

# BUSINESS RELATIONSHIP ANALYSIS

## Bluebird Health Partners !” Communikate Design

2 Relationships Identified

### BUSINESS PROFILES

#### Bluebird Health Partners

Contact: Cary Hendricks  
Industry: Technology  
Healthcare Strategy Execution Consulting

#### Communikate Design & Marketing

Contact: Kate Reeve  
Industry: Marketing & Design  
Websites, Branding, Marketing Strategy and more

REFERRAL 1/2

75% conf

Bluebird Health Partners !” Communikate Design & Marketing

#### Reasoning:

Both Bluebird Health Partners and Communikate Design & Marketing target service-oriented businesses, although in different sectors. Bluebird's healthcare clients could benefit from Communikate's marketing services, especially when launching new healthcare solutions.

#### Value Proposition:

By referring clients, Bluebird can enhance its service offerings while Communikate can tap into the healthcare market, potentially increasing their client base by 20%.

#### Collaboration Example:

When a healthcare startup approaches Bluebird for strategy execution, Bluebird can refer them to Communikate for robust branding and marketing strategy. In turn, Communikate can showcase Bluebird's referral on their site, adding credibility and attracting more healthcare clients, leading to a potential joint revenue of \$10K.

#### Synergy Potential:

Bluebird's established reputation in healthcare consulting combined with Communikate's expertise in marketing presents a unique opportunity to dominate a niche market by offering comprehensive solutions to healthcare startups.

#### Action Items:

1. Set up a meeting between Cary Hendricks and Kate Reeve to discuss referral strategies.

2. Develop a referral agreement outlining mutual benefits and incentives for each business.
3. Create promotional materials that highlight the partnership and distribute to both client bases.

Value: MEDIUM

MUTUAL BENEFIT

## VENDOR 2/2

65% conf

Communikate Design & Marketing | Bluebird Health Partners

### Reasoning:

Communikate can provide marketing materials and branding services to Bluebird Health Partners, enhancing their visibility in the healthcare consulting space and improving client engagement.

### Value Proposition:

By utilizing Communikate's design services, Bluebird can enhance its market presence, potentially increasing lead generation by 30% through improved branding.

### Collaboration Example:

Communikate could design a new website for Bluebird that highlights their consulting services with case studies and testimonials, leading to increased inquiries. The project could be valued at \$7,500, and once launched, the improved online presence could result in gaining 5 new healthcare startup clients in the next quarter.

### Synergy Potential:

The unique combination of Bluebird's healthcare expertise and Communikate's marketing skills can create a powerful narrative that can attract both healthcare professionals and startups, making their joint offerings more appealing than typical consulting or marketing services.

### Action Items:

1. Draft a proposal for a redesign of Bluebird's website focusing on their healthcare consulting services.
2. Conduct a joint branding workshop to align Bluebird's messaging with Communikate's design vision.
3. Schedule a feedback session after the project completion to assess the impact on client engagement.

Value: HIGH

MUTUAL BENEFIT