

BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" Complete Renewal LLC

2 Relationships Identified

BUSINESS PROFILES

Aspirations Behavioral Health Inc.

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

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

Aspirations Behavioral Health Inc.!" Complete Renewal LLC

Reasoning:

Aspirations Behavioral Health Inc. and Complete Renewal LLC target overlapping demographics, particularly individuals interested in holistic wellness. As both provide services aimed at mental health and physical well-being, they can easily refer clients to each other without competing for the same business.

Value Proposition:

By referring clients to each other, both businesses can increase their customer base by up to 20%, enhancing revenue potential through cross-promotion of services.

Collaboration Example:

Aspirations Behavioral Health can refer clients who need holistic skincare solutions to Complete Renewal, while Complete Renewal can recommend their clients seeking mental health support to Aspirations. For example, during a wellness workshop hosted by Complete Renewal, they can introduce Aspirations' mental health services, leading to at least 10 new client referrals per month for both businesses.

Synergy Potential:

The unique synergy lies in their complementary services that address both mental and physical health, making them a one-stop solution for clients seeking comprehensive wellness support, which is particularly appealing to health-conscious minority women.

Action Items:

1. Create a referral agreement outlining the terms of client referrals between both businesses.
2. Develop co-branded marketing materials that highlight both services, to be distributed at each other's locations.
3. Schedule a joint wellness workshop where both businesses can present their services and share client success stories.

Value: HIGH

MUTUAL BENEFIT

COLLABORATION 2/2

75% conf

Complete Renewal LLC | Aspirations Behavioral Health Inc.

Reasoning:

Complete Renewal's focus on holistic wellness education aligns with Aspirations' mental health counseling services, allowing for a synergistic collaboration that benefits both parties and their clients.

Value Proposition:

Collaborative wellness workshops could generate revenue from ticket sales and increase brand awareness, potentially bringing in an additional \$5,000 per event.

Collaboration Example:

Complete Renewal could host a monthly 'Wellness Day' event featuring Aspirations' mental health counseling sessions alongside skincare workshops. For instance, at the next event, they could offer a 'Mindful Beauty' session where participants receive skin consultations and mental wellness tips, attracting 30 participants who pay \$50 each, generating \$1,500 in revenue for both businesses.

Synergy Potential:

This partnership is unique because it combines mental health education and skincare in a cohesive package that directly addresses the needs of their target market, enhancing the overall wellness experience for participants.

Action Items:

1. Plan the first 'Wellness Day' event, including logistics, agenda, and promotional strategies.
2. Create an online registration platform for attendees to sign up and pay for the event.
3. Develop a follow-up strategy to capture participant feedback and referrals for both businesses after the event.

Value: MEDIUM

MUTUAL BENEFIT