NOVEMBER 7, 2026 / FUNERAL SERVICE OPERATIONS

Death certificate chaser for funeral directors

A burial or cremation permit cannot be issued until a physician or medical examiner certifies the cause of death, so funeral staff spend hours phoning and faxing doctors' offices about certificates sitting unsigned in the state electronic death registration system. Families wait on cremations, life-insurance claims and benefit payments while staff chase signatures by hand, with no shared view of which case is stuck with which certifier.

Death certificate chaser for funeral directors should be tested as a narrow first-win workflow for one buyer: Funeral director or office manager at an independent funeral home or small multi-location group.

moderate difficulty

Monthly subscription per funeral home location, with a discounted rate for state funeral directors associations that onboard members in bulk.

52/100

VALIDATION VERDICT / RESEARCH

Validation is a weighted rubric, not a guarantee. Use the next validation step before building.

Confidence	44%
Lifecycle	Crowding
Timing	30/100
Rubric	INAV-VALIDATION-2026-06-04

Crowding Window closing

Demand signal	5.1/10
Problem severity	5/10
Willingness to pay	5/10

Competitive saturation	**4.8/10**
Feasibility	**6.2/10**

VERDICT

Research · 52/100

Death certificate chaser for funeral directors should be tested as a narrow first-win workflow for one buyer: Funeral director or office manager at an independent funeral home or small multi-location group.

THIS WEEK'S TEST

Run with five funeral homes in Michigan or Virginia for 60 days, logging hours from death to medical certification and staff minutes spent chasing, and compare against each home's prior 60 days.

KILL IT IF

Fewer than five qualified buyers agree to discuss the workflow after targeted outreach.

READER DEMAND SIGNAL

Would you build this? Would you pay?

One tap each — anonymous, one vote per question per day. Tallies update as readers weigh in.

Would you build this?

Be the first to weigh in

Would you pay for this?

Be the first to weigh in

VISUAL OPPORTUNITY DASHBOARD

Read the idea like a product signal board.

These visuals are generated from the report's existing scores. They make the decision path scannable without pretending to be live market data.

FUNERAL SERVICE OPERATIONS

Signal model

Death certificate chaser for funeral directors

Death certificate chaser for funeral directors should be tested as a narrow first-win workflow for one buyer: Funeral director or office manager at an independent funeral home or small multi-location group.



VALIDATION
52/100
Research

CONFIDENCE
44%
Editorial confidence

SCORE AVG
5.8/10
Scorecard average

PROOF
5.5/10

Proof signal average

Score radar

Decision balance



Value equation

Offer strength

DREAM OUTCOME 7/10

PERCEIVED LIKELIHOOD 6/10

TIME DELAY 6/10

EFFORT AND SACRIFICE 7/10

Market map

Novel but unproven



High value plus high uniqueness deserves deeper research; lower uniqueness requires a clear distribution advantage.

Validation funnel

From pain to product.

1	**Buyer pain** Funeral director or office manager at an independent funeral home or small multi-...	4.8/10
2	**Concierge proof** Run with five funeral homes in Michigan or Virginia for 60 days, logging hours fr...	5.5/10
3	**Paid wedge** Concierge review or paid template	6/10
4	**Repeatable product** Monthly subscription per funeral home location, with a discounted rate for state...	5.2/10

Evidence heatmap

Signal intensity.

WHY NOW
4/10
Demand visibility

WHY NOW
6/10
Tooling readiness

WHY NOW
3/10
Budget clarity

WHY NOW
7/10
Competitive window

PAIN
4/10
Repeated workflow friction

MONEY
3/10
Budget hypothesis

URGENCY

5/10

Switching pressure

DISTRIBUTION

10/10

Reachable buyer language

LIFECYCLE TIMING

Crowding (30/100): demand exists, but funded or visible competitors are compressing the window.

Deterministic stage assignment from re-check status, demand signals, complaint echo, and competitive saturation.

30/100

Crowding

Adoption substrate is up 44.5% across matched packages.

2 matched company signals raise saturation.

Demand

64/100

Not old enough for a 30-day re-check yet.

Saturation

76/100

2 funded signals across 4 matched competitor signals.

Complaint echo

22/100

Matched adoption substrate is up 44.5%.

VALIDATION ENGINE

Evidence-backed idea-validation score.

The score uses a versioned 2026 rubric across demand, problem severity, willingness to pay, competitive saturation, and feasibility.

52/100

Research

Research is the current validation verdict: feasibility is the strongest signal, while competitive saturation is the main evidence gap to close before scaling the build.

Rubric version: INAV-VALIDATION-2026-06-04 / generated November 7, 2026

Demand signal

5.1/10

24% WEIGHT

Demand looks weak because the report has 4 source-backed signal(s), an editorial confidence of 44/100, and a defined buyer in Funeral service operations.

- Michigan Funeral Directors Association testimony cites state Vital Records data: in 2023, 25% of death certificates took four days or longer to medically certify, against a 48-hour legal requirement.
- Target buyer: Funeral director or office manager at an independent funeral home or small multi-location group

Problem severity

5/10

22% WEIGHT

Problem severity is weak when the buyer pain, customer value, and dream-outcome scores are combined.

- A burial or cremation permit cannot be issued until a physician or medical examiner certifies the cause of death, so funeral staff spend hours phoning and faxing doctors' offices about certificates sitting unsigned in the state electronic death registration system. Families wait on cremations, life-insurance claims and benefit payments while staff chase signatures by hand, with no shared view of which case is stuck with which certifier.
- Michigan Funeral Directors Association testimony cites state Vital Records data: in 2023, 25% of death certificates took four days or longer to medically certify, against a 48-hour legal requirement.

Willingness to pay

5/10

20% WEIGHT

Willingness to pay is weak; the model has a monetization hypothesis, but it must still be proven through paid pilots or explicit pricing objections.

- Monthly subscription per funeral home location, with a discounted rate for state funeral directors associations that onboard members in bulk.
- Run with five funeral homes in Michigan or Virginia for 60 days, logging hours from death to medical certification and staff minutes spent chasing, and compare against each home's prior 60 days.

Competitive saturation

4.8/10

18% WEIGHT

Competitive room is reduced by 2 recorded alternative(s); the wedge must stay narrow and differentiated.

- Recorded alternative: Deelo
- Competitive score rewards a narrow wedge, not absence of research.

Feasibility

6.2/10

16% WEIGHT

Feasibility is thin for a moderate build if the MVP is limited to the first measurable workflow.

- Run with five funeral homes in Michigan or Virginia for 60 days, logging hours from death to medical certification and staff minutes spent chasing, and compare against each home's prior 60 days.
- Most state EDRS platforms offer no public API, so status may need manual entry or integrations that states may not permit.

Next validation step

Run with five funeral homes in Michigan or Virginia for 60 days, logging hours from death to medical certification and staff minutes spent chasing, and compare against each home's prior 60 days.

VALIDATION SPRINT

Seven days to a build / kill decision.

Derived from this report's own validation test, channels, offers, and kill criteria. Each day has a threshold, so the week ends in a decision instead of a feeling.

DAY 1

Build the buyer list

List 50-100 named funeral director or office manager at an independent funeral home or small multi-location group prospects from Community pain posts and Direct outreach — names, not categories.

Threshold: 50+ named, reachable buyers on the list.

DAY 2

Join the watering holes

Join and observe Reddit / forums, Launch communities, Review and alternative pages. Collect the exact words buyers use for this pain.

Threshold: 10+ verbatim pain quotes captured.

DAY 3

Send first outreach

Send the cold outreach template (below) to 15 buyers from the day-1 list, personalized with one detail each.

Threshold: 15 sent; 3+ replies of any kind.

DAY 4

Run buyer interviews

Hold 15-minute calls using the interview script (below). Listen for current workarounds and what they cost.

Threshold: 3+ completed interviews.

DAY 5

Run the report's validation test

Run with five funeral homes in Michigan or Virginia for 60 days, logging hours from death to medical certification and staff minutes spent chasing, and compare...

Threshold: Problem resonance: 5+ calls or 10+ detailed replies.

DAY 6

Make the smoke offer

Offer "Concierge review or paid template" at $19-$99 to every interviewed buyer. Manual delivery is fine — payment is the signal.

Threshold: 1+ pre-commitment (payment, signed LOI, or scheduled paid pilot).

DAY 7

Decide against the kill criteria

Score the week against this report's kill criteria, then take the stated next validation step: Run with five funeral homes in Michigan or Virginia for 60 days, logging hours from death to medical certification and staff minutes spent chasing, and compare...

Threshold: A written build / keep-testing / kill decision.

Pass signal

Pass: thresholds on days 3, 4, and 6 are met — proceed to the next validation step with real buyer language in hand.

Fail signal

Kill or rethink if the week confirms: Fewer than five qualified buyers agree to discuss the workflow after targeted outreach.

RESEARCH WORKFLOW

Decision scorecard.

The report is structured to force a yes, no, or test decision instead of leaving the reader with a loose brainstorm.

Opportunity

4/10

NEEDS PROOF

Death certificate chaser for funeral directors has an editorial confidence score of 44/100 before live buyer validation.

Problem

4/10

NEEDS PROOF

A burial or cremation permit cannot be issued until a physician or medical examiner certifies the cause of death, so funeral staff spend hours phoning and faxing doctors' offices about certificates sitting unsigned in the state electronic death registration system. Families wait on cremations, life-insurance claims and benefit payments while staff chase signatures by hand, with no shared view of which case is stuck with which certifier.

Feasibility

6/10

PROMISING

A moderate build can work if the MVP stays limited to the first repeated workflow.

Why now

9/10

EXCEPTIONAL

States are legislating against slow certification. Michigan's HB 4077 and 4078, signed March 17, 2026, require death certificates to be certified within 48 hours through the state's secure web-based system, and Virginia's 2026 HB 156 requires physicians, APRNs and PAs who expect to sign death certificates to complete the state's EDRS tutorial as part of licensing. New mandates create a clock funeral homes can hold certifiers to.

MARKET AND MONEY

Business fit and offer ladder.

Revenue potential

$250K-$2M ARR potential if the wedge proves budget urgency and becomes a recurring workflow.

Execution difficulty

Execution is moderate; the main constraint is staying narrow enough for a first proof loop.

Go-to-market

Start with manual concierge output, direct outreach, and community proof before paid acquisition.

Founder fit

Best for an AI-assisted solo founder who can interview the buyer and ship a focused first version quickly.

1. Lead magnet

Death Certificate Chaser For Funeral Directors checklist

Free

Helps Funeral director or office manager at an independent funeral home or small multi-location group audit the painful workflow before buying software.

Capture qualified leads and learn the buyer's exact language.

2. Frontend offer

Concierge review or paid template

$19-$99

Delivers the first useful output manually before automation is trusted.

Validate urgency, workflow fit, and willingness to pay.

3. Core offer

Death certificate chaser for funeral directors focused SaaS

$49-$499/month

Turns the recurring manual workflow into a repeatable product loop.

Create the recurring revenue product after the narrow wedge survives tests.

4. Continuity

Monitoring, benchmarks, and monthly reporting

$99-$1,000/year add-on

Keeps the buyer engaged with ongoing proof, saved time, or reduced risk.

Increase retention and make the product part of a routine.

5. Backend offer

Done-with-you setup, agency, or team rollout

Custom

Adds implementation help, integrations, and workflow migration.

Capture higher-value accounts once the productized wedge is proven.

ECONOMICS

Price-anchored revenue scenarios.

Derived from this report's "Core offer" offer-ladder stage ($49-$499/month). These are price-anchored scenarios, not market-size claims.

Proof

$490-$4,990 MRR

10 CUSTOMERS

Ten paying customers proves willingness to pay and funds continued validation.

Wedge

$2,450-$24,950 MRR

50 CUSTOMERS

Fifty customers in one niche makes the workflow the default in that circle and feeds referrals.

Vertical leader

$12,250-$124,750 MRR

250 CUSTOMERS

A few hundred accounts in one vertical is a real business before any horizontal expansion.

Break-even

At $49-$499/month, 1 customers cover the stated Local-first MVP budget: $0-$10K before paid acquisition. budget within a month; fewer if they land at the top of the range.

Sizing the buyer universe

Size the buyer universe in one day: count funeral director or office manager at an independent funeral home or small multi-location group reachable through the report's channels (directories, associations, communities) until the list stops growing — the test only needs the first 100 names, not a TAM estimate.

Pricing benchmark

2 adjacent products recorded (0 strong). Position the price against what funeral director or office manager at an independent funeral home or small multi-location group already pays in time or tooling, and verify each named alternative's public pricing during the sprint.

REFLEXIVITY

Mixed reflexivity — execution over secrecy.

Does publishing this opportunity strengthen it or crowd it? low confidence.

Publish or protect

No dominant reflexivity signal. Publish the analysis, but note that execution speed and distribution matter more than secrecy here; revisit if the space shows saturation.

Signals

- fulfilling Shared / multi-participant — matched "shared"

EVIDENCE

Why now and proof signals.

Why now

4/10

Demand visibility

Michigan Funeral Directors Association testimony cites state Vital Records data: in 2023, 25% of death certificates took four days or longer to medically certify, against a 48-hour legal requirement.

Build only if the complaint repeats across interviews, posts, or existing workflow artifacts. house.mi.gov

6/10

Tooling readiness

AI-assisted product work and managed infrastructure reduce the first-version cost.

The first release should automate one high-friction step rather than become a broad platform. michigan.gov

3/10

Budget clarity

Monthly subscription per funeral home location, with a discounted rate for state funeral directors associations that onboard members in bulk.

Ask for money during validation before building the full workflow. house.mi.gov

7/10

Competitive window

The wedge is specific enough to test without claiming the whole market.

Position around one buyer and one measurable first-win outcome. house.mi.gov

Proof signals

4/10

Pain: Repeated workflow friction

Michigan Funeral Directors Association testimony cites state Vital Records data: in 2023, 25% of death certificates took four days or longer to medically certify, against a 48-hour legal requirement.

house.mi.gov

3/10

Money: Budget hypothesis

Funeral director or office manager at an independent funeral home or small multi-location group is the first group to test because the monetization path is: Monthly subscription per funeral home location, with a discounted rate for state funeral directors associations that onboard members in bulk. house.mi.gov

5/10

Urgency: Switching pressure

Urgency becomes real only if the current workaround costs time, risk, money, or reputation every week. michigan.gov

10/10

Distribution: Reachable buyer language

The first channel should be whichever source lane already contains the buyer's vocabulary. house.mi.gov

POSITIONING

Market gaps and execution plan.

Underserved segments

- Funeral director or office manager at an independent funeral home or small multi-location group who still run the workflow in spreadsheets, generic docs, email, or chat threads.
- Small teams in Funeral service operations that feel the pain weekly but are too narrow for broad incumbents.
- New adopters who need guided proof before committing to a larger platform.

Feature gaps

- A narrow workflow that reaches value without configuration-heavy onboarding.
- A buyer-facing proof artifact that shows time saved, risk reduced, or communication improved.
- A handoff path from manual concierge service to repeatable software.

Differentiation levers

- Use specificity as the wedge: one buyer, one workflow, one measurable result.
- Show proof earlier than broad competitors with before-and-after examples and small pilot data.
- Keep implementation lighter than incumbent suites or generic AI assistants.

Execution snapshot

Type	**Consumer app product**
Timeline	**4-8 weeks**
Budget	**Local-first MVP budget: $0-$10K before paid acquisition.**
Initial offer	**Concierge review or paid template**

Build only the first-win workflow for "Death certificate chaser for funeral directors" and keep research, setup, and exceptions manual until the wedge is proven.

Weekly

Community pain posts

Use communities and forums where Funeral director or office manager at an independent funeral home or small multi-location group already describe the painful workflow.

Problem teardown, interview ask, and short demo clip / 5 qualified calls or 10 detailed replies in 7 days

Daily during validation

Direct outreach

Direct conversations are the fastest way to verify budget ownership and switching cost.

Concierge pilot offer with a manually prepared sample / 3 paid pilots, LOIs, or budget-owner follow-ups

Bi-weekly

Searchable comparison content

Alternative and comparison pages reveal objections, pricing language, and buying intent.

Before-and-after page or alternatives memo for the exact workflow / Organic clicks, booked demos, or waitlist joins from comparison intent

Once MVP is clickable

Launch directory

Launches test whether the promise is legible to people outside the first interview set.

Single-purpose demo and first-win story / 25% demo completion or 10 waitlist joins

COMPETITIVE LANDSCAPE

Alternatives, incumbents, and whitespace.

This section names likely workarounds and public players so the report can argue where the wedge is still open.

Death certificate chaser for funeral directors should be positioned against generic AI assistants, no-code workarounds, and any vertical incumbent that already owns Funeral service operations. The opening is a narrower first-win workflow for one buyer: Funeral director or office manager at an independent funeral home or small multi-location group.

adjacent

Deelo

vendor-site

Configurable funeral CRM whose founder says its automation app sends EDRS filing-deadline and certifying-physician follow-up reminders; EDRS integrations must be built per state.

adjacent

Passare

product-site

Cloud funeral home platform for cases, financials and family communication; its site does not advertise death-certificate certifier tracking.

workaround

Notion

Workspace and documentation

Competes when buyers can solve the pain with templates, checklists, and shared pages.

adjacent

Microsoft 365 Copilot

Office workflow assistant

Competes inside Word, Excel, PowerPoint, Outlook, and enterprise workflows.

direct

Clio

Legal practice management

Relevant to legal operations, records, intake, and compliance workflows.

direct

ServiceTitan

Field service platform

Relevant to field service, HVAC, appliance repair, contractor, and service dispatch ideas.

Whitespace

- A narrow workflow that reaches value without configuration-heavy onboarding.
- A buyer-facing proof artifact that shows time saved, risk reduced, or communication improved.
- A handoff path from manual concierge service to repeatable software.
- Use specificity as the wedge: one buyer, one workflow, one measurable result.
- Show proof earlier than broad competitors with before-and-after examples and small pilot data.
- Keep implementation lighter than incumbent suites or generic AI assistants.
- Own the specific buyer workflow instead of selling a broad AI assistant.

Positioning moves

- Lead with the exact buyer: Funeral director or office manager at an independent funeral home or small multi-location group.
- Show a proof artifact for: Run with five funeral homes in Michigan or Virginia for 60 days, logging hours from death to medical certification and staff minutes spent chasing, and compare against each home's prior 60 days.
- Name the generic-assistant workaround directly and explain what it misses.
- Offer concierge setup before promising a full platform.

Public source

Deelo

https://www.deelo.ai/blog/best-funeral-home-software-2026

Public source

Passare

https://www.passare.com/

Public source

Notion

https://www.notion.com/

Public source

Microsoft

https://www.microsoft.com/en-us/microsoft-365/copilot

Public source

Clio

https://www.clio.com/

Public source

ServiceTitan

https://www.servicetitan.com/

Public source

Report source

https://house.mi.gov/Document/?DocumentId=40237&DocumentType=CommitteeTestimony

Public source

Report source

https://www.michigan.gov/whitmer/news/press-releases/2026/03/17/whitmer-signs-bills-to-cut-red-tape-streamline-state-government-services-for-grieving-families

Who's already moving in Business Ops

Public companies and funding signals the intelligence graph links to this vertical (related by keyword overlap — sized players, not direct competitors). Source: /graph.json .

Field service management

$625M

ServiceTitan

Operations software for contractors and field-service trades: scheduling, dispatch, quotes, jobs, and crew management.

IPO · 2024-12-12

Restaurant and hospitality operations

$870M

Toast

Restaurant point-of-sale and hospitality operations including kitchen workflow, guest management, and food service.

IPO · 2021-09-22

AUDIENCE COMPANION

Segments, channels, and intent language.

The companion is also published as a standalone HTML page and Markdown file for research handoff.

Primary audience

Funeral director or office manager at an independent funeral home or small multi-location group is the first audience because the report already names a repeated pain, reachable channels, and a validation test that can be run before software is complete.

death workflow · certificate validation · death ai · certificate automation · funeral-services · vital-records · healthcare-admin · Funeral service operations

First validation channels

- **Reddit / forums:** Post a problem teardown for Funeral service operations and ask how people solve it today.
- **Launch communities:** Ship a narrow demo and watch which promise gets clicks.
- **Review and alternative pages:** Write an alternatives page that owns one narrow use case.
- **Community pain posts:** Problem teardown, interview ask, and short demo clip

TIME TO EXECUTE

Execution-readiness scorecard.

The score turns the report into bottlenecks, accelerators, and a dated first-month launch plan.

58/100

Needs focused validation

Death certificate chaser for funeral directors scores 58/100 for execution readiness. The recommended next step is Run with five funeral homes in Michigan or Virginia for 60 days, logging hours from death to medical certification and staff minutes spent chasing, and compare against each home's prior 60 days.

Execution scorecard is generated from report validation, confidence, feasibility, founder fit, and difficulty.

Bottlenecks

- Most state EDRS platforms offer no public API, so status may need manual entry or integrations that states may not permit.
- Funeral home case-management platforms can add certifier reminders; at least one vendor (Deelo) already advertises physician follow-up reminders.
- Where states enforce electronic certification deadlines effectively, the delay and the pain may shrink.
- A broad AI assistant can flatten differentiation unless the wedge is painfully specific.
- The first release can become a generic dashboard if the job is not named tightly.

First milestones

- 2026-11-07: Frame the wedge
- 2026-11-10: Interview 10 people who match the buyer persona.
- 2026-11-14: Ship a clickable demo or concierge workflow that produces the first useful artifact.
- 2026-11-21: Run one paid pilot or collect explicit pricing objections before automating the rest.

FRAMEWORKS

Value equation, matrix, and ACP.

FOUNDER LENS

Fit, roast, and kill criteria.

8/10

Founder fit

A solo or AI-assisted founder with direct access to Funeral director or office manager at an independent funeral home or small multi-location group.

ADVANTAGES

- Can talk to the buyer before writing much code.
- Can ship a narrow first-win demo quickly.
- Can use local-first research artifacts to keep validation moving without a large team.

GAPS

- Needs real buyer access, not only desk research.
- Needs proof of budget or repeated urgency.
- Needs a crisp wedge before broad product work starts.

Roast

Interesting hypothesis, but it needs sharper demand evidence before build time.

BLIND SPOTS

- Most state EDRS platforms offer no public API, so status may need manual entry or integrations that states may not permit.
- A broad AI assistant can flatten differentiation unless the wedge is painfully specific.
- The first release can become a generic dashboard if the job is not named tightly.

HARD QUESTIONS

- Who wakes up already trying to solve this?
- What do they stop paying for or stop doing when this works?
- What proof would make a skeptical buyer trust it in one screen?
- What is the smallest paid version of this idea?

Kill criteria

- Fewer than five qualified buyers agree to discuss the workflow after targeted outreach.
- No buyer can name a current cost in time, money, risk, or reputation.
- The first demo does not produce a clear next step, paid pilot, or specific objection.

Next actions

- Write the one-sentence promise and test it in the strongest channel.
- Create the lead magnet and use it to recruit interviews.
- Build the smallest demo that proves the first win.

ACTION SUITE

Move from reading to testing.

Local-first handoff cards copy prompts or structured data without requiring an account.

Build This Idea

Copy the focused build brief for a coding agent.

Copy

Roast

Copy the critique lens and blind spots before committing time.

Copy

Landing Page

Copy a landing-page brief based on buyer, pain, and validation.

Copy

Brand Package

Copy positioning inputs for naming, messaging, and design direction.

Copy

Ad Creatives

Copy campaign angles for buyer-problem validation.

Copy

Export Data

Copy structured JSON for a research engine, roadmap tracker, or another agent.

Copy

Founder Fit

Copy the founder-fit self-check before entering build mode.

Copy

FIRST CONTACT KIT

Outreach template and interview script.

Built from this report's buyer, pain language, and channels. Personalize one detail per message — these are starting points, not spam ammunition.

Cold outreach message

Question about death workflow

How are you handling a burial or cremation permit cannot be issued until a physi...

15 minutes on a funeral service operations workflow?

Hi {{firstName}},

I'm researching how funeral director or office manager at an independent funeral home or small multi-location group handle this today: A burial or cremation permit cannot be issued until a physician or medical examiner certifies the cause of death, so funeral staff spend ho...

I'm not selling anything yet — I'm testing whether "Death certificate chaser for funeral directors" is worth building, and I'd rather learn from people living the workflow than guess.

Would you trade 15 minutes for first access (and a say in what gets built) if it goes ahead?

{{yourName}}

Copy message

Buyer interview script

1. Walk me through the last time this happened: A burial or cremation permit cannot be issued until a physician or medical examiner certifies the cause of death, so fu… What did you actually do?
2. What does that workaround cost you — in hours, money, or risk — in a normal month?
3. What have you already tried or bought to fix it, and why didn't it stick?
4. If "A case board that tracks each death record's certification status (manual entry, or EDRS status whe…" existed, what would have to be true for you to switch in the first week?
5. Who else feels this worse than you do — and would you introduce me?

WHERE TO SEND IT

- Community pain posts — Problem teardown, interview ask, and short demo clip
- Direct outreach — Concierge pilot offer with a manually prepared sample
- Searchable comparison content — Before-and-after page or alternatives memo for the exact workflow
- Reddit / forums — Post a problem teardown for Funeral service operations and ask how people solve it today.
- Launch communities — Ship a narrow demo and watch which promise gets clicks.

HANDOFF

Build and review prompts.

Build prompt

Build a narrow MVP for "Death certificate chaser for funeral directors" for Funeral director or office manager at an independent funeral home or small multi-location group. Preserve the evidence, build only the first-win workflow, include source links, and treat Run with five funeral homes in Michigan or Virginia for 60 days, logging hours from death to medical certification and staff minutes spent chasing, and compare against each home's prior 60 days. as the first acceptance gate.

Review prompt

Review the "Death certificate chaser for funeral directors" MVP for over-breadth, unsupported claims, weak buyer proof, privacy risk, and missing validation instrumentation. Do not approve expansion until the kill criteria and success metrics are measurable.

organization / house.mi.gov

Michigan Funeral Directors Association testimony, House Health Policy Committee

Trade-association testimony with state Vital Records data on certification delays and sporadic physician use of EDRS.

government / michigan.gov

Gov. Whitmer Signs Bipartisan Bills to Cut Red Tape for Grieving Families (State of Michigan)

March 17, 2026 release on HB 4077/4078 requiring death certificates filed within 48 hours through a secure web-based system.

news / wishtv.com

Many doctors' failure to sign death certificates in new online system delays funerals (WISH-TV)

Indiana report on funeral homes running out of space while unregistered doctors held up death certificates.

government / vdh.virginia.gov

EDRS Training - Vital Records (Virginia Department of Health)

State page hosting the medical-certifier EDRS tutorial that VDH says meets the requirements of HB 156.

PIVOT MAP

If this exact wedge isn't yours, these are adjacent.

Derived deterministically from this report's buyers, vertical language, and business model.

Same problem, different buyer: Budget owner who feels the operational cost of the broken workflow.

The workflow pain in this report is not exclusive to funeral director or office manager at an independent funeral home or small multi-location group. Budget owner who feels the operational cost of the broken workflow. faces the same friction with their own budget and urgency.

First test: Re-run day 3 of the sprint (15 outreach messages) against this buyer only, and compare reply rates before changing anything else.

Same workflow, adjacent vertical: Healthcare & Life Sciences

This report's language already overlaps Healthcare & Life Sciences (clinics). The same first-win workflow usually transfers with new vocabulary and one changed integration.

First test: Rewrite the one-line promise for a Healthcare buyer and test it in that vertical's channels before building anything new.

Open that vertical's brief

Same wedge, alternate model: a productized service (fixed-price, done-for-you delivery)

This report monetizes via "Monthly subscription per funeral home location, with a discounted rate for state funeral directors associations that onboard members in bulk.". Concierge delivery validates willingness to pay before any software exists and earns the workflow knowledge the product needs.

First test: Offer both versions on day 6 of the sprint and let the first pre-commitment choose the model.

CONNECTIONS

Where this report sits in the intelligence graph.

Links from the ontology layer. Declared links are explicit in the research record; inferred links are keyword overlap and labeled as such. Full graph at /graph.json.

Evidence independence 90/100

5 source domains, 61 evidence edges. Dominant family: local:data/regulatory-clock.json. Audit all provenance .

Adjacent verticals

- Healthcare & Life Sciences

IN THIS VERTICAL

Cross-Industry Business Operations

Ranked 17 of 22 by validation score among published Cross-Industry Business Operations reports.

Validate · 78/100

Business operations signal monitor: NYC's "Click to Cancel" rule is now in effect

Business operations

Open report

Validate · 78/100

Home signal monitor: Genf: Solvalor 61 kauft Wohnhaus - IMMOBILIEN Business

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