

BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!' Free Ag

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:

Both businesses serve similar-sized companies, particularly in the realm of employee wellness and mental health support. Free Agents Inc. can refer clients needing mental health support to Aspirations Behavioral Health, while Aspirations can direct companies seeking business solutions to Free Agents.

Value Proposition:

Increased client referrals could lead to a potential 15-20% increase in new clients for both businesses in the next quarter.

Collaboration Example:

Free Agents Inc. identifies a client with a high-stress workplace environment and refers them directly to Aspirations Behavioral Health for comprehensive mental health support. In return, Aspirations recommends Free Agents to a corporate client needing management consulting, resulting in a \$10,000 contract for Free Agents and a solid client relationship for Aspirations.

Synergy Potential:

Both businesses focus on enhancing employee well-being and performance, creating a unique opportunity to help clients address both operational and mental health challenges holistically.

Action Items:

1. Schedule a meeting between James Higbe and Kristian Wilson to discuss referral frameworks.
2. Create a joint marketing piece highlighting both services for distribution to their respective clients.
3. Establish a referral tracking system to measure the success of their partnership.

Value: HIGH

MUTUAL BENEFIT

COLLABORATION 2/2

70% conf

Free Agents Inc.' Aspirations Behavioral Health Inc.

Reasoning:

Both businesses can benefit from a collaborative workshop that addresses workplace mental health issues, combining Free Agents' consulting expertise with Aspirations' mental health knowledge.

Value Proposition:

Hosting a workshop could attract new clients, potentially generating \$5,000 in revenue from attendance fees while establishing both brands as leaders in employee wellness.

Collaboration Example:

Free Agents Inc. organizes a 'Mental Health in the Workplace' seminar where Aspirations Behavioral Health provides expert advice on mental health strategies. They charge \$150 per participant, expecting 50 attendees from local businesses, leading to \$7,500 in revenue, with both companies sharing costs and profits based on attendance.

Synergy Potential:

The combination of professional services with health and wellness creates a distinctive approach to employee engagement, positioning both businesses as comprehensive solution providers in their community.

Action Items:

1. Develop a workshop agenda that highlights the intersection of business solutions and mental health.
2. Identify potential venues and dates for the seminar, targeting local businesses for attendance.
3. Create promotional materials to market the workshop to their combined client lists.

Value: MEDIUM

MUTUAL BENEFIT