

# BUSINESS RELATIONSHIP ANALYSIS

## Bluebird Health Partners!’ Complete Renewal

2 Relationships Identified

### BUSINESS PROFILES

#### Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

#### Complete Renewal LLC

Contact: Nadege Dolsaint

Industry: Health & Wellness

Complete Renewal provides meticulously handcrafted, plant-based skincare and haircare solutions alongside transformative holistic wellness education and community initiatives like the On-the-Go Spa, tailored for health-conscious minority women.

### REFERRAL 1/2

80% conf

### Bluebird Health Partners!’ Complete Renewal LLC

#### Reasoning:

Bluebird Health Partners focuses on healthcare strategy execution consulting, targeting healthcare solution providers, which may include businesses like Complete Renewal that are in the health and wellness space. Both companies can refer clients to each other, as health-conscious individuals seeking skincare solutions may also require healthcare consulting services.

#### Value Proposition:

Increased client referrals could lead to a projected 20% revenue increase for both businesses as they tap into each other's customer bases.

#### Collaboration Example:

Bluebird Health Partners could refer its healthcare clients who are interested in holistic wellness to Complete Renewal for their skincare and wellness education programs. For example, if a healthcare startup is developing a wellness app targeting minority women, Bluebird would connect them with Complete Renewal to integrate their skincare solutions into the app, earning a referral fee on each client introduced.

#### Synergy Potential:

This partnership uniquely combines strategic healthcare consulting with holistic wellness, allowing both businesses to create a comprehensive solution for health-conscious consumers, enhancing customer loyalty and satisfaction.

**Action Items:**

1. Set up a meeting to discuss referral structures and commission rates.
2. Develop a joint marketing campaign targeting healthcare startups interested in holistic wellness.
3. Create a shared resource guide that outlines each company's services for cross-referral opportunities.

Value: MEDIUM

MUTUAL BENEFIT

**COLLABORATION 2/2**

70% conf

**Bluebird Health Partners !' Complete Renewal LLC****Reasoning:**

Both companies could collaborate to create a unique wellness workshop tailored for healthcare providers and minority women focusing on both strategic wellness management and skincare solutions.

**Value Proposition:**

This collaboration could attract a new audience and generate revenue through ticket sales, potentially bringing in \$10,000 from a single event.

**Collaboration Example:**

Bluebird Health Partners could co-host a wellness workshop titled 'Holistic Health for Women' where they present strategies for healthcare startups while Complete Renewal provides skincare education and demos. Attendees pay \$100 each, and 100 participants would generate \$10,000, which is split between the two companies.

**Synergy Potential:**

Combining healthcare strategy with holistic wellness education presents a unique offering that appeals to a niche market, enhancing brand credibility for both businesses.

**Action Items:**

1. Identify a suitable venue and set a date for the wellness workshop.
2. Create a marketing plan targeting healthcare startups and minority women in Jacksonville.
3. Design promotional materials highlighting the benefits of attending the workshop.

Value: HIGH

MUTUAL BENEFIT