

# BUSINESS RELATIONSHIP ANALYSIS

## IV Creative !” JAX AI Agency

2 Relationships Identified

### BUSINESS PROFILES

#### IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

#### JAX AI Agency

Contact: Vic Bushe

Industry: Technology

Technology and AI Consulting

### COLLABORATION 1/2

80% conf

#### JAX AI Agency !” IV Creative

##### Reasoning:

JAX AI Agency's AI technology can enhance the content creation services provided by IV Creative. By integrating AI tools for content generation, IV Creative can streamline its offerings and improve efficiency, while JAX AI gains exposure through IV's client base.

##### Value Proposition:

By collaborating, IV Creative can increase its service offerings and attract more clients, potentially boosting revenue by 20%. JAX AI gains marketing visibility and access to local businesses that are interested in adopting AI technology.

##### Collaboration Example:

JAX AI Agency and IV Creative could launch a campaign where IV Creative's clients receive a free AI-powered content optimization analysis. For example, a local restaurant's social media content could be enhanced using AI insights, allowing IV to create better-targeted ads. If this campaign generates an additional \$10,000 in client contracts for IV, JAX AI could receive a \$2,000 fee for the AI analysis service.

##### Synergy Potential:

The unique synergy comes from combining cutting-edge AI technology with creative content strategies, making their joint offerings stand out in a competitive market. This partnership directly addresses the growing demand for innovative solutions among local businesses.

**Action Items:**

1. Organize a joint workshop demonstrating AI-enhanced content strategies for local businesses.
2. Create a promotional package that includes an AI content analysis for IV Creative's clients.
3. Set up a monthly check-in to brainstorm and develop new collaborative offerings based on client feedback.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

IV Creative !' JAX AI Agency

**Reasoning:**

IV Creative serves local business owners who may be looking to modernize their operations, making them a valuable source of referrals for JAX AI Agency's AI consulting services. Both businesses can benefit from shared customer insights without direct competition.

**Value Proposition:**

IV Creative can earn referral fees for recommending JAX AI's services, while JAX AI gains access to a pool of potential clients who are already engaged with IV Creative.

**Collaboration Example:**

IV Creative can include a section in their newsletter highlighting JAX AI's services, specifically targeting clients in the real estate sector. If IV refers 5 clients to JAX AI, and each client engages in a \$3,000 project, IV could earn a \$1,500 referral bonus, while JAX AI generates \$15,000 in new business.

**Synergy Potential:**

This referral relationship leverages IV Creative's established relationships with local businesses, allowing JAX AI to penetrate the market faster and more effectively than if they were to go it alone.

**Action Items:**

1. Draft a referral agreement outlining the compensation structure for leads generated.
2. Create co-branded marketing materials that IV Creative can share with its clients.
3. Schedule a meeting to discuss how to identify and target specific industries for referrals.

Value: MEDIUM

MUTUAL BENEFIT