

BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" JPO Logistics LLC

2 Relationships Identified

BUSINESS PROFILES

Aspirations Behavioral Health Inc.

Contact: Kristian Wilson
Industry: Health & Wellness
Telahealth mental health counseling

JPO Logistics LLC

Contact: Paulette Orr
Industry: Logistics
General freight services and dispatching service.

REFERRAL 1/2

80% conf

JPO Logistics LLC !' Aspirations Behavioral Health Inc.

Reasoning:

JPO Logistics serves shippers and owner operators who may require mental health services, especially given the stress associated with logistics jobs. Aspirations Behavioral Health could benefit from referrals from JPO Logistics, as these individuals might be open to seeking mental health support.

Value Proposition:

By referring clients, JPO can enhance its service portfolio and offer added value to its customers, potentially increasing loyalty and retention, while Aspirations can gain new clients who are likely to need their services.

Collaboration Example:

JPO Logistics establishes a referral program where they provide employees and clients with brochures for Aspirations Behavioral Health offering a 10% discount for first-time clients. In exchange, Aspirations could offer JPO a percentage of the first session fee for each client referred, creating a revenue stream for JPO while providing mental health support to stressed individuals in logistics.

Synergy Potential:

The unique synergy lies in the high-stress nature of the logistics industry, making mental health support particularly relevant. This partnership not only addresses immediate mental health needs but also builds a supportive community around logistics professionals.

Action Items:

1. Develop a referral brochure detailing services and a discount offer for JPO's clients.
2. Set up a meeting to discuss commission structures for referrals.
3. Launch a joint marketing campaign to raise awareness about mental health services within the logistics community.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

Aspirations Behavioral Health Inc. / JPO Logistics LLC

Reasoning:

Aspirations Behavioral Health serves individuals who may be owners/operators in logistics or other stressful jobs, creating an opportunity for Aspirations to refer clients to JPO Logistics for their freight and logistics needs.

Value Proposition:

Aspirations could enhance their service offering by connecting clients with logistics support for personal or business moves, while JPO can access a new client base looking for logistics services.

Collaboration Example:

Aspirations can create a resource guide for clients needing to relocate due to job changes, which includes JPO Logistics as a recommended logistics provider. Clients would receive a 15% discount for using JPO Services, and JPO could provide a referral fee for each client that books a service through this initiative.

Synergy Potential:

This pairing is unique because it combines mental health support with practical logistics solutions, addressing both emotional and practical challenges clients may face during life changes.

Action Items:

1. Create a resource guide for clients that highlights logistics needs during transitions.
2. Negotiate a referral fee structure for clients referred to JPO by Aspirations.
3. Plan a joint informational webinar on managing stress during major life transitions, featuring both services.

Value: MEDIUM

MUTUAL BENEFIT