

BUSINESS RELATIONSHIP ANALYSIS

IV Creative !” The Collective Om

2 Relationships Identified

BUSINESS PROFILES

IV Creative

Contact: Iliana

Industry: Marketing & Design

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

The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

VENDOR 1/2

80% conf

IV Creative !” The Collective Om

Reasoning:

IV Creative specializes in content creation, which is a service that The Collective Om needs for marketing their holistic health services. By providing targeted content that speaks to their audience, IV Creative can help enhance The Collective Om's online presence.

Value Proposition:

By engaging IV Creative, The Collective Om could see a 30% increase in engagement on social media posts, driving more clients to their services.

Collaboration Example:

IV Creative could create a series of engaging blog posts and social media graphics focused on 'self-care tips for busy women', which The Collective Om could share across their platforms. This would boost both businesses' visibility and establish The Collective Om as a thought leader in the health and wellness space. IV Creative could charge \$1,500 for this project, and both parties could promote the content, leading to increased client inquiries.

Synergy Potential:

This pairing is unique as both businesses aim to empower women, with IV Creative providing the marketing expertise and The Collective Om offering health solutions, creating a holistic approach to self-improvement and wellness.

Action Items:

1. Schedule a meeting between Iliana and Ashlyn to discuss specific content needs and ideas.
2. Develop a content calendar for the next three months focusing on health and wellness themes.
3. Create a promotional plan for sharing the content across both businesses' channels to maximize reach.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/2

70% conf

The Collective Om !' IV Creative**Reasoning:**

The Collective Om offers holistic health services that could help IV Creative staff manage stress and maintain wellness, especially in a fast-paced marketing environment. This service could directly benefit IV Creative's productivity and morale.

Value Proposition:

By integrating wellness services, IV Creative could reduce employee burnout and improve productivity by an estimated 20%, leading to better project outcomes.

Collaboration Example:

The Collective Om could run a wellness workshop for IV Creative's team, focusing on stress management techniques and mindfulness practices. This could be a half-day event where Ashlyn guides the team through various exercises, helping them to recharge and increase their creativity. IV Creative could pay \$800 for this workshop, which would lead to a more energized team and improved service delivery.

Synergy Potential:

Both businesses emphasize personal growth; while IV Creative promotes this through marketing, The Collective Om delivers it through holistic health, creating a supportive ecosystem for local entrepreneurs.

Action Items:

1. Organize a wellness workshop for IV Creative's team at The Collective Om's location.
2. Create a follow-up plan to measure the workshop's impact on team productivity.
3. Explore potential for ongoing wellness programs tailored for IV Creative.

Value: MEDIUM

MUTUAL BENEFIT