

Business Lean Canvas (*Canvas de Modelo de Negócios Simplificado*)

Problem <i>Many students face difficulties accessing quality preparatory courses, whether due to financial limitations or a lack of information. This situation contributes to demotivation and, consequently, to lower academic performance.</i>	Solucion <i>As a solution, we developed an app called Derekh, designed to connect students with nearby preparatory courses, ensuring both quality and safety.</i>	Unique value proposition <i>Reduce the distance between students and opportunities by directing them to nearby preparatory courses, making preparation for ENEM and ETEC more accessible and</i>	Exting Alternatives <u>The main competitors of the project are digital platforms and preparatory courses that support students in preparing for ENEM and ETEC.</u> <u>Among them, educational apps such as Descomplica and Stoodi, as well as mock exam platforms, stand out, offering content, classes, and study plans. In addition, both in-person and online preparatory courses also act as competitors by providing structured teaching and academic support.</u> <u>However, these competitors generally focus only on educational content or have high costs, and they do not offer personalized guidance to nearby courses or integrated student support, as proposed by the app.</u>	Target Audience <u>The main users of the app are high school students, especially those from public schools, who are preparing for ENEM and ETEC. The target audience also includes students who are looking for nearby preparatory courses but face difficulties finding accessible or suitable options for their reality. In addition, the app can serve students from private schools who want guidance in choosing preparatory courses, as well as young people aiming to improve their academic performance.</u>
Feedback <u>Feedback was collected through online forms administered to students. The responses helped identify needs and improve the app, especially in guiding users toward more suitable preparatory courses.</u>	Key Metrics <u>The success of the app will be measured by the number of registered students, the level of engagement on the platform, and the number of users who are able to find preparatory courses through the app.</u>		Audience Reach <u>The main actions include promotion through social media, partnerships with public schools and educational institutions, allowing the app to be presented directly to students in a structured and scalable way. In addition, participation in educational events and student fairs will help promote the app while enabling the collection of feedback.</u>	Early Adopters <u>The main users are high school students, especially those from public schools, who are preparing for ENEM and ETEC. This audience already seeks preparatory courses, apps, and online content, showing a clear need for guidance and access to information. Therefore, they have strong potential to use the app and contribute feedback for its development.</u>

Course Outline

Initial costs include purchasing equipment, such as computers, as well as app development, creation of the visual identity, and domain registration.

Fixed costs involve platform maintenance, server hosting, potential expenses with a technical team, and marketing activities.

Variable costs are related to the app's growth, such as investments in advertising, user support, and continuous system improvements.

Sources of Revenue

The app can generate revenue through partnerships with preparatory courses, which pay to be promoted on the platform. In addition, it may offer premium features through a subscription model. It is also possible to rely on support from partner companies and organizations, ensuring the sustainability and continuous growth of the project.

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