

BUSINESS RELATIONSHIP ANALYSIS

JAX AI Agency!" Tosh's Urban Garden

2 Relationships Identified

BUSINESS PROFILES

JAX AI Agency

Contact: Vic Bushe

Industry: Technology

Technology and AI Consulting

Tosh's Urban Garden

Contact: Latachia Kins-Hunt

Industry: 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 .

PARTNER 1/2

85% conf

JAX AI Agency!" Tosh's Urban Garden

Reasoning:

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 Proposition:

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.

Collaboration Example:

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.

Synergy Potential:

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.

Action Items:

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.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Tosh's Urban Garden! JAX AI Agency

Reasoning:

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 Proposition:

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

Collaboration Example:

Tosh's Urban Garden could include a flyer about JAX AI Agency's services in their product packaging, encouraging customers to explore AI solutions for personal health. For example, if a customer buys herbal supplements, they might be interested in using AI to track their health progress, resulting in a referral fee for Tosh's Urban Garden for each client that signs up for JAX AI's services.

Synergy Potential:

This relationship uniquely leverages Tosh's Urban Garden's trust and credibility within the health community to introduce JAX AI's innovative solutions, creating a strong referral network that benefits both parties.

Action Items:

1. Develop a referral agreement that outlines the terms for commissions on new clients.
2. Create promotional materials highlighting JAX AI's services to distribute at Tosh's Urban Garden locations.
3. Organize a joint event such as a health workshop where both businesses can promote their offerings and share expertise.

Value: MEDIUM

MUTUAL BENEFIT