

BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" Tosh's Ur

2 Relationships Identified

BUSINESS PROFILES

Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

Tosh's Urban Garden

Contact: Latachia Kins-Hunt

Industry: Health & Wellness

Natural herbal products (teas, tinctures and health care options) created in small batches with low to no synthetic additives. Eco-conscious individuals looking for alternative health options .

REFERRAL 1/2

80% conf

Tosh's Urban Garden!' Aspirations Behavioral Health Inc.

Reasoning:

Both Tosh's Urban Garden and Aspirations Behavioral Health Inc. target health-conscious individuals and those interested in holistic wellness. By referring clients to each other, they can provide comprehensive health solutions without competing directly.

Value Proposition:

Increased client base through mutual referrals, potentially increasing revenue by 20% for both businesses as they tap into each other's customer segments.

Collaboration Example:

Tosh's Urban Garden includes a flyer for Aspirations Behavioral Health services with every product purchase. In return, Aspirations promotes Tosh's products during counseling sessions, offering clients a holistic approach to their mental health. This could lead to an additional \$1,000 in sales for Tosh's and attract new clients for Aspirations each month.

Synergy Potential:

The unique pairing lies in combining physical health products with mental health services, creating a well-rounded wellness approach that appeals to the same audience seeking comprehensive health solutions.

Action Items:

1. Set up an introductory meeting between Latachia and Kristian to discuss referral processes.
2. Create promotional materials that highlight the partnership and shared values.
3. Launch a joint social media campaign to announce the referral program and its benefits.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Aspirations Behavioral Health Inc. !' Tosh's Urban Garden

Reasoning:

Aspirations Behavioral Health can refer clients looking for holistic wellness options to Tosh's Urban Garden, thereby enriching the clients' mental health journey with natural health products.

Value Proposition:

Enhances client support for Aspirations while increasing Tosh's sales through targeted referrals, potentially generating an additional \$500 monthly for Tosh's.

Collaboration Example:

During mental health workshops, Aspirations introduces Tosh's herbal teas as a natural way to enhance relaxation and well-being. Clients receive samples of Tosh's products, leading to significant interest and purchases, resulting in tangible sales and improved client health outcomes.

Synergy Potential:

This relationship uniquely combines mental health support with physical wellness, ensuring that clients receive a holistic approach that addresses both mind and body.

Action Items:

1. Develop a referral protocol that outlines how clients are introduced to Tosh's products.
2. Coordinate a monthly wellness workshop where both businesses can showcase their offerings.
3. Share success stories and testimonials from clients who benefit from both services to promote the partnership.

Value: MEDIUM

MUTUAL BENEFIT