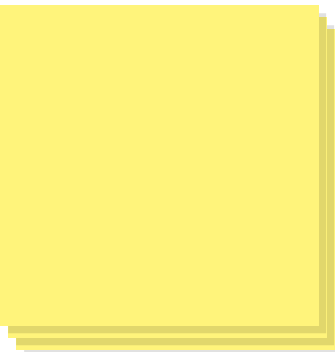




# Problem

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.

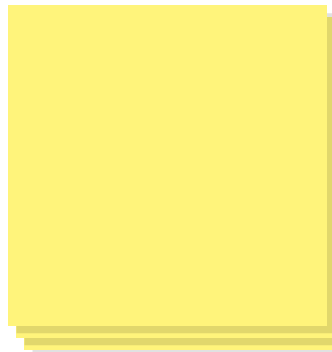
- Centralized application that communicates with every blood bank
- Notifications
- Appointment booking
- Blood bank locations
- Donor stats (last donation etc.)
- Gamification



# Unique Value Proposition

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

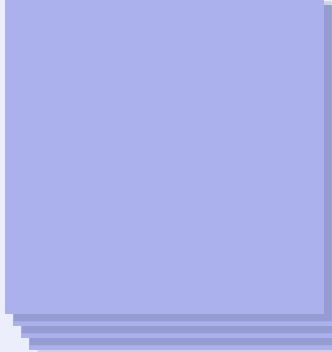
- Easy, quick registration
- Easy appointment creation, management
- Suggested appointments, based on preferences and location



# Unfair Advantage

List what can't be copied or bought.

- Partnership with blood banks
- Partnership with BankID



# Customer Segments

List your target customer and users.

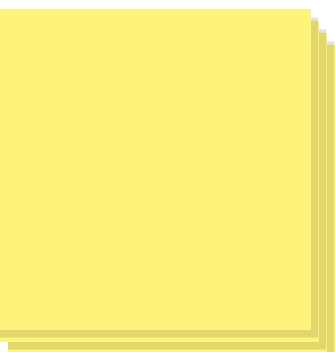
- Voluntary blood donors
- Blood bank personal



# Existing Alternatives

List how these problems are solved today.

- Red Cross Website
- Websites of separate each city



# 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).

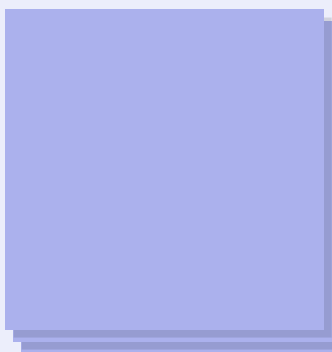
- Calendly for blood donations



# Channels

Define your path to customers.

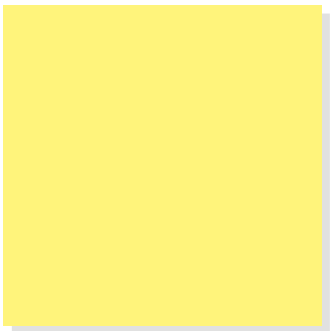
- Web application
- Phone application



# Early Adopters

List the characteristics of your ideal customers.

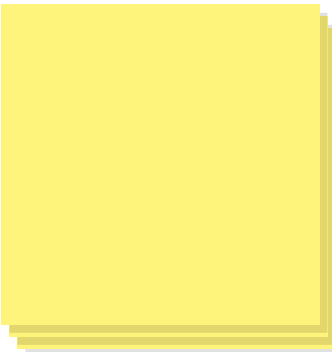
- Frequent donors
- New donors
- Young donors



# 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

