

# BUSINESS RELATIONSHIP ANALYSIS

## Celebrate & Smile International Steppers !” JAX

2 Relationships Identified

### BUSINESS PROFILES

#### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

#### JAX AI Agency

Contact: Vic Bushe

Industry: Technology

Technology and AI Consulting

### COLLABORATION 1/2

80% conf

#### JAX AI Agency !’ Celebrate & Smile International Steppers

##### Reasoning:

JAX AI Agency can enhance Celebrate & Smile's employee engagement programs by integrating AI-driven tools that personalize the dance experience for participants. This approach provides measurable feedback on employee satisfaction and engagement, creating a unique offering that can attract more corporate clients for both businesses.

##### Value Proposition:

By collaborating on a program, both businesses can attract larger corporate clients looking for innovative employee engagement solutions, potentially increasing revenue by 20% through joint offerings.

##### Collaboration Example:

JAX AI Agency could develop an interactive AI platform that assesses employee engagement through dance classes hosted by Celebrate & Smile. For instance, at a local corporate retreat, employees could use the AI tool to receive real-time feedback on their participation and satisfaction levels, which not only enhances the dance experience but also provides valuable data to the company. Both parties can split the \$3,000 fee for the event and gain exposure to new corporate clients.

##### Synergy Potential:

The unique combination of AI analytics with the art of dance offers a fresh perspective on employee engagement, setting this collaboration apart from standard corporate wellness programs that lack technological integration.

**Action Items:**

1. Schedule a joint brainstorming session to outline potential AI features for dance programs.
2. Identify a corporate client in Jacksonville interested in a pilot program.
3. Develop a marketing plan highlighting the unique benefits of the AI-enhanced dance experience.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

**Celebrate & Smile International Steppers !' JAX AI Agency****Reasoning:**

Celebrate & Smile works with companies looking to enhance employee relations, which aligns well with JAX AI's target market of businesses looking to modernize operations. They can refer their corporate clients to JAX AI for AI consulting services.

**Value Proposition:**

Celebrate & Smile can earn referral fees by connecting clients with JAX AI, potentially increasing their service offerings without significant investment.

**Collaboration Example:**

During a workshop, Celebrate & Smile identifies a company interested in improving operational efficiency. They can refer this client to JAX AI for a consultation on implementing AI solutions, earning a 10% referral fee on any subsequent project that leads to a contract, which could amount to \$1,000 or more.

**Synergy Potential:**

This referral relationship leverages Celebrate & Smile's existing corporate connections and JAX AI's expertise in technology, creating a powerful synergy in the employee engagement space.

**Action Items:**

1. Create a referral agreement detailing commission structure and client communication protocols.
2. Develop a co-branded marketing brochure highlighting how AI can enhance employee engagement through arts.
3. Host a joint information session for potential clients to showcase both businesses' offerings.

Value: MEDIUM

MUTUAL BENEFIT