

BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" Be Present

3 Relationships Identified

BUSINESS PROFILES

Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

Be Present Detalles

Contact: De'Ana Aguas

Industry: Professional Services

Events and Experiences

REFERRAL 1/3

75% conf

Be Present Detalles !" Aspirations Behavioral Health Inc.

Reasoning:

Both businesses serve a similar demographic of busy professionals and couples, where mental health and personal events can intersect. Be Present Detalles could refer clients seeking mental health support to Aspirations Behavioral Health while also promoting their own event services.

Value Proposition:

By establishing a referral agreement, Be Present Detalles can enhance its service offerings, potentially increasing client retention and satisfaction, while Aspirations Behavioral Health gains access to a steady stream of clients needing mental health services.

Collaboration Example:

Be Present Detalles could include a referral card for Aspirations Behavioral Health in their event welcome bags, targeting couples attending romantic events. If a couple decides to seek mental health support after their event, Be Present Detalles earns a referral fee of \$100 for each new client that signs up for a session, creating a direct revenue stream.

Synergy Potential:

The unique synergy lies in the shared target market of busy professionals and couples seeking both personal and mental wellness, allowing for a holistic approach to well-being that enhances the value each business provides.

Action Items:

1. Set a meeting to discuss and finalize the referral agreement terms.
2. Design referral cards for Be Present Detalles to include in event materials.
3. Monitor referral outcomes and adjust strategies based on effectiveness.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/3

70% conf

Aspirations Behavioral Health Inc.!' Be Present Detalles

Reasoning:

Aspirations Behavioral Health can refer clients who may need event planning services for celebrations or therapeutic retreats, which aligns with their holistic wellness approach. This cross-referral can create additional client touchpoints for both businesses.

Value Proposition:

Aspirations Behavioral Health can support clients in achieving personal milestones while also encouraging mental wellness through events, enhancing client satisfaction and potentially boosting revenue through event planning referrals.

Collaboration Example:

Aspirations Behavioral Health hosts a wellness retreat and refers participants to Be Present Detalles for event planning services. If 10 clients engage Be Present Detalles for event services, resulting in an average of \$2,000 in event fees, Aspirations Behavioral Health receives a \$200 referral fee, providing mutual benefit.

Synergy Potential:

This pairing is unique because it combines mental health support with experiential events, allowing clients to engage in meaningful experiences that foster both personal and psychological growth.

Action Items:

1. Create a referral agreement detailing how and when to refer clients to each other.
2. Develop a promotional flyer showcasing Be Present Detalles' services for distribution at Aspirations Behavioral Health events.
3. Review client feedback to enhance collaboration effectiveness and identify new opportunities.

Value: MEDIUM

MUTUAL BENEFIT

Be Present Detalles !' Aspirations Behavioral Health Inc.

Reasoning:

Both businesses can collaborate on events that combine mental health themes with celebratory experiences, providing a unique offering that addresses both personal and emotional well-being.

Value Proposition:

This collaboration can create unique wellness events, increasing visibility and client engagement for both businesses while generating direct revenue through event fees.

Collaboration Example:

Be Present Detalles could organize a 'Wellness Day' event where Aspirations Behavioral Health provides mental health workshops. Attendees pay \$50 per person, with 100 attendees expected, yielding \$5,000 in revenue. Be Present Detalles manages the logistics and venue, while Aspirations Health runs the workshops, splitting the revenue evenly.

Synergy Potential:

The special synergy lies in merging event planning with mental health education, appealing to clients interested in comprehensive wellness experiences that are both entertaining and healing.

Action Items:

1. Schedule a brainstorming session to outline potential event themes and logistics.
2. Identify suitable venues and set a tentative date for the Wellness Day event.
3. Create marketing materials to promote the event collaboratively on both businesses' platforms.

Value: HIGH

MUTUAL BENEFIT