

BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners !” WhitBits Cookies

2 Relationships Identified

BUSINESS PROFILES

Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

REFERRAL 1/2

75% conf

Bluebird Health Partners !” WhitBits Cookies

Reasoning:

Bluebird Health Partners targets healthcare solution providers and startups, while WhitBits Cookies caters to corporate professionals and event planners, many of whom may work in healthcare settings. Both businesses can refer clients to each other without competing directly.

Value Proposition:

Increased client base and revenue potential as Bluebird refers corporate clients to WhitBits for events, gaining a referral commission of 10% on orders.

Collaboration Example:

Bluebird Health Partners hosts a quarterly networking event for healthcare startups, where they can invite corporate professionals to meet potential clients. WhitBits Cookies provides catered homemade cookies for the event. If 50 attendees purchase cookies for their offices afterward, WhitBits could earn \$500, while Bluebird strengthens client relationships.

Synergy Potential:

The unique pairing leverages Bluebird's healthcare network to introduce WhitBits to corporate clients who may not be aware of their services, creating a targeted marketing opportunity.

Action Items:

1. Establish a referral program where Bluebird earns a commission on cookie orders from their clients.
2. Create a joint marketing campaign highlighting the benefits of cookie catering for healthcare events.
3. Schedule a planning meeting to discuss upcoming healthcare events where WhitBits can provide catering.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

WhitBits Cookies !' Bluebird Health Partners

Reasoning:

WhitBits Cookies serves corporate professionals, including those in healthcare, who may need consulting services offered by Bluebird. They can refer clients needing strategy execution in healthcare.

Value Proposition:

WhitBits can enhance its service offerings by referring clients to Bluebird, earning a commission on consulting contracts that result from those referrals.

Collaboration Example:

WhitBits Cookies can include promotional materials for Bluebird Health Partners in their corporate cookie deliveries, targeting office managers who might require consulting services. If just 5 clients inquire about consulting, and each project is worth \$10,000, Bluebird could generate significant new business.

Synergy Potential:

WhitBits has direct access to corporate professionals who may require healthcare consulting, creating a direct line of referral that enhances Bluebird's reach in the healthcare industry.

Action Items:

1. Develop promotional materials about Bluebird's services to include in cookie deliveries to corporate clients.
2. Set up a tracking system to measure the success of referrals from WhitBits to Bluebird.
3. Host a joint event where WhitBits can showcase their cookies while Bluebird presents their consulting services.

Value: MEDIUM

MUTUAL BENEFIT