

BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners !” Organize Design

2 Relationships Identified

BUSINESS PROFILES

Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

REFERRAL 1/2

80% conf

Bluebird Health Partners !” Organize Design Create

Reasoning:

Both Bluebird Health Partners and Organize Design Create target similar markets, particularly startups and entrepreneurs. Bluebird's clients in healthcare may need marketing services that Organize Design Create offers, and vice versa.

Value Proposition:

By referring clients to each other, both businesses can expand their customer base, potentially increasing their revenue by 10-20% through cross-referrals.

Collaboration Example:

Bluebird Health Partners could refer a healthcare startup client seeking branding assistance to Organize Design Create. In return, if Organize Design Create has a client looking to enter the healthcare space, they would direct them to Bluebird. This could lead to a \$5,000 marketing project for Organize and a \$3,000 consulting contract for Bluebird.

Synergy Potential:

The unique synergy lies in their shared focus on startups; Bluebird adds healthcare expertise while Organize enhances marketing capabilities, creating a powerful referral loop between distinct yet overlapping sectors.

Action Items:

1. Set up a meeting to discuss and formalize a referral agreement.

2. Create a shared document to track referrals and outcomes for accountability.
3. Develop a co-branded marketing piece highlighting each other's services for distribution to both client lists.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

70% conf

Organize Design Create !' Bluebird Health Partners

Reasoning:

Organize Design Create can provide marketing services to Bluebird Health Partners, helping them enhance their visibility and outreach to healthcare solution providers.

Value Proposition:

Utilizing Organize's marketing expertise could help Bluebird reach a wider audience, potentially increasing client acquisition by 15% and boosting revenues by \$10,000 annually.

Collaboration Example:

Organize Design Create could design a digital marketing campaign for Bluebird Health Partners, including social media ads and email newsletters targeting healthcare startups. This campaign could lead to new client inquiries, showcasing Bluebird's consulting services to a broader audience, with a goal of securing at least two new contracts worth \$15,000 total.

Synergy Potential:

This partnership is unique as it leverages Organize's deep understanding of the entrepreneurial landscape, enabling Bluebird to effectively communicate their specialized consulting services to a niche audience.

Action Items:

1. Organize Design Create to propose a tailored marketing strategy for Bluebird's services.
2. Schedule regular check-ins to evaluate campaign performance and adjust strategies.
3. Create case studies showcasing successful projects to attract more healthcare clients.

Value: HIGH

MUTUAL BENEFIT