

Product or idea Clinic reminders	Designed by	Date	Version Illustrative example
Problem What are the main one to three problems your customers have today? Add the existing alternatives they use. Missed appointments waste staff time and leave empty slots. Existing alternatives are paper reminders and phone calls from reception.	Solution What is the simplest feature set that addresses each problem? Automatic text reminders and a one-tap reply to confirm or rebook.	Unique value proposition Why are you different, and why is it worth attention? Write one clear sentence. Fewer empty slots without extra work for reception.	Unfair advantage What can you hold that competitors cannot easily copy or buy? Leave it blank if you have none yet. None yet.
	Key metrics Which few numbers show whether the business is working? Share of reminders answered, drop in missed appointments and clinics still paying after three months.		Customer segments Who has these problems, and which early adopters feel them most? Independent clinics with one to five practitioners. Early adopters are clinics that already track missed appointments.
Cost structure What must you spend to acquire customers and deliver the product? Development, message fees and customer support.		Revenue streams What will customers pay for, and how much? A monthly fee per practitioner.	