

BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners !” Connections to the

2 Relationships Identified

BUSINESS PROFILES

Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

Connections to the Nations Llc

Contact: Arlene Ortiz

Industry: Professional Services

Community Fair and Culture

COLLABORATION 1/2

80% conf

Bluebird Health Partners !” Connections to the Nations Llc

Reasoning:

Bluebird Health Partners focuses on healthcare strategy execution, which could greatly enhance the offerings of Connections to the Nations by providing health-related resources and insights at their community fairs. This collaboration allows both businesses to tap into new audiences and create engaging events.

Value Proposition:

By collaborating, Bluebird can enhance visibility in the community and potentially secure new healthcare clients, while Connections can attract more attendees and sponsors for their events, increasing revenue by 20%.

Collaboration Example:

Bluebird Health Partners could sponsor a health and wellness section at Connections to the Nations' next community fair. They would set up interactive booths offering free health screenings and consultations. In return, Bluebird gains exposure to potential healthcare clients, while Connections benefits from increased foot traffic and can charge higher fees to sponsors looking to be part of a health-focused event.

Synergy Potential:

This partnership uniquely combines strategic healthcare insights with community engagement, making health a focal point in a culturally rich event. It allows Bluebird to position itself as a community-oriented brand while enhancing Connections' health offerings.

Action Items:

1. Schedule a meeting between Cary Hendricks and Arlene Ortiz to discuss potential event dates and logistics.
2. Outline a proposal for the health and wellness section, including budget and resources needed from Bluebird.
3. Create a marketing strategy to promote the health section in advance of the community fair.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Connections to the Nations Llc!' Bluebird Health Partners

Reasoning:

Connections to the Nations serves various businesses that may be looking for healthcare consulting services, especially startups who need strategy execution in their early phases. Referring these clients could help Bluebird grow its client base.

Value Proposition:

Connections could refer clients to Bluebird Health Partners, leading to increased business for Bluebird and a referral fee structure could enhance Connections' revenue potential, estimated to reach \$10K in new business referrals over the next year.

Collaboration Example:

During a community fair, Connections to the Nations could feature Bluebird Health Partners in their event materials, highlighting their consulting services for health startups. As attendees express interest in healthcare solutions, Connections can directly connect them with Bluebird, facilitating a warm introduction that leads to a consulting engagement.

Synergy Potential:

This referral strategy leverages Connections' established relationships within the business community, providing Bluebird access to a targeted audience while enhancing the value of Connections' offerings without direct competition.

Action Items:

1. Develop a referral agreement outlining the terms and benefits for both parties.
2. Create marketing materials that include Bluebird's services for distribution at future events.
3. Host a lunch-and-learn session where Bluebird presents its services to Connections' network of businesses.

Value: MEDIUM

MUTUAL BENEFIT