

BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners !” IV Creative

2 Relationships Identified

BUSINESS PROFILES

Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

REFERRAL 1/2

75% conf

IV Creative !’ Bluebird Health Partners

Reasoning:

IV Creative targets local business owners who may also be healthcare providers, creating a potential referral relationship. Bluebird Health Partners focuses on healthcare solution providers/startups, which are likely to need marketing services.

Value Proposition:

By referring clients to each other, both businesses can increase their customer base and revenue potential by tapping into the other's target market.

Collaboration Example:

IV Creative refers a local healthcare startup to Bluebird Health Partners for strategy execution consulting. In return, Bluebird recommends IV Creative to a healthcare provider needing marketing services, resulting in both companies securing clients worth \$10,000 each.

Synergy Potential:

This partnership uniquely combines creative marketing with strategic healthcare consulting, allowing both businesses to offer more comprehensive solutions to local healthcare providers.

Action Items:

1. Set up a meeting to discuss referral processes and expectations.

2. Create a joint promotional flyer outlining each other's services for distribution.
3. Establish a tracking system to monitor referrals and outcomes.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

80% conf

IV Creative!' Bluebird Health Partners

Reasoning:

Both businesses can benefit from collaborating on events targeting local healthcare providers. IV Creative's content creation skills can enhance Bluebird Health Partners' outreach efforts.

Value Proposition:

This collaboration can generate additional revenue through event sponsorships and fees, while also increasing brand visibility for both companies.

Collaboration Example:

IV Creative organizes a workshop titled 'Marketing Strategies for Healthcare Startups' at Bluebird Health Partners' office, where Cary speaks on strategic execution. Both charge an entry fee of \$100 per participant, attracting 30 local business owners and generating \$3,000, which is split equally.

Synergy Potential:

The combination of creative marketing approaches and healthcare expertise creates a unique learning environment that is highly relevant to the local market, setting them apart from generic marketing workshops.

Action Items:

1. Draft a workshop agenda and outline topics to be covered.
2. Create a marketing plan for promoting the workshop through social media and local business networks.
3. Finalize logistics for the event space and refreshments.

Value: HIGH

MUTUAL BENEFIT