

# BUSINESS RELATIONSHIP ANALYSIS

O r g a n i z e   D e s i g n   C r e a t e ! " f l o w

2 Relationships Identified

## BUSINESS PROFILES

### Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

### flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

## COLLABORATION 1/2

80% conf

flow !' O r g a n i z e   D e s i g n   C r e a t e

### Reasoning:

Flow specializes in coaching, which is a valuable offering for the entrepreneurs and small business clients that Organize Design Create targets. By collaborating, they can enhance the value proposition for both their client bases.

### Value Proposition:

By collaborating, both businesses could increase their client acquisition rates by 30%, with Flow gaining access to a larger audience seeking coaching services through Organize Design Create's marketing channels.

### Collaboration Example:

Flow could offer a monthly workshop series on entrepreneurial mindset and personal development, promoted by Organize Design Create through its marketing channels. For instance, they could co-host a 'Business Growth Bootcamp' where Flow provides coaching sessions and Organize Design Create handles the marketing materials and event logistics. They could charge \$200 per participant, aiming for 20 participants per session, generating \$4,000 per workshop.

### Synergy Potential:

The unique synergy lies in combining Flow's specialized coaching services with Organize Design Create's marketing expertise, creating a comprehensive package for entrepreneurs that addresses both personal development and brand visibility.

### Action Items:

1. Schedule a meeting between Miguel and Victoria to outline potential workshop topics and logistics.
2. Draft a joint marketing plan to promote the workshop series on social media and email newsletters.
3. Create a feedback loop post-workshop to assess participant satisfaction and improve future offerings.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Organize Design Create! flow

### Reasoning:

Both businesses target entrepreneurs and small businesses, but they offer different services, allowing them to refer clients to each other without competition.

### Value Proposition:

Organize Design Create can refer its clients who need coaching services to Flow, generating a referral fee of 15% on any coaching package sold, while Flow can recommend Organize Design Create for marketing needs, creating a mutually beneficial referral network.

### Collaboration Example:

Whenever Organize Design Create signs a new entrepreneur as a client, they can include a complimentary coaching session from Flow as an added value. For example, if they acquire a startup needing branding, they could recommend a one-hour coaching session with Flow to help them refine their business strategy, benefiting both businesses through added client satisfaction and potential ongoing referrals.

### Synergy Potential:

This partnership uniquely leverages the complementary nature of their services; Flow provides personal development while Organize Design Create enhances brand visibility, creating a holistic support system for startups.

### Action Items:

1. Establish a referral agreement detailing the commission structure.
2. Create co-branded marketing materials that highlight the benefits of both services.
3. Set up a monthly check-in to discuss referrals and optimize the partnership based on feedback.

Value: MEDIUM

MUTUAL BENEFIT