

AN INBOX AND CALENDAR THAT RUN THEMSELVES

FOUR EMAILS TO BOOK ONE THIRTY- MINUTE CALL.

An assistant that sorts the inbox, drafts the reply, and offers times from your real calendar. You tap once — it sends and books. Save this.

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FORMA

SWIPE →



WHERE THE WORKWEEK ACTUALLY GOES

**THE WORK ISN'T THE
EMAIL. BUT THE EMAIL
WINS.**

28 hrs

a week, for the average knowledge worker — spent reading email, searching for information, and coordinating with colleagues. That leaves about 39% of the week for the actual job.

SOURCE: MCKINSEY GLOBAL INSTITUTE, "THE SOCIAL ECONOMY" · 2012

→ And scheduling is the quiet thief inside that.

TWO NUMBERS BEHIND THE BACK-AND-FORTH

IT'S NOT THE MEETING. IT'S BOOKING IT.

43%

of professionals spend **3+ hours a week** just scheduling meetings — the to-and-fro to land on a time.

CALENDLY, STATE OF MEETINGS 2024 · VENDOR SURVEY

20^m

the time it takes to refocus after a single interruption. Every "what time works?" ping has a tail.

GLORIA MARK, UC IRVINE · ATTENTION RESEARCH

None of it is hard. It's just constant — a steady drip of small replies that breaks the day into pieces.

A REAL REQUEST, HANDLED IN ONE PASS

IT DRAFTS THE REPLY. YOU TAP SEND.

✉ From: Sarah – new client INBOX · SORTED

"Hi! Loved the proposal. Can we hop on a quick call this week to go over it?"

🕒 Drafted reply · pulled from your calendar AI DRAFT

"Hi Sarah – glad it landed! Happy to walk you through it. Here are a few **30-min slots that are open on my side:**"

Thu 13 Jun · 15:00 Fri 14 Jun · 11:30 Mon 17 Jun · 09:00

● AWAITING YOUR OK EDIT **SEND & HOLD SLOT**

ILLUSTRATION OF THE FORMAT. NOTHING LEAVES THE OUTBOX UNTIL YOU TAP SEND.

WHAT ONE TAP SETS IN MOTION

ONE TAP — AND IT'S DONE.

● BOOKED & CONFIRMED	✓ AFTER YOU TAPPED SEND
REPLY SENT	✓ TO SARAH · SLOT HELD
MEETING	Discovery call · 30 min
WHEN	Thu 13 Jun · 15:00
ADDED TO	Your calendar · invite sent both sides
REMINDER	Auto · 1 day & 1 hour before
YOUR EFFORT	● ONE TAP

→ Here's the simple loop it runs, every time

HOW IT ACTUALLY WORKS

**EMAIL IN → BOOKED, ON
YOUR OK.**

STEP 01

**An email arrives**

A booking request, a question, a follow-up — it reads it and sorts it by what it needs.

STEP 02

**It drafts a reply & offers times**

Checks your real calendar, finds open slots that fit your rules, and writes the response.

STEP 03

**You tap OK**

You glance, edit a word if you like, and approve. Nothing moves without this step.





STEP 04

**It sends & books**

Reply out, slot held, calendar invite to both sides, reminders set. You're back to work.

ANYWHERE BOOKINGS RUN THE DAY

WHERE IT EARNNS **ITS KEEP.**

	Clinics & dental	Appointments & reminders — every no-show costs a slot. Auto-reminders cut the gaps; rebooking takes one tap.
	Consultants & coaches	Discovery & session calls — replies go out in minutes while the lead's still warm, slots offered from your real availability.
	Agencies & studios	Client check-ins — the standing-meeting shuffle, handled. Less inbox triage, more time on the work itself.
	Salons & owner-run shops	Bookings without a front desk — requests answered after hours, slots filled, reminders sent — while you're with a client.

→ No-shows are real — clinics see ~18.8% (BMC, 2016). Reminders help.

THE HONEST PART

WHAT IT WON'T DO.

NO **It won't send or book on its own.** Every reply and every slot waits for your tap. The default is ask, not act.

NO **It won't touch the sensitive stuff.** Personal, legal, or delicate threads get flagged to you — it doesn't guess its way through them.

NO **It won't double-book or override you.** It works off your real calendar and your rules — buffers, working hours, days off.

NO **It won't invent availability.** If your calendar says you're full, it offers nothing — it never promises a time you don't have.

LET IT HANDLE ONE REAL THREAD

POINT IT AT THE EMAILS YOU **KEEP** **RE-TYPING.**

One inbox you book from often, plus how your calendar works. In 48 hours we'll show it drafting replies and offering your real slots — you approve every one. No pitch.

→ agencyforma.com

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ARTEM & NIKITA
we'll build it ourselves — FORMA

➤ SAVE & SEND THIS TO WHOEVER LIVES IN THE INBOX