

BUSINESS PLAN – AENIGMA

ENTERPRISE

Aenigma

NAME OF TEAM MEMBERS

Students:

Laura Erthal Maciel
Sophia Temis Rocha

Mentors:

Ana Bonina
Daniele Gomes Barros dos Santos Klotz
Luana Catoni Trentini

APP NAME

Aenigma

EXECUTIVE SUMMARY

Name and location of your business

Aenigma, Florianópolis – Santa Catarina – Brazil

The products and/or services offered

We, members of the Aenigma group, have experienced situations in our social circle of unpreparedness of family members, misinformation, preconception, discrimination of people with traces of autism spectrum disorder.

Analyzing the situation, we realize that such a scenario is due to the lack of knowledge of these groups about what Autism Spectrum Disorder (ASD) is and misdiagnoses. Research shows that children who fall on the autism spectrum end up being diagnosed with other disorders, such as attention deficit hyperactivity disorder (ADHD), and receive inadequate or insufficient therapies.

It is estimated that there are about 2 million autistic people in Brazil. The total population in the country is 200 million, which means that 10% of the population would be on the spectrum.

As a result, we created an app that aims to welcome with information, clarifications after diagnosis, support network, guidance on treatment institutions, partnerships among other topics related to ASD.

The purpose of your plan

The purpose of the Aenigma app is to increase the visibility related to the theme and disseminate information related to people with autism spectrum disorder (ASD).

AENIGMA COMPANY

Our company is an organization that develops apps related to neurodevelopmental disorders. We work with informative and instructional apps for the aforementioned audience. For we share a purpose. The search for visibility based on the information, diversity and inclusion of the individual with ASD.

As we are part of groups that are targets of judgments of society and we constantly go through pre-judgments, often misinformation, because all are women, some black, others are part of the LGBTQIA+ community, we created Aenigma to bring through technology information and guidance.

The company's mission

Bring clarification to ASD patients and their families, as well as provide welcoming, from connection with other patients, institutions, diagnosis and news on the subject.

Our history

The initiative was planned by two girls and three mentors, who present conditions that are targets of societal judgments, because all are women, some black, others are part of the LGBTQIA+ community, that is, we constantly go through pre-judgments of society and, often, misinformation. We have as an immediate plan, for the themes of Marketing and Advertising to have ads on social networks such as *Instagram*, *TikTok*, *YouTube* etc. Already for the financial plan, at first, we intend to get investments from institutions and perhaps professionals specialized in ASD, so that we focus on getting partners and sponsors. As for the app itself, we want to include some more functions, namely: space with a chat for users to communicate, thus making friends and even helping each other in matters related to the topic, and along with this will also be included profiles for users, having information such as: photo, name, age, location, degree of autism, hyperfocus, among others, with the inflow of capital. As a market, we will have the professionals who want to have their space in the app and the institutions, since having their space would generate an advertisement for them.

Our team:

Creators:

Laura Erthal Maciel: business analyst, programmer, team management

Sophia Temis Rocha: Designer, Document translator; video writer and video editing.

Mentors:

Daniele Klotz: Project Manager;

Ana Paula Bonina: Business;

Luana: Business plan

Market

It is estimated that there are about 2 million autistic people in Brazil. The total population in the country is 200 million, which means that 10% of the population would be on the spectrum.



"70 million – In the world, there are more than 70 million people with autism spectrum disorders"

"Children – 1 in 68 children, aged 8, suffers from autism spectrum disorder"

"Brazil – It is estimated that 90% of Brazilians with autism have not been diagnosed"

Competitors

The apps that address the TEA theme were: "Expressia", "Jade Autism", "Lina Educa".

It is observed that these platforms aim to help this audience, but our differential would be the age group we focus on, since the vast majority of apps and websites are for a children's audience.

In the market research conducted we identified the competitors listed below - some platforms that have as their main proposal to make the life of the person with ASD easier and more practical:

- Expressia: App that aims to assist in the treatment of people with disabilities, syndromes, autism or various deficits (Autism, Cerebral Palsy, Trisomy 21, among others) through alternative communications and cognitive stimulation. The app is accessible, has a simple and intuitive interface and uses images, sounds, letters and other audiovisual resources to attract the attention of patients. The tool has 100% national technology, with the Alternative Communication function being free and the Cognitive Stimulation function has 30 free days.
- Jade Autism - It is an app for autism developed to stimulate cognitive functions through association games with figures and images. The app takes advantage of images of what is part of the child's routine and improves their cognition with games and stimuli.
- Lina Educa - The app assists in the treatment of people with disabilities, syndromes, autism or various deficits (Autism, Cerebral Palsy, Trisomy 21, among others) with the use of communication boards (for alternative communication) and cognitive stimulation.

Next steps and future goals

We will use our app as a way to bring knowledge about ASD, help to people on the spectrum and family/friends of people with autism. It will be used in this way because the majority of society still knows very little about the subject and it is necessary that this becomes common sense, since a good amount of the population is within the spectrum.

Differential

In relation to our competitors, we have as main differential the fact that we focus only on ASD, since most of them cover other disorders and deficits. The other differences are: bringing news about

autism, having the space "find a professional" that, as the name implies, helps the user find a qualified professional to assist in the treatment of ASD and having the space "I received the diagnosis, what now?" that helps people who have just received the diagnosis and do not know what to do.

Product development

It is an app developed with the purpose of bringing information and guidance to people who receive the diagnosis of the autistic spectrum. The Aenigma app provides guidance to users and family members who have received the diagnosis; brings news categorized as videos, articles or reports; information on treatment and support institutions.

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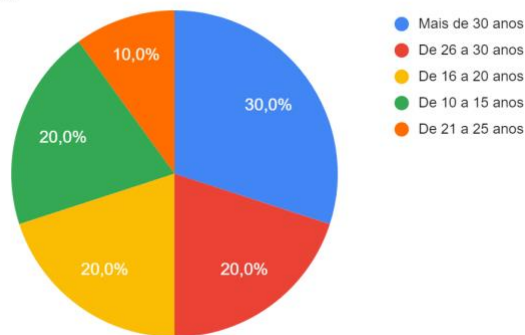
MARKET ANALYSIS

Customer research

In our research we asked the age of people who fall on the Autistic Spectrum.

2 - Quantos anos você tem?

10 respostas



"How old are you?"

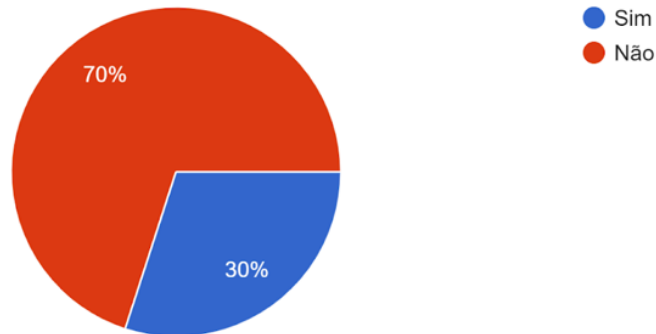
Another relevant question was the question: What was your biggest difficulty after the diagnosis:

- To make other people understand about the need I have and adaptation to certain tasks and that there are deficiencies or conditions that are invisible, that we only see when we know people.
- Convincing my mother that this is a real problem and cannot simply be cured with religion or belief.
- Own up to it in public
- Living with the family

- Not to be confused with ADHD, as I was diagnosed as an adult, it was difficult to 'retrieve the history' and understand old behaviors.
- The diagnosis was actually what made my life easier, understanding myself and working to improve
- When asked about treatment we obtained the following result:

4 - Você faz terapia como parte do seu tratamento?

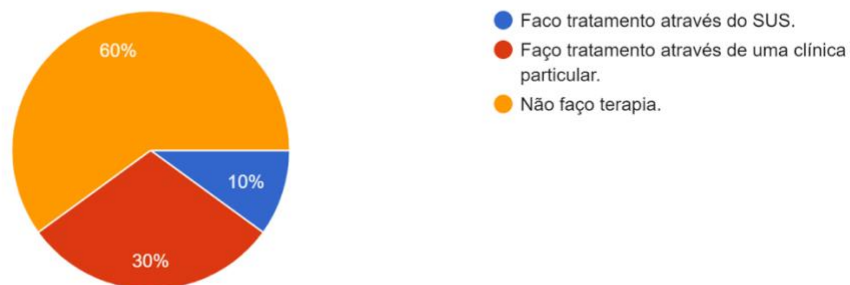
10 respostas



"Do you have therapy as part of your treatment?"

5 - Se a resposta for sim, suas sessões são pelo SUS ou por uma clínica particular?

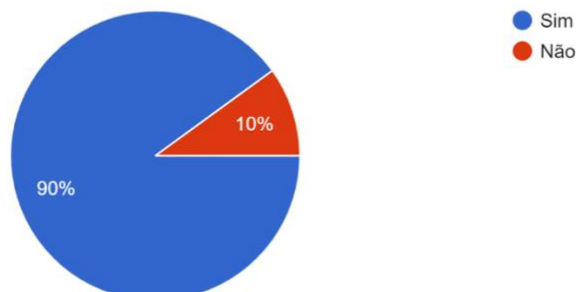
10 respostas



"If the answer is yes, are your sessions by SUS or by a private clinic?"

6 - Você teve dificuldade para encontrar profissionais responsáveis para o seu tratamento?

10 respostas



"Did you have trouble finding qualified professionals for your treatment?"

MARKETING PLAN

Logo



Our logo is a stylization of the autism logo itself; we changed a little of the original to better fit the aesthetics of the Aenigma app.

Strategy of how the product will reach the target users

To publicize the app and make it reach the intended audience, we will work on different dissemination strategies, massively using the internet as a means of dissemination, especially in social networks.

One of the strategies is the use of testimonial videos, with testimonies of friends and relatives talking about their experiences with ASD and what their main challenges are when seeking to expand knowledge on the subject. With this, we highlight the importance of the app and how it meets the needs of this audience.

In addition, to deepen the disclosure, we will also have explanatory pieces about ASD and app functionalities.

The sponsored posts and videos will be published in the different networks that concentrate the largest portion of the young audience - the main target of our product (Instagram, TikTok and Youtube)

In short, we will have dissemination basically through the internet, on social networks, always trying to expand our dissemination network as much as possible. We will enter the market gradually, creating our own space and always trying to deliver the best.

How the app will run

It is an app developed with the purpose of bringing information and guidance to people who receive the diagnosis of the autistic spectrum. The Aenigma app provides guidance to users and family members who have received the diagnosis; brings news categorized as videos, articles or reports; information on treatment and support institutions.

In summary, it includes:

- Content generation through social networks

- Partnership with schools through internet research;
- Partnership with institutions through visits or approach through chats and social networks.

Feedback from target users

Pedro Henrique Augusto - 16 years old "I used the app with my mother, because she was curious to see how it worked. I loved the colors and the lucidity of the screens, I think if I had been diagnosed today and recommended this app to me, it would help us a lot. The texts are very good for those who are taking the first steps, especially the text that talks about the laws. I really liked it, even those who already have a diagnosis can use it, I loved it very much."

André - 43 years old "I'm older, I'm not very good with technology, but I found it incredibly easy to use. Simple and readable buttons, I think the instructions at the beginning of the screens are also very cool. The texts made me very satisfied and the app will definitely go to my list of recommendations."

Maria - 19 years old "During my PRE adolescence I received my diagnosis, it was very difficult, I felt very distant from the rest of the people my age. It was hard for my parents as they had no idea what to do after finding out they had an autistic daughter. I believe that this app would be a salvation, the proposal is very satisfactory, and the execution is being done with great dedication from what I can see. I found it very easy to use and intuitive... I would download. Even those who already have the diagnosis will like to use, there is a lot there that we can find. Very successful!"

PERSONA

To guide the definition of the persona of the Aenigma app, we rely on the results of questionnaires sent to investigate our target audience.

It turned out that our audience is mostly male, they are young adults, with different degrees of autism. They attend or have attended regular education - it is an audience where students predominate. Its goals include self-knowledge, visibility and inclusion, as well as the reduction of taboos related to the subject.

Hence **our persona materializes in Miguel**, 20 years old, an undergraduate student. He is part of a family with two other siblings, who do not have ASD. Its biggest challenge is verbal communication and its goal is inclusion in the college environment and, subsequently, in the job market.

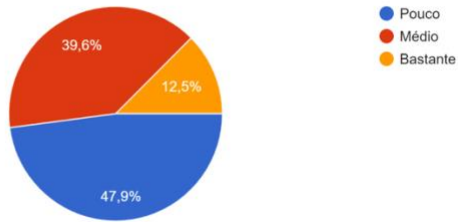
To support our work of developing the persona and the interface of the app, we worked with a directed questionnaire, answered by approximately 50 people, including people with ASD, friends and family.

From the answers, we realize that our audience is formed mostly by people with little or medium knowledge on the subject; that they believe it is necessary to give more visibility to ASD; and part of which he lives with people with the disorder. Of those who have the disorder, most do not feel welcomed in daily activities and do not undergo therapy. Of those who undergo therapy, a small portion only do so through the public health system.

The feasibility and need for an app along the lines we propose is evident in the answers to two key questions: most find it difficult to find qualified professionals for their treatment and, when diagnosed, have as difficulty the lack of knowledge of themselves and other people with whom they live on the subject, taboos related to ASD and confusion with other disorders.

4 - O quanto você sabe sobre o TEA?

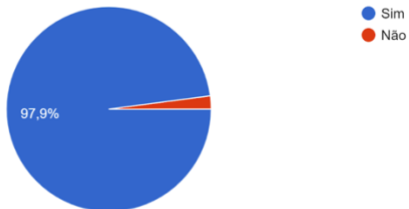
48 respostas



"How much do you know about ASD?"

5 - Você sente que esse tema deveria ter mais visibilidade?

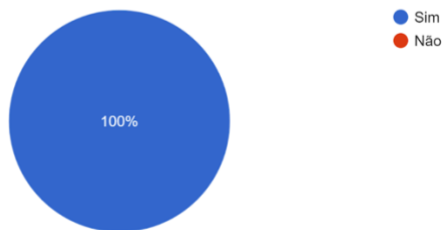
48 respostas



"Do you feel that this theme should have more visibility?"

10 - Você sente necessidade de ter mais visibilidade sobre o assunto?

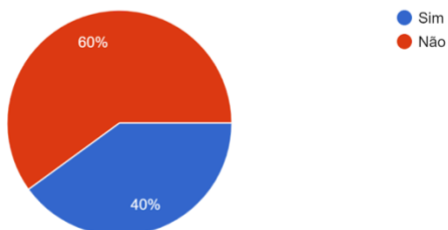
10 respostas



"Do you feel that this theme should have more visibility?"

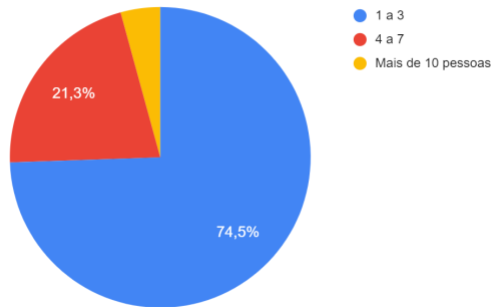
11 - Você se sente representado/acolhido nas atividades do cotidiano?

10 respostas



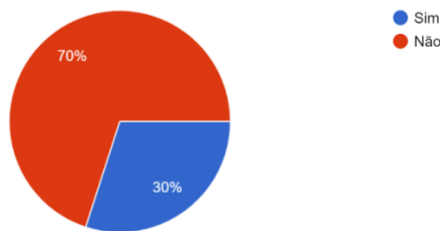
"Do you feel represented/welcomed in everyday activities?"

7 - Quantas pessoas com TEA você conhece?
47 respostas



"How many people with ASD do you know?"

4 - Você faz terapia como parte do seu tratamento?
10 respostas



"Do you have therapy as part of your treatment?"

FINANCIAL PLANS AND PROJECTIONS

Our capital

At the moment we have some partnerships, among them health institutions that accept the use of our prototype. We are looking for funding as we have no seed capital.

Financial resources (costs)

We will need something around R \$ 80 thousand to R \$ 100 thousand reais.

Cost:

- With advertising for possible users, R \$ 1,000.00 per month.
- With one more programmer / tester, \$ 5,000.00 per month.
- With 1/2 part-time of a UX/UI, R\$1,500.00 per month.
- With visits to partner institutions, R\$ 200.00 on average per visit (displacement, food, etc.).
- With consultancies R\$ 1000,00 per month.
- During the 1st and 2nd year, we will have the dedication of the CEOs of the business in the administrative, marketing and financial parts.

Financial return

The app will be distributed through app stores (Google and Apple), free of charge. Monetization will take place from companies, professionals and institutions that advertise in the app.