reminder PASS

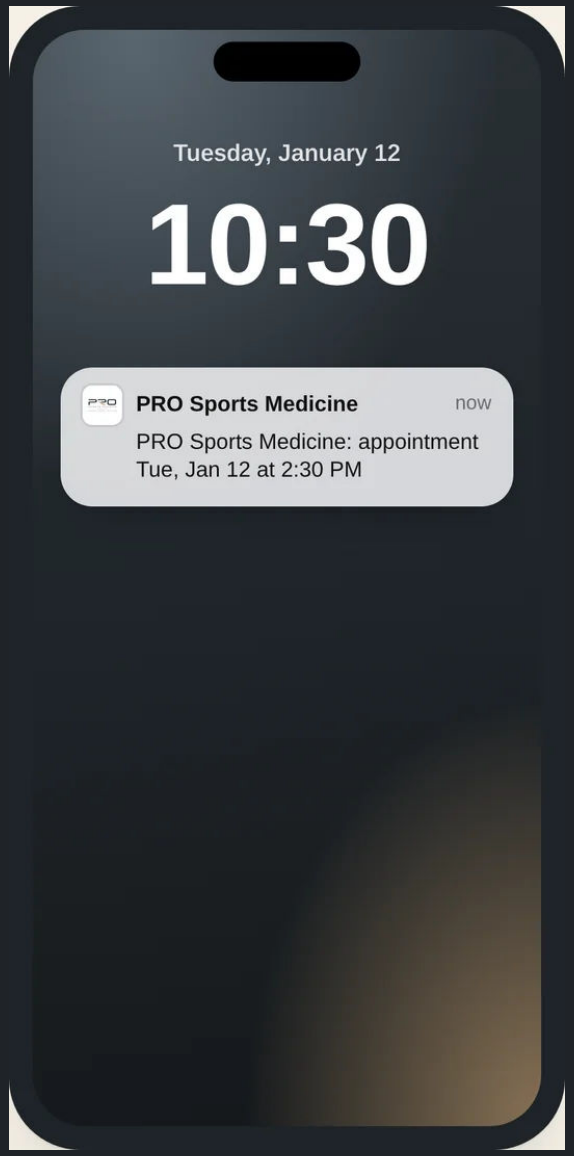
TECHNOLOGY · SAAS

Reminder Pass

Branded Apple Wallet and Google Wallet passes that keep appointments, service visits and reorders on the customer's lock screen.

Live

Investor & partner overview · 2026



OVERVIEW

At a glance

Reminder Pass puts a business's appointment or reorder card in the customer's Apple Wallet or Google Wallet. It reads from the software the business already runs, updates itself when the schedule changes and sends reminders straight to the lock screen — no app to download, nothing to sign in to. Available now through custom build-outs, with a self-serve Shopify app coming to the Shopify App Store.

$149
/mo per location — Home Services

$199
/mo per location — Healthcare

2
Live integrations (DrChrono, Shopify)

3
Integrations in progress

PROBLEM

The problem

- Text reminders get buried in a thread and most texting services bill per message.
- Email reminders compete with promotions and spam — and still show the old time after a reschedule.
- Portals and apps ask customers to download, register and remember a password before they see anything.
- No-shows and 'what time is my appointment?' calls cost businesses time and revenue.

SOLUTION

Our solution

- One branded card in Wallet that always shows the latest date and time.
- Syncs from the business's existing EHR, field-service or store software — staff never enter anything twice.
- Lock-screen reminders before each visit or reorder, plus a notice when a time changes.
- Back-of-pass actions: check in, reschedule, pay, portal, call, text, address and hours.



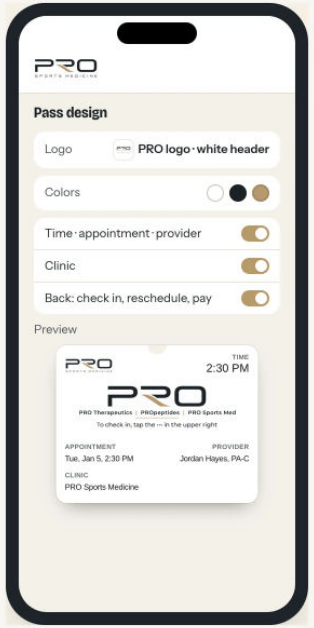
PRODUCT

Products & services

- Sign-up by QR code or link with a 6-digit email code, then one tap: Add to Wallet.
- Custom pass: logo, colors, front fields and back-of-pass links, with live preview.
- Company dashboard: pass holders, visits, reminders sent, link taps, reports with CSV export, staff accounts.
- Healthcare privacy: no diagnosis, visit reason or balance on the pass front or lock screen; signed BAA available.
- Shopify: Wallet pass after each order, reorder reminders with one-tap reorder, shipping and subscription updates.

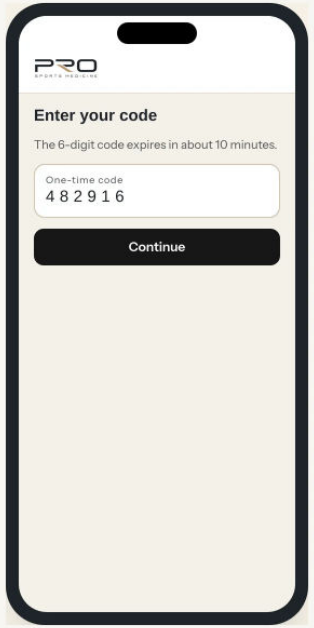
HIGHLIGHTS

Signature offerings



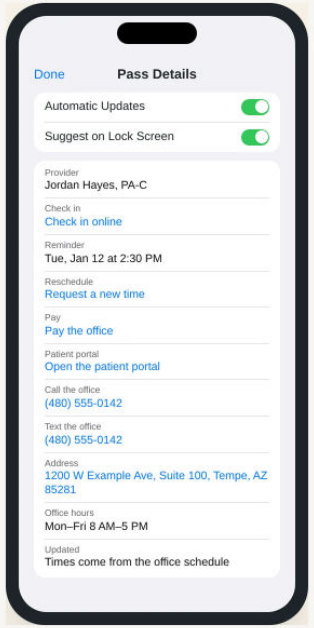
Branded pass

Logo, colors and fields, with a live preview.



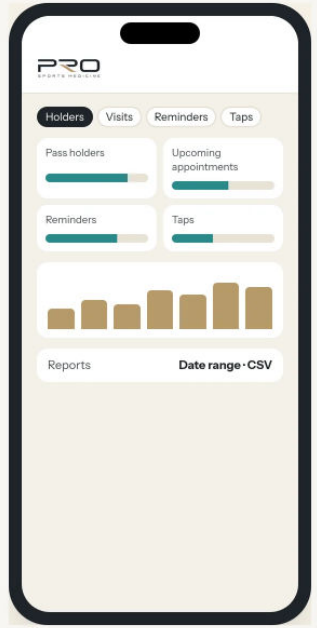
Secure sign-up

A 6-digit email code, then Add to Wallet.



Built-in actions

Check in, reschedule, pay, call or text from the back.



Company dashboard

Pass holders, visits, reminders and link taps.

HOW IT WORKS

How it works

01

Add once

QR or link, email code, Add to Wallet.

02

Stays in sync

Reads the system the business already uses.

03

Reminds

Lock-screen reminders and change notices.

04

Acts

Reschedule, pay, call or reorder from the pass.

MARKET

Who it serves

Businesses that depend on booked visits or repeat orders: medical, dental, chiropractic, physical therapy, med spa, eye care and veterinary practices; pest control, pool, lawn, HVAC, cleaning and plumbing companies; and Shopify brands with repeat buyers.

MARKET SIZE

$448M

Global medical scheduling software market, 2026 estimate. Source: Grand View Research, Medical Scheduling Software Market Report (2024; updated 2026).

BUSINESS MODEL

How it makes money

- Home Services Build-Out: $149/month per location + one-time build-out from $499.
- Healthcare Build-Out: $199/month per location + one-time build-out from $999 (BAA, EHR connection, staff accounts).
- Multi-Location & Enterprise: custom quote with volume pricing per location.
- Shopify App (coming soon): self-serve, billed through Shopify.
- No per-message fees for pass updates.

TRACTION

Where we are today

- Live in production for PROpeptides (Shopify refill reminders and shipping updates) and PRO Sports Medicine (DrChrono appointment passes), Nov 2026.
- Live integrations: DrChrono, Shopify, Apple Wallet and Google Wallet; eClinicalWorks, FieldRoutes and FieldPulse in progress.
- Demo builds prepared for home-services operators on FieldRoutes and FieldPulse; an outside eClinicalWorks clinic has expressed interest in piloting.
- Shopify App Store app in development, with a waitlist open.

COMPETITION

Why we win

- SMS reminder services — per-message fees, buried in threads.
- Email reminders — spam folders, stale after reschedules.
- Patient/customer apps and portals — download and login friction.
- Wallet-pass marketing tools for Shopify — higher price points, no appointment-system sync.

GO-TO-MARKET

How we grow

- Shopify App Store listing for self-serve merchants.
- Direct custom build-outs for clinics and home-services operators, starting in Arizona.
- Industry landing pages for 13 verticals; consult-to-onboard funnel on reminderpass.com.
- Live reference deployments inside the PRO portfolio.

FOUNDER

Who is building it

Phil Veatch, MS

FOUNDER, CEO & MANAGING MEMBER, PRO VENTURES

Healthcare entrepreneur building a portfolio of clinical, consumer-health and software companies, including PRO Sports Medicine, PROpeptides, PRO Therapeutics and Reminder Pass.

- Founded Optimize You (2020) and Arizona Sports Medicine (2022), now PRO Sports Medicine in Tempe
- Launched PROpeptides and the PRO Therapeutics supplement line, and built Reminder Pass, a Wallet-pass SaaS now live in production
- Led the medical side at BackFit Health + Spine; his redesigned therapy protocols were adopted across BackFit clinics
- Trains Phoenix-area providers in musculoskeletal ultrasound, PRP, A2M and ketamine-assisted physical therapy
- Primary medical provider for the Seattle Uprising professional paintball team
- Physician assistant by training: M.S., A.T. Still University (2015); B.S. Exercise Science, Eastern Washington University; post-graduate orthopedic and spine training at The CORE Institute

THE ASK

Partner with us

Seeking partners to launch the Shopify app, finish eClinicalWorks, FieldRoutes and FieldPulse integrations, and fund early sales and onboarding.

USE OF FUNDS

- Shopify App Store launch
- Additional EHR / field-service integrations
- Sales and onboarding
- Security and compliance (HIPAA/BAA)

CONTACT

Let's talk.

PRO Ventures LLC · Tempe, Arizona

Reach us through the contact form at the PRO Ventures site.

Visit website ↗ reminderpass.com

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