

# BUSINESS RELATIONSHIP ANALYSIS

## Be Present Detalles!’ Bluebird Health Partners

2 Relationships Identified

### BUSINESS PROFILES

#### Be Present Detalles

Contact: De’Ana Aguas

Industry: Professional Services

Events and Experiences

#### Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

### REFERRAL 1/2

75% conf

#### Bluebird Health Partners!’ Be Present Detalles

##### Reasoning:

Both businesses target professionals in the healthcare and event planning sectors, but they do not compete. Bluebird Health Partners could refer clients seeking event services to Be Present Detalles, especially healthcare providers looking to host engaging events for patients or staff.

##### Value Proposition:

By referring clients, Bluebird can enhance its service offering, creating additional revenue streams through referral fees, while Be Present Detalles gains access to a new client base in the healthcare industry.

##### Collaboration Example:

For instance, Bluebird Health Partners has a healthcare client looking to organize a wellness retreat. They can refer this client to Be Present Detalles, who would then plan the event, resulting in a potential \$10,000 revenue for Be Present, while Bluebird earns a referral fee of \$1,000.

##### Synergy Potential:

This pairing is unique because Bluebird Health Partners can leverage its healthcare network to generate referrals for Be Present Detalles, opening doors to specialized events that cater to healthcare professionals, which is not a typical market for event planning.

**Action Items:**

1. Schedule a meeting between Cary Hendricks and De'Ana Aguas to discuss referral agreements.
2. Develop a referral fee structure that benefits both parties.
3. Create a joint marketing campaign to promote each other's services, highlighting the referrals.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

60% conf

Be Present Detalles !' Bluebird Health Partners

**Reasoning:**

Be Present Detalles serves busy professionals and romantic couples, who may benefit from strategic consulting in the healthcare sector. They can refer clients who are specifically healthcare startups that require strategy execution support.

**Value Proposition:**

By referring clients to Bluebird Health Partners, Be Present Detalles can enhance its offerings and receive referral fees, while Bluebird gains new business opportunities from a clientele they might not typically reach.

**Collaboration Example:**

For example, Be Present Detalles is planning a corporate retreat for healthcare executives. They can refer these executives to Bluebird Health Partners for strategic consulting services, potentially leading to a \$20,000 consulting contract, with Be Present earning a \$2,000 referral fee.

**Synergy Potential:**

The synergy here is distinctive as Be Present Detalles operates in the experiential space, which can provide Bluebird with unique insights into client needs, enhancing their strategy offerings tailored specifically for healthcare professionals.

**Action Items:**

1. Arrange a joint brainstorming session to identify client crossover opportunities.
2. Create a shared document outlining potential referral clients and services.
3. Establish a formal referral partnership agreement detailing commission structures.

Value: MEDIUM

MUTUAL BENEFIT