

# BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" WhitBits

2 Relationships Identified

## BUSINESS PROFILES

### Aspirations Behavioral Health Inc.

Contact: Kristian Wilson  
Industry: Health & Wellness  
Telahealth mental health counseling

### WhitBits Cookies

Contact: Whitney Branch  
Industry: Professional Services  
Homemade cookies

## COLLABORATION 1/2

75% conf

WhitBits Cookies!" Aspirations Behavioral Health Inc.

### Reasoning:

WhitBits Cookies can provide homemade cookies for events hosted by Aspirations Behavioral Health, creating a warm, welcoming atmosphere for clients. This collaboration aligns WhitBits' target market of corporate professionals and event planners with Aspirations' health and wellness initiatives.

### Value Proposition:

By providing cookies for events, WhitBits can generate an estimated additional revenue of \$1,000 per month from event catering, while Aspirations enhances its client experience, potentially increasing client retention by 20%.

### Collaboration Example:

WhitBits Cookies supplies a variety of cookie platters for Aspirations Behavioral Health's monthly mental health workshops. Each workshop sees around 30 attendees, and WhitBits could charge \$500 for the catering service. This not only provides a tasty treat for participants but also allows Aspirations to create a positive environment that encourages open discussion of mental health topics.

### Synergy Potential:

This partnership is unique because it combines the nurturing aspect of homemade treats with the sensitive nature of mental health, creating a comforting environment that is rare in traditional counseling settings. It emphasizes the importance of holistic care that includes both mental wellness and comfort food.

**Action Items:**

1. Schedule a meeting between Whitney and Kristian to discuss potential event dates and themes.
2. Create a sample menu of cookie options that align with health and wellness themes for the workshops.
3. Promote the collaboration through social media and newsletters to attract attendees to the workshops.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

60% conf

Aspirations Behavioral Health Inc.'s WhitBits Cookies

**Reasoning:**

Aspirations Behavioral Health serves individuals in need of mental health support, many of whom may also be planning corporate events or personal celebrations. Referring clients to WhitBits Cookies for their catering needs can enhance the overall service experience for clients.

**Value Proposition:**

Aspirations can offer WhitBits to an estimated 50 clients each month, potentially leading to an increase in WhitBits' revenue by \$500 monthly from referrals, while providing added value to their clients by suggesting high-quality catering.

**Collaboration Example:**

During therapy sessions, therapists at Aspirations mention WhitBits Cookies as a great option for clients planning corporate events. For instance, a client planning a team-building workshop is referred to WhitBits, leading to a successful order of \$300 worth of cookies. Aspirations can track referrals and provide feedback to WhitBits to strengthen the partnership.

**Synergy Potential:**

The pairing is special because it combines the emotional support of mental health with the joy of celebrating life's moments through cookies, which can help clients feel more connected and supported in their personal and corporate events.

**Action Items:**

1. Develop a referral program where Aspirations can provide discount codes for clients referred to WhitBits.
2. Create promotional materials that can be shared in-session, highlighting WhitBits' offerings.
3. Host a joint event where clients can experience both mental wellness workshops and sample WhitBits products.

Value: MEDIUM

MUTUAL BENEFIT