milestones. Referrals can be made when customers of Simple Creations By T seek wellness or relaxation services.

*Value: A referral partnership could improve customer satisfaction and retention, potentially increasing sales by 20% for both businesses as they tap into each other's customer bases.*

### ØÜ Partnership Scenario:

*Relax Relate & Release could offer a 'Relax & Gift' package, where clients receive a massage and a custom gift created by Simple Creations By T, such as a personalized mug or blanket. For instance, a veteran could purchase this package for a loved one, leading to a \$150 combined sale, with each business sharing the profits.*

### ØÙ Unique Synergy:

The unique synergy lies in the emotional connection both businesses foster; Relax Relate & Release provides healing, while Simple Creations By T offers meaningful, personalized keepsakes that enhance the therapeutic experience.

### Next Steps:

1. Schedule a meeting between Hazel Lee and Tiana Harris to brainstorm package offerings.
2. Develop a promotional campaign targeting veterans and their families through social media and local veteran organizations.
3. Create a referral program where each business offers discounts to customers who utilize services from the other.

## 24. Genuines Coaching & Consulting

75% | Bidirectional

Technology

### • WHAT THEY PROVIDE (Partner)

Genuines Coaching & Consulting provides coaching and training services that could greatly benefit the clients of Simple Creations By T, especially those looking to enhance their corporate culture. Collaborating on joint offerings could allow both businesses to tap into each other's networks effectively.

*Value: By bundling coaching sessions with personalized gifts for corporate clients, both businesses can increase their service offerings, leading to a potential revenue increase of 25% through combined packages.*

### ! WHAT YOU PROVIDE (Referral)

Simple Creations By T targets individuals and organizations that celebrate milestones, which often includes corporate clients in need of leadership development and training. Referring clients to Genuines Coaching & Consulting could enhance Simple Creations' service portfolio without direct competition.

*Value: By referring clients who need leadership training, Simple Creations can earn referral commissions on coaching programs, potentially increasing revenue by 15% without additional investment.*

### ØÜ Partnership Scenario:

Genuine Coaching & Consulting could create a corporate leadership program that includes personalized gift packs from Simple Creations By T. For example, at the end of a leadership workshop, participants receive custom-branded notebooks and pens as mementos. This could attract new clients to both businesses as they market the program together, with a shared profit from each package sold.

#### Ø<ß Unique Synergy:

The unique synergy lies in combining personal development with personalized keepsakes, enhancing the emotional impact on clients that both businesses aim to serve, creating a memorable experience that stands out.

#### Next Steps:

1. Schedule a joint meeting to discuss potential package offerings that combine coaching services with custom gifts.
2. Develop a marketing strategy to promote the new joint offerings through social media and email campaigns.
3. Create a pilot program for feedback, targeting local businesses in Jacksonville for initial outreach.

## 25. JAX AI Agency

85% | Bidirectional

Technology

#### !• WHAT THEY PROVIDE (Partner)

JAX AI Agency could help Simple Creations By T integrate AI-driven marketing tools to enhance their customer outreach and operational efficiency. This partnership would allow Simple Creations to modernize their business approach while JAX AI gains a case study in the creative goods sector.

*Value: By implementing AI tools, Simple Creations could increase their customer engagement by 30%, leading to an estimated additional revenue of \$10,000 in the next quarter.*

#### !• WHAT YOU PROVIDE (Referral)

Simple Creations By T serves individuals and organizations that may benefit from JAX AI's services, particularly those looking to modernize their operations. Tiana could refer her business clients seeking digital transformation to Vic's agency.

*Value: Through referrals, JAX AI could gain at least 2-3 new clients per month, leading to potential contracts worth \$15,000 - \$20,000 each.*

#### Ø=Ü; Partnership Scenario:

*Whenever Simple Creations By T works with a corporate client looking to enhance their branding with tech, Tiana can introduce them to JAX AI Agency for AI solutions. For instance, if a local restaurant wants to automate their customer feedback process, Tiana can refer them directly to Vic, creating a seamless lead generation system.*

#### Ø<ß Unique Synergy:

This referral relationship is unique as it connects a tech-focused service with a locally cherished gifting business, leveraging personal relationships that can lead to warm introductions and a more trustworthy client acquisition process.

#### Next Steps:

1. Create a referral agreement outlining commission structures for leads sent from Simple Creations to JAX AI.
2. Develop marketing materials that Tiana can share with her clients highlighting JAX AI's services.
3. Set up a quarterly check-in to review referral outcomes and adjust strategies as necessary.

## 26. JPO Logistics LLC

70% | Bidirectional

Logistics

### • WHAT THEY PROVIDE (Vendor)

JPO Logistics can provide shipping services for Simple Creations By T's products, ensuring timely delivery of custom gifts, which is crucial for customer satisfaction. In turn, Tiana can guarantee her clients an efficient shipping service.

*Value: By utilizing JPO Logistics, Tiana can enhance her delivery capabilities, potentially increasing sales by 20% due to improved customer satisfaction and repeat business.*

### ! WHAT YOU PROVIDE (Referral)

Simple Creations By T serves individuals and organizations looking for personalized gifts, which often includes businesses celebrating milestones. JPO Logistics could be a recommended logistics partner for these businesses when they need to ship their custom gifts, creating a referral opportunity that benefits both.

*Value: By referring JPO Logistics to her clients, Tiana could earn a commission for each successful referral, potentially increasing her revenue by 15% as she grows her business and the logistics company benefits from new clients.*

### ØÜ Partnership Scenario:

*When Tiana has a client ordering 100 customized mugs for a corporate event, she can refer them to JPO Logistics for shipping. This referral could generate a \$1,000 shipping contract for JPO, while Tiana earns a \$150 commission, enhancing her client service.*

### ØÙ Unique Synergy:

Both businesses appeal to clients celebrating special occasions; by referring each other, they can enhance customer satisfaction while expanding their service offerings without direct competition.

### Next Steps:

1. Set up a meeting to discuss referral terms and commission structure.
2. Create co-branded marketing materials to promote the referral program.
3. Launch a pilot referral program with a specific promotional period to track results.

## 27. flow

70% | Bidirectional

Professional Services

### • WHAT THEY PROVIDE (Referral)

Both businesses operate within the professional services sector but target different customer needs. flow focuses on coaching, which could appeal to individuals and organizations looking for personal development, while Simple Creations By T offers custom gifts for milestone celebrations, which could be ideal for clients of flow seeking to commemorate their achievements.

*Value: Increased client acquisition for both businesses—flow could refer clients needing personalized gifts for coaching milestones, while Simple Creations could refer clients needing coaching services after receiving gifts.*

### ! WHAT YOU PROVIDE (Referral)

As Simple Creations By T targets individuals and organizations celebrating milestones, they can refer these clients to flow for coaching services that help them achieve their goals post-celebration. This creates a complementary relationship where both businesses can enhance the client experience.

*Value: By integrating referral incentives, Simple Creations could not only help their clients find coaching support but also earn a commission for each successful referral, increasing revenue.*

### ØÜ Partnership Scenario:

*After a successful coaching session, flow's clients receive a referral card for Simple Creations that offers a*

discount on personalized gifts. Conversely, Simple Creations can hand out flow's business cards with their gift orders, promoting coaching as a way to maximize the significance of the gifts they provide.

#### Ø<ß Unique Synergy:

This partnership leverages the emotional connection clients have with both coaching and personalized gifts, creating a powerful referral network that enhances customer experiences in both businesses.

#### Next Steps:

1. Set up a referral program where flow clients get discounts on Simple Creations products.
2. Create a co-branded marketing flyer highlighting how coaching and personalized gifts can enhance personal milestones.
3. Schedule a meeting to discuss how both businesses can promote each other at local events targeting their respective audiences.

## 28. IV Creative

75% | Bidirectional

Marketing & Design

#### !• WHAT THEY PROVIDE (Vendor)

IV Creative specializes in content creation, which could be beneficial for Simple Creations By T to enhance their marketing efforts. Tiana can leverage IV Creative's services to create engaging promotional materials for her custom gifts and apparel.

*Value: By utilizing IV Creative's content services, Simple Creations can increase their online visibility and attract more clients, potentially increasing revenue by 20% through better marketing.*

#### ! WHAT YOU PROVIDE (Vendor)

Simple Creations By T can provide custom gifts and apparel that IV Creative could use for promotional events and client gifts, enhancing their relationship with local businesses.

*Value: By sourcing custom gifts from Simple Creations, IV Creative can offer unique branded merchandise to their clients, potentially increasing client retention and satisfaction, which could lead to an additional \$2,000 in client revenue through upselling.*

#### Ø=Ü! Partnership Scenario:

IV Creative could order customized branded mugs from Simple Creations to distribute at a local business networking event. This would not only enhance their brand presence but also provide memorable keepsakes that attendees associate with IV Creative, driving new inquiries and referrals post-event.

#### Ø<ß Unique Synergy:

This relationship is special because it allows IV Creative to enhance its service offerings with tangible branded products, creating a memorable experience for clients that goes beyond standard marketing services.

#### Next Steps:

1. Identify upcoming events where branded merchandise would be beneficial.
2. Discuss design options for custom gifts that reflect IV Creative's brand.
3. Place a small initial order for a local event to test the response and effectiveness.

## 29. Bluebird Health Partners

70% | Bidirectional

Technology

### • WHAT THEY PROVIDE (Referral)

Bluebird Health Partners targets healthcare solution providers who may need custom gifts for promotional events or client appreciation. Simple Creations By T could create personalized gifts for these healthcare providers, which Bluebird could recommend to their clients.

*Value: Bluebird can earn referral fees, while Simple Creations gains access to a new market of healthcare providers, increasing their sales potential.*

### ! WHAT YOU PROVIDE (Vendor)

Simple Creations By T could provide personalized gifts and apparel for Bluebird Health Partners' corporate events, enhancing their branding and client engagement efforts.

*Value: By using Simple Creations' products, Bluebird can improve their event experiences and strengthen client relationships, while Simple Creations gains a consistent corporate client.*

### ØÜ Partnership Scenario:

*When Bluebird Health Partners consults with a new healthcare startup, they could recommend Simple Creations to create custom branded items, such as embroidered lab coats or promotional tote bags. For each referral, Bluebird earns a 10% commission on sales generated, creating a steady revenue stream while providing added value to their clients.*

### ØÙ Unique Synergy:

This pairing uniquely combines healthcare strategy with personalized gifting, creating a niche opportunity to enhance client relationships in the healthcare sector, which is often overlooked.

### Next Steps:

1. Schedule a meeting between Cary Hendricks and Tiana Harris to discuss potential referral agreements.
2. Create a brochure or digital presentation showcasing Simple Creations' services tailored for healthcare providers.
3. Establish a tracking system for referrals to measure success and adjust strategies accordingly.

## 30. Tosh's Urban Garden

80% | Bidirectional

Health & Wellness

### • WHAT THEY PROVIDE (Referral)

Both Tosh's Urban Garden and Simple Creations By T serve health-conscious individuals and organizations celebrating milestones. Tosh's Urban Garden can refer customers looking for personalized gifts to Simple Creations, while Simple Creations can recommend Tosh's products for wellness-themed gifts.

*Value: Increased customer traffic leading to a potential 20% boost in sales for both businesses through cross-promotions.*

### ! WHAT YOU PROVIDE (Vendor)

Simple Creations can provide custom branded merchandise for Tosh's Urban Garden, enhancing their brand presence and customer experience. This relationship would allow Tosh's to offer unique products that stand out in the market.

*Value: Tosh's Urban Garden can increase brand recognition and customer loyalty by 15% through exclusive branded merchandise like custom mugs or tote bags featuring their logo.*

### ØÜ Partnership Scenario:

*Tosh's Urban Garden could order a batch of custom tote bags from Simple Creations to sell at farmers' markets or events. These bags would feature eco-friendly messaging and the Tosh's Urban Garden logo, creating a visually*

appealing way for customers to carry their purchases, while Simple Creations earns a profit margin on the bulk order.

#### Ø<ß Unique Synergy:

This relationship uniquely combines health and wellness with personalized branding, enhancing the customer experience while promoting eco-conscious values.

#### Next Steps:

1. Discuss design options and pricing for custom merchandise.
2. Plan a launch event to introduce the new branded items at Tosh's Urban Garden.
3. Create promotional materials for both businesses highlighting the new products.

## 31. Celebrate & Smile International Steppers

85% | Bidirectional

Arts & Creative

#### I• WHAT THEY PROVIDE (Collaboration)

Celebrate & Smile International Steppers focuses on enhancing community and employee relations through dance, which could be complemented by Simple Creations By T's personalized gifts. Collaborating on workshops or events where participants create custom gifts while learning dance could engage both audiences effectively.

*Value: By partnering, Celebrate & Smile could increase engagement in their workshops by 30%, while Simple Creations could boost sales by offering unique, dance-themed gifts, potentially generating an additional \$1,000 in monthly revenue.*

#### I' WHAT YOU PROVIDE (Referral)

Simple Creations By T serves individuals and organizations celebrating milestones, which aligns well with Celebrate & Smile's target market of couples and companies looking to enhance employee relations. Referrals could be mutually beneficial as both businesses target similar demographics.

*Value: Simple Creations could refer clients looking for unique gifts to Celebrate & Smile, potentially increasing Celebrate's clientele by 20%, while Celebrate could direct clients seeking personalized gifts to Simple Creations, boosting their sales by 15%.*

#### Ø=ÜI Partnership Scenario:

*When a couple orders a custom gift for their anniversary from Simple Creations, Tiana could recommend Celebrate & Smile's dance workshops as a unique experience to complement their gift. Conversely, if a company books a team-building dance session, Tiffany could suggest custom branded items from Simple Creations for the employees as a takeaway, increasing both businesses' visibility.*

#### Ø<ß Unique Synergy:

The pairing of personalized gifts with experiential dance workshops creates a comprehensive celebration package that enhances customer satisfaction and loyalty, making it more appealing than generic referrals.

#### Next Steps:

1. Establish a referral program with incentives for both businesses to encourage cross-promotion.
2. Create co-branded marketing materials that highlight the combined offerings for distribution at each business's locations.
3. Set up a monthly check-in to evaluate referral success and adjust strategies as needed.

## 32. Communicate Design & Marketing

70% | One-way

Marketing & Design

### !• WHAT THEY PROVIDE (Collaboration)

Both businesses can benefit from a collaborative marketing event that showcases custom gifts alongside branding services. This partnership would allow them to reach a wider audience and leverage each other's expertise.

*Value: By hosting a collaborative event, both businesses could attract new clients and create brand awareness. They could anticipate generating up to \$2,000 in sales from the event, with a shared marketing budget of \$500.*

### ØÜ: Partnership Scenario:

Communikate and Simple Creations could host a 'Brand Your Business' workshop where attendees create custom gifts while learning about branding strategies. For instance, participants would design their own branded mugs with Simple Creations, while Communikate provides branding tips. Each participant pays \$100, and with 20 attendees, they could earn \$2,000 and gain new clients.

### ØÙ: Unique Synergy:

The combination of marketing strategy and personalized gifts creates a unique value proposition, allowing both businesses to showcase how branding and customized gifts can work together effectively.

#### Next Steps:

1. Plan the logistics for the 'Brand Your Business' workshop, including venue and materials.
2. Create a promotional plan to attract attendees through social media and local business networks.
3. Develop an engaging agenda that highlights both branding techniques and the custom gift-making process.

## 33. We buy any house

75% | Bidirectional

Professional Services

### !• WHAT THEY PROVIDE (Referral)

Both businesses serve individuals in distressing situations, though from different angles. We Buy Any House targets homeowners needing to sell quickly, while Simple Creations By T offers personalized gifts that could appeal to those celebrating new beginnings after a home sale.

*Value: By referring clients to each other, both can expand their customer bases, potentially resulting in an additional 10-15% revenue increase through cross-promotion.*

### !• WHAT YOU PROVIDE (Referral)

Simple Creations By T can refer clients who are moving or transitioning to new homes to We Buy Any House, particularly if they know of anyone looking to sell a distressed property quickly.

*Value: This relationship could lead to increased referrals for We Buy Any House, potentially bringing in an additional \$20,000 in sales from new clients annually.*

### ØÜ: Partnership Scenario:

When Simple Creations By T completes a custom order for a client leaving Jacksonville, they can provide information about We Buy Any House to the client in case they need to sell their home quickly. If a client refers someone who sells their home through We Buy Any House, Simple Creations could earn a referral fee based on the sale, turning a simple transaction into a collaborative revenue stream.

### ØÙ: Unique Synergy:

This pairing is special because it integrates the emotional aspect of gift-giving with the practical need of selling a home, enhancing the customer experience and providing a seamless transition for clients.

#### Next Steps:

1. Develop a referral agreement where Simple Creations receives a fee for any client referred who successfully sells a property.

2. Create promotional materials that both businesses can distribute, highlighting how they can assist clients during transitions.
3. Organize a joint marketing campaign that highlights both services, focusing on the theme of new beginnings.

## 34. Grayland

70% | Bidirectional

Real Estate

### • WHAT THEY PROVIDE (Referral)

Grayland serves commercial lenders and property owners who may need custom gifts or promotional items for their clients, while Simple Creations By T caters to individuals and organizations celebrating milestones. This aligned target market presents an opportunity for referrals without direct competition.

*Value: By referring clients to each other, Grayland could enhance client satisfaction and loyalty, while Simple Creations gains access to a steady stream of potential corporate clients, increasing revenue.*

### ! WHAT YOU PROVIDE (Vendor)

Simple Creations can provide branded gifts and apparel for Grayland's clients and events, enhancing Grayland's service offerings and client engagement.

*Value: By incorporating Simple Creations' products into their service offerings, Grayland can provide added value to their clients, potentially increasing their appraisal business through enhanced client relationships.*

### ØÜ: Partnership Scenario:

*Grayland could refer property owners looking to celebrate property acquisitions or anniversaries to Simple Creations for personalized gifts, such as custom plaques or branded apparel. For example, if a commercial property owner closes a significant deal, Grayland could suggest Simple Creations to provide a personalized gift, enabling both businesses to benefit from the relationship.*

### ØÙ Unique Synergy:

This partnership is unique as it combines Grayland's established commercial client network with Simple Creations' specialty in personalized gifts, creating a niche service that enhances client relationships in real estate transactions.

### Next Steps:

1. Grayland to create a list of potential referral scenarios where personalized gifts could be beneficial for clients.
2. Simple Creations to design a special package tailored for Grayland's clients with pricing and options.
3. Schedule a meeting to discuss referral agreements and marketing strategies.

## 35. Be Present Detalles

80% | Bidirectional

Professional Services

### • WHAT THEY PROVIDE (Partner)

Both businesses target similar demographics, with Be Present Detalles focusing on events and experiences while Simple Creations By T specializes in custom gifts. This partnership could enhance the overall customer experience by combining event planning with personalized gift offerings.

*Value: By collaborating, they could create unique event packages that include personalized gifts, potentially increasing revenue by 20% during peak seasons like holidays and anniversaries.*

### ! WHAT YOU PROVIDE (Referral)

Both businesses cater to similar customer bases, with Simple Creations focusing on personalized gifts and Be Present Detalles specializing in events. They can refer clients to each other without competing directly, increasing their client bases.

*Value: The referral system could drive additional sales, with each business potentially increasing their customer*

base by 15%, leading to an estimated additional revenue of \$10,000 annually from referrals alone.

#### ØÜ; Partnership Scenario:

When clients of Simple Creations By T order custom gifts for an event, Tiana could recommend Be Present Detalles for planning the event, ensuring the gifts are integrated into the experience, like having a custom gift reveal during a birthday party. This creates a win-win situation where Be Present Detalles gains new clients for their event planning services.

#### ØÙ Unique Synergy:

The unique synergy lies in their shared focus on celebrations; by referring clients to one another, they enhance the customer experience and build a community of celebration-oriented services that complement each other perfectly.

#### Next Steps:

1. Create a referral agreement outlining commission structures for each client referred.
2. Develop joint marketing materials that showcase both businesses and their offerings.
3. Implement a tracking system to monitor the success of the referral program and adjust as necessary.

## 36. Free Agents Inc

70% | Bidirectional

Professional Services

#### I• WHAT THEY PROVIDE (Referral)

Both businesses target distinct but overlapping markets. Free Agents Inc focuses on companies with 5 to 250 employees, while Simple Creations By T targets individuals and organizations celebrating milestones. Free Agents can refer clients needing custom gifts for corporate events or employee recognition.

*Value: Free Agents can earn referral fees from Simple Creations on every client they refer, potentially generating a new revenue stream of \$500-\$1,500 monthly based on conversion rates.*

#### I' WHAT YOU PROVIDE (Vendor)

Simple Creations By T could provide personalized gifts for Free Agents Inc's clients, enhancing their service offering. This relationship allows Free Agents to provide added value to their clients through custom gifts.

*Value: Free Agents can enhance their consultancy services, leading to increased client retention and potentially higher fees for more comprehensive solutions that include gift offerings.*

#### ØÜ; Partnership Scenario:

Free Agents Inc refers a client who is planning a corporate anniversary celebration. Simple Creations By T provides custom branded gifts for the event. For every referral, Free Agents earns a 10% commission on the \$1,000 order, resulting in a \$100 income while also enhancing their service offerings.

#### ØÙ Unique Synergy:

This pairing is unique because Free Agents brings a business network that may not typically consider custom gifts, expanding Simple Creations' reach into corporate accounts.

#### Next Steps:

1. Set up a referral agreement detailing commission structure.
2. Exchange marketing materials to better understand each other's offerings.
3. Schedule a joint networking event to introduce both businesses to potential clients.

## 37. WhitBits Cookies

85% | Bidirectional

Professional Services

### • WHAT THEY PROVIDE (Collaboration)

WhitBits Cookies specializes in homemade cookies, which can serve as delightful treats for Simple Creations By T's custom gifts and events. By collaborating, they can enhance their product offering and provide a more comprehensive service to event planners and individuals celebrating milestones.

*Value: By bundling homemade cookies with custom gifts, both businesses could see a revenue increase of up to 30% during peak gifting seasons like holidays and birthdays.*

### ! WHAT YOU PROVIDE (Referral)

Simple Creations By T targets individuals and organizations that celebrate milestones, which overlaps with WhitBits Cookies' target market of corporate professionals and event planners who may also need gifts for such occasions. Referring clients to each other could increase customer base without direct competition.

*Value: By referring clients to each other, both businesses can tap into new customer segments, potentially increasing sales by 20% within the year.*

### ØÜ Partnership Scenario:

*When Simple Creations By T receives an order for a corporate event, Tiana can refer her clients to WhitBits Cookies for catering their dessert needs, ensuring a complete package. For example, if a company orders custom mugs for an event, Tiana recommends a cookie platter from WhitBits, leading to a sale of \$200 worth of cookies.*

### ØÙ Unique Synergy:

The unique synergy lies in their combined ability to cater to milestone celebrations, making them a go-to source for customers looking for comprehensive event solutions.

### Next Steps:

1. Create a referral agreement outlining the process for client introductions.
2. Develop a shared marketing collateral that highlights both businesses' offerings for event planners.
3. Schedule a monthly check-in to discuss referral success and optimize the process.

## 38. Aspirations Behavioral Health Inc.

80% | Bidirectional

Health & Wellness

### • WHAT THEY PROVIDE (Referral)

Aspirations Behavioral Health serves individuals seeking mental health support, while Simple Creations By T targets customers celebrating milestones. Clients of Aspirations may appreciate personalized gifts for significant life events, creating a natural referral pathway.

*Value: Increased client satisfaction and loyalty for Aspirations, while Simple Creations can gain access to new customers needing personalized gifts.*

### ! WHAT YOU PROVIDE (Vendor)

Simple Creations can supply Aspirations with custom gifts and accessories for their clients, enhancing the therapeutic experience by providing tangible tokens of achievement or support.

*Value: Aspirations can enhance client engagement and retention by providing thoughtful gifts, while Simple Creations can increase sales through bulk orders.*

### ØÜ Partnership Scenario:

*Simple Creations could create a line of customized wellness packages for Aspirations, including items like personalized mugs with motivational quotes or custom journals for clients to document their journeys. Aspirations can purchase these at a discounted bulk rate to offer as part of their therapy completion packages, boosting client satisfaction and retention.*

## Ø<ß Unique Synergy:

The partnership blends mental health services with personalized gifts, creating a unique product that supports clients' journeys and reinforces their commitment to wellness.

### Next Steps:

1. Create a catalog of potential products that align with mental health achievements.
2. Establish pricing and ordering processes for bulk purchases.
3. Launch a pilot program to test the gift packages with clients and gather feedback.

## 39. The P-Way Solutions LLC

80% | Bidirectional

Real Estate

### !• WHAT THEY PROVIDE (Vendor)

The P-Way Solutions LLC provides commercial janitorial services which could support Simple Creations By T's operations. As a business that creates custom gifts, maintaining a clean workspace is essential for both production quality and customer experience.

*Value: The P-Way Solutions can offer its janitorial services at a competitive rate, potentially saving Simple Creations up to 20% on their current cleaning costs while ensuring a pristine environment for crafting gifts.*

### ! WHAT YOU PROVIDE (Referral)

Both businesses serve overlapping markets, particularly small businesses and organizations that require personalized services. Simple Creations By T can refer its clients to The P-Way Solutions for janitorial services, especially those setting up new offices or looking to maintain their spaces.

*Value: By providing referrals to The P-Way Solutions, Simple Creations could earn a referral fee on each new client they bring, potentially increasing their revenue by 10%.*

## ØÜi Partnership Scenario:

*When a client orders custom gifts for a corporate event, Tiana can suggest The P-Way Solutions for their cleaning needs. If they refer 5 clients in a quarter, each bringing in \$500 in janitorial contracts, Simple Creations could earn \$250 in referral fees.*

## Ø<ß Unique Synergy:

This partnership stands out because they can leverage their client bases to enhance service offerings; Tiana's clients need personalized gifts and often require a clean space for events, creating a natural cross-referral opportunity.

### Next Steps:

1. Create a referral program with clear benefits for Simple Creations.
2. Develop a shared marketing campaign to highlight both services.
3. Host a joint networking event for clients to showcase both businesses.

## 40. Organize Design Create

85% | Bidirectional

Marketing & Design

### !• WHAT THEY PROVIDE (Collaboration)

Organize Design Create specializes in marketing for small businesses, while Simple Creations By T offers custom gifts and accessories that can appeal to the same demographic. By collaborating, they can leverage each other's strengths to create unique marketing campaigns that feature Simple Creations' products.

*Value: Through this collaboration, both businesses can expect increased exposure and sales. For instance, Organize Design Create could secure a 20% increase in client engagement, while Simple Creations could see a 30% boost in orders from targeted marketing efforts.*

### ! WHAT YOU PROVIDE (Referral)

While both businesses serve different primary functions, they share a target market of entrepreneurs and small businesses. Simple Creations can refer clients who need marketing services to Organize Design Create, enhancing their offering of personalized gifts with marketing support.

*Value: By referring clients, Simple Creations can earn a referral fee ranging from 10-15% for each new client that engages Organize Design Create's services, potentially increasing their revenue without additional marketing effort.*

#### **ØÜI Partnership Scenario:**

*When a client orders custom gifts for a corporate event, Simple Creations could suggest Organize Design Create for the event's marketing materials and social media promotion, creating a package deal. This way, both businesses benefit from cross-promotions, with Organize Design Create gaining new clients and Simple Creations boosting sales through referrals.*

#### **ØÙ Unique Synergy:**

The synergy here is in their shared commitment to supporting small businesses; by referring clients to each other, they can create a network of services that enhances their offerings and supports their mutual growth.

#### **Next Steps:**

1. Establish a referral agreement detailing the compensation for referrals.
2. Create joint marketing materials that highlight both services together.
3. Set up a tracking system to monitor referred clients and follow up on leads.

## **41. Soulfitness Studio Health and wellness center**

85% | Bidirectional

Health & Wellness

#### **I• WHAT THEY PROVIDE (Collaboration)**

Soulfitness Studio could host wellness events that feature Simple Creations By T's custom gifts and apparel. This aligns well as both businesses target individuals looking to celebrate milestones and improve their health.

*Value: Increased event attendance could lead to a 20% boost in Soulfitness's membership sign-ups, while Simple Creations could gain new customers from the event attendees, potentially generating \$2,000 in sales through custom health-related gifts.*

#### **I' WHAT YOU PROVIDE (Referral)**

Individuals purchasing custom gifts from Simple Creations are likely to appreciate health and wellness services, especially if they are celebrating milestones such as birthdays or anniversaries.

*Value: Simple Creations can refer clients to Soulfitness for health and wellness services, potentially increasing Soulfitness's membership base by 15%, while Simple Creations could offer a discount on gifts for Soulfitness members, fostering loyalty.*

#### **ØÜI Partnership Scenario:**

*When a customer orders a personalized gift for a friend's birthday from Simple Creations, Tiana can include a discount voucher for a trial class at Soulfitness Studio. This not only offers value to the customer but also brings in a new potential client for Soulfitness.*

#### **ØÙ Unique Synergy:**

This relationship is special as it allows Simple Creations to enhance the gifting experience with health-oriented services, thus positioning both brands as lifestyle partners rather than just transactional entities.

#### **Next Steps:**

1. Create a referral program with clear incentives for both businesses.
2. Design and print discount vouchers for Soulfitness that Simple Creations can provide with each order.
3. Set up a tracking system to measure the effectiveness of referrals from Simple Creations to Soulfitness.

## 42. The Collective Om

75% | Bidirectional

Health & Wellness

### • WHAT THEY PROVIDE (Referral)

The Collective Om focuses on holistic health services for individuals and small teams, particularly targeting women who value self-growth. Simple Creations By T offers custom gifts and apparel for individuals celebrating milestones, which aligns well with the clientele of The Collective Om. Referrals can flow between the two businesses as clients of The Collective Om may appreciate personalized keepsakes for their self-improvement journeys.

*Value: By referring clients to each other, both businesses could increase their customer base and generate additional revenue without direct competition.*

### ! WHAT YOU PROVIDE (Referral)

Simple Creations By T's target market includes individuals looking for personalized gifts for celebrations, which often coincide with life events that could benefit from holistic health services. Referring clients who are interested in self-growth and wellness to The Collective Om can create a supportive network for individuals seeking to improve their lives.

*Value: Simple Creations By T can enhance customer satisfaction by directing clients to The Collective Om for wellness services, potentially earning referral bonuses while providing added value to their customers.*

### ØÜ Partnership Scenario:

*When a client orders a custom gift for a friend's milestone, Simple Creations By T can suggest a wellness package from The Collective Om as an additional gift. For instance, a client ordering a personalized gift for a friend's birthday could also receive a coupon for a wellness session at The Collective Om, providing a holistic experience that complements the gift. Both businesses track referrals and share the profits from the wellness packages sold.*

### ØÙ Unique Synergy:

By combining the gifting experience with wellness offerings, this partnership creates a unique ecosystem that emphasizes self-care and personal milestones, reinforcing the value of both businesses in their clients' lives.

### Next Steps:

1. Develop a joint marketing campaign highlighting the benefits of gifting wellness experiences alongside tangible gifts.
2. Create a referral tracking system to monitor successful client referrals between the two businesses.
3. Host an initial brainstorming session to generate ideas for co-branded products or services that celebrate personal growth and milestones.

## 43. Jamz Trainings

75% | Bidirectional

Health & Wellness

### • WHAT THEY PROVIDE (Collaboration)

Jamz Trainings can offer personalized training packages that include custom apparel from Simple Creations By T. This would enhance the training experience for clients and provide Simple Creations an opportunity to reach health-conscious consumers.

*Value: Increased revenue for both businesses through bundled offerings; potential to attract new clients in HOA communities and capitalize on event promotions.*

### ! WHAT YOU PROVIDE (Referral)

Simple Creations By T serves individuals celebrating milestones, such as fitness achievements. Referring clients to Jamz Trainings for personal training services can enhance the value of the gifts they offer.

*Value: Mutual referrals can create a steady stream of clients for both businesses, with Jamz Trainings benefiting from clients seeking gifts for fitness milestones and Simple Creations By T enhancing their product offerings.*

### ØÜ Partnership Scenario:

When a customer orders a custom gift for a friend who has recently completed a marathon, Simple Creations By T recommends a personal training package from Jamz Trainings as a complementary gift. They create a joint promotion that includes a discount for the gift sender if they purchase a training session, encouraging cross-promotion and client referrals.

#### ØÙ Unique Synergy:

This pairing stands out because it leverages the emotional connection of gift-giving tied to personal achievements, enhancing the customer experience for both businesses.

#### Next Steps:

1. Create a referral program that provides discounts for clients who purchase from both businesses.
2. Develop promotional materials highlighting the partnership to be displayed in each business's store.
3. Host an online webinar about fitness achievements where both businesses can promote their services.

## 44. JPO Logistics LLC

70% | Bidirectional

Logistics

#### !• WHAT THEY PROVIDE (Vendor)

JPO Logistics can provide shipping services for Simple Creations By T's products, ensuring timely delivery of custom gifts, which is crucial for customer satisfaction. In turn, Tiana can guarantee her clients an efficient shipping service.

*Value: By utilizing JPO Logistics, Tiana can enhance her delivery capabilities, potentially increasing sales by 20% due to improved customer satisfaction and repeat business.*

#### !• WHAT YOU PROVIDE (Referral)

Simple Creations By T serves individuals and organizations looking for personalized gifts, which often includes businesses celebrating milestones. JPO Logistics could be a recommended logistics partner for these businesses when they need to ship their custom gifts, creating a referral opportunity that benefits both.

*Value: By referring JPO Logistics to her clients, Tiana could earn a commission for each successful referral, potentially increasing her revenue by 15% as she grows her business and the logistics company benefits from new clients.*

#### ØÙ Partnership Scenario:

For an upcoming holiday season, Tiana receives multiple orders of custom gifts that require delivery to clients across the country. By partnering with JPO Logistics, she can offer clients a seamless shipping option, ensuring all orders are delivered on time, which could lead to an increase in her holiday sales by \$5,000.

#### ØÙ Unique Synergy:

JPO Logistics' expertise in freight services complements Simple Creations By T's need for reliable shipping, creating a streamlined process that enhances customer experiences and operational efficiency.

#### Next Steps:

1. Establish a shipping contract that outlines rates and service levels.
2. Create a joint marketing campaign to highlight shipping services for holiday promotions.
3. Integrate JPO Logistics' shipping options directly into Simple Creations By T's online checkout process.

## 45. flow

70% | Bidirectional

Professional Services

### • WHAT THEY PROVIDE (Referral)

Both businesses operate within the professional services sector but target different customer needs. flow focuses on coaching, which could appeal to individuals and organizations looking for personal development, while Simple Creations By T offers custom gifts for milestone celebrations, which could be ideal for clients of flow seeking to commemorate their achievements.

*Value: Increased client acquisition for both businesses—flow could refer clients needing personalized gifts for coaching milestones, while Simple Creations could refer clients needing coaching services after receiving gifts.*

### ! WHAT YOU PROVIDE (Referral)

As Simple Creations By T targets individuals and organizations celebrating milestones, they can refer these clients to flow for coaching services that help them achieve their goals post-celebration. This creates a complementary relationship where both businesses can enhance the client experience.

*Value: By integrating referral incentives, Simple Creations could not only help their clients find coaching support but also earn a commission for each successful referral, increasing revenue.*

### ØÜ Partnership Scenario:

*When Simple Creations delivers a custom gift for a graduation, they include a note recommending flow's coaching services for career advancement. This encourages the graduate to seek coaching to effectively transition into the workforce, creating a new client for flow and fostering loyalty to Simple Creations.*

### ØÙ Unique Synergy:

This pairing is unique as it combines the celebratory aspect of milestone gifting with the forward-looking nature of coaching, creating a holistic approach to personal and professional growth.

### Next Steps:

1. Develop a referral agreement detailing the commission structure for referrals from Simple Creations to flow.
2. Create a joint social media campaign showcasing client success stories that involve both coaching and personalized gifts.
3. Host an event where clients from both businesses can network, sharing their experiences and promoting services to each other.

## 46. Jazzi's Creations

75% | Bidirectional

Events & Gifts

### • WHAT THEY PROVIDE (Collaboration)

Both businesses focus on personalized gifts and creative expressions, making them ideal candidates for a collaborative project. Jazzi's Creations can leverage Simple Creations By T's custom apparel services to enhance their workshop offerings.

*Value: By collaborating, they can create bundled craft kits that include personalized apparel from Simple Creations, potentially increasing sales by 30% during holiday seasons.*

### ! WHAT YOU PROVIDE (Vendor)

Simple Creations By T can provide personalized gifts and apparel for Jazzi's Creations' events and workshops, enhancing the overall experience for participants.

*Value: This partnership allows Jazzi's Creations to offer additional personalized items at their events, potentially increasing per-event revenue by 20%.*

### ØÜ Partnership Scenario:

*For an upcoming team-building workshop, Jazzi's Creations orders 50 custom t-shirts from Simple Creations,*

featuring a unique design for the event. This order not only boosts Jazzi's revenue by \$1,000 but also showcases Simple Creations' products to a new audience, expanding their reach.

#### ØÙ Unique Synergy:

The pairing is unique as it combines event experiences with custom merchandise, allowing each business to enhance their product offerings and attract more customers seeking unique, personalized experiences.

#### Next Steps:

1. Create a list of upcoming events at Jazzi's Creations where custom gifts/apparel can be integrated.
2. Establish pricing and design options for Simple Creations to offer to Jazzi's Creations.
3. Set up a feedback mechanism to assess customer satisfaction with the combined offerings.

## 47. Bluebird Health Partners

70% | Bidirectional

Technology

#### I• WHAT THEY PROVIDE (Referral)

Bluebird Health Partners targets healthcare solution providers who may need custom gifts for promotional events or client appreciation. Simple Creations By T could create personalized gifts for these healthcare providers, which Bluebird could recommend to their clients.

*Value: Bluebird can earn referral fees, while Simple Creations gains access to a new market of healthcare providers, increasing their sales potential.*

#### I' WHAT YOU PROVIDE (Vendor)

Simple Creations By T could provide personalized gifts and apparel for Bluebird Health Partners' corporate events, enhancing their branding and client engagement efforts.

*Value: By using Simple Creations' products, Bluebird can improve their event experiences and strengthen client relationships, while Simple Creations gains a consistent corporate client.*

#### ØÜ Partnership Scenario:

*For Bluebird Health Partners' annual client appreciation event, Simple Creations could design and produce custom engraved pens and notebooks featuring Bluebird's logo. These items would be distributed to 100 attendees, enhancing the event's professional atmosphere and leaving a lasting impression, while Simple Creations earns around \$2,000 from the order.*

#### ØÙ Unique Synergy:

This relationship leverages Bluebird's healthcare industry presence with Simple Creations' unique offerings, creating a tailored approach to client engagement that is not common in the consulting space.

#### Next Steps:

1. Tiana Harris should create a sample kit of her products tailored for healthcare consulting firms.
2. Develop a pricing structure for bulk orders specific to Bluebird's needs.
3. Set up a feedback mechanism post-event to assess client satisfaction and potential for future orders.

## 48. Grayland

70% | Bidirectional

Real Estate

### • WHAT THEY PROVIDE (Referral)

Grayland serves commercial lenders and property owners who may need custom gifts or promotional items for their clients, while Simple Creations By T caters to individuals and organizations celebrating milestones. This aligned target market presents an opportunity for referrals without direct competition.

*Value: By referring clients to each other, Grayland could enhance client satisfaction and loyalty, while Simple Creations gains access to a steady stream of potential corporate clients, increasing revenue.*

### • WHAT YOU PROVIDE (Vendor)

Simple Creations can provide branded gifts and apparel for Grayland's clients and events, enhancing Grayland's service offerings and client engagement.

*Value: By incorporating Simple Creations' products into their service offerings, Grayland can provide added value to their clients, potentially increasing their appraisal business through enhanced client relationships.*

### ØÜ Partnership Scenario:

*Grayland could order custom-branded notebooks and pens from Simple Creations to give to clients during property appraisal meetings. For instance, if they appraise a large commercial property, they can present the owner with these gifts as a token of appreciation, thus enhancing their professional image.*

### ØÙ Unique Synergy:

This pairing is special as it allows Grayland to not only provide appraisal services but also offer a memorable experience with branded items that enhance their client interactions, making their service feel more personalized and valuable.

### Next Steps:

1. Grayland to identify upcoming events or client meetings where branded gifts would be appropriate.
2. Simple Creations to develop a catalog of customizable items specifically for Grayland's clientele.
3. Arrange a sample meeting to showcase potential products and finalize orders.

## 49. Free Agents Inc

70% | Bidirectional

Professional Services

### • WHAT THEY PROVIDE (Referral)

Both businesses target distinct but overlapping markets. Free Agents Inc focuses on companies with 5 to 250 employees, while Simple Creations By T targets individuals and organizations celebrating milestones. Free Agents can refer clients needing custom gifts for corporate events or employee recognition.

*Value: Free Agents can earn referral fees from Simple Creations on every client they refer, potentially generating a new revenue stream of \$500-\$1,500 monthly based on conversion rates.*

### • WHAT YOU PROVIDE (Vendor)

Simple Creations By T could provide personalized gifts for Free Agents Inc's clients, enhancing their service offering. This relationship allows Free Agents to provide added value to their clients through custom gifts.

*Value: Free Agents can enhance their consultancy services, leading to increased client retention and potentially higher fees for more comprehensive solutions that include gift offerings.*

### ØÜ Partnership Scenario:

*When Free Agents Inc secures a new consulting contract with a mid-sized company, they include a package of custom gifts from Simple Creations for the client's employees as a welcome gift. This added service can justify a premium pricing structure for Free Agents, while Simple Creations receives a bulk order worth \$2,000.*

### ØÙ Unique Synergy:

The combination of consultancy and custom gifting is unique; it allows Free Agents to differentiate their services while providing Simple Creations access to a new customer base that values personalized business solutions.

#### Next Steps:

1. Negotiate a bulk pricing agreement for Free Agents to purchase gifts.
2. Collaborate on a joint marketing campaign targeting corporate clients.
3. Develop a catalog of offerings that Free Agents can present to clients.

## 50. Relax Relate & Release

75% | Bidirectional

Health & Wellness

#### !• WHAT THEY PROVIDE (Partner)

Relax Relate & Release focuses on veterans who might appreciate personalized gifts, especially after receiving therapeutic services. Simple Creations By T could create custom gifts that veterans can give to their families or friends, enhancing their emotional well-being.

*Value: By partnering, both businesses can increase their revenue through cross-promotion and access to each other's client bases, potentially generating an additional \$10,000 in sales over the next quarter.*

#### !• WHAT YOU PROVIDE (Referral)

Both businesses target clients who value personalized experiences, with Simple Creations By T serving individuals celebrating milestones. Referrals can be made when customers of Simple Creations By T seek wellness or relaxation services.

*Value: A referral partnership could improve customer satisfaction and retention, potentially increasing sales by 20% for both businesses as they tap into each other's customer bases.*

#### ØÜj Partnership Scenario:

*When Tiana Harris works with a client who is purchasing a custom gift for a veteran, she can recommend Relax Relate & Release for massage therapy. If the client then books a session, Tiana earns a referral commission, while Hazel gains a new client who might return for more services.*

#### ØÙ Unique Synergy:

This pairing is unique because it combines health and wellness with personal celebrations, allowing customers to enhance their special moments with both healing and memorable gifts.

#### Next Steps:

1. Develop a referral agreement outlining commission rates and processes for tracking referrals.
2. Create joint marketing materials that highlight both businesses in local veteran events.
3. Implement a system for tracking referrals to measure success and adjust strategies as necessary.

## 51. Genuines Coaching & Consulting

75% | Bidirectional

Technology

#### !• WHAT THEY PROVIDE (Partner)

Genuines Coaching & Consulting provides coaching and training services that could greatly benefit the clients of Simple Creations By T, especially those looking to enhance their corporate culture. Collaborating on joint offerings could allow both businesses to tap into each other's networks effectively.

*Value: By bundling coaching sessions with personalized gifts for corporate clients, both businesses can increase their service offerings, leading to a potential revenue increase of 25% through combined packages.*

#### !• WHAT YOU PROVIDE (Referral)

Simple Creations By T targets individuals and organizations that celebrate milestones, which often includes corporate clients in need of leadership development and training. Referring clients to Genuines Coaching &

Consulting could enhance Simple Creations' service portfolio without direct competition.

*Value: By referring clients who need leadership training, Simple Creations can earn referral commissions on coaching programs, potentially increasing revenue by 15% without additional investment.*

#### **ØÜI Partnership Scenario:**

*Whenever Simple Creations works with a corporation to provide custom gifts for employee recognition, they can include a brochure for Genuines Coaching & Consulting's leadership programs. For instance, a company that orders custom awards for top performers could receive a discount on coaching sessions, generating income for Simple Creations through referral fees.*

#### **ØÙ Unique Synergy:**

This pairing is unique as it allows for a seamless integration of gifting and professional development, enhancing client satisfaction and loyalty while providing additional revenue streams for both businesses.

#### **Next Steps:**

1. Establish a referral fee structure and finalize the partnership agreement.
2. Create promotional materials that highlight the referral partnership for both businesses.
3. Identify upcoming corporate events where Simple Creations can present Genuines' services.