

BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners !” JAX AI Agency

2 Relationships Identified

BUSINESS PROFILES

Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

JAX AI Agency

Contact: Vic Bushe

Industry: Technology

Technology and AI Consulting

PARTNER 1/2

80% conf

JAX AI Agency !’ Bluebird Health Partners

Reasoning:

JAX AI Agency specializes in AI solutions that could enhance Bluebird Health Partners' consulting services for healthcare solution providers. By integrating AI-driven insights into healthcare strategy, both companies can offer more comprehensive services to their clients.

Value Proposition:

Potential to increase service offerings leading to a 20% increase in client engagement and project fees for both companies.

Collaboration Example:

JAX AI Agency could develop an AI tool that analyzes patient data trends for Bluebird's healthcare clients, enabling them to optimize their services. For example, during a quarterly strategy meeting, Bluebird presents a case study on how AI improved patient engagement metrics by 30%, showcasing their innovative approach and attracting new clients. They could share the project cost of \$10,000, with both companies gaining credibility and market visibility.

Synergy Potential:

Both businesses operate in the technology sector, but they focus on different industries, allowing them to combine their expertise for a unique offering that stands out in the market.

Action Items:

1. Schedule a joint strategy session to identify specific AI solutions that can enhance Bluebird's healthcare consulting services.
2. Develop a pilot project proposal that integrates JAX AI's technology with Bluebird's consulting framework.
3. Create a marketing plan to promote the new AI-enhanced healthcare consulting service to potential clients.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

Bluebird Health Partners | JAX AI Agency

Reasoning:

Bluebird Health Partners serves healthcare startups who may need technology consulting services to integrate AI into their operations. Referring these clients to JAX AI Agency could enhance Bluebird's service offerings without direct competition.

Value Proposition:

Both companies can expand their client bases, with JAX AI gaining new clients from the healthcare industry and Bluebird increasing its value proposition to startups.

Collaboration Example:

During a client meeting, Bluebird identifies a healthcare startup struggling with data automation. They refer the startup to JAX AI Agency, which successfully implements an AI-driven data solution. Bluebird receives a referral fee of 10% from JAX AI's project fee of \$15,000, while both businesses enhance their reputations in the industry.

Synergy Potential:

Bluebird's established network in healthcare complements JAX AI's expertise in technology, creating a robust referral pipeline that benefits both parties and addresses a common need in the healthcare sector.

Action Items:

1. Draft a referral agreement outlining commission structures for successful client introductions.
2. Compile a list of JAX AI's services tailored to healthcare startups for Bluebird to use in client meetings.
3. Set up a quarterly review process to assess the effectiveness of the referral relationship and make adjustments as needed.

Value: MEDIUM

MUTUAL BENEFIT