

Be Present Detalles

• Professional Services

Events and Experiences

Contact Information

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TARGET MARKET

Busy professionals, romantic couples, gift givers

CURRENT NEEDS

Marketing

Partnership Opportunities (24)

1 JAX AI Agency
Technology

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

JAX AI Agency can enhance the event experiences offered by Be Present Detalles through the use of AI technology. By integrating AI solutions into event planning, Be Present can streamline logistics, improve customer engagement, and provide personalized experiences for attendees.

VALUE: By collaborating on events, JAX AI can generate \$3,000 in project fees while Be Present can attract more clients seeking innovative event solutions, potentially increasing their revenue by 20% through enhanced offerings.

-> WHAT YOU PROVIDE (Referral)

Be Present Detalles serves a similar clientele of busy professionals, who could benefit from AI solutions to improve their operational efficiency. By referring clients to JAX AI Agency, they can help their clients modernize, while also earning referral fees.

VALUE: For every referral that leads to a successful AI project, Be Present could earn a 10% commission, potentially increasing their income by \$1,500 annually based on current client volume.

[!] PARTNERSHIP SCENARIO

For an upcoming Valentine's Day event, JAX AI Agency could develop a personalized event planning chatbot for Be Present Detalles. This chatbot would help attendees customize their experience by selecting themes, activities, and catering options. They could split the \$2,000 development fee, and Be Present would market the event as cutting-edge, attracting more clientele.

[*] UNIQUE SYNERGY

The unique synergy comes from combining AI technology with event management, allowing Be Present to differentiate its offerings in a crowded market. This partnership not only enhances attendee experience but also positions both businesses as innovators in their respective fields.

NEXT STEPS:

- 1 Schedule a meeting to discuss potential event concepts that could benefit from AI integration.
- 2 Develop a pilot project proposal for a specific upcoming event.
- 3 Identify metrics for measuring the success of the collaboration in terms of client engagement and revenue.

2 Genuines Coaching & Consulting

Technology

85%

<=> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Genuines Coaching & Consulting specializes in coaching and training, which can enhance the experiences offered by Be Present Detalles. By combining their services, they can create unique events that not only entertain but also educate attendees, appealing to both businesses' target markets.

VALUE: By collaborating, they can attract a wider audience, potentially increasing event attendance by 30%, leading to higher revenue for both businesses.

-> WHAT YOU PROVIDE (Referral)

Both businesses target professionals, but focus on different aspects-Genuines on coaching and Be Present on events. This allows them to refer clients to one another without competition.

VALUE: Establishing a referral system could generate additional leads for both businesses, potentially increasing their client base by 20% annually.

[!] PARTNERSHIP SCENARIO

Genuines Coaching & Consulting could host a 'Business and Romance Retreat' at one of Be Present Detalles' event venues, where they provide leadership workshops during the day and Be Present curates romantic dinners in the evening. They charge \$200 per participant, and with 50 attendees, they would split the \$10,000 revenue.

[*] UNIQUE SYNERGY

This partnership uniquely blends professional development with personal growth, creating a multifaceted experience that neither business could achieve alone, thereby elevating their market position.

NEXT STEPS:

- 1 Set up an initial meeting to brainstorm potential retreat themes and logistics.
- 2 Develop a marketing plan targeting local businesses and professionals for the event.
- 3 Create a joint promotional campaign on social media to generate buzz and attract participants.

3 Enriquez Aesthetics

Professional Services

85%

<=> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Enriquez Aesthetics and Be Present Detalles can create exclusive pampering event packages that combine luxury facial experiences with curated event services. This collaboration would appeal to busy professionals and romantic couples looking for unique experiences.

VALUE: By offering combined packages, they can attract high-value clients and increase sales by 20% for both businesses during peak event seasons.

-> WHAT YOU PROVIDE (Referral)

Be Present Detalles serves busy professionals and gift givers who may also be interested in luxury skincare treatments offered by Enriquez Aesthetics. Referring clients can enhance the value proposition for both businesses.

VALUE:

By referring clients for skincare services, Be Present Detalles can increase its service portfolio, while Enriquez Aesthetics gains new customers without additional marketing costs.

[!] PARTNERSHIP SCENARIO

Enriquez Aesthetics can provide luxury facial sessions as part of a 'Pamper and Propose' package that Be Present Detalles organizes for couples. During a romantic evening, couples receive facials before a surprise proposal setup. Each package is priced at \$500, with both businesses splitting the revenue, creating a new revenue stream for both.

[*] UNIQUE SYNERGY

The unique blend of luxury skincare and event planning allows both businesses to elevate customer experiences, creating memorable moments that are not typically offered in the local market.

NEXT STEPS:

- 1 Develop a joint marketing campaign targeting couples looking for unique experiences.
- 2 Create a special package that includes both a facial treatment and an event setup.
- 3 Host a launch event to promote the collaboration, inviting local influencers to share their experiences.

4 Celebrate & Smile International Steppers

Arts & Creative

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Both businesses target similar demographics, particularly busy professionals and couples. Celebrate & Smile International Steppers can enhance Be Present Detalles' events by providing dance workshops or performances, making the events more engaging and memorable.

VALUE: Increased event attendance and customer satisfaction for Be Present Detalles, with potential revenue from added dance services; Celebrate & Smile can gain new clients and exposure through Be Present's events.

-> WHAT YOU PROVIDE (Referral)

Be Present Detalles serves busy professionals and couples, which aligns with Celebrate & Smile's target market. Be Present can refer clients looking for employee enhancement or couples seeking unique experiences to Celebrate & Smile.

VALUE: Be Present can enhance its service offerings by providing clients with a trusted dance service, while Celebrate & Smile gains new clients through referrals without incurring marketing costs.

[!] PARTNERSHIP SCENARIO

Be Present Detalles is hosting a Valentine's Day gala targeting busy professionals and couples. Celebrate & Smile International Steppers can offer a 30-minute interactive dance workshop during the event. This not only entertains attendees but also promotes Celebrate & Smile's dance classes. Both businesses could split the ticket sales, potentially increasing revenue by 20% for Be Present while introducing 50 new leads for Celebrate & Smile's dance programs.

[*] UNIQUE SYNERGY

This partnership uniquely blends an arts-based enhancement to professional events, ensuring that Be Present's offerings stand out in a crowded market while providing Celebrate & Smile with direct access to a higher-end clientele.

NEXT STEPS:

- 1 Schedule a meeting between Tiffany and De'Ana to discuss potential event collaborations.
- 2 Develop a pilot workshop for an upcoming Be Present event and outline the logistics.
- 3 Create joint marketing materials to promote the Valentine's Day gala with dance workshops included.

<- WHAT THEY PROVIDE (Referral)

Genuines Coaching & Consulting targets C-suite executives and small business owners who may be in need of professional event management for corporate retreats or team-building activities. Referring clients to Be Present Detalles can provide additional value to their coaching clients.

VALUE: This referral relationship could lead to an additional \$5,000 per quarter through ongoing event management services requested by executives seeking help with corporate events.

-> WHAT YOU PROVIDE (Collaboration)

Be Present Detalles specializes in creating memorable events and experiences that cater to busy professionals, which aligns perfectly with the coaching and training sessions provided by Genuines Coaching & Consulting. By collaborating, they can offer comprehensive packages that enhance both personal development and networking opportunities.

VALUE: This collaboration could generate an estimated additional revenue of \$10,000 per quarter through bundled service offerings, attracting more clients from both target markets.

[!] PARTNERSHIP SCENARIO

Be Present Detalles could plan a two-day leadership retreat for C-suite executives, featuring workshops by Genuines Coaching & Consulting. The retreat includes luxury accommodations, catered meals, and personalized coaching sessions, with a total package fee of \$15,000. Both businesses share the profits, enhancing their portfolios and client bases.

[*] UNIQUE SYNERGY

This partnership uniquely combines event management with professional coaching, creating a holistic development experience that neither business could offer alone, thereby increasing their appeal to high-level professionals seeking both learning and networking.

NEXT STEPS:

- 1 Schedule a meeting between De'Ana and Reden to brainstorm retreat themes and logistics.
- 2 Develop a joint marketing plan to promote the leadership retreat to both businesses' target audiences.
- 3 Create a feedback mechanism to gather insights from participants for future collaborations.

<- WHAT THEY PROVIDE (partner)

Flow's coaching services can complement Be Present Detalles' event experiences by providing personal development workshops or coaching sessions during events. This partnership can enhance the value of events for clients, making them more appealing to busy professionals and couples.

VALUE: By collaborating on events, both businesses can increase their client base and offer higher value packages, potentially generating additional revenue of 20% per event.

-> WHAT YOU PROVIDE (Referral)

Be Present Detalles serves busy professionals and couples, who are often ideal clients for coaching services. Referring clients who may benefit from coaching can enhance the overall client experience for both businesses.

VALUE: By referring clients to each other, both businesses can increase their customer retention rates and potentially generate new revenue streams through shared clientele, estimated at 15% of their respective client bases.

[!] PARTNERSHIP SCENARIO

Flow could provide a 90-minute stress management workshop at Be Present Detalles' upcoming romantic couples retreat. Participants would learn practical techniques to improve their relationships while enjoying a luxurious weekend getaway. Flow charges a fee for the workshop, enhancing the overall experience for attendees, while Be Present Detalles increases the value proposition of the retreat package.

[*] UNIQUE SYNERGY

The unique synergy lies in combining coaching with experiential events, fostering personal growth and relationship enhancement simultaneously. This dual focus on development creates a niche offering that neither can provide alone.

NEXT STEPS:

- 1 Schedule a meeting between Miguel and De'Ana to brainstorm potential workshop topics that align with upcoming events.
- 2 Create a marketing strategy to promote the combined offering, highlighting the added value for clients.
- 3 Develop a feedback mechanism post-events to assess participant satisfaction and areas for improvement.

7 Jazzi's Creations

Events & Gifts

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Jazzi's Creations and Be Present Detalles can leverage their strengths by co-hosting events that combine personalized crafts with curated experiences. This collaboration maximizes exposure to both customer bases and enhances the offerings available to clients.

VALUE: By partnering on events, both businesses can increase their reach to busy professionals and families, potentially generating an additional \$2,000 in revenue per event through combined ticket sales and upselling personalized gift options.

-> WHAT YOU PROVIDE (Referral)

Both businesses target similar demographics-busy professionals and families-but do not directly compete. Be Present Detalles can recommend Jazzi's Creations for personalized gifts and workshops, enhancing their service offerings.

VALUE: Be Present Detalles can earn a referral fee for each client they send to Jazzi's, potentially increasing their revenue by 15% as they enhance the value they provide to clients looking for gifts.

[!] PARTNERSHIP SCENARIO

Jazzi's Creations and Be Present Detalles organize a weekend 'Craft & Wine Experience' where attendees create personalized wine glasses with guided instruction by Jasmyne. De'Ana handles the event logistics, providing wine and refreshments. They market the event for \$75 per participant, and with 40 attendees, they could earn \$3,000 while splitting costs for materials and venue.

[*] UNIQUE SYNERGY

The unique synergy lies in Jazzi's focus on DIY crafts and Be Present's expertise in creating memorable experiences, allowing them to offer a distinctive product that blends creativity with enjoyment, appealing to both families and professionals.

NEXT STEPS:

- 1 Schedule a brainstorming meeting to outline potential event themes and logistics.
- 2 Develop a marketing plan that highlights the unique aspects of the joint offerings.
- 3 Define profit-sharing arrangements and responsibilities for each business during the event.

8 IV Creative

Marketing & Design

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

IV Creative specializes in content creation which is a vital component for marketing events and experiences curated by Be Present Detalles. By providing tailored marketing materials, IV Creative can enhance Be Present's brand visibility.

VALUE: IV Creative could generate an estimated \$2,000 in revenue by providing marketing materials such as social media graphics, event promotional videos, and brochures for three upcoming events organized by Be Present.

-> WHAT YOU PROVIDE (Referral)

Be Present Detalles serves a clientele of busy professionals and couples, which overlaps with local businesses needing marketing services. They can refer these clients to IV Creative to enhance their branding and marketing.

VALUE:

Each referral from Be Present could lead to an average of \$1,000 in revenue for IV Creative, enhancing their client base and market reach.

[!] PARTNERSHIP SCENARIO

For an upcoming romantic dinner event, Be Present Detalles can commission IV Creative to design a series of social media posts and a video highlighting the event's unique features. This can lead to increased attendance and engagement, creating a buzz that generates an additional \$1,500 in ticket sales.

[*] UNIQUE SYNERGY

The unique aspect of this partnership lies in the ability of IV Creative to craft compelling narratives that can elevate Be Present's events, transforming them from mere gatherings into memorable experiences that resonate with their audience.

NEXT STEPS:

- 1 Schedule a meeting between Iliana and De'Ana to discuss upcoming events and marketing needs.
- 2 Create a sample portfolio of previous marketing materials IV Creative has produced for similar events.
- 3 Develop a pricing structure for bundled marketing services specifically tailored for Be Present's event offerings.

9 The Collective Om

Health & Wellness

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Both businesses cater to individuals and teams focused on personal growth and experiences, making collaboration on wellness events appealing. By combining The Collective Om's holistic health expertise with Be Present Detalles' event planning, they can create unique experiences that resonate with their target markets.

VALUE: They can jointly host wellness retreats or workshops, attracting new clients and increasing revenue through ticket sales and service packages, potentially generating \$10,000 per event.

-> WHAT YOU PROVIDE (Referral)

Both businesses target similar demographics, with Be Present Detalles serving busy professionals and couples who may also benefit from holistic health services offered by The Collective Om. Referring clients to each other could enhance customer satisfaction.

VALUE: By referring clients, both businesses increase customer retention and potentially cross-sell services, leading to an estimated additional \$2,000 in monthly revenue through referrals.

[!] PARTNERSHIP SCENARIO

The Collective Om and Be Present Detalles could co-host a 'Wellness Weekend Retreat' at a local venue, featuring yoga sessions, guided meditations, and wellness workshops. Attendees would pay \$250 each, and with 40 participants, they would both earn \$5,000, while also gaining access to new clients for future services.

[*] UNIQUE SYNERGY

Their unique synergy lies in the integration of holistic health with experiential events, creating a comprehensive offering that enhances client well-being in an engaging setting, unlike traditional wellness workshops.

NEXT STEPS:

- 1 Schedule a joint brainstorming session to outline workshop content and logistics.
- 2 Develop a marketing plan targeting their combined client lists to promote the event.
- 3 Create a shared online sign-up platform to streamline ticket sales and client communication.

<- WHAT THEY PROVIDE (Vendor)

Communicate Design & Marketing can provide marketing services to Be Present Detalles, which currently needs marketing support. As Be Present Detalles focuses on events, having a strong marketing strategy will help them reach their target market more effectively.

VALUE: By collaborating, Be Present Detalles could see a 30% increase in client inquiries due to improved marketing efforts, translating to potential revenue growth.

-> WHAT YOU PROVIDE (Referral)

Be Present Detalles targets busy professionals and couples, who are potential clients for Communicate Design & Marketing, especially in branding and marketing strategy. They can refer clients who need improved online presence and marketing services.

VALUE: If Be Present Detalles refers just five clients to Communicate, it could lead to \$10,000 in additional projects for Communicate.

[!] PARTNERSHIP SCENARIO

Communicate can design and implement a targeted social media campaign for Be Present Detalles that highlights their unique event offerings. For example, they could create a month-long campaign centered around 'Romantic Getaways' that showcases packages and includes engaging visuals and testimonials. This campaign could generate at least 15 new clients for Be Present Detalles, resulting in an estimated \$4,500 in new business.

[*] UNIQUE SYNERGY

This partnership is unique because Communicate specializes in branding and marketing tailored for service businesses, while Be Present Detalles has a niche in creating memorable experiences. Together, they can create a powerful marketing narrative that emphasizes the emotional connection of events.

NEXT STEPS:

- 1 Schedule an introductory meeting to discuss Be Present Detalles' specific marketing needs.
- 2 Develop a comprehensive marketing plan that includes social media, email campaigns, and branded content.
- 3 Create a timeline and budget for the marketing campaign to ensure measurable outcomes.

<- WHAT THEY PROVIDE (Referral)

Jamz Trainings targets middle-age recreational athletes who may also be interested in wellness events or experiences, which Be Present Detalles specializes in. Likewise, Be Present Detalles caters to busy professionals who might benefit from personal training and massage therapy services.

VALUE: Both businesses can expand their client base by leveraging each other's networks, potentially increasing client referrals by 20-30%.

-> WHAT YOU PROVIDE (Collaboration)

Both businesses serve clients that value health and wellness, and they can create unique events that combine fitness and social experiences, enhancing exposure and client engagement for both.

VALUE: By collaborating on events, they can increase attendance and engagement, potentially driving revenue growth by 30% through ticket sales and service upsells.

[!] PARTNERSHIP SCENARIO

Jamz Trainings could refer clients who are looking for unique date ideas or corporate events to Be Present Detalles. For instance, if a client is seeking a wellness retreat for a group of friends, Jamz could recommend Be Present to organize the event, earning a referral fee for each booking made through them.

[*] UNIQUE SYNERGY

The unique synergy comes from aligning health and wellness with experiential events, creating a comprehensive lifestyle offering that appeals to their overlapping target markets in a way that neither can achieve alone.

NEXT STEPS:

- 1 Set up a referral agreement outlining commission terms for each client referred.
- 2 Create a combined marketing flyer showcasing both services to be distributed to their respective client bases.
- 3 Schedule a joint networking event targeting both of their audiences to promote both services.

12 WhitBits Cookies

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

WhitBits Cookies can supply their homemade cookies for events planned by Be Present Detalles, adding a unique touch to the events and enhancing the catering options available to clients.

VALUE: This relationship allows Be Present Detalles to offer high-quality, homemade cookies that differentiate their events, potentially increasing their event package sales by 20%.

-> WHAT YOU PROVIDE (Collaboration)

Be Present Detalles specializes in creating unique events and experiences, and WhitBits Cookies offers homemade cookies that can enhance those events. By collaborating, they can provide a comprehensive service for corporate events or private parties, increasing the value of both businesses.

VALUE: By bundling event planning services with high-quality cookie catering, both businesses can attract more clients and potentially double their sales in event packages.

[!] PARTNERSHIP SCENARIO

For an upcoming corporate retreat, Be Present Detalles could plan a themed event and incorporate WhitBits Cookies as the exclusive dessert vendor. They could create a cookie decorating station where attendees personalize their cookies, creating an engaging experience. This event could generate \$3,000 in sales, with Be Present Detalles earning \$1,500 from planning and WhitBits earning \$1,500 from cookie sales.

[*] UNIQUE SYNERGY

The uniqueness of this pairing lies in combining event planning with a delightful, interactive dessert experience, enhancing both the event's atmosphere and customer satisfaction. This type of collaboration can set them apart from typical catering services.

NEXT STEPS:

- 1 Schedule a meeting between De'Ana Aguas and Whitney Branch to discuss potential event themes and cookie offerings.
- 2 Create a joint marketing campaign showcasing the bundled services for corporate events.
- 3 Develop a promotional package for the first collaborative event, offering a discount to attract initial clients.

13 The P-Way Solutions LLC

Real Estate

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

The P-Way Solutions caters to small businesses and clients seeking commercial janitorial services, which can include venues hosting events. Referring Be Present Detalles to their clients can create additional value for them and new leads for Be Present.

VALUE: The P-Way Solutions can earn a referral fee for sending clients to Be Present Detalles, while Be Present can access a new client base that is already invested in maintaining their business environment.

-> WHAT YOU PROVIDE (Referral)

Both businesses serve busy professionals and small businesses, but in different capacities. Be Present Detalles specializes in creating memorable events, while The P-Way Solutions provides essential janitorial services for those events. Referring each other could enhance customer satisfaction and retention.

VALUE:

By referring clients, Be Present Detalles can earn up to 20% commission on janitorial contracts for events, while The P-Way Solutions gains access to a steady stream of event clients who require cleaning services.

[!] PARTNERSHIP SCENARIO

When Be Present Detalles organizes a corporate event, they can recommend The P-Way Solutions for post-event cleaning. For instance, after a large gala, Be Present Detalles refers The P-Way Solutions to handle the cleanup, earning a commission while ensuring the business event is spotless, enhancing their reputation.

[*] UNIQUE SYNERGY

This pairing is unique because it combines event management with essential follow-up cleaning services, creating a seamless experience for clients who appreciate the convenience of a one-stop-shop for both event planning and post-event care.

NEXT STEPS:

- 1 Set up a meeting between De'Ana Aguas and Pervis Lowman to discuss referral agreement details.
- 2 Create a joint promotional flyer highlighting the referral partnership for distribution at events.
- 3 Develop a tracking system for referrals to measure the effectiveness and commission payments.

14 Relax Relate & Release

Health & Wellness

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

While targeting different specific markets, both businesses attract clients interested in wellness and experiences. Relax Relate & Release can refer its clients to Be Present Detalles for event planning services, creating a referral channel.

VALUE: Each referral could lead to increased bookings for Be Present Detalles, enhancing their visibility among veterans and professionals, potentially generating \$1,000 in additional revenue monthly through referrals.

-> WHAT YOU PROVIDE (Collaboration)

Both businesses target specific demographics that could benefit from joint offerings. Busy professionals looking to unwind after work could greatly benefit from a combined event that includes relaxation and pampering.

VALUE: By creating joint events, both businesses can increase their customer base and revenue streams. For instance, they could offer a special package that includes a massage followed by a curated event experience, potentially generating additional revenue of \$3,000 per event.

[!] PARTNERSHIP SCENARIO

Be Present Detalles can organize a 'Relax and Unwind' evening where Relax Relate & Release offers 30-minute massage sessions at the venue. Attendees can enjoy refreshments while learning about self-care practices. The event could attract 50 professionals, with ticket sales at \$60 each, generating \$3,000 for both businesses, leading to increased visibility and potential repeat clients.

[*] UNIQUE SYNERGY

This partnership uniquely combines stress relief with the experience of social engagement, appealing to the needs of professionals seeking relaxation and memorable moments, which neither business can achieve alone.

NEXT STEPS:

- 1 Schedule a meeting between De'Ana Aguas and Hazel Lee to brainstorm event ideas and logistics.
- 2 Develop a joint marketing campaign targeting busy professionals in Jacksonville.
- 3 Create a promotional package that includes discounted tickets for both massage sessions and event experiences.

<- WHAT THEY PROVIDE (Referral)

Organize Design Create serves a target market that includes entrepreneurs and professionals, which overlaps with Be Present Detalles' audience of busy professionals and romantic couples. Referring clients between each other can enhance service offerings.

VALUE: Through mutual referrals, both businesses can increase client acquisition, potentially adding 10 new clients per month for each business, leading to an estimated combined revenue increase of \$15,000.

-> WHAT YOU PROVIDE (Vendor)

Be Present Detalles can utilize the marketing services of Organize Design Create to enhance their visibility and attract more clients, particularly busy professionals and couples looking for unique events. In exchange, Organize Design Create can benefit from showcasing their work through Be Present Detalles' events.

VALUE: By leveraging Organize Design Create's marketing strategies, Be Present Detalles could potentially increase its client base by 20%, translating to an additional \$10,000 in revenue from new events.

[!] PARTNERSHIP SCENARIO

Be Present Detalles could hire Organize Design Create to develop a targeted social media campaign for an upcoming Valentine's Day event. This campaign would include paid ads and engaging content, leading to increased ticket sales and a projected revenue increase of \$5,000 from the event.

[*] UNIQUE SYNERGY

The unique synergy lies in Be Present Detalles' strong focus on creating memorable experiences, which can be showcased effectively through Organize Design Create's marketing expertise, allowing both businesses to enhance their brand presence.

NEXT STEPS:

- 1 Set up a meeting for De'Ana and Victoria to discuss specific marketing needs and objectives.
- 2 Organize a trial marketing campaign for Be Present Detalles' next event to evaluate effectiveness.
- 3 Draft a service agreement outlining the marketing services to be provided and performance expectations.

<- WHAT THEY PROVIDE (Referral)

Both businesses cater to similar customer bases, with Simple Creations focusing on personalized gifts and Be Present Detalles specializing in events. They can refer clients to each other without competing directly, increasing their client bases.

VALUE: The referral system could drive additional sales, with each business potentially increasing their customer base by 15%, leading to an estimated additional revenue of \$10,000 annually from referrals alone.

-> WHAT YOU PROVIDE (partner)

Both businesses target similar demographics, with Be Present Detalles focusing on events and experiences while Simple Creations By T specializes in custom gifts. This partnership could enhance the overall customer experience by combining event planning with personalized gift offerings.

VALUE: By collaborating, they could create unique event packages that include personalized gifts, potentially increasing revenue by 20% during peak seasons like holidays and anniversaries.

[!] PARTNERSHIP SCENARIO

Be Present Detalles could offer a 'Romantic Evening Package' that includes an event planning service for a special date night, along with custom gifts from Simple Creations By T, such as personalized wine glasses or keepsake boxes. For instance, a couple booking an anniversary dinner through Be Present Detalles would receive a custom gift from Simple Creations, resulting in a seamless experience and generating \$1,500 in combined revenue for both businesses.

[*] UNIQUE SYNERGY

This partnership stands out because it combines event expertise with personalized gifting, creating a holistic service that enhances customer satisfaction in both sectors, setting them apart from others who may only provide one service.

NEXT STEPS:

- 1 Schedule a joint meeting to brainstorm potential event packages that include custom gifts.
- 2 Develop a marketing strategy that highlights the unique offerings of the collaboration, targeting busy professionals and couples.
- 3 Launch a promotional campaign around an upcoming holiday or event, featuring bundled services to attract customers.

17 Bluebird Health Partners

Technology

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Bluebird Health Partners focuses on healthcare strategy for solution providers, while Be Present Detalles caters to busy professionals and romantic couples. They can refer clients to each other when healthcare professionals or startups need event planning or experiences, and vice versa.

VALUE: Both businesses can increase their client base through referrals, potentially generating leads worth thousands in new revenue.

-> WHAT YOU PROVIDE (Vendor)

Be Present Detalles could benefit from Bluebird Health Partners' consulting services, especially if they want to expand their clientele in the healthcare sector. Bluebird's expertise can help Be Present craft targeted experiences for healthcare professionals.

VALUE: By engaging Bluebird's consulting services, Be Present can enhance its offerings and tap into a lucrative market, potentially increasing their revenue from healthcare clients by 20% in the next quarter.

[!] PARTNERSHIP SCENARIO

Bluebird Health Partners could refer healthcare startups they work with to Be Present Detalles for hosting product launch events. For example, if a healthcare startup needs to unveil a new app, Bluebird refers them to De'Ana, who organizes a sophisticated launch party that attracts potential investors and users. If the event generates \$10,000 in revenue, Bluebird earns a referral fee of \$1,000.

[*] UNIQUE SYNERGY

This partnership leverages Bluebird's healthcare network and Be Present's event expertise, creating unique opportunities that neither could access alone, especially in the niche medical startup scene.

NEXT STEPS:

- 1 Set up a meeting between Cary and De'Ana to discuss referral programs.
- 2 Create a joint marketing flyer that highlights referral benefits for both client bases.
- 3 Develop a tracking system to measure referral success and client satisfaction.

18 Tosh's Urban Garden

Health & Wellness

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Tosh's Urban Garden offers natural herbal products which can enhance the wellness experience at events organized by Be Present Detalles. By collaborating, they can create themed events that integrate holistic health practices, attracting a broader audience.

VALUE: By hosting joint wellness-themed events, both businesses can increase customer engagement and attract new clients, potentially generating \$10,000 in revenue from ticket sales and product sales over the course of several events.

-> WHAT YOU PROVIDE (Referral)

Both businesses target health-conscious individuals, albeit from different angles. Be Present Detalles can refer clients looking for wellness products to Tosh's Urban Garden, enhancing their service offerings without competition.

VALUE: By referring clients to Tosh's Urban Garden, Be Present Detalles can enhance its value proposition, potentially leading to an increase in referrals back to their event services, ultimately driving higher revenue for both businesses.

[!] PARTNERSHIP SCENARIO

Tosh's Urban Garden could supply herbal teas and wellness kits for a 'Wellness Retreat' event organized by Be Present Detalles. Attendees would enjoy herbal tea tastings while participating in yoga sessions led by local instructors. Tosh's Urban Garden can sell their products at the event, while Be Present Detalles showcases their event planning expertise, leading to increased visibility and sales for both businesses.

[*] UNIQUE SYNERGY

This partnership combines health and wellness with experiential events, appealing to both eco-conscious clients and busy professionals looking for unique self-care experiences. The integration of natural products into events is a unique offering that sets them apart from typical event planning services.

NEXT STEPS:

- 1 Schedule a planning meeting to outline potential event themes and dates.
- 2 Develop a marketing strategy that highlights the wellness aspect of the events.
- 3 Create a joint promotional campaign on social media to attract attendees.

19 We buy any house

Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Both businesses target individuals facing life transitions. 'We Buy Any House' serves distressed homeowners looking to sell quickly, while 'Be Present Detalles' focuses on busy professionals and couples seeking memorable experiences. They can refer clients to each other without competing directly, enhancing both customer bases.

VALUE: Increased client referrals could lead to an estimated 10-20% increase in sales for both businesses, as they tap into each other's customer networks.

-> WHAT YOU PROVIDE (Referral)

De'Ana's clients often include busy professionals who might be in need of quick home sales due to life changes. By referring these clients to Chris, she can play a vital role in their transition process while benefiting from a referral fee or commission.

VALUE: This could result in a 10-15% increase in 'We Buy Any House's' monthly sales as they gain access to a niche market of clients needing quick home sales.

[!] PARTNERSHIP SCENARIO

Chris at 'We Buy Any House' could provide De'Ana with leads of clients whose homes he buys and who may also need event planning services for moving parties or celebrations. For instance, if a client sells their home quickly, Chris refers them to De'Ana for a farewell gathering. In return, De'Ana could offer Chris a discount on event services for home-related events, generating new business for both.

[*] UNIQUE SYNERGY

The unique synergy lies in their complementary services; one focuses on the emotional aspect of selling a home while the other enhances life's celebrations. This creates a seamless transition for clients in a stressful time.

NEXT STEPS:

- 1 Set up a referral agreement where both businesses track and reward successful leads.
- 2 Create a joint marketing flyer that highlights both services, targeting homeowners in distress.
- 3 Schedule a monthly networking lunch to discuss potential clients and share leads.

<- WHAT THEY PROVIDE (Referral)

Grayland's target market includes commercial lenders and property owners, many of whom may also be interested in high-end events or experiences provided by Be Present Detalles. Additionally, Be Present Detalles can refer clients needing commercial real estate appraisal services for their corporate events or venues.

VALUE: Both businesses can enhance their client portfolios by tapping into each other's networks, potentially generating a 20% increase in referrals based on shared customer bases.

-> WHAT YOU PROVIDE (Referral)

Be Present Detalles serves busy professionals and romantic couples, many of whom may be property owners or investors needing appraisal services. By referring clients needing property valuation to Grayland, Be Present Detalles can enhance service offerings and provide added value to their clients.

VALUE: This relationship can increase Be Present Detalles' service offerings, potentially leading to a 15% increase in client satisfaction and repeat business.

[!] PARTNERSHIP SCENARIO

Grayland can refer clients who need event spaces for corporate functions or celebrations to Be Present Detalles, while Be Present Detalles can guide their clients looking to host events at commercial properties to Grayland for appraisal services. For instance, a client planning an upscale corporate retreat may need both a venue and a property appraisal, leading to commissions for both businesses.

[*] UNIQUE SYNERGY

The relationship stands out due to the overlap in clientele; busy professionals looking for property and event solutions can be served holistically by both companies. This unique combination positions them as a one-stop-shop for high-value commercial clients.

NEXT STEPS:

- 1 Set up a meeting between Lauren and De'Ana to discuss mutual referral processes.
- 2 Create a referral agreement outlining the commission structure for both businesses.
- 3 Develop co-branded marketing materials that highlight both businesses' services to share with clients.

-> WHAT YOU PROVIDE (Referral)

Both businesses target professionals but in different contexts. Be Present Detalles focuses on creating memorable events for busy professionals and couples, while Free Agents Inc provides solutions to business issues for companies. They can refer clients to each other who may need complementary services.

VALUE: By referring clients to each other, both businesses can increase their client base by 15-20%, leading to potential revenue growth.

[!] PARTNERSHIP SCENARIO

When a client approaches Be Present Detalles for an event but also mentions needing help with team dynamics, De'Ana can refer them to Free Agents Inc for consulting. If the client hires Free Agents Inc, they can then refer Be Present Detalles for their event needs, creating a cycle of referrals.

[*] UNIQUE SYNERGY

This partnership is unique because it combines event planning with business problem-solving, addressing both personal and professional customer needs, which can lead to more holistic solutions for clients.

NEXT STEPS:

- 1 Set up a referral agreement where each business tracks referrals and provides incentives for successful conversions.
- 2 Host a joint networking event where both businesses present their services to an audience of potential clients.

- 3 Create a shared marketing collateral piece that showcases how both services complement each other.

22 Aspirations Behavioral Health Inc.

Health & Wellness

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Aspirations Behavioral Health can refer clients who may need event planning services for celebrations or therapeutic retreats, which aligns with their holistic wellness approach. This cross-referral can create additional client touchpoints for both businesses.

VALUE: Aspirations Behavioral Health can support clients in achieving personal milestones while also encouraging mental wellness through events, enhancing client satisfaction and potentially boosting revenue through event planning referrals.

-> WHAT YOU PROVIDE (Referral)

Both businesses serve a similar demographic of busy professionals and couples, where mental health and personal events can intersect. Be Present Detalles could refer clients seeking mental health support to Aspirations Behavioral Health while also promoting their own event services.

VALUE: By establishing a referral agreement, Be Present Detalles can enhance its service offerings, potentially increasing client retention and satisfaction, while Aspirations Behavioral Health gains access to a steady stream of clients needing mental health services.

[!] PARTNERSHIP SCENARIO

Be Present Detalles could include a referral card for Aspirations Behavioral Health in their event welcome bags, targeting couples attending romantic events. If a couple decides to seek mental health support after their event, Be Present Detalles earns a referral fee of \$100 for each new client that signs up for a session, creating a direct revenue stream.

[*] UNIQUE SYNERGY

The unique synergy lies in the shared target market of busy professionals and couples seeking both personal and mental wellness, allowing for a holistic approach to well-being that enhances the value each business provides.

NEXT STEPS:

- 1 Set a meeting to discuss and finalize the referral agreement terms.
- 2 Design referral cards for Be Present Detalles to include in event materials.
- 3 Monitor referral outcomes and adjust strategies based on effectiveness.

23 Soulfitness Studio Health and wellness center

Health & Wellness

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Soulfitness Studio's target market of health-conscious individuals aligns with Be Present Detalles' audience of busy professionals and couples looking for unique experiences. Referring clients to each other can enhance customer satisfaction and retention.

VALUE: Soulfitness Studio can refer clients seeking event planning services to Be Present Detalles, potentially increasing Be Present's client base by 20%, leading to an estimated additional revenue of \$10,000 annually.

-> WHAT YOU PROVIDE (Collaboration)

Be Present Detalles specializes in creating memorable events, which can be leveraged to host wellness-focused events or workshops that align with Soulfitness Studio's health and wellness mission. This partnership allows both businesses to tap into each other's customer bases, expanding their reach.

VALUE: By hosting a joint wellness retreat, both businesses could attract 50 attendees at \$150 each, generating \$7,500 in revenue split between them, alongside gaining new clients through follow-up marketing.

[!] PARTNERSHIP SCENARIO

Be Present Detalles organizes a 'Wellness Weekend Retreat' at a local venue, featuring fitness classes led by Soulfitness Studio trainers, healthy meal prep workshops, and relaxation sessions. They promote the event through their social media channels and split the ticket sales, providing an engaging experience that enhances both brands' visibility.

[*] UNIQUE SYNERGY

This partnership is unique because it combines event planning with health and wellness, creating a specialized offering that neither can achieve alone while directly addressing the needs of both target markets.

NEXT STEPS:

- 1 Schedule a meeting between De'Ana Aguas and Janice Curry to discuss potential retreat themes and logistics.
- 2 Develop a marketing plan that utilizes both businesses' social media and email lists to maximize reach.
- 3 Create a budget and pricing structure for the event to ensure profitability and shared costs.

24 JPO Logistics LLC

Logistics

70%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

JPO Logistics serves shippers and owner-operators who may require event planning services for corporate functions or logistics for transporting materials to events. Be Present Detalles targets busy professionals, who often need logistics support for their events.

VALUE: By referring clients to each other, both businesses could expand their customer base and enhance service offerings, potentially increasing revenue by 15-20%.

-> WHAT YOU PROVIDE (Vendor)

Be Present Detalles could utilize JPO Logistics to manage transportation and logistics for their events, ensuring timely delivery and setup of materials.

VALUE: By partnering with JPO, Be Present can ensure a smooth logistics process for events, potentially saving 10% on transportation costs and enhancing client satisfaction through reliable service.

[!] PARTNERSHIP SCENARIO

If JPO Logistics refers a corporate client to Be Present Detalles for an upcoming product launch event, Be Present can utilize JPO's logistics expertise to ensure timely delivery of promotional materials and setup. In return, Be Present can ensure JPO's branding is featured prominently at the event, leading to new leads for both companies.

[*] UNIQUE SYNERGY

The unique synergy lies in JPO's logistics experience combined with Be Present's event expertise, enabling a seamless experience for clients who need both services. This combination offers a holistic solution that enhances client satisfaction and retention.

NEXT STEPS:

- 1 Schedule a meeting to discuss referral terms and how to track leads.
- 2 Develop a joint promotional campaign highlighting the benefits of using both services.
- 3 Create a referral agreement that outlines the incentives for each business.