

# BUSINESS RELATIONSHIP ANALYSIS

JAX AI Agency !” Soulfitness Studio Health and w

2 Relationships Identified

## BUSINESS PROFILES

### JAX AI Agency

Contact: Vladimir Bichev

Industry: Technology

Software Technology and AI Consulting

### Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

## COLLABORATION 1/2

80% conf

JAX AI Agency !” Soulfitness Studio Health and wellness center

### Reasoning:

JAX AI Agency could help Soulfitness Studio enhance their customer experience through AI-driven personalized fitness programs. By integrating AI technology, Soulfitness can offer unique health insights and recommendations to their clients, improving retention and engagement.

### Value Proposition:

By implementing AI solutions, Soulfitness could see a 20% increase in client retention leading to additional annual revenue of approximately \$30,000.

### Collaboration Example:

JAX AI Agency could develop an AI-powered mobile app for Soulfitness that analyzes client workout data and provides personalized health tips and meal suggestions. For example, a client who regularly attends yoga could receive tailored nutrition advice based on their activity levels. Both businesses could share the revenue from app subscriptions, potentially earning \$2,000 monthly.

### Synergy Potential:

This partnership uniquely combines cutting-edge AI technology with a health-focused service, creating a tailored wellness experience that differentiates Soulfitness from other studios in Jacksonville.

**Action Items:**

1. Arrange a meeting between JAX AI Agency and Soulfitness Studio to discuss the app concept.
2. Draft a proposal outlining the app's features and potential benefits for clients.
3. Launch a pilot version of the app with select Soulfitness clients to gather feedback and refine functionalities.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Soulfitness Studio Health and wellness center! JAX AI Agency

**Reasoning:**

Soulfitness Studio's clients are often small business owners looking to improve their health, which aligns with JAX AI Agency's target market. Referring these clients could lead to new AI consulting opportunities for JAX.

**Value Proposition:**

Soulfitness can earn referral fees for every client they send to JAX AI Agency, potentially generating an additional \$5,000 annually.

**Collaboration Example:**

Soulfitness could host a monthly wellness seminar where JAX AI Agency presents on how AI can optimize business operations and health benefits. Each attendee receives a referral discount on their first consultation with JAX, incentivizing Soulfitness clients to explore AI solutions.

**Synergy Potential:**

Both businesses serve a demographic that values innovation and health, making referrals between them a natural fit that enhances client experiences in both sectors.

**Action Items:**

1. Create a referral agreement between Soulfitness Studio and JAX AI Agency outlining commission percentages.
2. Develop marketing materials for the wellness seminar highlighting the benefits of AI in business.
3. Schedule the first seminar for next month, ensuring both businesses promote it to their respective client bases.

Value: MEDIUM

MUTUAL BENEFIT