

# BUSINESS RELATIONSHIP ANALYSIS

## Aspirations Behavioral Health Inc.!" Be Present

2 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

### COLLABORATION 1/2

85% conf

Be Present Detalles !" Aspirations Behavioral Health Inc.

#### Reasoning:

Be Present Detalles can enhance its event offerings by incorporating mental health workshops provided by Aspirations Behavioral Health. This collaboration adds value to events by promoting well-being while also positioning Aspirations as a thought leader in mental health within the community.

#### Value Proposition:

This partnership can increase attendance at Be Present's events by 30%, potentially generating an additional \$10,000 in revenue per event. Aspirations also gains exposure to a new audience, boosting their client base.

#### Collaboration Example:

Be Present Detalles organizes a wellness-themed retreat for busy professionals, featuring a segment led by Aspirations Behavioral Health that focuses on stress management techniques. Attendees pay \$200 each, and with 50 participants, the event generates \$10,000. Aspirations provides a workshop and promotional materials, which helps them gain at least 10 new clients from the event.

#### Synergy Potential:

This pairing is unique because it merges event planning with mental health expertise, creating a holistic experience that addresses both personal and professional development, which is not typically offered in traditional events.

**Action Items:**

1. Schedule a meeting to brainstorm potential event themes and schedules.
2. Develop a co-branded marketing plan to promote the wellness events.
3. Create a feedback mechanism post-event to evaluate the success and gather leads for future engagements.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

**Aspirations Behavioral Health Inc.' Be Present Detalles****Reasoning:**

Aspirations Behavioral Health serves clients who often seek holistic experiences for mental well-being. Referring clients to Be Present Detalles for events can enhance their clients' overall health and wellness while providing Be Present with access to a new client base interested in experiential offerings.

**Value Proposition:**

Aspirations can refer 5-10 clients monthly, generating an estimated \$2,500-\$5,000 in revenue for Be Present Detalles, while providing added value to their mental health services.

**Collaboration Example:**

Aspirations Behavioral Health includes Be Present Detalles in their client newsletter and offers a discount for clients who book events. For example, if 10 clients take advantage of the offer, Be Present could see an influx of \$2,500 in new business, while Aspirations strengthens client relationships.

**Synergy Potential:**

This relationship leverages Be Present's expertise in creating memorable experiences that can complement the therapeutic services of Aspirations, creating a full-circle approach to mental wellness.

**Action Items:**

1. Create a referral agreement outlining benefits and incentives for both businesses.
2. Design promotional materials that Aspirations can share with clients detailing Be Present's services.
3. Monitor referral success and adjust the program based on client feedback and uptake.

Value: MEDIUM

MUTUAL BENEFIT