11thHOURS

We have spoken with dentists, doctors, hair stylists, spa owners and others. They all agree that the last minute cancellation is a nagging issue for them. Based on conversations with each of them it happens, on average, three to four times a month. What are their options when this occurs? Currently they all have the same solution which is to solicit within their existing client/patient database to hopefully fill that recently created opening. We think that is akin to the old saying of robbing the future Peter to pay the present Paul and is a short sighted answer to an opportunity to grow their client base as well as get paid to do so. Three times a month per professional per industry is where we see opportunity. How?

As an example, William Schneider, D.D.S. and my brother. He has a Thursday at 2:00 appointment that calls and cancels on Wednesday at 11:00. His receptionist is now hot on the phone trying to fill it using her existing database of patients. It’s a tedious, time-consuming task that can lead to missing a call from an actual new patient. Further, it’s pulling revenue from the future to solve a present revenue problem, no growth. On a tangent line, Dr. Schneider knows that it costs him between $300 and $400 to acquire a new patient. Those figures represent Yelp, Google Ads, 1-800-Dentist, etc. 11thHOURS offers Dr. Schneider a new avenue that will cost him only 22% if and only if a new patient is acquired and services are rendered. No click fees. No paying for referrals that don’t show. Dr. Schneider is now making money while acquiring a new patient and it’s easily quantifiable. Additionally, 11thHours will be eagerly adopted in the front office because it offers the receptionist something that helps her do her job more effectively with less stress.

Right now you have to be following a business to be aware of their happenings. How many people actually follow a business that is service related? Not many. How many people follow more than one? An appointment based business needs to continually be growing its client base. They aren’t actually growing when they are advertising openings only to their current client base. Let’s also keep in mind the sole proprietor and/or the independent contractor whose only form of advertising is word of mouth. These folks get hit the hardest when dealing with a last minute cancellation. They typically don’t have an office person to help fill that hole. Every community talks about supporting local business. Here’s the chance for that mantra to be furthered. 11thHours allows both the consumer and the professional to meet within our community at no cost to either. Here’s how it works.

When a professional has an opening they will inform us. We will then send out an alert to our community with a description of the service, the cost, any savings or value-added information and a link to the bio of the provider on our website. Any interested community member will secure that appointment the offer payment via Venmo/PayPal to 11thHOURS. The professional will then contact that member directly and drive the process from there. We will wait for services to be rendered, take our percentage then release payment to the professional. Instead of the professional paying for clicks we will be paying the professional each time he grows his business.

The community of consumers is key. How to build it? We are starting on Next Door, emailing friends and acquaintances with the message of “Support local business now more than ever.” Asking them to refer any professional to 11thHOURS whom they believe are excellent at their craft. We are also allowing them to give us their email address to receive alerts. Next we are asking them to forward the original message to people they know. The prospective community member will know this is a safe site because no credit card numbers, no addresses, no social security numbers will be involved. What about building our community with professionals?

Using their own client’s name will allow us to get in the door. Once we explain the program as explained here and answer any additional questions growing the professional side will be the lesser of the two tasks. The one caveat being that we would like to keep this site to professionals who are highly rated online and/or have been referred in by a community member.

There is no direct competition as this market does not yet exist. Indirect competition is all the big tech platforms, pay-for-click providers, the current process of contacting existing clients. We think being first in this space will allow 11thHOURS to be uniquely positioned for years to come. Once our community is built in a city and its surrounding areas it will be very difficult for competition to break it.