

BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners !” IV Creative

2 Relationships Identified

BUSINESS PROFILES

Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

REFERRAL 1/2

75% conf

IV Creative !’ Bluebird Health Partners

Reasoning:

Both businesses serve local clients but in different industries. IV Creative focuses on content creation for local businesses, while Bluebird Health Partners serves healthcare solution providers. They can refer clients to each other without competing interests.

Value Proposition:

By referring clients, IV Creative can help healthcare startups with branding needs, while Bluebird can direct local businesses needing marketing services to IV Creative, potentially increasing revenue for both.

Collaboration Example:

IV Creative refers a local health tech startup to Bluebird Health Partners for strategic consulting on their market entry strategy. In return, Bluebird sends a local business looking to improve its marketing strategy to IV Creative for help in developing engaging content.

Synergy Potential:

This pairing is unique because IV Creative can leverage its strong local connections to provide Bluebird with a steady stream of potential clients, while Bluebird offers a specialized skill set that IV Creative's clients may need as they grow.

Action Items:

1. Set up a meeting between Iliana and Cary to discuss referral processes.
2. Create a referral agreement outlining the benefits for both parties.
3. Develop co-branded marketing materials to showcase the referral partnership.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Bluebird Health Partners !' IV Creative**Reasoning:**

Bluebird Health Partners, working with healthcare startups, can identify clients who require significant marketing and branding services. They can refer these clients to IV Creative, enhancing the service offerings available to their clients.

Value Proposition:

Through referrals, Bluebird can enhance its client service portfolio by providing access to expert marketing services, while IV Creative can gain new business opportunities in the healthcare sector.

Collaboration Example:

While consulting with a healthcare startup, Bluebird Health Partners identifies a need for a new website and branding strategy. They refer the startup to IV Creative, who then develops a comprehensive marketing strategy for the startup, creating a win-win scenario.

Synergy Potential:

This relationship is particularly advantageous as Bluebird can provide IV Creative with insights into the healthcare industry, allowing IV Creative to tailor its services specifically for healthcare clients, which can be a niche market.

Action Items:

1. Establish a formal referral process where Bluebird tracks and reports back on client satisfaction with IV Creative's services.
2. Organize a joint workshop for healthcare startups to discuss marketing and strategy, showcasing both businesses' expertise.
3. Create a shared digital platform where both businesses can list services and client needs to enhance visibility among each other's clients.

Value: MEDIUM

MUTUAL BENEFIT