

BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!' Celebrate & Smile

2 Relationships Identified

BUSINESS PROFILES

Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

COLLABORATION 1/2

85% conf

Celebrate & Smile International Steppers!' Aspirations Behavioral Health Inc.

Reasoning:

Celebrate & Smile International Steppers focuses on enhancing community and employee relations through dance, which can complement the mental health services provided by Aspirations Behavioral Health. Jointly, they can create workshops that promote mental well-being through artistic expression.

Value Proposition:

By collaborating on workshops, they could attract new clients from both target markets, potentially generating increased revenue from combined participant fees, estimated at \$2,000 per workshop.

Collaboration Example:

Celebrate & Smile hosts a quarterly 'Dance for Mental Wellness' event where participants engage in dance sessions led by Tiffany, followed by mental health discussions facilitated by Kristian. They charge \$40 per participant, expecting 50 attendees, resulting in a total revenue of \$2,000 per event, split evenly between both businesses.

Synergy Potential:

This partnership uniquely combines physical movement and mental health, appealing to those seeking holistic wellness solutions, making it more attractive than typical wellness workshops.

Action Items:

1. Schedule a brainstorming session to outline the structure of the 'Dance for Mental Wellness' event.

2. Develop a joint marketing strategy targeting local businesses and community centers.
3. Create a shared signup page and promotional materials to start attracting participants.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Aspirations Behavioral Health Inc.!' Celebrate & Smile International Stepped

Reasoning:

Aspirations Behavioral Health serves individuals seeking mental health support, which can include those interested in community and relationship enhancements offered by Celebrate & Smile. Referrals can create additional clientele for both businesses.

Value Proposition:

Each referral can lead to a potential 20% increase in client base for Celebrate & Smile, translating to an estimated \$1,000 in additional revenue per month.

Collaboration Example:

After a counseling session, Kristian refers clients to Celebrate & Smile for their upcoming dance classes, highlighting the benefits of community engagement. In return, Tiffany provides discounted rates for any clients referred by Aspirations, ensuring they feel welcomed and valued.

Synergy Potential:

The pairing of mental health support and creative expression not only broadens service offerings but also addresses clients' holistic needs, fostering a community-centric approach to wellness.

Action Items:

1. Develop a referral agreement outlining benefits and discounts for referred clients.
2. Create a joint brochure to distribute at both businesses detailing services and referral processes.
3. Host a monthly networking lunch to discuss client progress and feedback on the referral process.

Value: MEDIUM

MUTUAL BENEFIT