

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

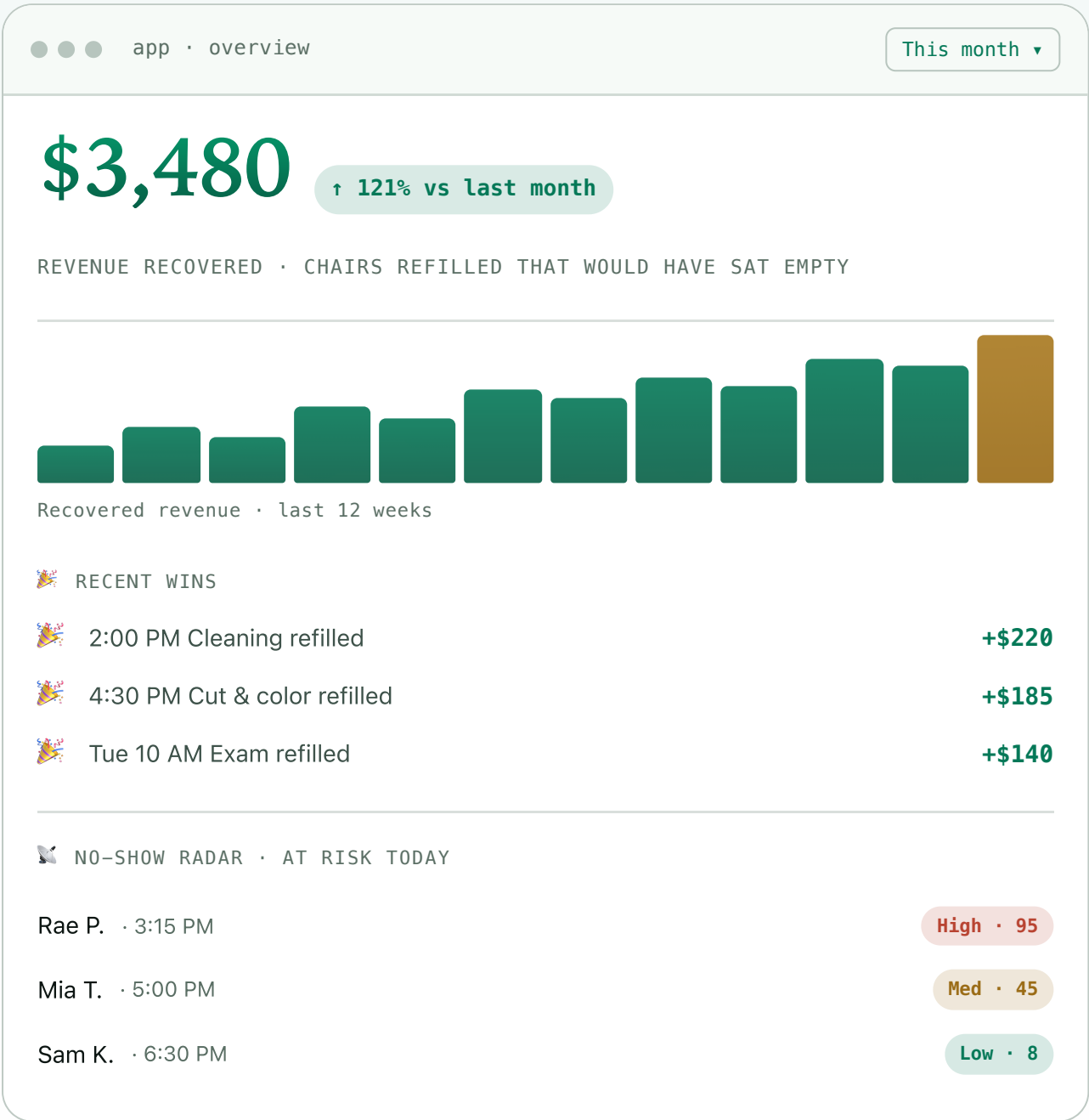
The chair is refilled, a reminder is scheduled, and the owner sees the win. Money back in the till.

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.

MARKET

A large, fragmented market that feels this pain every single day.

Every business that sells time in bookable slots loses money to no-shows — and almost none of them run software that actively recovers it. That gap is the opportunity.

TAM · TOTAL MARKET

~1.5M

Appointment-based
SMBs across the US &
Canada — salons,
clinics, studios,
restaurants, and more.
At ~\$1,200/yr each, a
~\$1.8B opportunity.

SAM · SERVICEABLE

~500K

Beachhead verticals
with real waitlists and
acute no-show pain:
beauty & wellness,
dental, physio, and
fitness. Roughly
~\$600M.

SOM · 3-YR REACHABLE

~3,000

A focused wedge of
locations won one
vertical at a time — an
illustrative path to
~\$3.6M ARR.

Market sizes are illustrative planning assumptions, not audited figures.

COMPETITIVE ANALYSIS

Everyone reminds. Almost no
one refills.

The category is crowded with reminder tools — but a reminder only reduces no-shows. When a chair empties anyway, those tools leave the owner to chase it by hand. No-Show Killer is built to close that gap autonomously, and to prove the dollars it recovers.

CAPABILITY	FRONT DESK & PAPER LIST	GENERIC REMINDER APPS	BOOKING / PMS BUILT-INS	NO-SHOW KILLER
Auto-refills a cancelled slot (cascade)	×	×	Rare	✓ Core
Predicts no-show risk (AI scoring)	×	×	×	✓
Two-way SMS, no app for clients	Manual	✓	Varies	✓
Dollars-recovered ROI reporting	×	×	×	✓
Runs autonomously (no staff effort)	×	Partial	Partial	✓
Works across many verticals	✓	✓	Vertical-locked	✓

OUR MOAT

The recovery loop

An autonomous cascade plus predictive scoring is materially harder to build than reminders — and it's the exact part that makes the owner money. Hard to copy, easy to feel.

POSITIONING

ROI, not admin

We sell recovered revenue, not another dashboard to babysit. That reframes the purchase from a cost line to a profit lever.

WEDGE

Horizontal by design

Vertical incumbents are locked to one market. One engine lets us expand across verticals without a rebuild — and undercut point tools on breadth.

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.

PRICING & PROJECTIONS

Simple per-location pricing
that a single recovered chair
already covers.

STARTER

\$49/mo · location

Waitlist cascade + confirmations & reminders — everything needed to start recovering chairs from day one.

PRO · MOST POPULAR

\$99/mo · location

Adds No-Show Radar, auto-pilot, the ROI dashboard, morning brief, and Google Calendar sync.

MULTI-LOCATION

Custom

Volume pricing, roles, and rollout support for chains and franchise groups.

ILLUSTRATIVE TRAJECTORY	YEAR 1	YEAR 2	YEAR 3
Active locations	150	900	3,000
Avg revenue / location / yr	~\$1,000	~\$1,150	~\$1,200
ARR	~\$150K	~\$1.0M	~\$3.6M
Cost to serve	Low	Low	Low — usage-scaled SMS + hosting

Pricing and multi-year figures are illustrative planning assumptions; actuals depend on the design-partner phase.

RISKS & MITIGATIONS

The honest list — and what's already handled.

DELIVERABILITY

Carrier filtering (A2P)

Unregistered SMS gets filtered at scale. **Mitigation:** A2P 10DLC brand/campaign + Messaging Service — the code already prefers it; registration is the active pre-launch step.

ADOPTION

Onboarding friction

SMBs won't do heavy setup. **Mitigation:** AI document import, self-serve setup wizard, calendar sync, and hands-on design-partner onboarding.

COMPETITION

Incumbents add cascade

Reminder tools could copy it. **Mitigation:** the autonomous recovery loop + ROI framing is a real build lead; move fast on real customer proof.

UNIT COST

SMS margin

Per-message cost eats margin if unmanaged. **Mitigation:** usage-scaled pricing, daily caps, and consent/quiet-hours gating already shipped.

TEAM & EXECUTION

A lean build that has already shipped what most plans only promise.

The entire platform — the cascade engine, predictive Radar, auto-pilot, ROI dashboard, a native iOS app, compliance controls, and a deployed production system with 411 passing tests — is already built and live. Execution risk, the thing that sinks most early plans, is largely retired: the question isn't "can it be built?" but "how fast can we put it in front of customers?" The next investment attaches to go-to-market and customer success, not to proving the product works.

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.

**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