



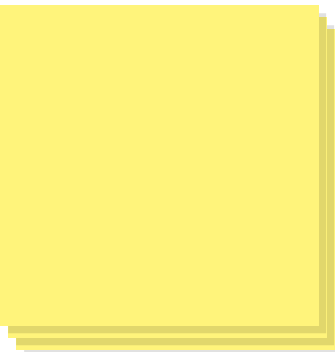
### Problem

List your top 3 problems.

Overly complicated registration process

Separate solution for every location/city

Complicated process for creating/managing appointments



### Solution

Outline a possible solution for each problem.

Centralized application that communicates with every blood bank

Appointment booking

Notifications

Blood bank locations

Donor stats (last donation etc.)

Gamification



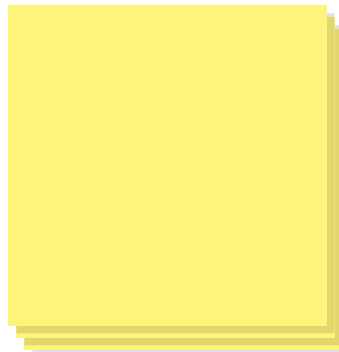
### Unique Value Proposition

Single, clear, compelling message that states why you are different and worth paying attention.

Easy, quick registration

Easy appointment creation, management

Suggested appointments based on preferences and location



### Unfair Advantage

List what can't be copied or bought.

Partnership with blood banks



### Customer Segments

List your target customer and users.

Voluntary blood donors

Blood bank personal



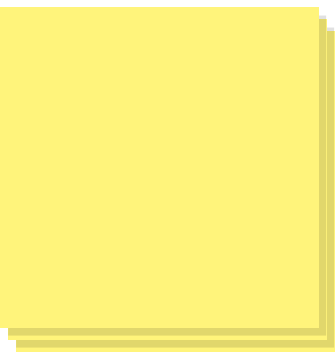
### Existing Alternatives

List how these problems are solved today.

Red Cross website

Website of each city

Existing and new Apps (Labcraft)



### Key Metrics

List the key numbers that tell you how your business is doing.

Number of appointments booked per month

New Donors per month

No show rates

Donors lost per month

Cancellation rates



### High-Level Concept

List your X for Y analogy (e.g. YouTube = Flickr for videos).

Calendly for blood donations



### Channels

Define your path to customers.

Web application

Phone application



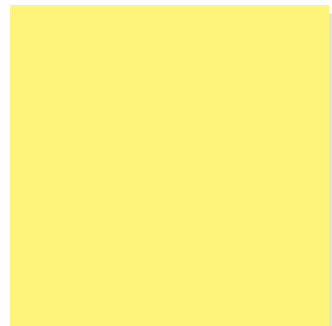
### Early Adopters

List the characteristics of your ideal customers.

Frequent donors

New donors

Younger generation



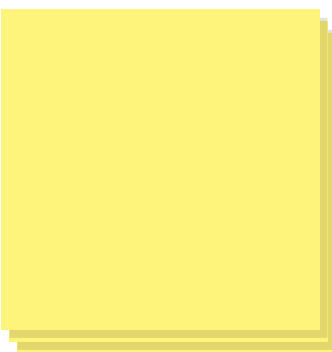
### Cost Structure

List your fixed and variable costs.

Application development costs

Maintenance costs

Customer support



### Revenue Streams

List your sources of revenue.

Government funding

Partnerships with blood banks

