

BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners !" Communicate Design

2 Relationships Identified

BUSINESS PROFILES

Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

REFERRAL 1/2

75% conf

Bluebird Health Partners !" Communicate Design & Marketing

Reasoning:

Both Bluebird Health Partners and Communicate Design & Marketing target service-oriented businesses, although in different sectors. Bluebird's healthcare clients could benefit from Communicate's marketing services, especially when launching new healthcare solutions.

Value Proposition:

By referring clients, Bluebird can enhance its service offerings while Communicate can tap into the healthcare market, potentially increasing their client base by 20%.

Collaboration Example:

When a healthcare startup approaches Bluebird for strategy execution, Bluebird can refer them to Communicate for robust branding and marketing strategy. In turn, Communicate can showcase Bluebird's referral on their site, adding credibility and attracting more healthcare clients, leading to a potential joint revenue of \$10K.

Synergy Potential:

Bluebird's established reputation in healthcare consulting combined with Communicate's expertise in marketing presents a unique opportunity to dominate a niche market by offering comprehensive solutions to healthcare startups.

Action Items:

1. Set up a meeting between Cary Hendricks and Kate Reeve to discuss referral strategies.

2. Develop a referral agreement outlining mutual benefits and incentives for each business.
3. Create promotional materials that highlight the partnership and distribute to both client bases.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

65% conf

Communicate Design & Marketing !' Bluebird Health Partners

Reasoning:

Communicate can provide marketing materials and branding services to Bluebird Health Partners, enhancing their visibility in the healthcare consulting space and improving client engagement.

Value Proposition:

By utilizing Communicate's design services, Bluebird can enhance its market presence, potentially increasing lead generation by 30% through improved branding.

Collaboration Example:

Communicate could design a new website for Bluebird that highlights their consulting services with case studies and testimonials, leading to increased inquiries. The project could be valued at \$7,500, and once launched, the improved online presence could result in gaining 5 new healthcare startup clients in the next quarter.

Synergy Potential:

The unique combination of Bluebird's healthcare expertise and Communicate's marketing skills can create a powerful narrative that can attract both healthcare professionals and startups, making their joint offerings more appealing than typical consulting or marketing services.

Action Items:

1. Draft a proposal for a redesign of Bluebird's website focusing on their healthcare consulting services.
2. Conduct a joint branding workshop to align Bluebird's messaging with Communicate's design vision.
3. Schedule a feedback session after the project completion to assess the impact on client engagement.

Value: HIGH

MUTUAL BENEFIT