

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
- Websites of separate each city

Solution

Outline a possible solution for each problem.

- Centralized application that communicates with every blood bank
- Blood bank locations
- Appointment booking
- Notifications
- 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
- Partnership with BankID



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

Revenue Streams

List your sources of revenue.

- Government funding
- Partnerships with blood banks

Key Metrics

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

- 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
- Young donors