

# JAX Bridges

Business Relationship Analysis

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## Bluebird Health Partners

- Technology

Healthcare Strategy Execution Consulting

### Contact Information

**Contact:** Cary Hendricks  
**Email:** [caryh@bluebirdhealthpartners.com](mailto:caryh@bluebirdhealthpartners.com)  
**Phone:** 9046063509  
**Website:** [Www.bluebirdhealthpartners.com](http://Www.bluebirdhealthpartners.com)

### TARGET MARKET

Healthcare Solution Providers/startups

### Partnership Opportunities (25)

#### 1 JAX AI Agency

Technology

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (partner)

JAX AI Agency specializes in AI solutions that could enhance Bluebird Health Partners' consulting services for healthcare solution providers. By integrating AI-driven insights into healthcare strategy, both companies can offer more comprehensive services to their clients.

**VALUE:** Potential to increase service offerings leading to a 20% increase in client engagement and project fees for both companies.

#### > WHAT YOU PROVIDE (Referral)

Bluebird Health Partners serves healthcare startups who may need technology consulting services to integrate AI into their operations. Referring these clients to JAX AI Agency could enhance Bluebird's service offerings without direct competition.

**VALUE:** Both companies can expand their client bases, with JAX AI gaining new clients from the healthcare industry and Bluebird increasing its value proposition to startups.

#### [!] PARTNERSHIP SCENARIO

JAX AI Agency could develop an AI tool that analyzes patient data trends for Bluebird's healthcare clients, enabling them to optimize their services. For example, during a quarterly strategy meeting, Bluebird presents a case study on how AI improved patient engagement metrics by 30%, showcasing their innovative approach and attracting new clients. They could share the project cost of \$10,000, with both companies gaining credibility and market visibility.

#### [\*] UNIQUE SYNERGY

Both businesses operate in the technology sector, but they focus on different industries, allowing them to combine their expertise for a unique offering that stands out in the market.

#### NEXT STEPS:

- 1 Schedule a joint strategy session to identify specific AI solutions that can enhance Bluebird's healthcare consulting services.
- 2 Develop a pilot project proposal that integrates JAX AI's technology with Bluebird's consulting framework.
- 3 Create a marketing plan to promote the new AI-enhanced healthcare consulting service to potential clients.

## 2 Jazzi's Creations

Events & Gifts

80%

-> One-way

### <- WHAT THEY PROVIDE (Collaboration)

Jazzi's Creations can enhance Bluebird Health Partners' client engagement through creative workshops. By leveraging Jazzi's expertise in crafting, B can create unique team-building experiences that foster collaboration and innovation among healthcare professionals.

**VALUE:** \$500 per workshop with potential for 4 workshops a month, leading to \$2,000 in revenue for Jazzi while providing Bluebird with enhanced client relationships and satisfaction.

### !! PARTNERSHIP SCENARIO

*Jazzi's Creations organizes a series of interactive craft workshops for Bluebird Health Partners' clients, tailored to healthcare teams. For instance, a workshop on creating custom wellness journals helps healthcare providers engage their staff creatively, promoting team bonding. Each session is priced at \$500, with Jazzi receiving payment and Bluebird gaining a reputation for innovative client engagement.*

### [\*] UNIQUE SYNERGY

This partnership uniquely combines Jazzi's creative prowess with Bluebird's healthcare expertise, allowing for innovative team-building initiatives that directly cater to the nuances of the healthcare industry.

### NEXT STEPS:

- 1 Schedule a meeting between Jasmyne and Cary to discuss potential workshop ideas.
- 2 Identify specific healthcare clients of Bluebird Health Partners who could benefit from these workshops.
- 3 Develop a promotional plan to market the workshops to Bluebird's clients and schedule the first workshop.

## 3 IV Creative

Marketing & Design

80%

-> One-way

### <- WHAT THEY PROVIDE (Collaboration)

Both businesses can benefit from collaborating on events targeting local healthcare providers. IV Creative's content creation skills can enhance Bluebird Health Partners' outreach efforts.

**VALUE:** This collaboration can generate additional revenue through event sponsorships and fees, while also increasing brand visibility for both companies.

### !! PARTNERSHIP SCENARIO

*IV Creative organizes a workshop titled 'Marketing Strategies for Healthcare Startups' at Bluebird Health Partners' office, where Cary speaks on strategic execution. Both charge an entry fee of \$100 per participant, attracting 30 local business owners and generating \$3,000, which is split equally.*

### [\*] UNIQUE SYNERGY

The combination of creative marketing approaches and healthcare expertise creates a unique learning environment that is highly relevant to the local market, setting them apart from generic marketing workshops.

### NEXT STEPS:

- 1 Draft a workshop agenda and outline topics to be covered.
- 2 Create a marketing plan for promoting the workshop through social media and local business networks.
- 3 Finalize logistics for the event space and refreshments.

## 4 Genuines Coaching & Consulting

Technology

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Both Genuines Coaching and Bluebird Health Partners target business owners and corporate executives, but in different industries. This creates a strong potential for referrals, as Genuines can direct its corporate clients who need healthcare strategy execution consulting to Bluebird.

**VALUE:** By referring clients to each other, both businesses can gain new revenue streams without incurring additional costs, potentially increasing their client bases by 20-30%.

### -> WHAT YOU PROVIDE (Vendor)

Bluebird Health Partners could utilize Genuines Coaching's training services to enhance their team's skills in consulting and client engagement, creating a vendor relationship focused on internal development.

**VALUE:** By engaging Genuines for training, Bluebird can improve its service delivery, potentially increasing client satisfaction and retention rates by up to 25%.

### !] PARTNERSHIP SCENARIO

*Genuines Coaching meets with a corporate client who is looking to pivot into the healthcare sector. Recognizing the client's need for strategic healthcare consulting, Genuines refers them directly to Bluebird Health Partners, who then successfully engages the client for a \$50K project. Genuines receives a referral fee of 10%, earning \$5K.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in the dual focus on corporate clients; while Genuines helps navigate business growth, Bluebird specializes in healthcare, creating a seamless referral pathway that ensures clients receive comprehensive support across both domains.

### NEXT STEPS:

- 1 Schedule a joint meeting to discuss referral strategies and commission structures.
- 2 Create a co-branded document outlining services and referral benefits for clients.
- 3 Set up a quarterly review to assess referral success and client feedback.

## 5 The Collective Om

Health & Wellness

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (partner)

The Collective Om could benefit from Bluebird's expertise in healthcare strategy to better position its services within the healthcare industry. A partnership could lead to co-developed workshops or programs that enhance both businesses' offerings.

**VALUE:** By collaborating on a workshop series, they could attract new clients and enhance their market presence, generating an estimated additional revenue of \$10,000 over a quarter.

### -> WHAT YOU PROVIDE (Referral)

Both Bluebird Health Partners and The Collective Om target healthcare and wellness providers, albeit from different angles. Bluebird focuses on healthcare strategy for solution providers, while The Collective Om offers holistic health services to individuals and small teams. They can refer clients to each other when their services overlap.

**VALUE:** Increased client base through mutual referrals, potentially leading to a 20% increase in new clients for both businesses.

### !] PARTNERSHIP SCENARIO

*If Bluebird Health Partners encounters a startup healthcare provider needing holistic health services for staff, they could refer them to The Collective Om. In return, if The Collective Om has clients seeking more strategic healthcare solutions, they can direct them to Bluebird, creating a seamless referral loop.*

### [\*] UNIQUE SYNERGY

This partnership is unique because it combines strategic consulting with holistic health, allowing both businesses to enhance their service offerings and provide integrated solutions to clients, leading to better health outcomes.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss referral processes and establish a formal agreement.
- 2 Create a joint marketing campaign to promote the referral program via social media.
- 3 Develop a shared client feedback loop to evaluate the success of referrals and adjust strategies.

## 6 Aspirations Behavioral Health Inc.

Health & Wellness

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Vendor)

Aspirations Behavioral Health can benefit from Bluebird Health Partners' consulting services to improve their operational strategies, especially in scaling their telehealth services effectively.

**VALUE:** By engaging Bluebird for a consulting project, Aspirations could streamline their operations, potentially increasing service capacity by 30% and leading to a projected increase in revenue from new clients.

#### -> WHAT YOU PROVIDE (Referral)

Bluebird Health Partners specializes in healthcare strategy and consulting, which positions them well to refer clients to Aspirations Behavioral Health for mental health support. Aspirations, in turn, can refer clients needing strategic healthcare solutions to Bluebird.

**VALUE:** Increased client base for both businesses through mutual referrals, potentially boosting revenue by 20% within the next quarter.

#### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners implements a referral program where they introduce their clients-healthcare startups-to Aspirations Behavioral Health. For every client referred, Aspirations offers a discount on their services, while Bluebird receives a referral fee for each successful conversion, creating a win-win scenario that enhances both companies' offerings.*

#### [\*] UNIQUE SYNERGY

Both businesses target the healthcare sector but from different angles-strategy execution and mental health. This unique pairing allows them to enhance their service offerings and provide comprehensive support to healthcare providers.

#### NEXT STEPS:

- 1 Develop a formal referral agreement outlining the terms and fee structure.
- 2 Create joint marketing materials to promote the referral partnership to their respective client bases.
- 3 Schedule a quarterly meeting to evaluate the success of referrals and discuss any necessary adjustments.

## 7 Relax Relate & Release

Health & Wellness

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Relax Relate & Release can identify veterans who may benefit from Bluebird's healthcare strategy services, especially those starting businesses or seeking funding in the health tech industry.

**VALUE:** By referring clients to Bluebird, Relax can enhance its service offering, potentially increasing revenue from veterans entering the healthcare startup space by 15% through successful partnerships.

#### -> WHAT YOU PROVIDE (Referral)

Bluebird Health Partners specializes in healthcare strategy, which can include advocating for wellness solutions beneficial to veterans. Relax Relate & Release targets veterans, making them a prime referral partner for Bluebird's healthcare clientele.

**VALUE:** Bluebird can provide Relax Relate & Release with a steady stream of clients from healthcare solution providers

interested in veteran wellness services, potentially increasing Relax's client base by 20% within the year.

#### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners could refer veterans seeking therapeutic services to Relax Relate & Release during consultations for healthcare strategies. For example, after a strategy session with a healthcare provider focused on veteran services, Bluebird shares Relax's promotional materials with them, resulting in five new massage therapy appointments booked each month.*

#### [\*] UNIQUE SYNERGY

This partnership is unique because it combines Bluebird's strategic insights in healthcare with Relax's specialized focus on veterans, creating a targeted approach that directly addresses the needs of a specific community.

#### NEXT STEPS:

- 1 Schedule a meeting between Cary Hendricks and Hazel Lee to discuss referral arrangements.
- 2 Create joint marketing materials that highlight the benefits of massage therapy for veterans.
- 3 Set up a tracking system to measure the number of referrals made and new clients acquired.

## 8 Organize Design Create

Marketing & Design

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Collaboration)

Organize Design Create can leverage Bluebird Health Partners' expertise in healthcare consulting to enhance its service offerings, especially for health-focused startups. A collaboration can lead to joint projects that attract more clients seeking comprehensive solutions.

**VALUE:** Creating joint service packages could increase revenue by 30% through bundled offerings that appeal to health startups needing both strategy and marketing support.

#### > WHAT YOU PROVIDE (Referral)

Both businesses target startups and entrepreneurs, but from different angles. Bluebird Health Partners focuses on healthcare strategy, while Organize Design Create provides marketing services for these same startups. Referring clients who need either marketing strategies or healthcare consulting can benefit both parties.

**VALUE:** By referring clients to each other, both businesses can increase their client base, leading to a potential 20% increase in revenue from new customer acquisitions.

#### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners refers a startup healthcare app to Organize Design Create for marketing services. The app company requires branding and social media management to launch effectively. In turn, Organize Design Create can send clients needing healthcare strategy back to Bluebird, creating a steady stream of referrals for both businesses.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in their overlapping target markets; Bluebird's healthcare focus complements Organize's design and marketing expertise, allowing them to offer their clients a comprehensive solution.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss referral agreement details.
- 2 Create a shared document outlining each business's service offerings for internal use.
- 3 Develop a joint marketing campaign to promote the referral services to their respective networks.

9 **JPO Logistics LLC**  
Logistics

75%

<-> Bidirectional

**<- WHAT THEY PROVIDE (Referral)**

JPO Logistics serves shippers and owner operators who may also be in need of healthcare solutions, particularly those in logistics sectors that require employee health management. Bluebird Health Partners, with its focus on healthcare strategy, could benefit from referrals from JPO's network.

**VALUE:** By referring clients to Bluebird Health Partners, JPO could earn referral fees, potentially increasing revenue by 10-15%. Bluebird increases its client base within a logistics-focused market.

**> WHAT YOU PROVIDE (Vendor)**

Bluebird Health Partners could provide consulting services to JPO Logistics to optimize their workforce health strategy, which is vital in the logistics industry. This service could enhance JPO's operational efficiency and employee satisfaction.

**VALUE:** By engaging Bluebird for consulting services, JPO could improve employee health strategies, reducing turnover and increasing productivity, potentially saving up to 20% on hiring costs.

**[!] PARTNERSHIP SCENARIO**

*JPO Logistics identifies a shipping company that needs to enhance its employee health benefits. JPO introduces this client to Bluebird Health Partners, who then provides a tailored consulting package. For every client referred, JPO receives a \$1,000 referral fee, which could lead to 5-10 referrals per quarter.*

**[\*] UNIQUE SYNERGY**

The unique synergy lies in JPO's extensive network within the logistics industry, which often requires robust healthcare solutions for its workforce, creating a targeted entry point for Bluebird's services.

**NEXT STEPS:**

- 1 Develop a referral agreement outlining fees and terms.
- 2 Create a joint marketing flyer highlighting the benefits of Bluebird's services for logistics companies.
- 3 Schedule a meeting to discuss potential client introductions.

10 **flow**  
Professional Services

75%

> One-way

**<- WHAT THEY PROVIDE (Referral)**

Both flow and Bluebird Health Partners target professionals and organizations within the healthcare industry, albeit in different capacities. flow's coaching services can benefit healthcare solution providers that Bluebird works with, making referrals a natural fit.

**VALUE:** By referring clients to each other, both businesses can increase their customer base, potentially adding revenue streams of 10-20% from new clientele.

**[!] PARTNERSHIP SCENARIO**

*flow could refer healthcare startups that are struggling with team dynamics to its coaching services, helping them build stronger internal communication. In return, Bluebird Health Partners could introduce flow to their clients who are seeking professional development resources, leading to mutual referrals and a revenue-sharing model of 15% on coaching fees.*

**[\*] UNIQUE SYNERGY**

The unique synergy lies in the intersection of personal development and healthcare strategy; as organizations in healthcare improve their internal dynamics through coaching, they can execute better strategies, creating a holistic improvement in their operations.

**NEXT STEPS:**

- 1 Schedule a meeting between Miguel and Cary to discuss the potential referral framework.
- 2 Create a joint marketing brochure that outlines the benefits of coaching for healthcare providers.

- 3 Develop a tracking system to monitor referrals and shared clients for ongoing evaluation.

## 11 Enriquez Aesthetics

Professional Services

75%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Enriquez Aesthetics serves individuals interested in holistic health, which aligns with Bluebird's healthcare strategy focus. Referrals could occur when clients mention skin health in the context of overall health management.

**VALUE:** By referring clients needing strategic healthcare advice, Enriquez Aesthetics could enhance service offerings and increase revenue streams by an estimated 15% through these referrals.

### > WHAT YOU PROVIDE (Referral)

Bluebird Health Partners targets healthcare solution providers, which could include aesthetic practices like Enriquez Aesthetics. They both serve health-conscious consumers, albeit from different angles, creating an opportunity for mutual referrals.

**VALUE:** Increased client acquisition through referrals could lead to an estimated 20% increase in new clients for both businesses.

### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners can refer clients seeking skincare solutions to Enriquez Aesthetics during their consulting sessions. For instance, if a healthcare client expresses interest in skincare as part of a holistic health strategy, Bluebird can connect them directly to Bianca at Enriquez Aesthetics, providing a seamless introduction and earning a referral fee.*

### [\*] UNIQUE SYNERGY

This pairing uniquely leverages Bluebird's healthcare consulting expertise with Enriquez's luxury skincare services, creating a comprehensive health and wellness referral network that enhances client experiences.

### NEXT STEPS:

- 1 Set up a meeting to discuss referral terms and agreements.
- 2 Create a co-branded referral program outlining benefits for both businesses.
- 3 Develop marketing materials that highlight the partnership and referral process.

## 12 Tosh's Urban Garden

Health & Wellness

75%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Vendor)

Tosh's Urban Garden could supply natural herbal products that Bluebird Health Partners could recommend to their healthcare clients, enhancing their consulting services with tangible health product offerings.

**VALUE:** By incorporating Tosh's products into their consulting offerings, Bluebird can create additional revenue streams and deepen client relationships, potentially increasing consulting fees by 15% through bundled services.

### > WHAT YOU PROVIDE (Referral)

Bluebird Health Partners focuses on healthcare strategy consulting and serves healthcare solution providers, while Tosh's Urban Garden targets health-conscious individuals. By referring clients to each other, they can expand their reach without competing directly.

**VALUE:** Increased client base through mutual referrals can lead to a projected 20% increase in revenue for both businesses, tapping into each other's customer segments.

### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners could refer its healthcare startup clients looking for natural wellness solutions to Tosh's Urban Garden. For instance, a new clinic focused on holistic health can be directed to Tosh's for sourcing herbal products, while Tosh's can refer eco-conscious customers seeking health consultations to Bluebird. Both businesses could set up a referral tracking system to ensure mutual benefits are realized.*

### [\*] UNIQUE SYNERGY

This pairing uniquely combines technology-driven healthcare consulting with natural wellness products, creating a holistic health ecosystem that appeals to a growing market segment focused on comprehensive health solutions.

#### NEXT STEPS:

- 1 Establish a referral program with clear incentives for both businesses.
- 2 Create co-branded marketing materials highlighting the benefits of both services.
- 3 Set up a quarterly meeting to review referral progress and adjust strategies if needed.

## 13 Celebrate & Smile International Steppers

Arts & Creative

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Celebrate & Smile International Steppers' target clients include companies looking to enhance employee relations, which often require consulting services for organizational improvement. They can refer these companies to Bluebird Health Partners for strategic consulting, creating a mutually beneficial relationship.

**VALUE:** Celebrate & Smile could refer 5-10 clients a year to Bluebird, potentially generating \$20,000 in consulting fees, while Bluebird could recommend Celebrate & Smile's workshops to healthcare clients, enhancing employee engagement.

#### > WHAT YOU PROVIDE (Collaboration)

Bluebird Health Partners can leverage Celebrate & Smile International Steppers' dance workshops to enhance employee engagement in healthcare organizations. By incorporating dance as a form of team-building, Bluebird can offer a unique service that differentiates their consulting approach, while Celebrate & Smile gains exposure to new clients in the healthcare sector.

**VALUE:** This collaboration could lead to a new revenue stream of \$10,000 for Celebrate & Smile, while enhancing Bluebird's service offering, potentially increasing their project fees by 15% due to unique employee engagement methods.

#### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners organizes a health and wellness retreat for a hospital client, inviting Celebrate & Smile International Steppers to lead dance workshops. Over two days, 100 healthcare employees engage in team-building dance activities, resulting in a \$5,000 fee for Celebrate & Smile, while Bluebird enhances their consulting reputation by offering comprehensive wellness solutions to the hospital, which could lead to future contracts.*

#### [\*] UNIQUE SYNERGY

Both businesses focus on enhancing well-being-Bluebird in a corporate environment and Celebrate & Smile through creative arts-creating a unique offering that blends strategy with engagement, making the partnership distinct from typical consulting services.

#### NEXT STEPS:

- 1 Schedule a meeting between Cary Hendricks and Tiffany Barksdale to discuss potential collaboration frameworks.
- 2 Develop a joint proposal for a health and wellness retreat targeting healthcare organizations in Jacksonville.
- 3 Create promotional materials highlighting the combined services for distribution to potential clients.

## 14 Communikate Design & Marketing

Marketing & Design

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Vendor)

Communikate can provide marketing materials and branding services to Bluebird Health Partners, enhancing their visibility in the healthcare consulting space and improving client engagement.

**VALUE:** By utilizing Communikate's design services, Bluebird can enhance its market presence, potentially increasing lead generation by 30% through improved branding.

#### > WHAT YOU PROVIDE (Referral)

Both Bluebird Health Partners and Communikate Design & Marketing target service-oriented businesses, although in

different sectors. Bluebird's healthcare clients could benefit from Communicate's marketing services, especially when launching new healthcare solutions.

**VALUE:** By referring clients, Bluebird can enhance its service offerings while Communicate can tap into the healthcare market, potentially increasing their client base by 20%.

#### [!] PARTNERSHIP SCENARIO

*When a healthcare startup approaches Bluebird for strategy execution, Bluebird can refer them to Communicate for robust branding and marketing strategy. In turn, Communicate can showcase Bluebird's referral on their site, adding credibility and attracting more healthcare clients, leading to a potential joint revenue of \$10K.*

#### [\*] UNIQUE SYNERGY

Bluebird's established reputation in healthcare consulting combined with Communicate's expertise in marketing presents a unique opportunity to dominate a niche market by offering comprehensive solutions to healthcare startups.

#### NEXT STEPS:

- 1 Set up a meeting between Cary Hendricks and Kate Reeve to discuss referral strategies.
- 2 Develop a referral agreement outlining mutual benefits and incentives for each business.
- 3 Create promotional materials that highlight the partnership and distribute to both client bases.

## 15 Jamz Trainings

Health & Wellness

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Vendor)

Jamz Trainings can provide wellness programs or personal training sessions that Bluebird Health Partners can offer as value-added services to their healthcare clients, enhancing their consulting offerings.

**VALUE:** Bluebird can enhance their consulting packages with wellness solutions, potentially increasing project fees by 15% by offering comprehensive health solutions to their clients.

#### -> WHAT YOU PROVIDE (Referral)

Bluebird Health Partners focuses on healthcare strategy execution consulting, which aligns with the wellness aspect of Jamz Trainings. Both target health-conscious individuals, and while they don't compete, they can refer clients to each other.

**VALUE:** By referring clients, both businesses can increase their customer base, potentially adding 20% more clients through mutual referrals.

#### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners can introduce Jamz Trainings in their healthcare strategy workshops where clients are looking to improve employee wellness. For example, if a healthcare startup is developing a new health program, Bluebird could recommend Jamz for personal training sessions, earning a referral fee for each client they send, while Jamz gains access to new clients.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in their shared focus on health, allowing them to create a robust referral network that emphasizes the importance of physical wellness as part of overall healthcare strategy.

#### NEXT STEPS:

- 1 Set up a meeting between Cary and James to discuss referral terms.
- 2 Create a referral agreement that outlines commission for each referred client.
- 3 Develop joint marketing materials highlighting the benefits of combining healthcare strategy with personal training.

16 **MyahnArt LLC**  
Marketing & Design

75%

<-> Bidirectional

**<- WHAT THEY PROVIDE (Vendor)**

MyahnArt can provide custom artwork and event entertainment to Bluebird Health Partners for their client engagements and internal events, enhancing the overall experience.

**VALUE:** This vendor relationship can help Bluebird enhance their corporate events, potentially increasing client satisfaction and retention, while MyahnArt gains consistent work from a steady client in the healthcare sector.

**> WHAT YOU PROVIDE (partner)**

Bluebird Health Partners specializes in healthcare strategy execution, which can utilize creative services from MyahnArt to enhance their client presentations and branding. MyahnArt can create impactful visuals and artwork that resonate with healthcare stakeholders, helping Bluebird communicate their strategies more effectively.

**VALUE:** By partnering, Bluebird can enhance their client deliverables, potentially increasing their consulting fees by 15%, while MyahnArt can tap into a lucrative healthcare market, driving revenue growth by 20%.

**!] PARTNERSHIP SCENARIO**

*Bluebird Health Partners has a client presentation coming up for a healthcare startup. They collaborate with MyahnArt to create custom infographics and a mural that visually represents the startup's mission. MyahnArt designs a stunning mural that is unveiled during the presentation, capturing the attention of investors and leading to a \$50K consulting contract for Bluebird.*

**[\*] UNIQUE SYNERGY**

This partnership uniquely combines healthcare strategy with creative arts, making healthcare concepts more engaging and visually appealing, which is often overlooked in traditional consulting.

**NEXT STEPS:**

- 1 Organize a joint brainstorming session to identify specific healthcare clients that could benefit from creative services.
- 2 Develop a portfolio piece showcasing a mock project that combines Bluebird's strategies with MyahnArt's visuals.
- 3 Create a promotional plan to target healthcare events where both can present their collaborative offerings.

17 **Grayland**  
Real Estate

75%

<-> Bidirectional

**<- WHAT THEY PROVIDE (Referral)**

Grayland provides commercial real estate appraisal services, and their clients, often healthcare providers, may need strategic consulting services from Bluebird. Referring these clients can enhance Grayland's service offering while introducing Bluebird to prospective customers.

**VALUE:** Grayland could earn a referral fee for every client they send to Bluebird, potentially generating an additional \$30,000 in annual income based on a 10% referral fee from consulting contracts.

**> WHAT YOU PROVIDE (Referral)**

Both Bluebird Health Partners and Grayland serve clients in the healthcare and commercial real estate markets. Bluebird could refer healthcare startups that need real estate for their operations to Grayland, while Grayland could refer healthcare clients who need strategic consulting services for their properties.

**VALUE:** Increased referral business could generate an estimated \$50,000 in revenue for both companies annually based on typical referral fees in consulting and real estate.

**!] PARTNERSHIP SCENARIO**

*In one scenario, Bluebird Health Partners identifies a healthcare tech startup that needs office space for its team and refers them to Grayland. Grayland successfully closes a deal on a rental property, earning a commission. In return, Grayland refers a property owner needing strategic consulting on healthcare investments to Bluebird, resulting in a \$10,000 consulting engagement.*

**[\*] UNIQUE SYNERGY**

The unique synergy lies in their complementary markets; Bluebird's healthcare expertise aligns with Grayland's real estate knowledge, allowing both to tap into each other's networks effectively.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss mutual referral opportunities and establish a referral agreement.
- 2 Create a joint marketing flyer that highlights the benefits of each service in the context of healthcare and real estate.
- 3 Attend local networking events together to promote their services and generate leads.

## 18 Be Present Detalles

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Vendor)

Be Present Detalles could benefit from Bluebird Health Partners' consulting services, especially if they want to expand their clientele in the healthcare sector. Bluebird's expertise can help Be Present craft targeted experiences for healthcare professionals.

**VALUE:** By engaging Bluebird's consulting services, Be Present can enhance its offerings and tap into a lucrative market, potentially increasing their revenue from healthcare clients by 20% in the next quarter.

#### -> WHAT YOU PROVIDE (Referral)

Bluebird Health Partners focuses on healthcare strategy for solution providers, while Be Present Detalles caters to busy professionals and romantic couples. They can refer clients to each other when healthcare professionals or startups need event planning or experiences, and vice versa.

**VALUE:** Both businesses can increase their client base through referrals, potentially generating leads worth thousands in new revenue.

#### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners could refer healthcare startups they work with to Be Present Detalles for hosting product launch events. For example, if a healthcare startup needs to unveil a new app, Bluebird refers them to De'Ana, who organizes a sophisticated launch party that attracts potential investors and users. If the event generates \$10,000 in revenue, Bluebird earns a referral fee of \$1,000.*

#### [\*] UNIQUE SYNERGY

This partnership leverages Bluebird's healthcare network and Be Present's event expertise, creating unique opportunities that neither could access alone, especially in the niche medical startup scene.

#### NEXT STEPS:

- 1 Set up a meeting between Cary and De'Ana to discuss referral programs.
- 2 Create a joint marketing flyer that highlights referral benefits for both client bases.
- 3 Develop a tracking system to measure referral success and client satisfaction.

## 19 Free Agents Inc

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Free Agents Inc specializes in solving business issues for companies of varying sizes, including startups which are in Bluebird's target market. They can refer clients requiring healthcare strategy consulting to Bluebird.

**VALUE:** Free Agents can enhance their service offering by referring clients who need healthcare-specific strategies, potentially earning referral fees while also providing more comprehensive solutions to their clients. This could result in an additional \$5K to \$15K in revenue from these referrals.

#### -> WHAT YOU PROVIDE (Referral)

Both Bluebird Health Partners and Free Agents Inc target businesses needing specialized support but operate in different niches. Bluebird focuses on healthcare solutions while Free Agents caters to a broader range of business

issues, making them non-competitive yet complementary.

**VALUE:** By referring clients to each other, both businesses can expand their customer base and increase revenues. For example, if Bluebird refers a healthcare startup needing broader business strategy help to Free Agents, it could lead to a \$10K consulting fee.

#### [!] PARTNERSHIP SCENARIO

Bluebird Health Partners encounters a client in the healthcare sector who also needs operational efficiency improvements beyond healthcare strategy. They refer this client to Free Agents Inc, who then successfully addresses the operational issues, leading to a 10% increase in the client's overall productivity. Both businesses receive a referral fee, enhancing their income and client satisfaction.

#### [\*] UNIQUE SYNERGY

This partnership uniquely blends healthcare strategy expertise with general business problem-solving, creating a powerful referral network that can address diverse client needs effectively.

#### NEXT STEPS:

- 1 Schedule a meeting between Cary and James to discuss mutual client profiles.
- 2 Develop a formal referral program with clear guidelines and incentives.
- 3 Create joint marketing materials to promote both services to a wider audience.

## 20 WhitBits Cookies

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

WhitBits Cookies serves corporate professionals, including those in healthcare, who may need consulting services offered by Bluebird. They can refer clients needing strategy execution in healthcare.

**VALUE:** WhitBits can enhance its service offerings by referring clients to Bluebird, earning a commission on consulting contracts that result from those referrals.

#### > WHAT YOU PROVIDE (Referral)

Bluebird Health Partners targets healthcare solution providers and startups, while WhitBits Cookies caters to corporate professionals and event planners, many of whom may work in healthcare settings. Both businesses can refer clients to each other without competing directly.

**VALUE:** Increased client base and revenue potential as Bluebird refers corporate clients to WhitBits for events, gaining a referral commission of 10% on orders.

#### [!] PARTNERSHIP SCENARIO

Bluebird Health Partners hosts a quarterly networking event for healthcare startups, where they can invite corporate professionals to meet potential clients. WhitBits Cookies provides catered homemade cookies for the event. If 50 attendees purchase cookies for their offices afterward, WhitBits could earn \$500, while Bluebird strengthens client relationships.

#### [\*] UNIQUE SYNERGY

The unique pairing leverages Bluebird's healthcare network to introduce WhitBits to corporate clients who may not be aware of their services, creating a targeted marketing opportunity.

#### NEXT STEPS:

- 1 Establish a referral program where Bluebird earns a commission on cookie orders from their clients.
- 2 Create a joint marketing campaign highlighting the benefits of cookie catering for healthcare events.
- 3 Schedule a planning meeting to discuss upcoming healthcare events where WhitBits can provide catering.

## 21 Genuines Coaching & Consulting

Technology

75%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Genuines Coaching & Consulting serves C-suite executives and leaders, many of whom are decision-makers at healthcare solution providers. Bluebird Health Partners can benefit from referrals from Genuines for their healthcare strategy consulting services.

**VALUE:** By referring clients to Bluebird, Genuines can earn commission on successful leads, potentially earning \$5,000 in referral fees from a few contracts that Bluebird secures through this channel.

### -> WHAT YOU PROVIDE (Collaboration)

Bluebird Health Partners specializes in healthcare strategy execution, while Genuines Coaching & Consulting focuses on coaching and training for executives. By collaborating, they can create a comprehensive program that enhances leadership skills specifically for healthcare executives, addressing a niche market's needs.

**VALUE:** By developing a joint training program, both businesses could attract healthcare executives looking to improve their leadership skills and strategic insight, potentially generating \$10,000 in combined revenue from a series of workshops.

### !! PARTNERSHIP SCENARIO

*Bluebird Health Partners and Genuines Coaching & Consulting could co-host a one-day leadership summit for healthcare executives next month. The event would feature breakout sessions led by Cary on healthcare strategy and by Reden on executive coaching techniques. Each business could charge attendees \$500, aiming for 40 participants, resulting in \$20,000 in revenue, split between them.*

### [\*] UNIQUE SYNERGY

This partnership uniquely combines deep healthcare industry knowledge with executive coaching, creating tailored solutions that neither could offer alone. Their combined expertise positions them to address specific pain points in healthcare leadership training.

### NEXT STEPS:

- 1 Schedule a brainstorming session to outline potential summit topics and objectives.
- 2 Develop marketing materials targeting healthcare executives to promote the leadership summit.
- 3 Identify a suitable venue and set a date for the event within the next month.

## 22 Soulfitness Studio Health and wellness center

Health & Wellness

75%

> One-way

### -> WHAT YOU PROVIDE (Collaboration)

Bluebird Health Partners can assist Soulfitness Studio in developing strategic wellness programs that align with healthcare trends. This collaboration can help both businesses enhance their service offerings.

**VALUE:** Collaborating on wellness programs can lead to increased client satisfaction and retention, potentially driving a 15% increase in membership renewals for Soulfitness.

### !! PARTNERSHIP SCENARIO

*Bluebird Health Partners could design a health optimization workshop for Soulfitness Studio clients, focusing on the integration of fitness and mental health strategies. The workshop would feature a series of sessions over a month, where Bluebird provides the strategic framework and Soulfitness delivers fitness training, resulting in a more engaged client base and shared revenue from workshop fees.*

### [\*] UNIQUE SYNERGY

The combination of consulting expertise and practical fitness solutions creates a unique offering that addresses both mental and physical health needs in a cohesive manner.

### NEXT STEPS:

- 1 Develop a workshop curriculum integrating strategic health insights with fitness practices.

- 2 Schedule an initial pilot workshop and promote it through both businesses' channels.
- 3 Evaluate participant feedback and outcomes to refine future workshops.

## 23 We buy any house

Professional Services

70%

-> One-way

### > WHAT YOU PROVIDE (Referral)

Bluebird Health Partners focuses on healthcare strategy execution, which could lead them to clients in distress who may also be facing real estate issues. We Buy Any House can help these clients sell their properties quickly, while Bluebird can provide strategic consulting to healthcare startups that may also need to navigate financial difficulties.

**VALUE:** By referring clients in distress to We Buy Any House, Bluebird can enhance its service offering and create a new revenue stream through referral fees, while We Buy Any House gains access to a consistent stream of potential sellers.

### [!] PARTNERSHIP SCENARIO

Bluebird Health Partners identifies a healthcare startup struggling financially and connects them to We Buy Any House to offload their distressed property. This connection allows the startup to focus on its healthcare strategy while We Buy Any House purchases the property, leading to a successful referral that generates a revenue split for Bluebird.

### [\*] UNIQUE SYNERGY

The unique synergy stems from Bluebird's access to healthcare startups who may be in need of immediate cash flow solutions, and We Buy Any House's expertise in purchasing distressed properties, creating a win-win situation for both companies.

### NEXT STEPS:

- 1 Set up a referral agreement detailing commission structures.
- 2 Create a joint marketing campaign targeting healthcare startups facing financial difficulties.
- 3 Schedule a monthly meeting to discuss potential leads and share updates.

## 24 The P-Way Solutions LLC

Real Estate

70%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Vendor)

The P-Way Solutions could provide janitorial services to Bluebird Health Partners' office or any healthcare clients they consult. This presents an opportunity for Bluebird to ensure their clients maintain a clean and professional environment, which is crucial in healthcare settings.

**VALUE:** By engaging The P-Way, Bluebird can enhance client satisfaction, leading to potential upsell opportunities and longer contract terms for consulting services.

### > WHAT YOU PROVIDE (Referral)

Both businesses serve the healthcare sector and small businesses, which means they can refer clients to each other without competing directly. Bluebird Health Partners can refer healthcare startups in need of janitorial services to The P-Way Solutions, while The P-Way can recommend Bluebird's consulting services to their clients in the healthcare industry.

**VALUE:** Increased client referrals could lead to a potential revenue increase of 15-20% for both businesses as they tap into each other's client bases.

### [!] PARTNERSHIP SCENARIO

When Bluebird Health Partners consults with a healthcare startup that needs operational support, they could refer The P-Way Solutions for a janitorial service contract. In return, The P-Way Solutions could introduce their healthcare clients needing strategic consulting to Bluebird, creating a seamless referral loop that enhances both portfolios.

### [\*] UNIQUE SYNERGY

This partnership uniquely leverages their positions in overlapping markets, creating a robust referral network that enhances

client satisfaction and service offerings without direct competition.

#### NEXT STEPS:

- 1 Set up a meeting to discuss referral opportunities and exchange client needs.
- 2 Create a joint marketing flyer that outlines the benefits of both services for healthcare startups.
- 3 Establish a referral tracking system to monitor the success of client referrals between the two businesses.

## 25 Simple Creations By T

Professional Services

70%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Vendor)

Simple Creations By T could provide personalized gifts and apparel for Bluebird Health Partners' corporate events, enhancing their branding and client engagement efforts.

**VALUE:** By using Simple Creations' products, Bluebird can improve their event experiences and strengthen client relationships, while Simple Creations gains a consistent corporate client.

#### -> WHAT YOU PROVIDE (Referral)

Bluebird Health Partners targets healthcare solution providers who may need custom gifts for promotional events or client appreciation. Simple Creations By T could create personalized gifts for these healthcare providers, which Bluebird could recommend to their clients.

**VALUE:** Bluebird can earn referral fees, while Simple Creations gains access to a new market of healthcare providers, increasing their sales potential.

#### [!] PARTNERSHIP SCENARIO

*When Bluebird Health Partners consults with a new healthcare startup, they could recommend Simple Creations to create custom branded items, such as embroidered lab coats or promotional tote bags. For each referral, Bluebird earns a 10% commission on sales generated, creating a steady revenue stream while providing added value to their clients.*

#### [\*] UNIQUE SYNERGY

This pairing uniquely combines healthcare strategy with personalized gifting, creating a niche opportunity to enhance client relationships in the healthcare sector, which is often overlooked.

#### NEXT STEPS:

- 1 Schedule a meeting between Cary Hendricks and Tiana Harris to discuss potential referral agreements.
- 2 Create a brochure or digital presentation showcasing Simple Creations' services tailored for healthcare providers.
- 3 Establish a tracking system for referrals to measure success and adjust strategies accordingly.