

# BUSINESS RELATIONSHIP ANALYSIS

## Be Present Detalles!" Bluebird Health Partners

2 Relationships Identified

### BUSINESS PROFILES

#### Be Present Detalles

Contact: De'Ana Aguas

Industry: Professional Services

Events and Experiences

#### Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

### REFERRAL 1/2

75% conf

Bluebird Health Partners!" Be Present Detalles

#### Reasoning:

Bluebird Health Partners focuses on healthcare strategy for solution providers, while Be Present Detalles caters to busy professionals and romantic couples. They can refer clients to each other when healthcare professionals or startups need event planning or experiences, and vice versa.

#### Value Proposition:

Both businesses can increase their client base through referrals, potentially generating leads worth thousands in new revenue.

#### Collaboration Example:

Bluebird Health Partners could refer healthcare startups they work with to Be Present Detalles for hosting product launch events. For example, if a healthcare startup needs to unveil a new app, Bluebird refers them to De'Ana, who organizes a sophisticated launch party that attracts potential investors and users. If the event generates \$10,000 in revenue, Bluebird earns a referral fee of \$1,000.

#### Synergy Potential:

This partnership leverages Bluebird's healthcare network and Be Present's event expertise, creating unique opportunities that neither could access alone, especially in the niche medical startup scene.

**Action Items:**

1. Set up a meeting between Cary and De'Ana to discuss referral programs.
2. Create a joint marketing flyer that highlights referral benefits for both client bases.
3. Develop a tracking system to measure referral success and client satisfaction.

Value: MEDIUM

MUTUAL BENEFIT

**VENDOR 2/2**

65% conf

**Be Present Details | Bluebird Health Partners****Reasoning:**

Be Present Details could benefit from Bluebird Health Partners' consulting services, especially if they want to expand their clientele in the healthcare sector. Bluebird's expertise can help Be Present craft targeted experiences for healthcare professionals.

**Value Proposition:**

By engaging Bluebird's consulting services, Be Present can enhance its offerings and tap into a lucrative market, potentially increasing their revenue from healthcare clients by 20% in the next quarter.

**Collaboration Example:**

Be Present Details could hire Bluebird Health Partners to develop a strategy for marketing their event services specifically to local healthcare providers. For instance, they could create a promotional package for hosting corporate retreats or wellness events, allowing Be Present to charge premium rates, resulting in an additional \$15,000 in revenue over three months.

**Synergy Potential:**

Be Present has the potential to transform healthcare events into memorable experiences, while Bluebird provides tailored strategies, creating a compelling offer for the often-overlooked healthcare sector.

**Action Items:**

1. Schedule a discussion between De'Ana and Cary to explore how Bluebird can tailor strategies for Be Present's healthcare events.
2. Develop a pilot program for a healthcare-focused event that showcases Be Present's capabilities.
3. Identify healthcare clients that could benefit from Be Present's event services and approach them collaboratively.

Value: MEDIUM

MUTUAL BENEFIT