

BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners !” Organize Design

2 Relationships Identified

BUSINESS PROFILES

Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

REFERRAL 1/2

80% conf

Bluebird Health Partners !” Organize Design Create

Reasoning:

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 Proposition:

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.

Collaboration Example:

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.

Synergy Potential:

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.

Action Items:

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.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

75% conf

Organize Design Create !' Bluebird Health Partners

Reasoning:

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 Proposition:

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

Collaboration Example:

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.

Synergy Potential:

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

Action Items:

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.

Value: HIGH

MUTUAL BENEFIT