

# BUSINESS RELATIONSHIP ANALYSIS

## JAX AI Agency!" flow

2 Relationships Identified

### BUSINESS PROFILES

#### JAX AI Agency

Contact: Vic Bushe

Industry: Technology

Technology and AI Consulting

#### flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

### COLLABORATION 1/2

85% conf

JAX AI Agency!" flow

#### Reasoning:

JAX AI Agency can leverage flow's coaching services to enhance its AI consulting offerings, creating a more holistic approach for clients. As flow focuses on personal and professional growth, integrating AI solutions could streamline their coaching processes, making them more efficient and impactful.

#### Value Proposition:

By integrating AI tools into flow's coaching sessions, both businesses could see a 20% increase in client retention and satisfaction, leading to higher revenue from repeat clients and referrals.

#### Collaboration Example:

JAX AI Agency could develop a personalized AI-driven coaching assistant for flow's clients, which would help track progress, set reminders for coaching sessions, and provide tailored resources. For example, if a client is working on improving public speaking, the AI could suggest practice sessions, track performance, and send motivational messages. Flow would pay JAX AI \$3,000 for this project, while also gaining a unique selling point for their services.

#### Synergy Potential:

The unique synergy lies in combining cutting-edge AI technology with personalized coaching, creating a distinctive value proposition that neither could achieve alone. This partnership can pioneer a new approach in the coaching industry.

### Action Items:

1. Schedule a meeting between Vic Bushe and Miguel Camargo to discuss specific coaching needs that could be augmented with AI.
2. Identify two pilot coaching clients from flow who would benefit from AI integration for initial testing.
3. Develop a project timeline for the AI-driven coaching assistant and outline deliverables within two weeks.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

flow !' JAX AI Agency

### Reasoning:

Flow may encounter clients who are interested in modernizing their operations through AI, making them a valuable referral source for JAX AI Agency. Both businesses target small and mid-sized enterprises, creating an overlapping customer base.

### Value Proposition:

Flow can enhance its service offerings by referring clients to JAX AI Agency, potentially increasing its own revenue through referral fees or commission structures.

### Collaboration Example:

As flow works with a local fitness center client looking to improve operational efficiency, they can refer them to JAX AI Agency for a custom AI solution that automates membership management. For every successful referral that results in a project, flow could earn a \$500 commission, boosting their income while providing valuable solutions to their clients.

### Synergy Potential:

The pairing is unique because flow's coaching approach can facilitate the initial conversations about AI adoption, easing the transition for clients who might be hesitant about technology.

### Action Items:

1. Create a referral agreement outlining commission structures for successful lead conversions.
2. Develop an educational workshop or webinar where flow introduces JAX AI Agency's services to its existing client base.
3. Identify and compile a list of potential client leads from flow's network who are likely interested in AI solutions.

Value: MEDIUM

MUTUAL BENEFIT