

BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners !” Tosh’s Urban Ga

2 Relationships Identified

BUSINESS PROFILES

Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

Tosh’s Urban Garden

Contact: Latachia Kins-Hunt

Industry: Health & Wellness

Natural herbal products (teas, tinctures and health care options) created in small batches with low to no synthetic additives. Eco-conscious individuals looking for alternative health options .

REFERRAL 1/2

75% conf

Bluebird Health Partners !’ Tosh’s Urban Garden

Reasoning:

Bluebird Health Partners focuses on healthcare strategy consulting and serves healthcare solution providers, while Tosh's Urban Garden targets health-conscious individuals. By referring clients to each other, they can expand their reach without competing directly.

Value Proposition:

Increased client base through mutual referrals can lead to a projected 20% increase in revenue for both businesses, tapping into each other's customer segments.

Collaboration Example:

Bluebird Health Partners could refer its healthcare startup clients looking for natural wellness solutions to Tosh's Urban Garden. For instance, a new clinic focused on holistic health can be directed to Tosh's for sourcing herbal products, while Tosh's can refer eco-conscious customers seeking health consultations to Bluebird. Both businesses could set up a referral tracking system to ensure mutual benefits are realized.

Synergy Potential:

This pairing uniquely combines technology-driven healthcare consulting with natural wellness products, creating a holistic health ecosystem that appeals to a growing market segment focused on comprehensive health solutions.

Action Items:

1. Establish a referral program with clear incentives for both businesses.
2. Create co-branded marketing materials highlighting the benefits of both services.
3. Set up a quarterly meeting to review referral progress and adjust strategies if needed.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

60% conf

Tosh's Urban Garden | Bluebird Health Partners

Reasoning:

Tosh's Urban Garden could supply natural herbal products that Bluebird Health Partners could recommend to their healthcare clients, enhancing their consulting services with tangible health product offerings.

Value Proposition:

By incorporating Tosh's products into their consulting offerings, Bluebird can create additional revenue streams and deepen client relationships, potentially increasing consulting fees by 15% through bundled services.

Collaboration Example:

Bluebird Health Partners could create a special package for new healthcare clients that includes a consultation plus a selection of Tosh's herbal products like teas and tinctures tailored to the client's health focus. For example, a clinic focused on stress management could receive a curated herbal package to sell at their location, driving sales for Tosh's while enhancing Bluebird's value proposition.

Synergy Potential:

Combining healthcare strategy with natural wellness products enables both businesses to offer a comprehensive suite of services that addresses both the clinical and lifestyle aspects of health, making their offerings stand out in a crowded market.

Action Items:

1. Identify specific product lines from Tosh's that align with Bluebird's consulting services.
2. Develop marketing materials that highlight the benefits of the bundled offerings.
3. Launch a pilot program with select clients to gauge interest and optimize the package before broader rollout.

Value: MEDIUM

MUTUAL BENEFIT