

BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc !” IV Creative

3 Relationships Identified

BUSINESS PROFILES

Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

IV Creative

Contact: Iliana

Industry: Marketing & Design

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

VENDOR 1/3

70% conf

IV Creative !” Free Agents Inc

Reasoning:

IV Creative specializes in content creation, which is a service that Free Agents Inc may require to enhance their marketing efforts. By utilizing IV Creative's services, Free Agents can improve their client presentations and marketing materials.

Value Proposition:

By utilizing IV Creative's content services, Free Agents can improve their service offerings, potentially increasing their client base and revenues by up to 15%.

Collaboration Example:

Free Agents Inc identifies a client needing a comprehensive marketing strategy. They partner with IV Creative to provide tailored content that showcases the client's strengths. IV Creative creates a series of engaging blog posts and social media content, while Free Agents handles the overall strategy. This collaboration leads to a \$10,000 project fee, with both companies splitting the revenue.

Synergy Potential:

The unique pairing of IV Creative's local content expertise with Free Agents' professional service capabilities can create a comprehensive solution for businesses in Jacksonville, enhancing both firms' visibility in the local market.

Action Items:

1. Schedule an introductory meeting between Iliana and James to discuss potential projects.
2. Create a shared document outlining potential client needs and content strategies.
3. Develop a pilot project proposal for a mutual client to test collaboration effectiveness.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/3

60% conf

Free Agents Inc | IV Creative

Reasoning:

Free Agents Inc provides professional services that could help IV Creative streamline their operations and solve business challenges, such as HR or financial advice.

Value Proposition:

By engaging Free Agents Inc, IV Creative could solve operational inefficiencies, potentially saving 10% on operational costs annually.

Collaboration Example:

IV Creative is facing challenges in scaling their team effectively. They reach out to Free Agents Inc for HR consulting services. Free Agents provides a tailored plan that helps IV Creative hire two critical positions, thereby increasing their project capacity. This leads to an estimated revenue increase of \$20,000 from new clients.

Synergy Potential:

The combination of Free Agents' professional services with IV Creative's marketing expertise can provide a holistic support system for local businesses, making both agencies more attractive to a wider client base.

Action Items:

1. Arrange for a consultation to evaluate IV Creative's operational needs.
2. Identify specific areas where Free Agents can provide immediate assistance.
3. Draft a service contract outlining the scope of support Free Agents will provide to IV Creative.

Value: MEDIUM

MUTUAL BENEFIT

IV Creative | Free Agents Inc

Reasoning:

Both businesses target local clients but serve different needs, making them ideal referral partners. IV Creative can refer their clients to Free Agents for business solutions and vice versa.

Value Proposition:

By referring clients to each other, both businesses can expand their customer base and increase their service offerings, potentially leading to a 20% increase in client conversion rates.

Collaboration Example:

When IV Creative creates content for a local restaurant, they discover the owner needs help with business strategy. They refer the owner to Free Agents Inc, who then provides consulting services that lead to a revamped business model, increasing the restaurant's sales by 30% in six months. IV Creative earns a referral fee as a result.

Synergy Potential:

The ability to cross-refer clients allows both businesses to enhance their services while strengthening their ties in the local market, creating a supportive network for local entrepreneurs.

Action Items:

1. Develop a referral agreement that outlines the terms and potential fees.
2. Create a list of potential referral opportunities in each business's client base.
3. Plan a joint marketing campaign to announce the referral partnership.

Value: HIGH

MUTUAL BENEFIT