

## Problem

List your top 3 problems.

Overly complicated registration process  
Separate solution for every location/city

Complicated process for creating/managing appointments

## Existing Alternatives

List how these problems are solved today.

Red Cross website  
Website of each city

Existing and new Apps (Labcraft)

## Solution

Outline a possible solution for each problem.

Centralized application that communicates with every blood bank  
Appointment booking  
Blood bank locations  
Donor stats (last donation etc.)

Notifications

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

## Cost Structure

List your fixed and variable costs.

Application development costs  
Maintenance costs  
Customer support

## 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

## Revenue Streams

List your sources of revenue.

Government funding

Partnerships with blood banks