

Bluebird Health Partners

Technology

Healthcare Strategy Execution Consulting

Contact Information

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TARGET MARKET

Healthcare Solution Providers/startups

Partnership Opportunities (48)

1. JAX AI Agency

80% | Bidirectional

Technology

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.

Ø<ß 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

80% | One-way

Events & Gifts

!• 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.

Ø=Üj 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.

Ø<ß 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

80% | One-way

Marketing & Design

!• 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.

Ø=Üj 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.

Ø<ß 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

80% | Bidirectional

Technology

!• WHAT THEY PROVIDE (Referral)

Both Genuines Coaching & Consulting 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%.

Ø=Ü 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.

Ø<ß 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

80% | Bidirectional

Health & Wellness

!• 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.

Ø=Ü 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.

Ø<ß 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.

80% | Bidirectional

Health & Wellness

!• 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.

Ø=Ü 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.

Ø<ß 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

80% | Bidirectional

Health & Wellness

!• 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.

Ø=Ü 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.

Ø<ß 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

80% | Bidirectional

Marketing & Design

!• 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.

Ø=Ü 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.

Ø<ß 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. JAX AI Agency

80% | Bidirectional

Technology

!• 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.

Ø=Ü Partnership Scenario:

During a client meeting, Bluebird identifies a healthcare startup struggling with data automation. They refer the startup to JAX AI Agency, which successfully implements an AI-driven data solution. Bluebird receives a referral fee of 10% from JAX AI's project fee of \$15,000, while both businesses enhance their reputations in the industry.

Ø<ß Unique Synergy:

Bluebird's established network in healthcare complements JAX AI's expertise in technology, creating a robust referral pipeline that benefits both parties and addresses a common need in the healthcare sector.

Next Steps:

1. Draft a referral agreement outlining commission structures for successful client introductions.
2. Compile a list of JAX AI's services tailored to healthcare startups for Bluebird to use in client meetings.
3. Set up a quarterly review process to assess the effectiveness of the referral relationship and make adjustments as needed.

10. JPO Logistics LLC

75% | Bidirectional

Logistics

!• 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.

Ø=Ü 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.

Ø<ß 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.

11. flow

75% | One-way

Professional Services

!• 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.

Ø=Ü 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.

Ø<ß 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.

12. IV Creative

75% | One-way

Marketing & Design

!• WHAT THEY PROVIDE (Referral)

IV Creative targets local business owners who may also be healthcare providers, creating a potential referral relationship. Bluebird Health Partners focuses on healthcare solution providers/startups, which are likely to need marketing services.

Value: By referring clients to each other, both businesses can increase their customer base and revenue potential by tapping into the other's target market.

Ø=Ü Partnership Scenario:

IV Creative refers a local healthcare startup to Bluebird Health Partners for strategy execution consulting. In return, Bluebird recommends IV Creative to a healthcare provider needing marketing services, resulting in both companies securing clients worth \$10,000 each.

Ø<ß Unique Synergy:

This partnership uniquely combines creative marketing with strategic healthcare consulting, allowing both businesses to offer more comprehensive solutions to local healthcare providers.

Next Steps:

1. Set up a meeting to discuss referral processes and expectations.
2. Create a joint promotional flyer outlining each other's services for distribution.
3. Establish a tracking system to monitor referrals and outcomes.

13. Enriquez Aesthetics

75% | Bidirectional

Professional Services

!• 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.

Ø=Ü 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.

Ø<ß 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.

14. Tosh's Urban Garden

75% | Bidirectional

Health & Wellness

!• 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.

Ø=Ü 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.

Ø<ß 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.

15. Celebrate & Smile International Steppers

75% | Bidirectional

Arts & Creative

!• 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.

Ø=Ü 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.

Ø<ß 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.

16. Communicate Design & Marketing

75% | Bidirectional

Marketing & Design

!• WHAT THEY PROVIDE (Vendor)

Communicate 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 Communicate'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 Communicate 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%.

Ø=Ü 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.

Ø<ß 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.

17. Jamz Trainings

75% | Bidirectional

Health & Wellness

!• 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.

Ø=Ü 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.

Ø<ß 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.

18. MyahnArt LLC

75% | Bidirectional

Marketing & Design

!• 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%.

Ø=Ü 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.

Ø<ß 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.

19. Grayland

75% | Bidirectional

Real Estate

!• 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.

Ø=Ü 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.

Ø<ß 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.

20. Be Present Detalles

75% | Bidirectional

Professional Services

!• 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.

Ø=Ü 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.

Ø<ß 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.

21. Free Agents Inc

75% | Bidirectional

Professional Services

!• 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.

Ø=Ü 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.

Ø<ß 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.

22. WhitBits Cookies

75% | Bidirectional

Professional Services

!• 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.

Ø=Ü 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.

Ø<ß 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.

23. Genuines Coaching & Consulting

75% | Bidirectional

Technology

!• 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.

Ø=Ü 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.

Ø<ß 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.

24. Organize Design Create

80% | Bidirectional

Marketing & Design

!• 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.

Ø=Ü Partnership Scenario:

Organize Design Create and Bluebird Health Partners develop a joint workshop series for healthcare startups, focusing on strategic marketing and execution. They host a two-day event where participants learn about both healthcare strategy and marketing techniques, charging \$300 per attendee. Each company earns revenue while building industry authority.

Ø<ß Unique Synergy:

This collaboration uniquely combines healthcare strategy and marketing, which are often siloed, providing a holistic approach not commonly found in the local market.

Next Steps:

1. Outline the curriculum for the joint workshop series.
2. Identify potential venues and dates for the event.
3. Market the event through both companies' networks to maximize attendance.

25. Soulfitness Studio Health and wellness center

75% | One-way

Health & Wellness

! 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.

Ø=Ü 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.

Ø<ß 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.

26. Genuines Coaching & Consulting

80% | Bidirectional

Technology

! WHAT THEY PROVIDE (Referral)

Both Genuines Coaching & Consulting 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%.

Ø=Ü Partnership Scenario:

Bluebird Health Partners decides to enroll their entire consulting team in a 3-day training program offered by Genuines Coaching, aimed at improving client engagement strategies. The training leads to a 15% increase in project win rates, translating into an additional \$75K in revenue in the following quarter.

Ø<ß Unique Synergy:

This pairing is unique because it combines Genuines' expertise in coaching with Bluebird's focus on healthcare, ensuring that the training is tailored specifically to the nuances of healthcare consulting, enhancing the effectiveness of both businesses.

Next Steps:

1. Develop a customized training proposal that aligns with Bluebird's strategic goals.
2. Set a timeline for training sessions and outcomes measurement.
3. Create a feedback loop for Bluebird to share improvements in client engagement post-training.

27. Enriquez Aesthetics

75% | Bidirectional

Professional Services

!• 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.

Ø=Ü Partnership Scenario:

When a client visits Enriquez Aesthetics for a facial and mentions skin health concerns related to a chronic condition, Bianca can refer them to Bluebird Health Partners for strategic health consulting. This referral could lead to a consulting engagement that generates significant revenue for Bluebird.

Ø<ß Unique Synergy:

The combination of luxury skincare and healthcare consulting provides a holistic approach to wellness, allowing both businesses to tap into a shared client base that values comprehensive health solutions.

Next Steps:

1. Identify specific skin conditions that may require healthcare consulting.
2. Create a simple referral form to streamline the process for Enriquez's staff.
3. Plan a joint wellness seminar highlighting the benefits of integrated skincare and health strategies.

28. The Collective Om

80% | Bidirectional

Health & Wellness

I• 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.

I' 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.

Ø=Ü Partnership Scenario:

The Collective Om and Bluebird Health Partners could co-host a series of workshops titled 'Integrating Holistic Practices in Healthcare Settings' aimed at healthcare providers. These workshops would combine Bluebird's strategic insights with The Collective Om's holistic approach, attracting healthcare professionals looking to enhance employee wellness programs, with shared revenue from ticket sales.

Ø<ß Unique Synergy:

This partnership stands out because it merges the strategic and holistic approaches to health, appealing to a broader audience seeking comprehensive healthcare solutions.

Next Steps:

1. Draft a workshop outline and identify key topics that would appeal to both client bases.
2. Set a date for the first workshop and begin promoting it through both businesses' channels.
3. Gather feedback post-workshop to refine the offerings and determine future topics.

29. We buy any house

70% | One-way

Professional Services

I' 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.

Ø=Ü 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.

Ø<ß 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.

30. Grayland

75% | Bidirectional

Real Estate

!• 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.

Ø=Ü Partnership Scenario:

For instance, Grayland appraises a medical office building for a local healthcare provider. They notice the provider struggles with strategic execution. Grayland refers them to Bluebird Health Partners, resulting in a \$15,000 consulting contract for Bluebird, and Grayland receives a \$1,500 referral fee.

Ø<ß Unique Synergy:

Grayland's direct access to healthcare property owners positions them uniquely to identify and refer clients who could benefit from Bluebird's strategic consulting, creating a seamless service network.

Next Steps:

- 1. Develop a referral agreement outlining the terms and conditions for referring clients between the two businesses.
- 2. Create case studies showcasing successful referrals to use in marketing materials.
- 3. Host a joint webinar focused on the intersection of real estate and healthcare strategy to attract potential clients.

31. Free Agents Inc

75% | Bidirectional

Professional Services

!• 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.

Ø=Ü Partnership Scenario:

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.

Ø<ß Unique Synergy:

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.

Next Steps:

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.

32. Aspirations Behavioral Health Inc.

80% | Bidirectional

Health & Wellness

!• 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.

Ø=Ü Partnership Scenario:

Aspirations Behavioral Health hires Bluebird Health Partners to consult on optimizing their telehealth platform. Bluebird conducts a thorough analysis of Aspirations' current workflow and implements a new client onboarding process, reducing the time to treatment by 50%. This improvement allows Aspirations to accept more clients, thus generating additional revenue of approximately \$25,000 over the next six months.

Ø<ß Unique Synergy:

Aspirations' need for strategic operational improvements aligns perfectly with Bluebird's expertise in healthcare strategy execution, enabling a targeted approach to enhance service delivery in mental health.

Next Steps:

1. Set up an initial consultation meeting to discuss Aspirations' operational needs and challenges.
2. Outline a proposal for a consulting project focused on workflow optimization.
3. Establish KPIs to measure the impact of the consulting engagement on service delivery and revenue.

33. The P-Way Solutions LLC

70% | Bidirectional

Real Estate

!• 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.

Ø=Ü 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.

Ø<ß 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.

34. Relax Relate & Release

80% | Bidirectional

Health & Wellness

!• 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.

Ø=Ü Partnership Scenario:

During a massage therapy session, Hazel Lee could identify a veteran interested in starting a health tech company. She can then refer them to Bluebird Health Partners, leading to a strategic consulting contract that earns

Bluebird \$5,000, with a nominal referral fee provided to Relax.

Ø<ß Unique Synergy:

This pairing stands out because it not only promotes health but also empowers veterans by connecting them with the resources needed to succeed in the healthcare market, addressing both therapeutic and entrepreneurial needs.

Next Steps:

1. Develop a referral program that incentivizes Relax to send clients to Bluebird.
2. Train Relax's staff to recognize clients who may benefit from Bluebird's services.
3. Host a workshop at Relax for veterans about business strategy in healthcare, featuring Bluebird consultants.

35. Soulfitness Studio Health and wellness center

70% | One-way

Health & Wellness

! WHAT YOU PROVIDE (Referral)

Bluebird Health Partners focuses on healthcare strategy execution, which aligns with the wellness goals of Soulfitness Studio. They can refer clients to each other as they target individuals seeking health improvements, creating a holistic approach to wellness.

Value: By referring clients, both businesses can expand their customer base, potentially increasing revenue by 20% through cross-referrals.

Ø=Ü Partnership Scenario:

Bluebird Health Partners could refer its healthcare solution provider clients who are looking for wellness programs to Soulfitness Studio. For example, if a client is developing a health app, Bluebird can direct them to Soulfitness for fitness and wellness services, while Soulfitness can refer clients needing strategic consulting back to Bluebird.

Ø<ß Unique Synergy:

The unique pairing of strategy execution with hands-on wellness services allows for a comprehensive approach to health, giving clients both the mental and physical tools they need to succeed.

Next Steps:

1. Set up a referral agreement outlining the benefits for both businesses.
2. Create joint marketing materials promoting the referral program.
3. Host a networking event where both client bases can learn about each other's services.

36. Simple Creations By T

70% | Bidirectional

Professional Services

! 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.

Ø=Ü 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.

37. flow

65% | One-way

Professional Services

WHAT THEY PROVIDE (Collaboration)

The coaching services of flow can complement the healthcare consulting provided by Bluebird Health Partners, creating a comprehensive service offering that addresses both strategic execution and team development.

Value: Collaborating on a combined service package can lead to an increase in project bids by 20-30% as clients see the added value in having both strategic and personal development services.

Partnership Scenario:

They could jointly host a workshop for healthcare startups focusing on both strategy execution and team building. For instance, during a two-day boot camp, Bluebird would cover healthcare strategy essentials, while flow would conduct sessions on leadership and team dynamics. This could attract 15-20 participants at \$1,000 each, generating \$15,000 in revenue, split between both businesses.

Unique Synergy:

This partnership is unique because it combines the strategic insights of healthcare consulting with the personal growth aspects of coaching, thus addressing both operational and human factors that are crucial in healthcare settings.

Next Steps:

- 1. Develop a workshop outline that combines both coaching and strategy execution topics.
- 2. Identify potential participants from Bluebird's current client list who would benefit from such a workshop.
- 3. Set a date and secure a venue for the workshop within the next month.

38. Communicate Design & Marketing

75% | Bidirectional

Marketing & Design

WHAT THEY PROVIDE (Vendor)

Communicate 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 Communicate'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 Communicate 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%.

Ø=Ü Partnership Scenario:

Communicate could design a new website for Bluebird that highlights their consulting services with case studies and testimonials, leading to increased inquiries. The project could be valued at \$7,500, and once launched, the improved online presence could result in gaining 5 new healthcare startup clients in the next quarter.

Ø<ß Unique Synergy:

The unique combination of Bluebird's healthcare expertise and Communicate's marketing skills can create a powerful narrative that can attract both healthcare professionals and startups, making their joint offerings more appealing than typical consulting or marketing services.

Next Steps:

- 1. Draft a proposal for a redesign of Bluebird's website focusing on their healthcare consulting services.
- 2. Conduct a joint branding workshop to align Bluebird's messaging with Communicate's design vision.
- 3. Schedule a feedback session after the project completion to assess the impact on client engagement.

39. Be Present Detalles

75% | Bidirectional

Professional Services

!• 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.

Ø=Ü Partnership Scenario:

Be Present Detalles could hire Bluebird Health Partners to develop a strategy for marketing their event services specifically to local healthcare providers. For instance, they could create a promotional package for hosting corporate retreats or wellness events, allowing Be Present to charge premium rates, resulting in an additional \$15,000 in revenue over three months.

Ø<ß Unique Synergy:

Be Present has the potential to transform healthcare events into memorable experiences, while Bluebird provides tailored strategies, creating a compelling offer for the often-overlooked healthcare sector.

Next Steps:

- 1. Schedule a discussion between De'Ana and Cary to explore how Bluebird can tailor strategies for Be Present's healthcare events.
- 2. Develop a pilot program for a healthcare-focused event that showcases Be Present's capabilities.
- 3. Identify healthcare clients that could benefit from Be Present's event services and approach them collaboratively.

40. Genuines Coaching & Consulting

75% | Bidirectional

Technology

!• 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.

Ø=Ü Partnership Scenario:

During one of Genuines' executive workshops, Reden could introduce Cary as a healthcare strategy expert. This would provide an opportunity for attendees to learn about Bluebird's consulting services, leading to at least three follow-up consultations, each valued at \$2,500.

Ø<ß Unique Synergy:

Genuines has direct access to a network of healthcare executives, making the referral process highly targeted and effective. This partnership allows Bluebird to tap into a specialized audience that they would not reach as effectively on their own.

Next Steps:

1. Establish a referral agreement outlining commission structures for leads.
2. Create a joint presentation highlighting the benefits of Bluebird's consulting services to be shared at Genuines' upcoming workshops.
3. Schedule a monthly review to track referrals and outcomes from the partnership.

41. JPO Logistics LLC

75% | Bidirectional

Logistics

!• 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.

Ø=Ü Partnership Scenario:

Bluebird conducts a health strategy workshop for JPO Logistics, focusing on improving employee health and wellness. Following the workshop, Bluebird implements a tailored health program that decreases employee absenteeism by 15%, resulting in cost savings of approximately \$30,000 annually for JPO.

Ø<ß Unique Synergy:

This partnership stands out because JPO's logistics operations can greatly benefit from improved health strategy execution provided by Bluebird, directly impacting productivity in a labor-intensive industry.

Next Steps:

1. Schedule an initial consultation to assess JPO's current health strategies.
2. Prepare a proposal for a tailored health strategy workshop.
3. Outline potential metrics for measuring the success of implemented strategies.

42. Tosh's Urban Garden

75% | Bidirectional

Health & Wellness

!• 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.

Ø=Ü Partnership Scenario:

Bluebird Health Partners could create a special package for new healthcare clients that includes a consultation plus a selection of Tosh's herbal products like teas and tinctures tailored to the client's health focus. For example, a clinic focused on stress management could receive a curated herbal package to sell at their location, driving sales for Tosh's while enhancing Bluebird's value proposition.

Ø<ß Unique Synergy:

Combining healthcare strategy with natural wellness products enables both businesses to offer a comprehensive suite of services that addresses both the clinical and lifestyle aspects of health, making their offerings stand out in a crowded market.

Next Steps:

1. Identify specific product lines from Tosh's that align with Bluebird's consulting services.
2. Develop marketing materials that highlight the benefits of the bundled offerings.
3. Launch a pilot program with select clients to gauge interest and optimize the package before broader rollout.

43. Celebrate & Smile International Steppers

75% | Bidirectional

Arts & Creative

!• 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.

Ø=Ü Partnership Scenario:

After conducting a dance workshop for a local tech company, Celebrate & Smile discovers they have challenges with employee retention. They refer the company to Bluebird Health Partners, who conducts a consulting engagement worth \$15,000, while Bluebird, in turn, recommends a dance program to improve company culture.

Ø<ß Unique Synergy:

The intersection of arts and healthcare consulting creates a unique opportunity where both businesses can enhance their service offerings, leading to improved employee satisfaction and retention for their clients.

Next Steps:

1. Establish a referral agreement outlining commission structures for successful client referrals.
2. Create a joint marketing piece that highlights the benefits of both services for corporate clients.
3. Host an informational webinar together, showcasing how dance and strategic consulting can improve workplace culture.

44. Jamz Trainings

75% | Bidirectional

Health & Wellness

!• 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.

Ø=Ü Partnership Scenario:

In a consulting project for a healthcare provider, Bluebird Health Partners can include a package where Jamz provides a series of personal training sessions for the provider's staff. This could be marketed as a holistic approach to healthcare, with Bluebird charging a premium for this bundled service while Jamz gets paid for the training sessions.

Ø<ß Unique Synergy:

The pairing is unique as it combines strategic healthcare consulting with practical health solutions, making Bluebird's offerings more attractive to clients who are increasingly focused on holistic wellness.

Next Steps:

1. Cary and James should brainstorm a list of potential wellness packages that could be marketed together.
2. Develop a pilot program where Jamz provides training for a selected client of Bluebird.
3. Create a joint marketing campaign to promote the new wellness consulting services.

45. MyahnArt LLC

75% | Bidirectional

Marketing & Design

!• 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%.

Ø=Ü Partnership Scenario:

Bluebird Health Partners is hosting a networking event for healthcare startups and engages MyahnArt to provide live painting during the event. As attendees watch the artist create a piece that embodies the spirit of innovation in healthcare, it creates a memorable experience. MyahnArt charges \$1,500 for the event, while Bluebird leverages the visuals in future marketing materials, enhancing their brand image.

Ø<ß Unique Synergy:

This pairing stands out as it merges healthcare consulting with the art world, creating experiences that are not only informative but also visually stimulating, a rare combination in business events.

Next Steps:

1. Draft a service agreement outlining the scope of artwork and events MyahnArt will provide for Bluebird.
2. Schedule a meeting to discuss upcoming Bluebird events where MyahnArt's services could be beneficial.
3. Create a feedback loop post-events to assess the impact of MyahnArt's services on client satisfaction.

46. WhitBits Cookies

75% | Bidirectional

Professional Services

!• 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.

Ø=Ü Partnership Scenario:

WhitBits Cookies can include promotional materials for Bluebird Health Partners in their corporate cookie deliveries, targeting office managers who might require consulting services. If just 5 clients inquire about consulting, and each project is worth \$10,000, Bluebird could generate significant new business.

Ø<ß Unique Synergy:

WhitBits has direct access to corporate professionals who may require healthcare consulting, creating a direct line of referral that enhances Bluebird's reach in the healthcare industry.

Next Steps:

1. Develop promotional materials about Bluebird's services to include in cookie deliveries to corporate clients.
2. Set up a tracking system to measure the success of referrals from WhitBits to Bluebird.
3. Host a joint event where WhitBits can showcase their cookies while Bluebird presents their consulting services.

47. The P-Way Solutions LLC

70% | Bidirectional

Real Estate

!• 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.

Ø=Ü Partnership Scenario:

Bluebird Health Partners can invite The P-Way Solutions to pitch their services during a client meeting with a healthcare provider. If the provider contracts The P-Way for janitorial services, Bluebird gains credibility for

recommending a reliable service, while The P-Way secures a new client.

Ø<ß Unique Synergy:

This vendor relationship allows Bluebird to offer a more comprehensive service package to their clients, integrating operational efficiency with strategic consulting.

Next Steps:

1. Schedule a presentation where The P-Way can showcase their services to Bluebird's current clients.
2. Develop a bundled service offering where Bluebird includes janitorial services as part of their consulting package.
3. Create a feedback loop where Bluebird gathers insights from The P-Way's service efficacy to enhance their consulting recommendations.

48. Simple Creations By T

70% | Bidirectional

Professional Services

!• 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.

Ø=Ü Partnership Scenario:

For Bluebird Health Partners' annual client appreciation event, Simple Creations could design and produce custom engraved pens and notebooks featuring Bluebird's logo. These items would be distributed to 100 attendees, enhancing the event's professional atmosphere and leaving a lasting impression, while Simple Creations earns around \$2,000 from the order.

Ø<ß Unique Synergy:

This relationship leverages Bluebird's healthcare industry presence with Simple Creations' unique offerings, creating a tailored approach to client engagement that is not common in the consulting space.

Next Steps:

1. Tiana Harris should create a sample kit of her products tailored for healthcare consulting firms.
2. Develop a pricing structure for bulk orders specific to Bluebird's needs.
3. Set up a feedback mechanism post-event to assess client satisfaction and potential for future orders.