

# BUSINESS RELATIONSHIP ANALYSIS

## JAX AI Agency !” Jazzi’s Creations

2 Relationships Identified

### BUSINESS PROFILES

#### JAX AI Agency

Contact: Vladimir Bichev

Industry: Technology

Software Technology and AI Consulting

#### Jazzi’s Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

### COLLABORATION 1/2

85% conf

## JAX AI Agency !” Jazzi’s Creations

#### Reasoning:

JAX AI Agency can leverage Jazzi’s Creations’ client base, providing AI-driven solutions for personalized gifts. This collaboration allows Jazzi to enhance their offerings with tech-savvy products while giving JAX exposure to a new market segment.

#### Value Proposition:

By integrating AI solutions for personalized gifts, JAX AI could boost sales by 20% for Jazzi, while gaining a portfolio piece that demonstrates their technology in a creative industry.

#### Collaboration Example:

JAX AI Agency could develop an AI tool for Jazzi’s Creations that allows customers to visualize their custom gifts in a virtual space before purchase. For example, a customer could use the tool to see how a personalized mug looks with their child’s artwork digitally rendered. Jazzi earns \$1,000 from the project implementation and increases customer satisfaction, while JAX AI enhances its portfolio and gains a case study to showcase to potential clients.

#### Synergy Potential:

The unique blend of a tech-focused agency with a creative DIY craft studio allows for innovative solutions that combine personalization with cutting-edge technology, setting this partnership apart from traditional vendor-client relationships.

### Action Items:

1. Schedule a brainstorming session to identify specific AI features that can enhance Jazzzi's gift offerings.
2. Develop a prototype of the AI visualization tool within the next month.
3. Launch a joint marketing campaign promoting the new AI-driven personalized gift service to both businesses' customer bases.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

75% conf

### Jazzi's Creations !' JAX AI Agency

#### Reasoning:

Jazzi's Creations serves families and businesses that may require AI consulting for their operations. By referring clients to JAX AI Agency, Jazzzi can enhance their service package while driving revenue through referral commissions.

#### Value Proposition:

Each referral could yield Jazzzi a 10% commission on consulting fees, potentially generating an additional \$2,000 monthly if they refer just two clients.

#### Collaboration Example:

Jazzi's Creations could host an event showcasing DIY crafts combined with a presentation on the benefits of AI in business operations, where every attendee is encouraged to sign up for a free consultation with JAX AI. If 20 local businesses attend, and 5 sign up for services, Jazzzi earns \$1,000 from the commissions.

#### Synergy Potential:

This referral relationship allows Jazzzi to diversify its offerings while providing JAX AI with direct access to local businesses looking to modernize, creating a win-win scenario that enhances both brands' reputations in the community.

### Action Items:

1. Create a referral agreement outlining commission structures and responsibilities.
2. Plan an educational workshop at Jazzzi's Creations to introduce local businesses to AI solutions.
3. Develop marketing materials that Jazzzi can share with clients detailing JAX AI's services and how they can benefit local businesses.

Value: MEDIUM

MUTUAL BENEFIT