

# BUSINESS RELATIONSHIP ANALYSIS

## JAX AI Agency !” The Collective Om

2 Relationships Identified

### BUSINESS PROFILES

#### JAX AI Agency

Contact: Vladimir Bichev

Industry: Technology

Software Technology and AI Consulting

#### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

### COLLABORATION 1/2

80% conf

## JAX AI Agency !” The Collective Om

#### Reasoning:

JAX AI Agency can leverage The Collective Om's focus on self-growth to develop an AI-driven wellness platform that offers personalized health recommendations. This collaboration will enhance the service offerings for both businesses while tapping into the growing trend of health technology.

#### Value Proposition:

By co-developing this platform, both companies can attract new clients in the health and wellness sector, potentially increasing revenue by 20% for each business from new client acquisitions and upselling existing clients.

#### Collaboration Example:

JAX AI Agency partners with The Collective Om to create a digital wellness platform that uses AI to provide personalized health plans based on user input. For example, users could input their health goals, and the AI would generate a tailored program including nutrition, exercise, and mindfulness practices. They agree to split the development costs of \$10,000 and share the revenue from subscriptions, creating a new income stream for both companies.

#### Synergy Potential:

This pairing is unique because JAX AI's technological expertise enhances The Collective Om's holistic services, providing a tech-savvy solution in a traditionally non-tech industry, thus appealing to a modern customer base seeking innovative health solutions.

**Action Items:**

1. Schedule a joint brainstorming session to outline the wellness platform features and functionalities.
2. Develop a marketing plan targeting their combined customer base to promote the new service.
3. Identify potential pilot clients from both businesses to test the platform and gather feedback.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

The Collective Om | JAX AI Agency

**Reasoning:**

The Collective Om serves small businesses that may benefit from AI solutions, allowing them to refer clients looking to modernize their operations. This can create a steady stream of leads for JAX AI Agency without direct competition.

**Value Proposition:**

Each successful referral could result in a \$2,000 commission for The Collective Om, while JAX AI Agency gains new clients and revenue from projects that arise from these referrals.

**Collaboration Example:**

When The Collective Om works with a local fitness studio that wants to modernize its client management system, they refer the studio to JAX AI Agency. JAX AI then implements an AI-driven scheduling and communication tool for the studio, and The Collective Om receives a referral fee of \$2,000 upon project completion.

**Synergy Potential:**

This relationship is distinctive as it combines the holistic wellness focus of The Collective Om with the tech-driven solutions of JAX AI, creating a pathway for health-oriented businesses to innovate without feeling overwhelmed by technology.

**Action Items:**

1. Develop a referral agreement that outlines commission structures and responsibilities.
2. Create a joint promotional flyer highlighting AI benefits specifically for health and wellness businesses to distribute to clients.
3. Host a joint webinar targeting local businesses to discuss the integration of AI in health and wellness operations.

Value: MEDIUM

MUTUAL BENEFIT