

BUSINESS PLAN • CONFIDENTIAL

Every empty chair is money walking out the door.

No-Show Killer puts it back — **automatically**. The moment a client cancels, it races down the waitlist by text and refills the slot before the owner even notices. No phone calls. No lost revenue.

\$1,240

ILLUSTRATIVE UNIT VALUE

Recovered **single** refilled
from a appointment
in a
typical
service
business —
the
product's
core unit
of value,
delivered
on
autopilot.

THE PROBLEM

A no-show isn't a missed appointment. It's inventory that can never be sold again.

A salon chair, a dental slot, a training session, a table — all perishable. When someone cancels at the last minute, that hour is gone forever, and the standard fix is an owner frantically calling down a paper waitlist while running the front desk. Most of the time, the chair just stays empty.

10–15%

of revenue lost to no-shows & late cancellations at a typical appointment-based SMB.

\$200_{B+}

estimated annual cost of missed appointments across US service industries.

<1_{min}

the window that matters — fill fast or the slot is dead. Humans can't move at that speed. Software can.

HOW IT WORKS

A cancellation triggers a race. First "YES" wins the chair.

The entire recovery loop runs over ordinary SMS — no app for the customer to download, no staff intervention required.

01

Chair opens

A client cancels — manually, via a self-serve link, or synced from the calendar. The slot goes live.

02

Cascade fires

Waitlist clients are ranked and texted a real offer in sequence, respecting consent and quiet hours.

03

First YES books

A single "YES" reply claims the slot atomically — no double-books — and confirms the winner instantly.

04

Revenue recovered

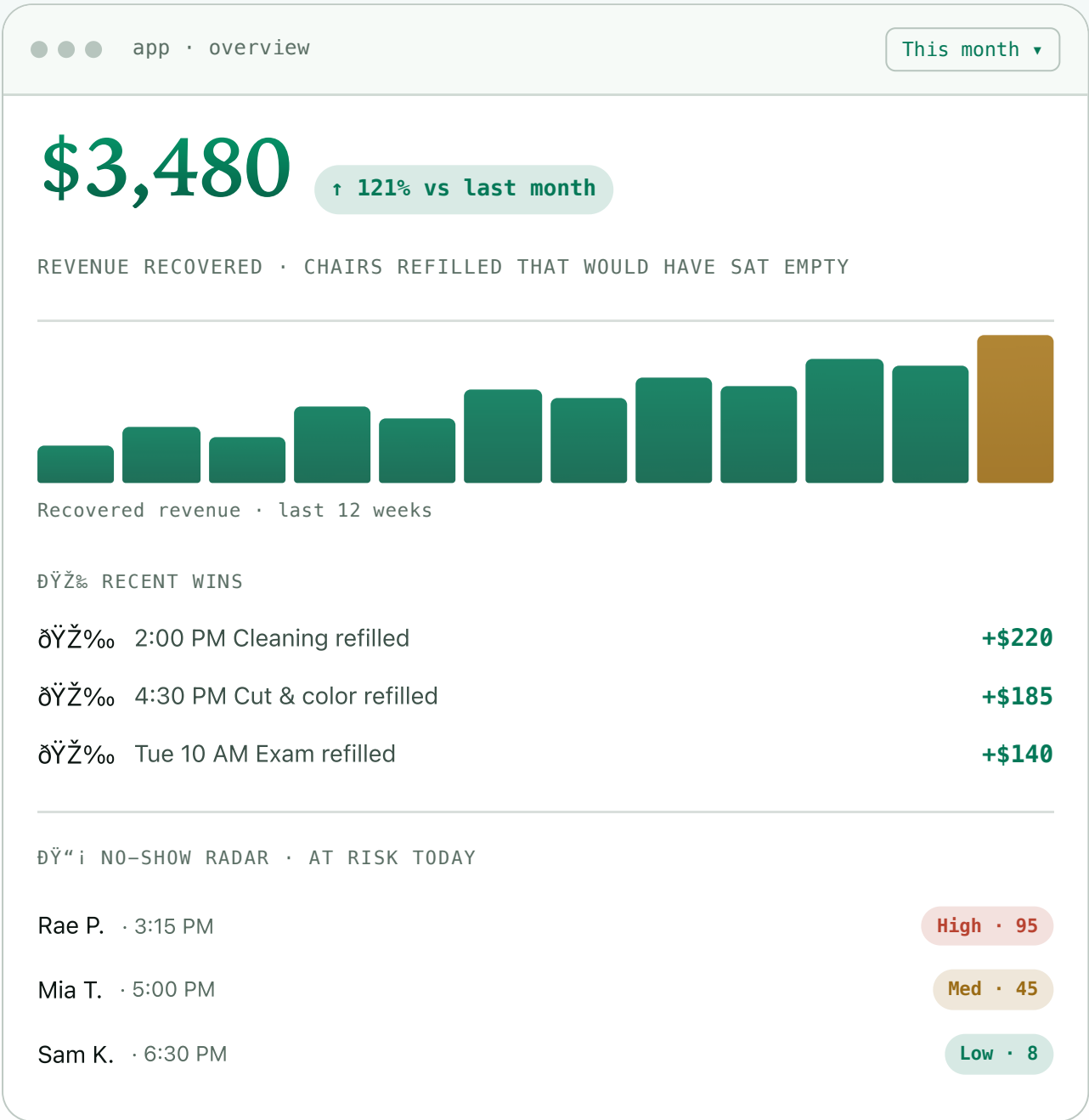
The chair is refilled, a reminder is scheduled, and the owner sees the win. Money back in the till.

And it prevents the gap in the first place. Confirmations, reminders, and AI risk-scoring reduce how often a chair opens at all — so recovery is the safety net, not the whole strategy.

SEE IT

The owner opens the app to one number: dollars they'd have lost.

Recovery, prediction, and proof on a single screen — the ROI dashboard, the live wins feed, and the No-Show Radar.



Representative interface · figures illustrative

WHAT WE'VE BUILT

A complete, deployed platform — not a prototype.

Beyond the core cascade, the product has grown into an autonomous revenue-recovery system that works *for* the owner and feels genuinely delightful to use.

Prevent & predict stop the no-show before it happens



No-Show Radar

An AI-style heuristic scores every upcoming appointment 0–100 for no-show risk, with self-explaining factors and one-tap nudge.



Confirmations & reminders

Timezone-aware confirm/reminder cycles, two-way YES/NO parsing, and full STOP/START compliance.

Recover & automate fill the chair with zero effort



Waitlist cascade

Race-safe, ranked, consent-gated auto-offers that refill a cancelled slot in under a minute.



Auto-pilot

Automatically nudges high-risk unconfirmed appointments in the background. The owner does nothing; the system just works.



Self-serve reschedule links

Secure, no-login SMS links let clients rebook or release a slot themselves — no phone tag.



Google Calendar sync

Two-way sync: a cancelled calendar event auto-opens a cascade; a win writes back to the calendar.

Delight & inform the reason owners fall in love with it



The Win Moment

Every refilled chair fires confetti, a hero dollar count-up, and an optional "you just recovered \$X" text to the owner.



Morning daily brief

A once-a-day SMS: today's bookings, who's at risk, and what auto-pilot handled overnight.



ROI dashboard

The home screen leads with dollars recovered — this month, all time, week-over-week trend, 12-week chart.



Weekly ROI report

A proactive Sunday-night recap texted to the owner: chairs refilled, no-show rate, dollars saved.

Foundations the unglamorous work that makes it real



AI document import

Snap a photo of a paper roster or price list — Claude extracts the rows and imports them in seconds.



Native iOS app

A full-parity SwiftUI client alongside the responsive web dashboard, with live updates.



Compliance built in

TCPA/CASL consent tracking, audit log, right-to-erase, opt-out controls, and A2P-ready messaging.



Apple-grade polish

Fully responsive, light/dark themes, and a design system consistent across every screen.

WHY IT WINS

Five things most tools in this space don't have — together.

01 · PROVABLE ROI

Sells itself in one save

The product's central metric is dollars recovered. It pays for a month of subscription the first time it refills a single chair.

02 · AUTONOMOUS

Works while you work

Auto-pilot, cascades, reminders, and briefs run in the background. The owner isn't operating software — the software operates for them.

03 · HORIZONTAL

Not locked to one vertical

Salons, spas, dental, physio, gyms, tattoo, restaurants — anyone who sells time in slots. One product, a huge market.

04 · AI-NATIVE

Intelligence, not just automation

Risk scoring, document extraction, and a roadmap to a conversational SMS agent — built on Claude from day one.

05 · DELIGHTFUL

Owners love opening it

Confetti, count-ups, and morning briefs turn a back-office utility into something people are happy to see. Retention is a feature.

THE THROUGH-LINE

Recovery you can feel

Every surface points at the same emotional payoff: an empty chair became money. That clarity is the moat.

WHERE WE ARE

Built, tested, deployed, and live — one carrier registration

from onboarding paying customers.

Deployed to production



Running live on managed infrastructure; health-verified and current with the latest build.

DONE

Full feature arc shipped



Win Moment, Radar, Auto-pilot, Daily Brief, ROI dashboard — all merged and live.

DONE

411 automated tests passing



Type-clean across web + backend; every recovery path covered.

DONE

All revenue features armed



Cascade, auto-pilot, briefs, and win-texts enabled in production, ready for real data.

DONE

A2P 10DLC carrier registration



The one gate before texting real customers at scale — a Twilio brand/campaign filing.

GATE

Security hardening: secret rotation



Routine pre-launch credential rotation. Small, well-understood task.

GATE

100%

FEATURE ARC SHIPPED

411

TESTS GREEN

2

GATES TO FIRST CUSTOMER

1

PRODUCT, MANY VERTICALS

Honest status: the platform is complete and running. What's left before revenue isn't more engineering — it's a carrier paperwork step and lining up first design-partner businesses.

THE BUSINESS CASE

The unit economics are almost embarrassingly simple.

FOR THE CUSTOMER

1 chair refilled = **\$75-\$300+** recovered

1 subscription ≈ **the price of one chair**

→ pays for itself the first week it's used

One save covers the month.

After that, every recovered no-show is pure upside. That's the easiest ROI conversation in SMB software.

FOR US

Model: **per-location SaaS** subscription

Cost to serve: **low** (SMS + hosting, usage-scaled)

Expansion: **multi-location, tiers, add-ons**

Recurring, sticky, expandable.

High retention follows naturally: once a business trusts it to catch cancellations, turning it off means knowingly leaving money on the table.

WHO IT'S FOR — ONE PRODUCT, MANY DOORS

Beauty & wellness

Salons, spas, barbers, nails, med-spas — high cancel rates, high slot value.

Health & therapy

Dental, physio, chiro, counseling — appointment-driven, no-show sensitive.

Fitness & coaching

PT, studios, tutoring — booked sessions, waitlists already exist.

Hospitality & services

Restaurants, pet grooming, auto detailing — perishable, bookable capacity.

The same engine serves all of them. We start where the pain is sharpest and the sales cycle is shortest, then widen — the product needs no re-build to move between verticals.

THE PLAN FROM HERE

Engineering is done. The next moves are go-to-market.

NOW → 30 DAYS

Open the gate

- Complete A2P 10DLC registration to unlock SMS at scale
- Rotate credentials and finish launch hardening
- Line up 3–5 design-partner businesses in one vertical

30 → 90 DAYS

Prove it with real dollars

- Onboard partners; load real waitlists & calendars
- Measure actual dollars recovered per location
- Turn those numbers into the sales story & case studies

90 DAYS +

Scale the machine

- Introduce pricing tiers & multi-location
- Ship the conversational AI SMS agent
- Expand into the next verticals with the proof in hand

What I need from you: a green light to finish the A2P step and recruit the first handful of design partners. The build risk is behind us — this is now about putting a finished product in front of businesses that are losing money every week without it.

THE ONE-LINE VERSION

A finished product that
turns empty chairs
back into revenue
— automatically,
and with a smile.

It's live, it's tested, and it's one small step from its first paying customer.

No-Show Killer · Business plan

Confidential · Prepared for leadership review