

BUSINESS RELATIONSHIP ANALYSIS

JAX AI Agency !” Simple Creations By T

2 Relationships Identified

BUSINESS PROFILES

JAX AI Agency

Contact: Vic Bushe

Industry: Technology

Technology and AI Consulting

Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

PARTNER 1/2

85% conf

JAX AI Agency !” Simple Creations By T

Reasoning:

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 Proposition:

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.

Collaboration Example:

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.

Synergy Potential:

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.

Action Items:

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.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Simple Creations By T | JAX AI Agency

Reasoning:

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 Proposition:

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

Collaboration Example:

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.

Synergy Potential:

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.

Action Items:

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.

Value: MEDIUM

MUTUAL BENEFIT