

BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers !" Mya

2 Relationships Identified

BUSINESS PROFILES

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

COLLABORATION 1/2

85% conf

Celebrate & Smile International Steppers !" MyahnArt LLC

Reasoning:

Celebrate & Smile International Steppers focuses on enhancing community and employee relations through dance, which can be complemented by MyahnArt's creative services that beautify spaces. Collaborative events can enhance both employee engagement and aesthetics at corporate functions.

Value Proposition:

By partnering on events, both businesses can tap into new client bases, potentially generating \$5,000 in joint revenue from a single corporate event.

Collaboration Example:

Celebrate & Smile organizes a corporate event where MyahnArt provides live painting while the dance group performs. The company pays \$3,000 for the event, while both businesses promote their services, leading to additional bookings from attendees who appreciate the combined art and dance experience.

Synergy Potential:

The unique synergy lies in combining visual art with performance art, creating a holistic experience that enhances both employee morale and workplace aesthetics, making the partnership stand out from typical event services.

Action Items:

1. Schedule a meeting between Tiffany Barksdale and Myah Freeman to brainstorm potential joint events.

2. Develop a combined service package for corporate events that includes dance performances and live art.
3. Create promotional materials showcasing the benefits of the collaborative experience to distribute to local businesses.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

MyahnArt LLC !' Celebrate & Smile International Steppers

Reasoning:

MyahnArt serves businesses that may be looking to enhance employee experiences, a target market that overlaps with Celebrate & Smile's focus on corporate employee relations through dance. Referrals can lead to mutually beneficial opportunities.

Value Proposition:

For every referral MyahnArt makes to Celebrate & Smile, they could negotiate a 10% commission, leading to potential earnings for both businesses.

Collaboration Example:

MyahnArt works with a corporate client that wants to beautify their office space. During the process, they mention the need for team-building activities, leading Myah to refer them to Celebrate & Smile for a dance workshop, earning MyahnArt a \$200 commission on the referral.

Synergy Potential:

MyahnArt's focus on aesthetics and experience enhancement can seamlessly lead to referrals for Celebrate & Smile's engaging dance programs, creating a flow of client opportunities that enhances both brands.

Action Items:

1. Create a referral agreement that outlines commission percentages for each referral.
2. Develop a brochure that highlights Celebrate & Smile's services to be shared with MyahnArt's clients.
3. Set up quarterly check-ins to discuss referral successes and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT