Value-Positioning Summary

Evidology Group

For [Ideal Customer Profile]	• Externally-facing staff who schedule 10+ B2B meetings per week with 2+ other participants, frequently across time zones • Sales, Customer Success, Consultants, etc. • Director level and below who do not have administrative support • English speakers world-wide
Who Need/ Want [Problem Statement)	• To reduce the administrative time and burden of finding mutually convenient meeting times and managing invitations • To ensure complete privacy of their schedule • To minimize the risk of missed meetings due to cross-platform incompatibilities
The	Acme Meeting Scheduler
Is a	Web email extension and email client plug-in
That [Proposed Solution]	**Saves up to 5-8+ hours/week while minimizing the complexity and frustration associated with scheduling meetings** • Suggests optimal times based on participant schedule preferences and time zones while maintaining privacy • Simplifies tracking and managing of calendar invites to various parties for different unconfirmed meetings • Eliminates context switching between email and multiple calendars for organizers and recipients • Makes email "smart" by sending meeting invitations directly from within any email client • Pre-populates the meeting invitation based on email contents and a variety of other sources • Provides full platform cross-compatibility to minimize the risk of missed meetings (not added to their calendar)
Unlike	• Exchanging on average 3-5 emails over an unpredictable period of time burdening both organizer and recipients • Polling solutions that guess at potential availability and places the burden on recipients to rank options • Incoming "select from my calendar" webpage solutions that designed for appointment-style bookings • Virtual assistants that increase email chatter to recipients, are "robot-like, and easily confused by "edge cases" • Free/busy calendar sharing that represent a privacy risk by exposing personal/professional time usage

wow!

Callout boxes (right side):

Defining characteristics

Described from customers' perspective.

Relates to things that can be measured or quantified in some way.

Succinct summary capturing WHY, WHAT, and HOW.

In order of impact.

Directly supports Needs/Wants.

Identifies qualitative contribution to KPIs

Alternative approaches or options and how they differ from "That".

Includes the status quo.

Capabilities-Benefits Summary

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	Capability	Benefit
1	Launches a meeting invitation dialog box – containing a extensive set of invitation parameters and a single-pane view of multiple calendars – from within any email client	Eliminates context switching (manual checking) between email, calendar, and multiple calendar views regardless of email and calendar software. Saves up to x% time **for organizer**.
2	Pre-populates meeting invitation parameters by extracting meeting intent, suggested parameters, subject, and participant information (e.g. geographic location/time zone) from email exchanges, address books, and CRM (if connected) using NLP and AI-driven predictions	Reduces information collection and data entry time by y%. Reduces keystrokes on average by z%
3	Automatically suggests most likely mutually convenient times for all parties taking into account time zones and pre-specified or meeting specific preferences using proprietary matching algorithms	Reduces typical email exchanges from an average 3-8 per meeting over ~1 week period to 1-3 emails over <1 week maintaining meeting momentum. Reduces overall coordination burden for all parties, not just organizer
4	Automatically places and removes holds on all suggested meeting times. Master status control panel shows the status of outstanding requests with controls to follow-up, cancel holds, etc.	Eliminates double-booking and automates meeting management tasks like invitation reminders Reduces the administrative burden by a - b hours/week on average
5	Provides graphical representation of meeting invitation embedded in recipients' email with acceptance/proposal controls using AMP HTML Shows only valid (refreshed) times and recipient overlay calendar view based on recipient authorization(s)	Eliminates context switching between email, calendar, and multiple calendar views regardless of email and calendar software **for invite recipients** Minimizes the risk of double-booking due to delayed responses and maintains scheduling process momentum
6	Compatible with all major email and calendar software providers – Microsoft, Google, and Apple – web and mobile	Minimizes missed meetings by eliminating the risk of entries not added in participants' calendars due to cross-platform incompatibilities

Descriptive WHAT and HOW. Provides clear visual of what the capability is or does without too much HOW detail. In order of operational sequence to make more concrete.

Descriptive WHY, specific to capability, from the customers' perspective. Identifies measurement metric used by the customer to assess beneficial impact. Make quantitative where possible.