

# BUSINESS RELATIONSHIP ANALYSIS

## Bluebird Health Partners !" MyahnArt LLC

2 Relationships Identified

### BUSINESS PROFILES

#### Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

#### MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

### PARTNER 1/2

75% conf

## Bluebird Health Partners !" MyahnArt LLC

#### Reasoning:

Bluebird Health Partners specializes in healthcare strategy execution, which can utilize creative services from MyahnArt to enhance their client presentations and branding. MyahnArt can create impactful visuals and artwork that resonate with healthcare stakeholders, helping Bluebird communicate their strategies more effectively.

#### Value Proposition:

By partnering, Bluebird can enhance their client deliverables, potentially increasing their consulting fees by 15%, while MyahnArt can tap into a lucrative healthcare market, driving revenue growth by 20%.

#### Collaboration Example:

Bluebird Health Partners has a client presentation coming up for a healthcare startup. They collaborate with MyahnArt to create custom infographics and a mural that visually represents the startup's mission. MyahnArt designs a stunning mural that is unveiled during the presentation, capturing the attention of investors and leading to a \$50K consulting contract for Bluebird.

#### Synergy Potential:

This partnership uniquely combines healthcare strategy with creative arts, making healthcare concepts more engaging and visually appealing, which is often overlooked in traditional consulting.

### Action Items:

1. Organize a joint brainstorming session to identify specific healthcare clients that could benefit from creative services.
2. Develop a portfolio piece showcasing a mock project that combines Bluebird's strategies with MyahnArt's visuals.
3. Create a promotional plan to target healthcare events where both can present their collaborative offerings.

Value: HIGH

MUTUAL BENEFIT

## VENDOR 2/2

60% conf

MyahnArt LLC !' Bluebird Health Partners

### Reasoning:

MyahnArt can provide custom artwork and event entertainment to Bluebird Health Partners for their client engagements and internal events, enhancing the overall experience.

### Value Proposition:

This vendor relationship can help Bluebird enhance their corporate events, potentially increasing client satisfaction and retention, while MyahnArt gains consistent work from a steady client in the healthcare sector.

### Collaboration Example:

Bluebird Health Partners is hosting a networking event for healthcare startups and engages MyahnArt to provide live painting during the event. As attendees watch the artist create a piece that embodies the spirit of innovation in healthcare, it creates a memorable experience. MyahnArt charges \$1,500 for the event, while Bluebird leverages the visuals in future marketing materials, enhancing their brand image.

### Synergy Potential:

This pairing stands out as it merges healthcare consulting with the art world, creating experiences that are not only informative but also visually stimulating, a rare combination in business events.

### Action Items:

1. Draft a service agreement outlining the scope of artwork and events MyahnArt will provide for Bluebird.
2. Schedule a meeting to discuss upcoming Bluebird events where MyahnArt's services could be beneficial.
3. Create a feedback loop post-events to assess the impact of MyahnArt's services on client satisfaction.

Value: MEDIUM

MUTUAL BENEFIT