

# BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" The Collective Om

2 Relationships Identified

## BUSINESS PROFILES

### Be Present Detalles

Contact: De'Ana Aguas  
Industry: Professional Services  
Events and Experiences

### The Collective Om

Contact: Ashlyn Schwartz  
Industry: Health & Wellness  
Holistic health services for individuals and small teams

## COLLABORATION 1/2

80% conf

The Collective Om !' Be Present Detalles

### Reasoning:

Both businesses target similar demographics that are focused on self-improvement and quality experiences. A collaboration could enhance offerings and attract a broader audience by combining health and wellness with experiential events.

### Value Proposition:

By collaborating on wellness-focused events, they could attract a combined audience of over 200 individuals, potentially generating over \$10,000 in ticket sales per event through shared marketing efforts and unique offerings.

### Collaboration Example:

The Collective Om could host a 'Wellness Retreat Day' at a venue arranged by Be Present Detalles, including yoga sessions, meditation workshops, and healthy catering. They could charge \$100 per participant, expecting 50 attendees, yielding \$5,000. Be Present Detalles handles venue logistics and catering, earning a 20% fee, while The Collective Om provides the health services, enhancing both brands' visibility and revenue.

### Synergy Potential:

The unique synergy lies in combining holistic health practices with experiential events, creating a differentiated offering that specifically caters to busy professionals who value both self-care and memorable experiences.

### Action Items:

1. Schedule a meeting between Ashlyn and De'Ana to discuss potential event themes and logistics.
2. Create a joint marketing plan to promote the 'Wellness Retreat Day' through social media and email newsletters.
3. Develop a feedback mechanism post-event to assess participant satisfaction and areas for improvement.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Be Present Detalles | The Collective Om

### Reasoning:

Both businesses serve overlapping customer segments, particularly busy professionals and individuals focused on self-growth, making referrals beneficial without competition.

### Value Proposition:

With a referral system in place, Be Present Detalles could refer clients looking for wellness services to The Collective Om, potentially increasing their client base by 15% and introducing new revenue streams.

### Collaboration Example:

Be Present Detalles could include The Collective Om's services in their event packages, recommending holistic health workshops for clients organizing corporate retreats. For every referral that results in a booking, Be Present Detalles could receive a \$50 referral fee, which incentivizes them to promote The Collective Om's services actively.

### Synergy Potential:

This partnership is unique as it leverages Be Present Detalles' established relationships with busy professionals looking for health solutions, seamlessly integrating wellness into their event planning.

### Action Items:

1. Develop a referral agreement detailing terms and compensation for successful referrals.
2. Create promotional materials that showcase The Collective Om's services within Be Present Detalles' event packages.
3. Host a joint networking event to introduce both businesses to each other's client bases.

Value: MEDIUM

MUTUAL BENEFIT