

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

80% conf

Bluebird Health Partners !” Communikate Design & Marketing

Reasoning:

Bluebird Health Partners targets healthcare solution providers, while Communikate Design & Marketing serves various entrepreneurs including those in the healthcare space. They can refer clients to each other without competing, as their services complement rather than overlap.

Value Proposition:

By referring clients, Bluebird can offer enhanced marketing solutions to their healthcare clients, while Communikate gains access to a niche market in healthcare startups, potentially increasing their client base significantly.

Collaboration Example:

Bluebird Health Partners identifies a healthcare startup needing branding and marketing services and refers them to Communikate Design. In return, Communikate encounters a service business focused on healthcare that needs strategic consulting, creating a reciprocal referral loop that could generate \$10,000+ in new contracts for both firms over the next quarter.

Synergy Potential:

The unique pairing between a healthcare consulting firm and a marketing agency allows for specialized marketing strategies tailored specifically for healthcare startups, something generic marketing agencies may overlook.

Action Items:

1. Schedule a meeting to discuss referral processes and identify mutual clients.
2. Create a referral agreement outlining commission structures for each referred client.
3. Develop co-branded marketing materials that highlight the benefits of their combined services.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Communikate Design & Marketing | Bluebird Health Partners

Reasoning:

Communikate Design serves a wide range of entrepreneurs, including those in the healthcare sector. They can refer clients who require strategic consulting to Bluebird Health Partners, enhancing the service offerings for their clients.

Value Proposition:

This referral relationship can lead to a steady stream of healthcare startups needing consulting services, which could translate into an increased revenue stream for Bluebird while providing Communikate's clients with comprehensive solutions.

Collaboration Example:

Communikate Design has a client launching a new health tech application who needs strategic consulting for market entry. They refer this client to Bluebird Health Partners, who conducts a \$15,000 strategy workshop, benefiting both businesses through client satisfaction and potential future referrals.

Synergy Potential:

Communikate's understanding of market trends and branding within the entrepreneurial space, combined with Bluebird's strategic insights, creates a powerful ecosystem for healthcare startups looking for comprehensive support.

Action Items:

1. Identify specific healthcare clients within Communikate's portfolio that could benefit from consulting services.
2. Draft a referral program that incentivizes both businesses for successful client conversions.
3. Hold a joint webinar on 'Marketing Strategies for Healthcare Startups' to promote both services.

Value: MEDIUM

MUTUAL BENEFIT