

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. serve health-conscious individuals, but in different ways. Tosh's offers natural products that can complement mental health strategies, while Aspirations provides mental health counseling which can be enhanced by the holistic approach of Tosh's herbal products.

Value Proposition:

Increased customer reach and referral-based revenue generation, potentially boosting sales by 20% through cross-promotion.

Collaboration Example:

Tosh's Urban Garden could provide a monthly subscription box of herbal teas and tinctures to clients of Aspirations Behavioral Health. In return, Aspirations can include promotional material about Tosh's products in their client newsletters, creating a seamless referral system where both businesses benefit financially and strengthen their customer base.

Synergy Potential:

This partnership uniquely combines herbal wellness with mental health, creating a comprehensive approach to well-being that neither could achieve alone. The holistic nature of both businesses aligns their missions perfectly.

Action Items:

1. Schedule a meeting between Latachia Kins-Hunt and Kristian Wilson to discuss referral terms.
2. Create promotional materials that introduce Tosh's products to Aspirations' clients.
3. Set up a feedback mechanism to gauge customer satisfaction with the referral program.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

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

Reasoning:

Aspirations Behavioral Health serves a target market that is likely to be interested in holistic health options offered by Tosh's Urban Garden. By referring clients who seek alternative health solutions, Aspirations can enhance their treatment offerings.

Value Proposition:

Enhanced service offerings for mental health clients leading to improved treatment outcomes and potential increase in client retention by 15%.

Collaboration Example:

Aspirations can recommend Tosh's herbal products to clients who express interest in natural remedies for anxiety or stress. For instance, during a counseling session, a therapist may suggest a specific herbal tea from Tosh's line to help a client manage their symptoms, thus creating a new revenue stream for Tosh's and improving client care for Aspirations.

Synergy Potential:

The unique combination of mental health services and natural wellness products creates a holistic approach that addresses both psychological and physical health, positioning both businesses as leaders in integrated health solutions.

Action Items:

1. Identify specific herbal products from Tosh's that would align with common client needs at Aspirations.
2. Develop training for Aspirations' staff on how to recommend Tosh's products effectively.
3. Establish a referral tracking system to measure the impact of this partnership on both businesses.

Value: MEDIUM

MUTUAL BENEFIT