

BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!' Free Agents Inc.

2 Relationships Identified

BUSINESS PROFILES

Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

REFERRAL 1/2

80% conf

Free Agents Inc!' Aspirations Behavioral Health Inc.

Reasoning:

Free Agents Inc. targets companies that may need mental health services for their employees, while Aspirations Behavioral Health caters to individuals seeking mental health counseling. This complementary focus allows for effective cross-referrals without competition.

Value Proposition:

Free Agents could refer clients needing mental health support to Aspirations, potentially generating a 10-15% referral fee on each client they send, which could lead to an additional revenue stream.

Collaboration Example:

Free Agents Inc. can introduce Aspirations Behavioral Health to local businesses during their consultations, providing employees access to mental health services. For example, when a client expresses concern over employee well-being, Free Agents can recommend Aspirations, who then provides a special package for those employees, leading to a referral fee of \$300 for each client referred.

Synergy Potential:

The unique synergy lies in Free Agents' established relationships with businesses needing holistic employee wellness solutions, which aligns perfectly with Aspirations' services, creating a seamless pathway for referrals that enhances both companies' offerings.

Action Items:

1. Schedule a meeting between James Higbe and Kristian Wilson to discuss referral processes.
2. Create a referral agreement that outlines the fees and expectations for both parties.
3. Develop marketing materials that Free Agents can distribute to their clients highlighting Aspirations' services.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Aspirations Behavioral Health Inc.' Free Agents Inc

Reasoning:

Aspirations Behavioral Health can refer clients needing business solutions to Free Agents Inc., especially those in small and medium-sized businesses who may be struggling with employee productivity due to mental health issues.

Value Proposition:

Aspirations could receive a referral fee for sending clients to Free Agents, potentially increasing their service offerings and creating a new income stream.

Collaboration Example:

Aspirations can identify small businesses struggling with employee mental health that could benefit from Free Agents' consulting services. When a client mentions the need for organizational improvement during a therapy session, they can refer them to Free Agents, resulting in a \$500 fee for each successful consulting engagement they facilitate.

Synergy Potential:

This pairing is unique as it combines mental health support with business consulting, addressing both employee well-being and organizational efficiency, creating a holistic approach to workplace improvement.

Action Items:

1. Host a joint webinar on the importance of mental health in the workplace, featuring both businesses.
2. Draft a referral agreement clarifying how and when referrals are made between the two companies.
3. Exchange client testimonials to enhance trust and credibility in referrals.

Value: MEDIUM

MUTUAL BENEFIT