

# BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc!" Organize Design Create

2 Relationships Identified

## BUSINESS PROFILES

### Free Agents Inc

Contact: James Higbe  
Industry: Professional Services  
Key people to solve you business issue

### Organize Design Create

Contact: Victoria Price  
Industry: Marketing & Design  
Marketing for entrepreneurs, non-profits, and small businesses.

REFERRAL 1/2

75% conf

Free Agents Inc!" Organize Design Create

#### Reasoning:

Free Agents Inc focuses on solving business issues for companies with 5 to 250 employees, while Organize Design Create targets startups and established entrepreneurs. They serve similar customer segments without direct competition, making referrals beneficial for both.

#### Value Proposition:

Increased client base for both businesses by tapping into overlapping markets, potentially generating additional revenue of 10-20% from referrals.

#### Collaboration Example:

Free Agents Inc could refer their clients who are struggling with marketing to Organize Design Create for tailored marketing strategies. For instance, if a client is a small tech startup needing branding, Free Agents will introduce them to Victoria, who can then implement a targeted campaign to boost their visibility, leading to potential new contracts for both businesses.

#### Synergy Potential:

This pairing is unique because Free Agents can provide strategic business insights that help identify marketing needs, while Organize Design Create delivers the creative solutions, creating a seamless client experience.

### Action Items:

1. Schedule a meeting between James and Victoria to discuss referral strategies.
2. Develop a referral agreement outlining terms and incentives for referred clients.
3. Create a joint marketing piece highlighting both services to distribute among their respective client bases.

Value: MEDIUM

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Organize Design Create | Free Agents Inc

### Reasoning:

Organize Design Create can refer clients who need business consulting services to Free Agents Inc. Their target markets intersect, especially with startups needing foundational business help.

### Value Proposition:

Organize Design Create can enhance their service offerings by directing clients to Free Agents, potentially increasing their service revenue by 15% through supplementary business consulting services.

### Collaboration Example:

When Organize Design Create works with a non-profit looking to optimize its operations, they can refer them to Free Agents Inc for strategic advice. For instance, if a non-profit struggles with internal management, Victoria can connect them to James, who sets up a series of consulting sessions, resulting in improved operational efficiency and a stronger brand presence for the non-profit, benefiting both parties.

### Synergy Potential:

This relationship stands out because Organize Design Create can elevate their service by providing comprehensive business solutions, allowing clients to receive both marketing and consulting support from trusted sources.

### Action Items:

1. Draft a referral program that incentivizes Organize Design Create for successful client introductions.
2. Create a combined service package for startups that includes both marketing and business consulting.
3. Host a joint webinar targeting startups to introduce both services and highlight how they can work together.

Value: MEDIUM

MUTUAL BENEFIT