

BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners !” flow

2 Relationships Identified

BUSINESS PROFILES

Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

REFERRAL 1/2

75% conf

flow !” Bluebird Health Partners

Reasoning:

Flow, as a coaching service, can refer healthcare startups and solution providers to Bluebird Health Partners for strategy execution consulting. Conversely, Bluebird can refer clients needing personal or team coaching to flow, as they often require personal development alongside strategy execution.

Value Proposition:

This relationship could generate a steady stream of new clients for both businesses, potentially increasing revenues by 10-20% through referrals.

Collaboration Example:

Miguel from Flow can host a workshop on leadership coaching for healthcare startups that Bluebird is consulting. Participants from Bluebird's client base could gain valuable insights, while Miguel secures 15 new coaching clients from the workshop, generating an estimated \$3,000 in new revenue, and Bluebird strengthens its relationships with its clients.

Synergy Potential:

This pairing is unique because it combines professional coaching with healthcare strategy, addressing a growing need for personal development in the healthcare sector, making their services complementary.

Action Items:

1. Set up a referral agreement outlining the details of referrals and compensation.
2. Plan a joint workshop focusing on leadership and strategy for healthcare startups to engage potential clients.
3. Create a shared marketing campaign to promote the benefits of combined coaching and strategy services.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Bluebird Health Partners !' flow

Reasoning:

Bluebird Health Partners can refer clients who are struggling with team dynamics or leadership to Flow for coaching services. This aligns with Bluebird's offerings in healthcare strategy, where effective leadership is critical.

Value Proposition:

This relationship could lead to a 15% increase in Flow's client base while enhancing Bluebird's service offerings, potentially boosting revenue for both businesses.

Collaboration Example:

Cary from Bluebird Health Partners identifies a healthcare startup client facing leadership challenges. He refers them to Miguel at Flow for a coaching package, resulting in the startup signing on for a \$4,000 coaching program that improves their management team's performance.

Synergy Potential:

The unique synergy lies in Bluebird's deep understanding of the healthcare industry combined with Flow's coaching expertise, creating a tailored approach to leadership development in a high-stakes sector.

Action Items:

1. Establish a structured referral program with incentives for sending clients to coaching.
2. Develop a unique coaching program specifically for healthcare professionals to address common challenges.
3. Schedule regular check-ins to discuss referrals and client feedback to improve the partnership.

Value: MEDIUM

MUTUAL BENEFIT