

BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" Jazzi's Creations

2 Relationships Identified

BUSINESS PROFILES

Aspirations Behavioral Health Inc.

Contact: Kristian Wilson
Industry: Health & Wellness
Telahealth mental health counseling

Jazzi's Creations

Contact: Jasmyne Irizarry
Industry: Events & Gifts
DIY Craft Studio & Personalized Gift Shop

COLLABORATION 1/2

85% conf

Jazzi's Creations !' Aspirations Behavioral Health Inc.

Reasoning:

Jazzi's Creations can provide personalized craft workshops that align with the mental wellness focus of Aspirations Behavioral Health. Collaborating on events can enhance mental health awareness while offering a creative outlet for participants, making this partnership mutually beneficial.

Value Proposition:

Jazzi's Creations could potentially earn \$500 per workshop, while Aspirations gains exposure and credibility in community wellness initiatives, attracting new clients.

Collaboration Example:

Jazzi's Creations hosts a monthly 'Mindful Crafting' workshop at Aspirations' facility where participants create personalized gifts while discussing mental health topics with a counselor. Each workshop attracts 20 attendees at \$25 each, generating \$500 for Jazzi and helping Aspirations promote their services. This event not only boosts attendance but also fosters community engagement around mental wellness.

Synergy Potential:

The unique combination of hands-on creativity and mental health support creates a holistic experience that neither business could achieve alone. This partnership addresses the rising demand for integrated wellness solutions.

Action Items:

1. Schedule a meeting between Jasmyne and Kristian to brainstorm workshop themes and logistics.
2. Develop a marketing plan to promote the workshops through both businesses' channels.
3. Set a date for the first 'Mindful Crafting' workshop and prepare the necessary materials.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Aspirations Behavioral Health Inc. | Jazzi's Creations

Reasoning:

Aspirations can refer clients who benefit from creative outlets as part of their mental health journey to Jazzi's Creations. Both businesses serve individuals looking for personal development without directly competing.

Value Proposition:

By referring clients to Jazzi's Creations, Aspirations can enhance their service offerings, potentially increasing client retention and satisfaction rates.

Collaboration Example:

Aspirations develops a client care program that encourages attendees of therapy sessions to participate in crafting workshops at Jazzi's Creations as part of their therapy. Each client referred earns Jazzi an additional \$25 per session, while Aspirations can offer a more comprehensive wellness approach, improving client outcomes.

Synergy Potential:

This referral system allows both businesses to enhance their service offerings; Jazzi's provides a creative outlet for clients of Aspirations, and Aspirations adds value to their mental health services with practical, engaging referrals.

Action Items:

1. Draft a referral agreement outlining the terms of the client referral process.
2. Create a promotional flyer that Aspirations can hand out to clients detailing Jazzi's workshops.
3. Establish a feedback loop to assess the effectiveness of referrals and adjust as necessary.

Value: MEDIUM

MUTUAL BENEFIT