

# BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners!" Jazzi's Creations

2 Relationships Identified

## BUSINESS PROFILES

### Bluebird Health Partners

Contact: Cary Hendricks  
Industry: Technology  
Healthcare Strategy Execution Consulting

### Jazzi's Creations

Contact: Jasmyne Irizarry  
Industry: Events & Gifts  
DIY Craft Studio & Personalized Gift Shop

## COLLABORATION 1/2

85% conf

Jazzi's Creations!" Bluebird Health Partners

### Reasoning:

Jazzi's Creations can offer craft workshops tailored for Bluebird Health Partners' healthcare clients, promoting team-building and engagement. This collaboration allows Bluebird to enhance their offerings with unique, value-added experiences that strengthen client relationships.

### Value Proposition:

Jazzi's Creations could generate \$500 per workshop, while Bluebird enhances their service portfolio, attracting new healthcare clients looking for innovative team-building solutions.

### Collaboration Example:

Jazzi's Creations organizes a 'Creative Wellness Day' at Bluebird Health Partners where 30 healthcare professionals participate in crafting personalized wellness kits. Each participant pays \$20 for the workshop, generating \$600 for Jazzi, while Bluebird showcases their commitment to employee well-being, attracting more clients who value team engagement.

### Synergy Potential:

This partnership uniquely combines the creative energy of Jazzi's DIY workshops with Bluebird's healthcare consulting, tapping into the growing demand for workplace wellness initiatives in the healthcare sector.

**Action Items:**

1. Schedule an initial meeting between Jasmyne and Cary to brainstorm workshop ideas.
2. Develop a workshop curriculum that aligns with healthcare themes and team-building objectives.
3. Market the 'Creative Wellness Day' through Bluebird's channels to attract healthcare clients.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Bluebird Health Partners / Jazzi's Creations

**Reasoning:**

Bluebird Health Partners serves healthcare solution providers who often require promotional gifts for their clients or team-building activities. Referring these businesses to Jazzi's Creations for their gift and event needs can provide mutual benefits.

**Value Proposition:**

Bluebird can offer Jazzi's services as a solution for healthcare clients, potentially increasing Jazzi's business by at least \$1,000 per month through referrals.

**Collaboration Example:**

Bluebird refers a healthcare startup to Jazzi's Creations for creating branded merchandise for an upcoming health fair. Jazzi produces customized tote bags and mugs, resulting in a \$1,200 order, while Bluebird solidifies their relationship with the startup by providing them with valuable connections.

**Synergy Potential:**

This pairing is unique because it connects the creative event services of Jazzi's with the healthcare consultancy of Bluebird, creating a niche referral network that addresses specific promotional needs within the healthcare sector.

**Action Items:**

1. Identify healthcare startups in Bluebird's network that may need promotional gifts.
2. Create a referral agreement that incentivizes Bluebird for each client referred to Jazzi.
3. Develop a joint marketing piece that highlights the collaboration and shared services.

Value: MEDIUM

MUTUAL BENEFIT