

BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!' Simple Cr

2 Relationships Identified

BUSINESS PROFILES

Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

REFERRAL 1/2

75% conf

Aspirations Behavioral Health Inc.!' Simple Creations By T

Reasoning:

Aspirations Behavioral Health Inc. targets individuals seeking mental health support, which can overlap with clients who are celebrating milestones and may need personalized gifts from Simple Creations By T. Referring clients to each other can enhance their service offerings without direct competition.

Value Proposition:

Both businesses can increase their clientele by referring clients, leading to a potential 10-20% increase in customer reach for each business.

Collaboration Example:

Aspirations Behavioral Health could include brochures for Simple Creations in their waiting room and mention their services during therapy sessions for clients struggling with significant life events. For instance, when a client is in therapy dealing with a milestone like a graduation or wedding, the counselor might suggest a custom gift from Simple Creations, creating a referral pathway.

Synergy Potential:

This pairing is unique as mental health clients often seek ways to commemorate personal progress or milestones, making the custom gifts from Simple Creations particularly relevant during therapeutic discussions.

Action Items:

1. Create a referral program where both businesses offer a discount to clients who are referred.
2. Develop a brochure detailing each other's services for distribution in respective locations.
3. Set up a quarterly meeting to review referral success and explore new ways to support each other.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

80% conf

Simple Creations By T! Aspirations Behavioral Health Inc.

Reasoning:

Simple Creations can create personalized wellness kits or gift baskets that incorporate items from Aspirations Behavioral Health, targeting clients interested in holistic wellness. This collaboration would allow both businesses to offer unique products that cater to the mental health and wellness space.

Value Proposition:

This collaboration could generate new revenue streams, with potential sales of custom wellness kits projected to bring in an additional \$2,000 monthly from local clients.

Collaboration Example:

Simple Creations could design a 'Wellness and Mindfulness Gift Box' that includes a custom mug, relaxing tea, and an introductory session gift card for Aspirations Behavioral Health. During the monthly wellness workshop hosted by Aspirations, these gift boxes can be featured as part of a raffle, generating excitement and additional sales for both businesses.

Synergy Potential:

This partnership combines the therapeutic aspect of mental health with personalized gifting, creating a compelling product that resonates with clients looking to improve their well-being while celebrating personal achievements.

Action Items:

1. Schedule a brainstorming session to create the wellness gift box concept together.
2. Identify local events where the wellness boxes can be showcased and sold.
3. Develop a joint marketing strategy to promote the collaborative wellness box through social media and email newsletters.

Value: HIGH

MUTUAL BENEFIT