

# BUSINESS RELATIONSHIP ANALYSIS

## Aspirations Behavioral Health Inc.!' IV Cre

2 Relationships Identified

### BUSINESS PROFILES

#### Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

#### IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

### REFERRAL 1/2

80% conf

IV Creative!' Aspirations Behavioral Health Inc.

#### Reasoning:

IV Creative focuses on content creation for local businesses, while Aspirations Behavioral Health targets individuals seeking mental health services. They can refer clients to each other without competing, as local businesses may require mental health resources for their employees, and individuals seeking mental health support could benefit from local business services.

#### Value Proposition:

IV Creative can generate additional revenue through referral fees, while Aspirations can expand its client base in the local business community.

#### Collaboration Example:

IV Creative could create a marketing campaign aimed at local businesses promoting the importance of mental health resources, while including Aspirations Behavioral Health's services as a recommended partner. For every successful referral made by IV Creative that results in a new client for Aspirations, IV Creative would earn a \$100 referral fee.

#### Synergy Potential:

The unique aspect of this pairing lies in their shared focus on local engagement. IV Creative's connections with local businesses provide Aspirations a direct route to a target market that values employee wellness, enhancing both companies' community presence.

**Action Items:**

1. Set up an introductory meeting between Iliana and Kristian to discuss referral terms.
2. Develop a co-branded flyer detailing the referral program for distribution at local business events.
3. Create an online referral tracking system to manage and incentivize referrals between both businesses.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Aspirations Behavioral Health Inc. !' IV Creative

**Reasoning:**

Aspirations Behavioral Health is looking for partnerships and can refer clients needing marketing assistance, especially if they want to promote their services or events. Individuals seeking mental health support often start small businesses and could benefit from IV Creative's marketing services.

**Value Proposition:**

Aspirations can earn a referral fee for each client they send to IV Creative, while IV Creative can gain new clients interested in enhancing their marketing efforts.

**Collaboration Example:**

Aspirations could host a workshop on 'Mental Wellness for Entrepreneurs' and recommend IV Creative's services for branding and marketing during the event. For each participant that signs up for IV Creative's services after the workshop, Aspirations would receive a \$100 referral fee.

**Synergy Potential:**

Both businesses cater to a community-oriented audience, making their combined efforts in promoting wellness and business growth particularly resonant in Jacksonville.

**Action Items:**

1. Plan a joint workshop focusing on mental wellness for local entrepreneurs.
2. Create an agreement detailing the referral fee structure for clients sent from Aspirations to IV Creative.
3. Develop marketing materials highlighting both businesses' services to distribute at the workshop.

Value: MEDIUM

MUTUAL BENEFIT