

## Tosh's Urban Garden

• Health & Wellness

Natural herbal products (teas, tinctures and health care options) created in small batches with low to no synthetic additives. Eco-conscious individuals looking for alternative health options .

### Contact Information

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### TARGET MARKET

health conscious individuals who value natural products and alternative health options

### CURRENT NEEDS

marketing and capital

### Partnership Opportunities (25)

1

**JAX AI Agency**  
Technology

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (partner)

JAX AI Agency can enhance Tosh's Urban Garden's marketing strategies by incorporating AI-driven analytics and customer engagement tools. This partnership would help both businesses reach their target markets more effectively and could lead to innovative product offerings.

**VALUE:** Potentially increase revenue by 20% for Tosh's Urban Garden through improved marketing strategies and customer engagement, while providing JAX AI Agency with a case study to attract new clients.

-> WHAT YOU PROVIDE (Referral)

Tosh's Urban Garden serves health-conscious individuals, many of whom could benefit from AI-driven solutions for better product recommendations or personalized health strategies, which JAX AI specializes in. They can refer their customers to JAX AI for these services without competing.

**VALUE:** Tosh's Urban Garden could earn referral fees from JAX AI for every customer they direct towards AI consulting services, enhancing their revenue streams.

[!] PARTNERSHIP SCENARIO

JAX AI Agency could develop an AI-driven personalized health recommendation system for Tosh's Urban Garden customers. For instance, customers could take a brief quiz on their health goals, and the system would recommend specific herbal products. This would not only enhance customer satisfaction but also increase sales, with both businesses sharing the revenue

increase from the new feature implementation.

#### [\*] UNIQUE SYNERGY

The unique pairing of JAX AI's technology expertise with Tosh's Urban Garden's health-focused products creates an opportunity to revolutionize customer engagement in the wellness space. This collaboration stands out by leveraging AI to enhance customer experiences in a market that traditionally relies on personal interactions.

#### NEXT STEPS:

- 1 Schedule a brainstorming session to discuss the development of the AI-driven health recommendation system.
- 2 Conduct market research to identify customer preferences and how AI can meet those needs.
- 3 Create a pilot project timeline and budget for the implementation of the recommendation system.

### 2 Jazzi's Creations

Events & Gifts

85%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Collaboration)

Jazzi's Creations can leverage Tosh's Urban Garden's expertise in health and wellness by creating personalized herbal tea kits for their DIY craft workshops. This collaboration can attract health-conscious individuals to Jazzi's events while providing Tosh's products with an engaging platform.

**VALUE:** Increasing customer base for both businesses by 30% through the introduction of themed workshops and products, leading to an estimated additional revenue of \$1,500 per month from craft workshops.

#### -> WHAT YOU PROVIDE (Referral)

Both businesses target health-conscious individuals, and Jazzi's Creations can refer customers looking for wellness gifts to Tosh's Urban Garden. This exchange can enhance customer satisfaction and increase sales for both parties.

**VALUE:** By referring customers, both businesses can expect a 15% increase in sales from cross-referred clients, potentially generating an additional \$500 monthly revenue.

#### [!] PARTNERSHIP SCENARIO

Jazzi's Creations hosts a 'Wellness Wednesday' event where participants create personalized tea blends using Tosh's herbal products. Each participant pays \$60 for the workshop, and Tosh provides the herbal ingredients, earning \$20 per kit sold. They split the profits from the event, creating a unique experience that promotes both businesses.

#### [\*] UNIQUE SYNERGY

This partnership is unique because it merges the creative craft experience with health and wellness, attracting a diverse audience that values both artistic expression and healthy living, which is not commonly found in typical collaborations.

#### NEXT STEPS:

- 1 Schedule a meeting between Jasmyne and Latachia to brainstorm workshop ideas.
- 2 Develop a marketing plan highlighting the 'Wellness Wednesday' event, targeting both customer bases.
- 3 Create a prototype of the personalized tea kits to showcase during the first workshop.

### 3 Enriquez Aesthetics

Professional Services

85%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Collaboration)

Enriquez Aesthetics offers luxury facial experiences, which can complement the herbal wellness products provided by Tosh's Urban Garden. A collaboration can create a wellness package that combines skincare treatments with herbal products, appealing to their shared health-conscious target market.

**VALUE:** By combining services, both businesses can attract new customers looking for holistic health solutions, potentially increasing revenue by 30% through package deals.

#### -> WHAT YOU PROVIDE (Referral)

Both businesses target health-conscious individuals, but they do not compete directly. Tosh's Urban Garden can refer customers who purchase herbal products but also seek skincare solutions to Enriquez Aesthetics.

**VALUE:** By referring clients, Tosh's Urban Garden can enhance customer satisfaction and loyalty, while Enriquez Aesthetics can tap into a new clientele, potentially increasing bookings by 20%.

#### [!] PARTNERSHIP SCENARIO

*Enriquez Aesthetics could host a 'Wellness Day' event where clients receive a luxury facial while also sampling Tosh's herbal teas and tinctures. Each client pays \$150 for the package; if 20 clients attend, both businesses could earn \$3,000 in total, while also gaining exposure to a new audience.*

#### [\*] UNIQUE SYNERGY

The unique pairing of aesthetics and herbal wellness is distinct, as it addresses both external and internal health, creating a comprehensive wellness experience that neither could achieve alone.

#### NEXT STEPS:

- 1 Plan a joint marketing strategy for the 'Wellness Day' event, including social media campaigns and local advertising.
- 2 Develop a shared pricing structure for the packaged services to ensure profitability for both businesses.
- 3 Set a date for the event within the next month and start collecting RSVPs to gauge interest.

## 4 Celebrate & Smile International Steppers

Arts & Creative

85%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Celebrate & Smile serves clients and groups that value wellness and community, making them potential referrers to Tosh's Urban Garden for health products.

**VALUE:** Celebrate & Smile could earn referral commissions of up to 15% on any product sales generated from their referrals, creating a new revenue stream without additional costs.

#### -> WHAT YOU PROVIDE (Collaboration)

Tosh's Urban Garden focuses on health and wellness while Celebrate & Smile International Steppers enhances community well-being through dance. Jointly, they can create events that promote healthy living through both herbal products and physical activity, appealing to their target customers.

**VALUE:** By collaborating on health and wellness events, both businesses can increase customer engagement and sales, potentially generating an additional \$5,000 in revenue from ticket sales and product sales at a single event.

#### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden could sponsor a 'Healthy Living Dance Festival' organized by Celebrate & Smile, where they provide free samples of herbal teas and health products at the event. In turn, Celebrate & Smile promotes these products to their participants, creating a vibrant atmosphere of health and wellness. Together, they could attract over 200 attendees, allowing Tosh's to sell their products directly and enhance brand awareness.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines physical health through dance with the internal health benefits of natural herbal products, creating a holistic approach to wellness that neither business could achieve alone.

#### NEXT STEPS:

- 1 Host an initial planning meeting to outline event logistics and marketing strategies.
- 2 Create a joint social media campaign to promote the 'Healthy Living Dance Festival' and drive ticket sales.
- 3 Develop an exclusive discount package for festival attendees to purchase Tosh's products after the event.

## 5 The Collective Om

Health & Wellness

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

The Collective Om serves a similar target market as Tosh's Urban Garden, focusing on health-conscious individuals. They can refer clients seeking natural products to Tosh's Urban Garden without competing, benefiting both businesses.

**VALUE:** The Collective Om could increase its value proposition by providing clients with trusted product recommendations, potentially resulting in a 10% increase in client retention and referrals, while Tosh's Urban Garden gains access to a new customer base.

### -> WHAT YOU PROVIDE (Collaboration)

Both businesses target health-conscious individuals and small teams interested in wellness. By collaborating, Tosh's Urban Garden can provide natural herbal products to The Collective Om's clients, while The Collective Om can offer holistic health services to Tosh's customers, enhancing value for both.

**VALUE:** This partnership could generate an additional \$2,000 monthly in sales for Tosh's Urban Garden from product bundles offered at The Collective Om's sessions, while The Collective Om could see a 20% increase in client engagement through the introduction of herbal products in their offerings.

### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden could create a specific herbal tea blend for The Collective Om's wellness workshops. For example, during a 'Mindfulness and Wellness' workshop, participants receive a complimentary tea sample that promotes relaxation. In return, The Collective Om would promote Tosh's products in their marketing materials and social media, establishing a shared revenue model from sales generated at these events.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in their shared focus on enhancing individual wellness, with Tosh's Urban Garden bringing the tangible herbal products, while The Collective Om provides the holistic experience, creating a comprehensive health offering.

### NEXT STEPS:

- 1 Organize a joint wellness workshop event within the next month, featuring both herbal products and holistic services.
- 2 Develop a co-branded marketing strategy to promote the workshop and products through social media and email campaigns.
- 3 Set up a cross-promotional system where each business offers discounts on the other's services/products for clients who participate in workshops.

## 6 Communicate Design & Marketing

Marketing & Design

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Communicate Design works with service businesses and creative collaborators who may also seek health-conscious products, making it easy to refer Tosh's Urban Garden to clients looking for natural health solutions.

**VALUE:** By referring clients to Tosh's, Communicate can earn referral fees or commissions, potentially increasing its revenue by 15% with minimal effort.

### -> WHAT YOU PROVIDE (Collaboration)

Tosh's Urban Garden's target market aligns with Communicate Design's clients, especially those in the health and wellness sector. By collaborating, they can create effective marketing strategies to promote Tosh's products while Communicate enhances its portfolio in the wellness industry.

**VALUE:** By collaborating, Tosh's can increase its sales by 30% through improved branding and digital presence, while Communicate can gain at least 2 new clients from the health sector, boosting its revenue significantly.

### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden could work with Communicate to design a seasonal marketing campaign that includes a series of visually appealing social media posts and a revamped website showcasing their herbal products. For example, they could launch a*

*'Spring Detox' campaign, where Communicate creates engaging content and graphics promoting a special detox tea blend, driving an estimated \$2,000 in sales over the campaign period.*

#### [\*] UNIQUE SYNERGY

This partnership is unique as Tosh's Urban Garden can leverage Communicate's design expertise to enhance its eco-friendly brand image, while Communicate gains a foothold in the health and wellness niche, allowing both to tap into the growing market for natural products.

#### NEXT STEPS:

- 1 Schedule a brainstorming session to outline the marketing campaign details.
- 2 Develop a timeline and set specific milestones for the campaign launch.
- 3 Identify key performance indicators to measure the campaign's success.

### 7 Jamz Trainings

Health & Wellness

85%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Jamz Trainings targets middle-aged recreational athletes who may be interested in natural health products to enhance their fitness journey. By referring clients to Tosh's Urban Garden for herbal products, they can provide a holistic solution without competing directly.

**VALUE:** By referring clients to each other, both businesses could see an increase in client acquisition, potentially adding 10 new clients per month per business, translating to an estimated \$1,000 in additional revenue for each.

#### -> WHAT YOU PROVIDE (Collaboration)

Both Tosh's Urban Garden and Jamz Trainings operate within the health and wellness industry, targeting health-conscious individuals. By collaborating, they can create unique wellness packages that combine herbal products with personal training sessions, appealing to a broader audience.

**VALUE:** This collaboration could generate an estimated additional \$2,000 in revenue per month by attracting new clients who are interested in comprehensive health solutions.

#### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden could partner with Jamz Trainings to offer a 'Wellness Weekend' event where participants enjoy a personal training session followed by a tasting of herbal teas and tinctures. Each participant pays \$50, and they could target 40 attendees, generating \$2,000 in revenue. Additionally, both businesses promote the event on their social media, increasing exposure.*

#### [\*] UNIQUE SYNERGY

The combination of personal training and natural herbal products creates a holistic approach to health that neither business could achieve alone, making their offerings uniquely compelling in a market that increasingly values comprehensive wellness.

#### NEXT STEPS:

- 1 Schedule a meeting between Latachia and James to brainstorm potential joint offerings.
- 2 Create a joint marketing plan for the 'Wellness Weekend' event, including social media promotions and email newsletters.
- 3 Develop a feedback system post-event to assess customer satisfaction and areas for improvement.

<- WHAT THEY PROVIDE (Referral)

Organize Design Create can refer their health-conscious clientele to Tosh's Urban Garden, as they both serve similar target markets without direct competition. This creates an avenue for cross-promotion.

**VALUE:** Organize Design Create could enhance their service offerings by integrating referrals, potentially increasing client satisfaction and retention rates while Tosh's Urban Garden gains new customers without significant marketing expense.

-> WHAT YOU PROVIDE (Collaboration)

Tosh's Urban Garden could collaborate with Organize Design Create to launch a marketing campaign that showcases its herbal products. Given that both businesses target health-conscious individuals and entrepreneurs, a joint campaign could effectively reach a wider audience while leveraging both brands.

**VALUE:** By combining marketing resources and expertise, Tosh's Urban Garden could see a 30% increase in sales from a targeted campaign, while Organize Design Create could charge for their services and gain new clients from the partnership.

[!] PARTNERSHIP SCENARIO

*Organize Design Create designs a social media campaign for Tosh's Urban Garden featuring weekly herbal health tips and spotlighting specific products. They host a live virtual tea-tasting event where attendees can sample products and learn about their benefits. The campaign runs for a month, with the potential to generate \$2,000 in sales for Tosh's and \$1,000 in service fees for Organize Design.*

[\*] UNIQUE SYNERGY

Both businesses emphasize eco-friendliness and health, creating a natural alignment that enhances brand credibility. This partnership allows for authentic storytelling around wellness, making the marketing efforts more relatable and impactful.

NEXT STEPS:

- 1 Schedule a meeting to brainstorm campaign ideas and goals.
- 2 Develop a timeline for the social media campaign and event.
- 3 Create a joint budget to allocate resources effectively for marketing.

<- WHAT THEY PROVIDE (Vendor)

IV Creative specializes in content creation, which can help Tosh's Urban Garden enhance its marketing efforts. Given Tosh's need for marketing support, they can benefit from IV Creative's services to better promote their natural products.

**VALUE:** By utilizing IV Creative's content creation services, Tosh's Urban Garden can increase its online presence, potentially boosting sales by 20% through improved marketing.

-> WHAT YOU PROVIDE (Referral)

Tosh's Urban Garden targets health-conscious individuals who are likely small business owners in the wellness space and may require marketing services. Referring these clients to IV Creative can create a referral network beneficial for both parties.

**VALUE:** Tosh's Urban Garden can earn referral fees or discounts with each client they send to IV Creative, potentially generating an additional revenue stream of \$500 per month.

[!] PARTNERSHIP SCENARIO

*IV Creative could create a series of engaging social media posts and video content showcasing Tosh's Urban Garden's products, such as a 'How to Brew Your Own Herbal Tea' series. This campaign could attract new customers, increase engagement, and lead to a projected revenue increase of \$1,500 in the first month alone.*

[\*] UNIQUE SYNERGY

Both businesses focus on local engagement and sustainability, making their partnership particularly appealing to Jacksonville's eco-conscious community. This alignment in values strengthens their messaging and outreach.

#### NEXT STEPS:

- 1 Schedule a meeting between Iliana and Latachia to discuss specific marketing needs.
- 2 Develop a content calendar for social media posts focused on Tosh's Urban Garden products.
- 3 Launch the first campaign by creating a promotional video for an upcoming product launch.

### 10 Genuines Coaching & Consulting

Technology

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (partner)

Genuines Coaching & Consulting focuses on coaching and training, which can be beneficial for Tosh's Urban Garden as they look to improve their marketing and operational strategies. By partnering, they can create workshops that incorporate health and wellness themes.

**VALUE:** This partnership can lead to the development of wellness workshops that attract new clients for both businesses, potentially increasing revenue by 20% for Tosh's Urban Garden through new customer acquisition.

#### -> WHAT YOU PROVIDE (Referral)

Tosh's Urban Garden serves health-conscious clients who may benefit from the coaching services provided by Genuines Coaching & Consulting. Referring clients to each other can enhance customer loyalty and satisfaction.

**VALUE:** By referring clients, Tosh's can enhance its service offering, potentially increasing customer retention by 15%, while Genuines can access a new client base, leading to a projected \$10,000 increase in new business.

#### [!] PARTNERSHIP SCENARIO

*Genuines Coaching organizes a quarterly wellness workshop titled 'Natural Health & Business Growth' at Tosh's Urban Garden. They invite local business owners to learn about the benefits of herbal products while also receiving coaching on business strategies. Tosh's Urban Garden sells their products during the event, generating \$1,000 in sales while Genuines earns \$500 for facilitating the workshop.*

#### [\*] UNIQUE SYNERGY

This pairing uniquely combines the business coaching expertise of Genuines with the niche health products of Tosh's, attracting eco-conscious entrepreneurs looking to enhance both personal and business health.

#### NEXT STEPS:

- 1 Schedule a meeting to brainstorm workshop topics and logistics.
- 2 Develop a joint marketing strategy that highlights the health and business benefits.
- 3 Create promotional materials and a registration page for the first workshop.

### 11 Aspirations Behavioral Health Inc.

Health & Wellness

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Aspirations Behavioral Health can refer clients looking for holistic wellness options to Tosh's Urban Garden, thereby enriching the clients' mental health journey with natural health products.

**VALUE:** Enhances client support for Aspirations while increasing Tosh's sales through targeted referrals, potentially generating an additional \$500 monthly for Tosh's.

#### -> WHAT YOU PROVIDE (Referral)

Both Tosh's Urban Garden and Aspirations Behavioral Health Inc. target health-conscious individuals and those interested in holistic wellness. By referring clients to each other, they can provide comprehensive health solutions without competing directly.

**VALUE:**

Increased client base through mutual referrals, potentially increasing revenue by 20% for both businesses as they tap into each other's customer segments.

#### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden includes a flyer for Aspirations Behavioral Health services with every product purchase. In return, Aspirations promotes Tosh's products during counseling sessions, offering clients a holistic approach to their mental health. This could lead to an additional \$1,000 in sales for Tosh's and attract new clients for Aspirations each month.*

#### [\*] UNIQUE SYNERGY

The unique pairing lies in combining physical health products with mental health services, creating a well-rounded wellness approach that appeals to the same audience seeking comprehensive health solutions.

#### NEXT STEPS:

- 1 Set up an introductory meeting between Latachia and Kristian to discuss referral processes.
- 2 Create promotional materials that highlight the partnership and shared values.
- 3 Launch a joint social media campaign to announce the referral program and its benefits.

### 12 The P-Way Solutions LLC

Real Estate

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

The P-Way Solutions serves small businesses and could refer its clients to Tosh's Urban Garden for natural health products, particularly those focused on employee wellness and eco-friendly practices.

**VALUE:** By referring clients to Tosh's Urban Garden, The P-Way Solutions can enhance its value proposition, allowing its clients to improve employee wellness, while earning referral fees of approximately \$500 per quarter.

#### -> WHAT YOU PROVIDE (Referral)

Tosh's Urban Garden targets health-conscious individuals who often seek clean and healthy environments. The P-Way Solutions' commercial janitorial services can ensure that spaces frequented by these individuals, such as wellness centers and health food stores, are kept clean and safe, creating a referral opportunity.

**VALUE:** By referring clients to The P-Way Solutions, Tosh's Urban Garden can earn a commission on each contract, potentially generating an additional \$2,000 in revenue per quarter as they tap into their health-focused customer base.

#### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden can create a referral program where every customer who signs up for a package of herbal products receives a discount voucher for The P-Way Solutions' services. For example, if 50 customers redeem this offer within a month, Tosh could generate around \$1,000 from referrals, while The P-Way Solutions gains new long-term clients.*

#### [\*] UNIQUE SYNERGY

This partnership is unique because it connects a health-focused business with a janitorial service, emphasizing cleanliness and safety in wellness environments, which resonates with their shared target market.

#### NEXT STEPS:

- 1 Develop a referral program that includes discount vouchers for The P-Way Solutions' services with every purchase from Tosh's Urban Garden.
- 2 Set up a meeting between Latachia and Pervis to discuss the specifics of the referral terms and commission structure.
- 3 Create promotional materials highlighting the referral offer to distribute to Tosh's Urban Garden customers.



## 13 Relax Relate & Release

Health & Wellness

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Relax Relate & Release serves veterans who may benefit from the natural health products offered by Tosh's Urban Garden. By referring clients seeking alternative health options, both businesses can enhance their service offerings without direct competition.

**VALUE:** This referral relationship can lead to increased sales for Tosh's Urban Garden, with an estimated 15% revenue growth as veterans seek herbal remedies for relaxation and wellness.

### -> WHAT YOU PROVIDE (Collaboration)

Both businesses cater to health-conscious individuals, with Tosh's Urban Garden focusing on natural herbal products and Relax Relate & Release providing massage therapy. They can collaborate to create a holistic wellness package that appeals to their shared audience.

**VALUE:** By offering a bundled service, both businesses can attract new customers, resulting in a potential 20% increase in revenue from new clients seeking comprehensive wellness solutions.

### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden can supply herbal teas tailored for relaxation, which Relax Relate & Release offers to clients post-massage. For instance, at an open house event, they could host a 'Wellness Day' where attendees receive a complimentary massage and a sample of herbal tea, driving immediate sales and enhancing customer experience.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in their combined expertise in natural health; Tosh's Urban Garden provides natural products that enhance the relaxation and healing benefits of massage therapy, creating a seamless wellness experience for clients.

### NEXT STEPS:

- 1 Schedule a meeting between Latachia Kins-Hunt and Hazel Lee to brainstorm collaborative ideas.
- 2 Develop a bundled promotional package that includes a massage session and a selection of herbal teas.
- 3 Plan a 'Wellness Day' event to showcase the collaboration and attract new clientele.

## 14 Soulfitness Studio Health and wellness center

Health & Wellness

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Soulfitness Studio's target audience overlaps significantly with Tosh's Urban Garden's customer base. Soulfitness can refer clients who are interested in natural health products, enhancing the customer experience without directly competing.

**VALUE:** By referring clients to Tosh's Urban Garden, Soulfitness can earn a referral fee of 10% on any sales made from their clients, creating a new revenue source with little overhead.

### -> WHAT YOU PROVIDE (partner)

Both Tosh's Urban Garden and Soulfitness Studio share a similar target market focused on health-conscious individuals. By partnering, they can create bundled wellness packages that leverage each other's strengths, providing customers with a comprehensive health and wellness solution.

**VALUE:** This partnership could generate an additional revenue stream through joint product offerings, potentially increasing sales by 30% for both businesses during promotional periods.

### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden could provide a selection of their herbal teas for Soulfitness Studio's fitness classes. After the class, participants can enjoy a complimentary herbal tea that aligns with their wellness goals. In return, Soulfitness could promote Tosh's products in their newsletters and social media, leading to increased brand visibility and customer engagement for both parties.*

### [\*] UNIQUE SYNERGY

This partnership uniquely blends physical fitness with natural wellness, appealing to consumers looking for holistic health solutions. The combination of fitness and herbal remedies creates a distinctive market offering that stands out in Jacksonville's health scene.

**NEXT STEPS:**

- 1 Schedule a meeting between Latachia Kins-Hunt and Janice Curry to discuss collaboration details.
- 2 Develop a marketing plan highlighting the new wellness package that includes both businesses' offerings.
- 3 Create promotional materials (flyers, social media posts) to announce the partnership and attract customers.

**15 Simple Creations By T**  
Professional Services

80%

<-> Bidirectional

**<- WHAT THEY PROVIDE (Vendor)**

Simple Creations can provide custom branded merchandise for Tosh's Urban Garden, enhancing their brand presence and customer experience. This relationship would allow Tosh's to offer unique products that stand out in the market.

**VALUE:** Tosh's Urban Garden can increase brand recognition and customer loyalty by 15% through exclusive branded merchandise like custom mugs or tote bags featuring their logo.

**-> WHAT YOU PROVIDE (Referral)**

Both Tosh's Urban Garden and Simple Creations By T serve health-conscious individuals and organizations celebrating milestones. Tosh's Urban Garden can refer customers looking for personalized gifts to Simple Creations, while Simple Creations can recommend Tosh's products for wellness-themed gifts.

**VALUE:** Increased customer traffic leading to a potential 20% boost in sales for both businesses through cross-promotions.

**[!] PARTNERSHIP SCENARIO**

*Tosh's Urban Garden could create a special gift package that includes a selection of herbal teas and tinctures, bundled with a custom gift item from Simple Creations like a personalized mug. This package could be marketed for occasions such as wellness retreats or corporate gifting, leading to a joint promotion where both businesses can advertise the bundle on social media, splitting the revenue from each sale.*

**[\*] UNIQUE SYNERGY**

Both businesses emphasize a personal touch and wellness, allowing for a unique alignment that resonates with their shared customer base seeking meaningful, health-oriented gifts.

**NEXT STEPS:**

- 1 Set up a meeting to discuss referral terms and cross-promotional opportunities.
- 2 Create a joint marketing campaign highlighting the wellness gift package.
- 3 Develop a referral tracking system to measure the success of the partnership.

**16 JPO Logistics LLC**  
Logistics

75%

<-> Bidirectional

**<- WHAT THEY PROVIDE (Vendor)**

JPO Logistics provides dispatching services that could be beneficial for Tosh's Urban Garden, especially if they expand their distribution of herbal products. JPO can handle the logistics of shipping these products to retailers or directly to customers.

**VALUE:** JPO Logistics could potentially increase its revenue by taking on additional shipments for Tosh's Urban Garden, while Tosh's Urban Garden would save on shipping costs and ensure timely delivery of their products.

**-> WHAT YOU PROVIDE (Referral)**

Tosh's Urban Garden targets health-conscious individuals who may also require logistics services for their own products, such as small local farmers or artisans. By referring these clients to JPO Logistics, Tosh can add value to her customer relationships.

**VALUE:**

Tosh's Urban Garden could earn referral fees from JPO Logistics for each client they bring in, adding a new revenue stream while providing her customers with reliable logistics solutions.

#### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden can partner with JPO Logistics to set up a recurring shipment schedule for their herbal products to health food stores across Jacksonville. For example, JPO could handle weekly deliveries of teas and tinctures, guaranteeing freshness and efficient supply chain management, creating a reliable service that enhances both brands' reputations.*

#### [\*] UNIQUE SYNERGY

The pairing is unique as JPO Logistics can tap into the growing health and wellness market while supporting a local business that aligns with eco-conscious values, creating positive brand associations.

#### NEXT STEPS:

- 1 Arrange a meeting between Paulette Orr and Latachia Kins-Hunt to discuss potential shipping needs and logistics requirements.
- 2 Conduct a trial shipment for a week to evaluate the efficiency and costs involved.
- 3 Create a promotional package highlighting the partnership that could be shared with both companies' customer bases.

### 17 flow

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Both businesses target health-conscious individuals, albeit in different ways. Flow focuses on coaching which can complement the holistic health approach of Tosh's Urban Garden. Referrals can be exchanged as clients of flow may benefit from natural products offered by Tosh's.

**VALUE:** Increased customer base and enhanced service offerings for both businesses, leading to potential revenue growth of up to 30% through cross-referrals.

#### -> WHAT YOU PROVIDE (Referral)

Tosh's Urban Garden serves a target market that values holistic health and well-being, which aligns with the coaching services flow provides. By referring clients seeking overall wellness and lifestyle improvements, they can enhance each other's customer experiences.

**VALUE:** Mutual referrals could drive a combined increase in clientele by 20%, with potential revenue generation of \$500 per month from shared clients.

#### [!] PARTNERSHIP SCENARIO

*Flow can refer clients seeking stress relief and wellness support to Tosh's Urban Garden for herbal teas and tinctures, while Tosh can refer customers interested in personal development and wellness coaching to Flow. For example, during a wellness workshop, Flow can introduce Tosh's products as part of a holistic approach, boosting sales for Tosh's by around \$1,000 in product sales at the event.*

#### [\*] UNIQUE SYNERGY

The unique blend of coaching and natural health products creates a comprehensive wellness ecosystem that addresses both mental and physical health, making this partnership especially appealing to health-conscious consumers.

#### NEXT STEPS:

- 1 Set up a referral agreement outlining the terms of referrals between flow and Tosh's Urban Garden.
- 2 Host a joint wellness event where both businesses present their services to a shared audience.
- 3 Create co-branded promotional materials that highlight the benefits of both coaching and natural health products.

#### <- WHAT THEY PROVIDE (Referral)

Bluebird Health Partners focuses on healthcare strategy consulting and serves healthcare solution providers, while Tosh's Urban Garden targets health-conscious individuals. By referring clients to each other, they can expand their reach without competing directly.

**VALUE:** Increased client base through mutual referrals can lead to a projected 20% increase in revenue for both businesses, tapping into each other's customer segments.

#### -> WHAT YOU PROVIDE (Vendor)

Tosh's Urban Garden could supply natural herbal products that Bluebird Health Partners could recommend to their healthcare clients, enhancing their consulting services with tangible health product offerings.

**VALUE:** By incorporating Tosh's products into their consulting offerings, Bluebird can create additional revenue streams and deepen client relationships, potentially increasing consulting fees by 15% through bundled services.

#### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners could refer its healthcare startup clients looking for natural wellness solutions to Tosh's Urban Garden. For instance, a new clinic focused on holistic health can be directed to Tosh's for sourcing herbal products, while Tosh's can refer eco-conscious customers seeking health consultations to Bluebird. Both businesses could set up a referral tracking system to ensure mutual benefits are realized.*

#### [\*] UNIQUE SYNERGY

This pairing uniquely combines technology-driven healthcare consulting with natural wellness products, creating a holistic health ecosystem that appeals to a growing market segment focused on comprehensive health solutions.

#### NEXT STEPS:

- 1 Establish a referral program with clear incentives for both businesses.
- 2 Create co-branded marketing materials highlighting the benefits of both services.
- 3 Set up a quarterly meeting to review referral progress and adjust strategies if needed.

#### <- WHAT THEY PROVIDE (Referral)

Both businesses cater to health-conscious individuals, where MyahnArt can refer clients looking for natural wellness products to Tosh's Urban Garden. This mutual referral can enhance customer experience for both businesses without direct competition.

**VALUE:** By referring clients, MyahnArt could increase customer satisfaction and loyalty, while Tosh's could see a 20% increase in foot traffic from new customers seeking natural health options.

#### -> WHAT YOU PROVIDE (Collaboration)

Tosh's Urban Garden can leverage MyahnArt's creative services to enhance its branding and customer experience through visually appealing murals and event aesthetics. This collaboration would allow Tosh's to host events that highlight their products in a vibrant, artistic setting while also promoting MyahnArt's services.

**VALUE:** By collaborating on pop-up events, both businesses could attract new customers, potentially increasing sales by 30% during these events and enhancing brand visibility.

#### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden could host a monthly wellness event where MyahnArt creates a stunning mural that reflects the theme of natural healing. During this event, attendees could sample Tosh's herbal products while enjoying live painting, with a portion of sales from the event going to both businesses. This creates a vibrant community experience, increases foot traffic, and boosts sales for both companies.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines health and wellness with artistic expression, appealing to eco-conscious consumers who value both aesthetics and natural products. The blend of art and herbal wellness creates a memorable experience that stands out in the local market.

#### NEXT STEPS:

- 1 Set a date for the first collaborative wellness event.
- 2 Develop a marketing plan together to promote the event through social media and local channels.
- 3 Create a budget that outlines shared costs and revenue splits from product sales during the event.

### 20 Grayland Real Estate

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Grayland works with commercial lenders and property owners who might be interested in natural wellness products for their office spaces or investment properties. They can refer these clients to Tosh's Urban Garden to enhance the appeal of their properties.

**VALUE:** By referring commercial clients to Tosh's, Grayland can offer additional value to their clients, while Tosh's gains access to a niche market of property owners looking to create healthier environments.

#### -> WHAT YOU PROVIDE (Referral)

Tosh's Urban Garden serves health-conscious individuals who may also be interested in investing in commercial properties for wellness retreats or health-focused businesses. Grayland's appraisal services could be beneficial to these clients as they seek to make informed real estate decisions, creating a natural referral pathway.

**VALUE:** By referring clients to each other, both businesses could tap into new revenue streams; Tosh's could gain more customers interested in property investment, while Grayland could secure appraisal contracts from a new clientele.

#### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden could include flyers or business cards for Grayland in their product shipments, specifically targeting customers who purchase wellness products. For example, if a customer buys a package intended for stress relief, they might also receive a message about how to invest in a property for a wellness center, creating a connection that leads to a potential appraisal request.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in the shared target market of health-conscious individuals who are increasingly looking to invest in properties that align with their lifestyle, which rarely gets addressed by traditional real estate services.

#### NEXT STEPS:

- 1 Create a co-branded flyer highlighting the benefits of real estate investment for wellness retreats to include with product orders.
- 2 Set a meeting to discuss a referral commission structure for any successful leads generated by Tosh's customers.
- 3 Host an informational webinar about the benefits of investing in real estate for health-focused businesses, promoting both companies.

### 21 Be Present Detalles Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Both businesses target health-conscious individuals, albeit from different angles. Be Present Detalles can refer clients looking for wellness products to Tosh's Urban Garden, enhancing their service offerings without competition.

**VALUE:** By referring clients to Tosh's Urban Garden, Be Present Detalles can enhance its value proposition, potentially leading to an increase in referrals back to their event services, ultimately driving higher revenue for both businesses.

#### -> WHAT YOU PROVIDE (Collaboration)

Tosh's Urban Garden offers natural herbal products which can enhance the wellness experience at events organized by Be Present Detalles. By collaborating, they can create themed events that integrate holistic health practices, attracting a broader audience.

**VALUE:** By hosting joint wellness-themed events, both businesses can increase customer engagement and attract new clients, potentially generating \$10,000 in revenue from ticket sales and product sales over the course of several events.

#### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden could supply herbal teas and wellness kits for a 'Wellness Retreat' event organized by Be Present Detalles. Attendees would enjoy herbal tea tastings while participating in yoga sessions led by local instructors. Tosh's Urban Garden can sell their products at the event, while Be Present Detalles showcases their event planning expertise, leading to increased visibility and sales for both businesses.*

#### [\*] UNIQUE SYNERGY

This partnership combines health and wellness with experiential events, appealing to both eco-conscious clients and busy professionals looking for unique self-care experiences. The integration of natural products into events is a unique offering that sets them apart from typical event planning services.

#### NEXT STEPS:

- 1 Schedule a planning meeting to outline potential event themes and dates.
- 2 Develop a marketing strategy that highlights the wellness aspect of the events.
- 3 Create a joint promotional campaign on social media to attract attendees.

### 22 Free Agents Inc

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Free Agents Inc can refer their clients, particularly those in the small to medium business sector, to Tosh's Urban Garden for employee wellness solutions, which align well with their focus on improving business performance.

**VALUE:** By referring clients to Tosh's Urban Garden, Free Agents can add value to their service offerings and help clients improve employee morale and productivity, potentially leading to a 15% increase in client satisfaction.

#### -> WHAT YOU PROVIDE (Referral)

Tosh's Urban Garden targets health-conscious individuals, who may also be looking to improve their overall wellness and productivity in the workplace. Free Agents Inc serves companies that employ individuals who could benefit from natural health products, creating a strong referral opportunity.

**VALUE:** Tosh's Urban Garden can tap into Free Agents Inc's network of small-to-medium businesses, potentially increasing sales of herbal products by 20%.

#### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden could provide Free Agents Inc with a curated selection of herbal teas and tinctures to offer as employee wellness packages. For instance, if Free Agents Inc helps a company implement a wellness program, they can include a monthly subscription of herbal products from Tosh's, creating a unique offering that promotes health in the workplace.*

#### [\*] UNIQUE SYNERGY

The pairing stands out because Tosh's Urban Garden can enhance Free Agents' corporate wellness initiatives with products that directly improve employee health, making it more than just a typical referral relationship.

#### NEXT STEPS:

- 1 Arrange a meeting between Latachia and James to discuss the specifics of the referral program.
- 2 Create a marketing flyer that outlines the wellness packages to be presented to Free Agents' clients.
- 3 Develop a tracking system to measure the sales generated from referrals and gather feedback to adjust offerings.

#### <- WHAT THEY PROVIDE (Referral)

WhitBits Cookies serves corporate professionals, who may also be health-conscious. Referring Tosh's Urban Garden products could enhance WhitBits' offerings to their clients who are looking for wellness solutions.

**VALUE:** By referring Tosh's Urban Garden products, WhitBits can provide additional value to their corporate clients, potentially increasing customer satisfaction and loyalty, while Tosh gains access to a new customer base.

#### -> WHAT YOU PROVIDE (Collaboration)

Tosh's Urban Garden and WhitBits Cookies can create a unique product offering that appeals to health-conscious corporate clients. By collaborating, they can introduce healthy cookie options infused with herbal ingredients, attracting both health-focused individuals and corporate professionals who seek alternatives for meetings and events.

**VALUE:** This collaboration can generate additional revenue through a new product line and increase market access to wellness-focused companies looking to offer healthier snack options.

#### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden develops a line of herbal-infused cookies, featuring ingredients like chamomile and ginger, which are then marketed to corporate offices by WhitBits Cookies. They could launch this product at a local corporate wellness fair, where both businesses set up a booth, offering samples of the cookies alongside Tosh's herbal teas. If they sell 200 cookie packs at \$15 each, that's a potential \$3,000 revenue for both businesses, plus increased brand visibility.*

#### [\*] UNIQUE SYNERGY

The unique pairing of herbal health products with homemade cookies caters to the growing trend of wellness in corporate environments, differentiating them from other cookie vendors who do not focus on health.

#### NEXT STEPS:

- 1 Schedule a meeting between Latachia and Whitney to brainstorm product ideas.
- 2 Develop a prototype of the herbal-infused cookies for tasting sessions.
- 3 Plan a marketing strategy for the corporate wellness fair, including promotional materials.

#### <- WHAT THEY PROVIDE (Collaboration)

Genuines Coaching specializes in training and development for business leaders, which could incorporate wellness components from Tosh's Urban Garden to enhance their coaching sessions. This collaboration would provide added value to both businesses.

**VALUE:** This collaboration could lead to a 10% increase in Genuines' client engagement, while boosting Tosh's brand exposure to a new audience, potentially increasing sales by 20% through direct workshops.

#### -> WHAT YOU PROVIDE (Referral)

Both Tosh's Urban Garden and Genuines Coaching & Consulting serve health-conscious individuals and executives who are likely to appreciate natural wellness approaches. They do not compete directly, making referrals mutually beneficial.

**VALUE:** By referring clients, Tosh's Urban Garden could potentially increase sales of herbal products by 15%, while Genuines Coaching could enhance its service offerings, increasing client satisfaction and retention.

#### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden could provide Genuines Coaching with samples of their herbal teas and tinctures to gift to clients during coaching sessions. For example, after a strategic planning workshop, Genuines could give attendees a curated wellness package, which could include a calming tea blend. This would enhance the perceived value of Genuines' services while promoting Tosh's products.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because it combines wellness with executive coaching, creating a holistic approach to leadership that integrates mental health and productivity-an increasingly sought-after combination in today's corporate landscape.

#### NEXT STEPS:

- 1 Schedule a meeting between Latachia Kins-Hunt and Reden Dionisio to discuss referral arrangements.
- 2 Develop a co-branded wellness package that includes Tosh's products for Genuines' clients.
- 3 Pilot a referral program where Genuines offers discounts on Tosh's products for their clients and vice versa.

## 25 We buy any house

Professional Services

70%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

We Buy Any House caters to homeowners in distress, who may benefit from the natural health products offered by Tosh's Urban Garden. Referring clients who are experiencing stress from property sales to a wellness company can create a holistic support system.

**VALUE:** We Buy Any House can enhance their service by providing clients with wellness options, potentially increasing client satisfaction and loyalty, leading to higher repeat business.

#### -> WHAT YOU PROVIDE (Referral)

Tosh's Urban Garden serves health-conscious individuals, while We Buy Any House appeals to homeowners in distress. There is a potential for cross-referrals where Tosh's customers might also know individuals needing to sell their homes due to financial stress, thus creating a mutually beneficial referral system.

**VALUE:** Increased customer reach for We Buy Any House and enhanced service offerings for Tosh's Urban Garden, potentially leading to a 15% increase in client referrals for both businesses.

#### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden could include a flyer or business card for We Buy Any House in its tea packages. For every referral that leads to a sale, We Buy Any House offers Tosh's Urban Garden a 10% commission, creating direct revenue. Additionally, We Buy Any House can provide Tosh's customers with a free consultation for distressed property sales, enhancing Tosh's service offering.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines health and wellness with real estate solutions, targeting individuals facing difficult transitions who could benefit from natural stress relief products while navigating home sales.

#### NEXT STEPS:

- 1 Design a referral flyer for We Buy Any House to include in Tosh's Urban Garden product packages.
- 2 Set up a meeting between Latachia and Chris to finalize the commission structure for referrals.
- 3 Create a joint promotional campaign highlighting the benefits of both services for distressed sellers.