

# BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" Jazzi's Creations

2 Relationships Identified

## BUSINESS PROFILES

### Aspirations Behavioral Health Inc.

Contact: Kristian Wilson  
Industry: Health & Wellness  
Telahealth mental health counseling

### Jazzi's Creations

Contact: Jasmyne Irizarry  
Industry: Events & Gifts  
DIY Craft Studio & Personalized Gift Shop

## COLLABORATION 1/2

85% conf

Jazzi's Creations !' Aspirations Behavioral Health Inc.

### Reasoning:

Jazzi's Creations can host craft workshops that incorporate mental wellness themes, which aligns with the services provided by Aspirations Behavioral Health. This partnership can create unique experiences that promote mental health awareness through creative expression.

### Value Proposition:

Each workshop can generate \$500 for Jazzi's Creations while providing a unique service for Aspirations' clients. This also enhances the visibility of both brands in community-focused events.

### Collaboration Example:

Jazzi's Creations organizes a 'Mindfulness and Crafting' workshop where clients from Aspirations Behavioral Health participate in making personalized stress-relief kits. The session includes guided mindfulness practices, and at the end of the event, attendees leave with crafted items and mental wellness resources. This generates \$500 in revenue for Jazzi and strengthens Aspirations' community engagement.

### Synergy Potential:

This partnership uniquely combines the therapeutic benefits of crafting with mental health support, creating a holistic event that appeals to both businesses' client bases. It offers a fresh approach to well-being that neither business could achieve alone.

**Action Items:**

1. Schedule a meeting between Jasmyne and Kristian to brainstorm workshop topics.
2. Develop a marketing plan targeting both businesses' audiences to promote the workshops.
3. Set a date for the first 'Mindfulness and Crafting' workshop and prepare the necessary materials.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

75% conf

Aspirations Behavioral Health Inc. | Jazzi's Creations

**Reasoning:**

Aspirations Behavioral Health serves individuals who may benefit from personalized gifts for self-care or wellness-focused events, which aligns with the offerings of Jazzi's Creations.

**Value Proposition:**

Aspirations can refer clients looking for thoughtful, personalized gifts to Jazzi's Creations, potentially increasing Jazzi's revenue through new customer acquisition.

**Collaboration Example:**

Aspirations Behavioral Health includes Jazzi's Creations in their client newsletters, recommending personalized gift options for clients celebrating milestones in their mental health journeys. Each referral leads to an average of \$100 in sales for Jazzi, enhancing client satisfaction and loyalty for Aspirations.

**Synergy Potential:**

Both businesses stand to enhance their brand reputations by promoting mental health awareness through thoughtful gifting. This referral relationship is particularly powerful as it directly addresses the emotional needs of clients in a supportive manner.

**Action Items:**

1. Create a list of personalized gift options from Jazzi's Creations to feature in client communications.
2. Develop a referral agreement outlining how both businesses will benefit from the partnership.
3. Host a joint event or webinar to discuss the importance of self-care and gift-giving for mental health.

Value: MEDIUM

MUTUAL BENEFIT