

# BUSINESS RELATIONSHIP ANALYSIS

## JAX AI Agency !” WhitBits Cookies

2 Relationships Identified

### BUSINESS PROFILES

#### JAX AI Agency

Contact: Vic Bushe

Industry: Technology

Technology and AI Consulting

#### WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

### REFERRAL 1/2

75% conf

#### JAX AI Agency !” WhitBits Cookies

##### Reasoning:

JAX AI Agency and WhitBits Cookies serve different aspects of the corporate environment. JAX AI targets businesses looking to modernize with technology, while WhitBits focuses on providing homemade cookies for corporate events. They can easily refer clients to each other without competing for the same market.

##### Value Proposition:

Increased customer acquisition for both businesses through shared client networks, potentially boosting revenue by 15-20% through cross-referrals.

##### Collaboration Example:

JAX AI Agency can refer its clients who are organizing corporate events to WhitBits Cookies for catering. For instance, if a client is hosting a tech seminar, JAX AI can recommend WhitBits for their cookie catering needs, ensuring a sweet experience while helping WhitBits gain new business. They could even create a joint promotional campaign offering a discount on cookies for clients who engage JAX AI's services.

##### Synergy Potential:

This pairing is unique because JAX AI can enhance the corporate experience through tech while WhitBits adds a personal touch with homemade treats, creating a comprehensive service offering for corporate clients.

**Action Items:**

1. Schedule a meeting between Vic Bushe and Whitney Branch to discuss a referral agreement.
2. Create a shared client referral form for both businesses to streamline the process.
3. Develop a joint marketing campaign that highlights the benefits of using both services for corporate events.

Value: MEDIUM

MUTUAL BENEFIT

**COLLABORATION 2/2**

80% conf

## JAX AI Agency !' WhitBits Cookies

**Reasoning:**

JAX AI Agency's expertise in technology can help WhitBits enhance their customer engagement through automation and online marketing tools, while WhitBits can offer unique promotional opportunities for JAX AI's services.

**Value Proposition:**

Enhancing operational efficiency for WhitBits through AI tools could increase their sales by streamlining order processing, while JAX AI gains visibility and a case study through a successful collaboration.

**Collaboration Example:**

JAX AI Agency could create an AI-driven online ordering system for WhitBits that allows clients to customize their cookie orders in real time. During a corporate client event, JAX AI showcases the new system while providing cookies from WhitBits, demonstrating the synergy between tech and a personal touch. Each sale through the new system could yield a 10% increase in orders for WhitBits.

**Synergy Potential:**

This collaboration is unique as it merges cutting-edge AI technology with a beloved local product, showcasing how technology can enhance traditional businesses in a tangible, customer-friendly manner.

**Action Items:**

1. Develop a project plan for creating the AI-driven online ordering system.
2. Identify specific metrics to measure the success of the online ordering system once implemented.
3. Set a timeline for testing the system during a planned corporate event.

Value: HIGH

MUTUAL BENEFIT