

# BUSINESS RELATIONSHIP ANALYSIS

## Bluebird Health Partners!" Free Agents Inc

2 Relationships Identified

### BUSINESS PROFILES

#### Bluebird Health Partners

Contact: Cary Hendricks  
Industry: Technology  
Healthcare Strategy Execution Consulting

#### Free Agents Inc

Contact: James Higbe  
Industry: Professional Services  
Key people to solve your business issue

REFERRAL 1/2

75% conf

Bluebird Health Partners!" Free Agents Inc

#### Reasoning:

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 Proposition:

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.

#### Collaboration Example:

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.

#### Synergy Potential:

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

**Action Items:**

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.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Free Agents Inc / Bluebird Health Partners

**Reasoning:**

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 Proposition:**

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.

**Collaboration Example:**

Free Agents Inc identifies a small tech startup that is developing a new health application but is struggling with market entry strategy. They refer the startup to Bluebird Health Partners, who then helps them formulate a go-to-market strategy tailored for the healthcare sector, leading to a successful product launch. Free Agents receives a referral fee, while Bluebird gains a new client.

**Synergy Potential:**

This relationship allows Free Agents to broaden their service offerings, while Bluebird can access a stream of clients who may not have initially considered specialized healthcare consulting.

**Action Items:**

1. Arrange a joint workshop to introduce both services to each other's client bases.
2. Create a shared resource document detailing each other's services for easy reference.
3. Establish regular check-ins to discuss referral success stories and adjust strategies.

Value: MEDIUM

MUTUAL BENEFIT