

BUSINESS PLAN

She Leads Group

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1. EXECUTIVE SUMMARY

Memoreasy is an application developed by the group **She Leads**, based in Aracaju, a Brazilian city and the capital of the state of Sergipe. As a Civil Society Organization (CSO), She Leads' mission is to support individuals with Alzheimer's disease from the moment of diagnosis—starting in the early stages—through its progression, by slowing its development using interactive activities such as games, and facilitating support from family members. The goal is to build a bridge that fosters communication between those who need help and the family members who wish to provide it, while preserving memory as much as possible.

The application offers users tools and resources aimed at improving health and well-being. It is designed to be user-friendly for both patients and their families, ensuring connectivity between them to facilitate disease monitoring and progression tracking. In addition to interactive features, it also includes integrated GPS functionality, which can be useful in locating patients as the disease advances.

The She Leads group consists of four members: **Alice Marques and Yalle Marques**, responsible for Programming; **Sophia Coutinho**, in charge of the Business Plan; and **Julieh Bomfim**, responsible for Content Development.

The company aims to expand its reach beyond the Sergipe region, with the broader goal of contributing to global development. This initiative seeks to raise awareness about the increasing prevalence of Alzheimer's, encouraging both national and international brands and companies to engage in helping more people understand the importance of slowing the disease's progression and supporting patients. **The company's slogan is: "We prolong physical and mental health with innovation, technology, and empathy," which reflects the mission and values of the She Leads group.**

2. INTRODUCTION

According to the National Dementia Report from the Brazilian Ministry of Health, released in September 2024, approximately **8.5% of the population aged 60 and over** in Brazil live with Alzheimer's disease—representing an estimated **2.71 million cases**. Projections **indicate that by 2050, around 5.6 million people** in the country will be diagnosed with the condition.

It is important to note that approximately 45% of dementia cases could be prevented or delayed—meaning nearly half could be in a different situation if proper knowledge and preventive measures were applied. Studies show that delaying the onset of dementia is possible, especially when not influenced by social factors such as low educational attainment and social isolation, or health conditions such as hearing loss, hypertension, diabetes, obesity, smoking, depression, and physical inactivity.

Therefore, promoting health throughout life is essential in preventive efforts and highlights the need for public awareness about the disease, implementation of public

policies, and stronger support for caregivers and family members. There is still a stigma associated with Alzheimer's, which negatively impacts the pursuit of diagnosis and treatment, directly affecting the quality of life of those with dementia and their caregivers.

Currently, **70% of elderly people in Brazil rely solely on the public health system (SUS)**. According to Renade, the average monthly cost—both direct and indirect—per person with dementia increases with the progression of the condition. Public healthcare investment accounts for **91%** of costs in the early stage, **92%** in the moderate stage, and 84% in the advanced stage. It is also important to note that **73%** of the costs are borne by the patients' families. In other words, our project is not just a dream of **She Leads**—it is a social necessity aimed at positively impacting the lives of many families.

3. PRODUCT DESCRIPTION

The application was designed to meet the needs of individuals in the early stages of Alzheimer's disease and their families. It is organized into two main sections: **Family and Patient**.

In the Family section, users will find the “Learn” option, which provides information about the disease and details about our project.

In the Patient section, four main features are offered: cognitive games, location tracking, a memory album, and an emergency contact. All features are still under development, with the goal of more effectively meeting user needs.

Family:



1. **Learn:** This section contains information about Alzheimer's disease and details about our project, including a direct link to our Instagram page, where users can follow updates and interact with our team.

Patient:



1. **Cognitive Games:** The games provided in the app are designed to stimulate patients' cognitive functions, helping slow the progression of the disease. Available games include **memory games, tic-tac-toe, and word searches**—all developed to exercise the mind in an engaging way.
2. **Location Tracking:** This feature is essential for ensuring the patient's safety, allowing family members to quickly locate the user in case they get lost.
3. **Memory Album:** A valuable tool for families, this allows users to upload old and recent photos of the patient. This feature helps trigger memories and strengthen emotional bonds.
4. **Emergency Contact:** This function is designed to facilitate quick contact with emergency services (SAMU) in case of sudden illness or unexpected events, ensuring the patient receives prompt assistance.

3.1 How was the application developed and how will it be delivered to the customer?

Memoreasy was developed **using the MIT App Inventor platform** and offers a variety of features for user registration, including dedicated tabs for both patients and family members. Each stage of development was carefully planned based on a process map to ensure an effective user experience. The app will be available for download on both Google and Apple virtual stores, and its promotion will take place through social media and other strategies. The goal is to give people the opportunity to discover everything Memoreasy has to offer, thereby contributing to improving users' quality of life.

4. MARKET ANALYSIS

4.1 Competitor Analysis

International Applications

- **GreyMatters:** Available for iOS, this app uses an interactive life storybook with music and games to stimulate memories and promote joyful moments between individuals with Alzheimer's and their caregivers.

- **MindMate:** A platform made up of three apps: one for the patient, one for family members, and one for caregivers. It offers cognitive stimulation games, tools for connecting with friends and family, memory storage (“My Story”), and leisure activities such as music and movies. Its main goal is to maintain the patient’s autonomy for as long as possible. However, it is only available in English.

National Applications (Brazil)

- **iSupport Brasil:** A free online platform developed by the World Health Organization and adapted for Brazil. It provides training and support for informal caregivers of people with dementia, covering topics such as communication, daily care, and caregiver well-being.

- **MemoryLife:** Developed by the Federal University of Pará (UFPA), this app aims to stimulate cognition in elderly individuals—especially those with Alzheimer’s—through mini-games that replicate everyday aspects and routines of senior life.

While there are apps in Brazil that address specific aspects of Alzheimer’s care, we have not identified a solution that integrates features such as patient location, family connection, and health support all in a single app. This highlights our project’s unique and differentiated approach within the national market. The table below presents a SWOT analysis of the project:

SWOT analysis matrix	
<p>Strengths:</p> <ul style="list-style-type: none"> • Connecting families; • Slowing the progression of the disease; • Helping to localise the patient. 	<p>Opportunities:</p> <ul style="list-style-type: none"> • Expanding the use of the app in other countries; Partnerships with NGOs and public health; • Expansion of use with a control tab for the patient's doctor.
<p>Weaknesses:</p> <ul style="list-style-type: none"> • Difficulty in measuring the real impact on delaying the disease 	<p>Threats:</p> <ul style="list-style-type: none"> • Inappropriate use of the app; • Loss of technological capacity by the patient over time.

4.2 Customer Analysis

Before starting the development of the application, we conducted a target audience survey. The research was carried out through an online questionnaire via Google Forms. The focus of our survey was to better understand our target audience, collecting insights and suggestions regarding the **Memoreasy app**.

We received a total of **46 responses**, with approximately **41.3% of participants reporting that they know someone diagnosed with Alzheimer’s**. One of the questions asked was whether they had ever had a close (personal or professional) experience with Alzheimer’s, **and 43.5% responded yes**.

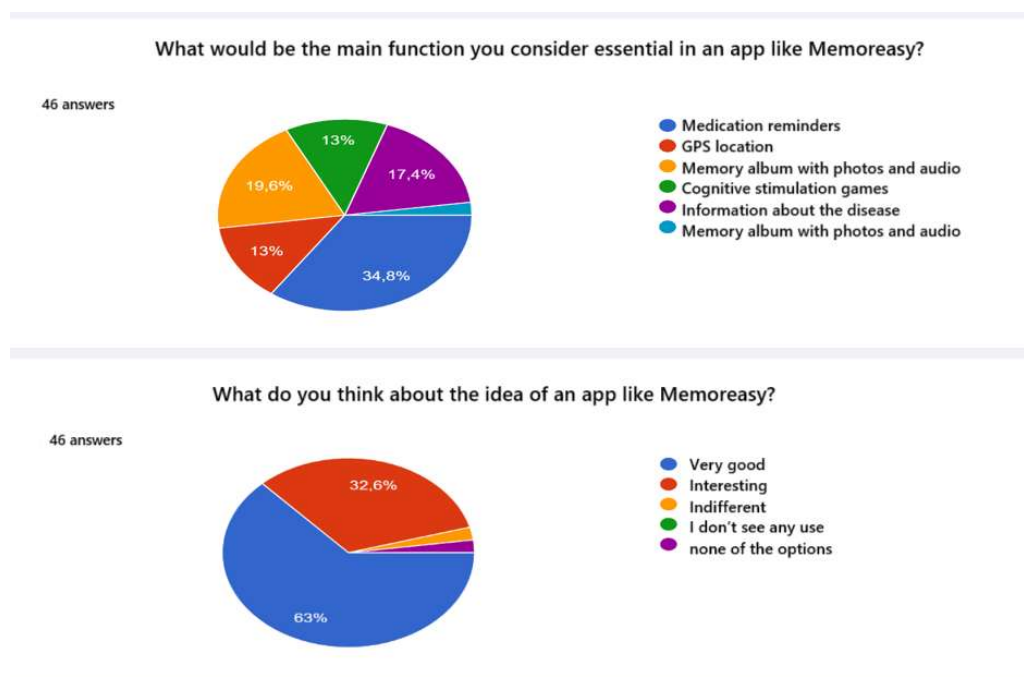
Next, we asked if they had ever heard of or seen an app focused on people with Alzheimer's. For this question, **97.8% of respondents said** they had never heard of or seen any app on the topic—highlighting the importance of initiatives in this area. Furthermore, when asked whether the app would be helpful to them, most respondents said yes, with comments such as:

“For me, having an app focused on this makes it easier to understand and cope with a potential issue.”

“I think an app is fundamentally necessary because there are many doubts about the disease, for example: people often confuse Alzheimer's with Parkinson's.”

“It would really help with brain stimulation.”

According to the graphs below, it became clear what users and families consider essential features, **such as medication reminders (34.8%) and a memory/photo album (19.6%)**. Additionally, the social reinforcement of this initiative's relevance was strong, **with 95.6% of participants reacting positively to the proposal**.



5. MARKETING PLAN

To build and strengthen our app's brand, we will develop a Marketing and Design team focused on social impact.

Initially, we will create profiles on major social media platforms (Instagram, Facebook, and LinkedIn) to engage with our audience and promote the app's benefits. Posts will be educational, featuring real stories and providing information about Alzheimer's and the importance of family connection.

We will also seek partnerships with NGOs, healthcare institutions, geriatric clinics, and both public and private hospitals to help promote the tool. Another strategy will be the creation of an official website for the app to establish greater credibility and online presence beyond app stores.

Offline promotion will take place in communities, health centers, and events related to healthy aging. Posters with QR codes will be used for direct app downloads,

making access easy for the target audience and their families. Finally, we will emphasize that this app is the first of its kind developed in Sergipe (SE), Brazil, with this integrated approach (location tracking, family support, and slowing disease progression), fostering a sense of innovation and local pride.

6. FINANCIAL PLANNING

Our main goal is to generate social impact, but we understand that there are costs involved in creating and expanding the application. For this reason, we have structured our fundraising in three phases:

1st Phase – Launch: Carried out solely with the volunteer support of the application's creators.

2nd Phase – Expansion: Based on the projected growth outlined below, with a 100% increase in users compared to Year 1.

3rd Phase – Expansion 2: Also based on the projected growth shown below, with a 150% increase in users compared to Year 1.

6.1 Simplified Financial Projection

The financial projection for the project forecasts resource acquisition and estimated expenses over three years, considering the evolution and strengthening of the app in the market.

Initial Assumptions

- Survey: 46 people responded to the survey.
- 90% would download the app in **Year 1** → **Initial users = 41 (Year 1)**.

Projected Growth:

- Year 2: +100% (82 users)
- Year 3: +150% (205 users)

Monetization Model

- One-time fee: R\$ 10 per user who pays (optional)
- In-app purchases (extras): R\$ 5 per user who purchases additional features
- Ads: R\$ 6 to R\$ 8 on average
- Partnerships with hospitals/NGOs: Estimates based on local and institutional support

YEAR 1 – Launch (Users: 41) – Revenue: R\$ 0

- No monetization, only product testing and validation.

- Maintenance costs covered through volunteer work + free tools or institutional support.

YEAR 2 – Expansion (Users: 82) – Year 2 Revenue: R\$ 10,887

Expected Revenue:

- One-time fee (50% pay): $82 \times 50\% \times \text{R\$ } 10 = \text{R\$ } 410$
- In-app purchases (30%): $82 \times 30\% \times \text{R\$ } 5 = \text{R\$ } 123$
- Ads (CPM R\$ 6, 2 impressions/day/user):

$82 \text{ users} \times 2 \text{ views/day} \times 30 \text{ days} = 4,920 \text{ views/month}$

$\text{CPM R\$ } 6 = \text{R\$ } 6 \text{ per } 1,000 \rightarrow 4.9\text{k views} = \text{R\$ } 29.50/\text{month} \times 12 = \text{R\$ } 354$

- Partnerships with hospitals (2 medium-sized institutions): R\$ 5,000 each
→ R\$ 10,000

YEAR 3 – Expansion (Users: 205) – Year 3 Revenue: R\$ 24,411

Expected Revenue:

- One-time fee (60% pay): $205 \times 60\% \times \text{R\$ } 10 = \text{R\$ } 1,230$
- In-app purchases (40%): $205 \times 40\% \times \text{R\$ } 5 = \text{R\$ } 410$
- Ads (CPM R\$ 8, 3 impressions/day/user):

$205 \times 3 \times 30 = 18,450 \text{ views/month} = \text{R\$ } 147.60/\text{month} \times 12 = \text{R\$ } 1,771$

- Partnerships with hospitals (3 institutions + clinics): $3 \times \text{R\$ } 7,000 = \text{R\$ } 21,000$

Revenue	Year 1	Year 2	Year 3
Users	41	82	205
One-off fee	R\$ 0	R\$ 410	R\$ 1230
In-app purchases	R\$ 0	R\$ 123	R\$ 410
Adverts	R\$ 0	R\$ 354	R\$ 1771
Hospital Partnerships	R\$ 0	R\$ 10000	R\$ 21 000
Total	R\$ 0	R\$ 10 887	R\$ 24 411

Expenses	Year 1	Year 2	Year 3
Employees	volunteers	Collaborator +2 Marketing +1 Part-time technical support +1/2	Collaborator +5 Marketing +2 Full-time technical support +1
App shop fees	R\$ 0	R\$ 500	R\$ 500
Employees (partial team)	R\$ 0	R\$ 4.000,00	R\$ 10.000,00

Marketing and advertising	R\$ 0	R\$ 2.000,00	R\$ 4.000,00
Technical support	R\$ 0	R\$ 1.000,00	R\$ 2.000,00
Total	R\$ 0	R\$ 7.500,00	R\$ 16.500,00

Final Result	Total Revenue	Total Expenses	Result
Year 1	R\$ 0	R\$ 0	R\$ 0
Year 2	R\$ 10.887,00	R\$ 7.500,00	R\$ 3.387,00
Year 3	R\$ 24.411,00	R\$ 16.500,00	R\$ 7.911,00

7. NEXT STEPS

Memoreasy was created with the purpose of building a bridge between people with Alzheimer's and their families, offering support from the first signs of the disease to the more advanced stages. Our next step is to further enhance this connection by developing the functionalities we have envisioned and improving the existing ones based on user feedback.

We are planning to add a patient diary to the "Family" tab, a location feature, a patient report, and the "Learn More About the Disease" section, which is already available. Additionally, we intend to begin testing with users to assess whether the developed functionalities truly meet their needs, making necessary adjustments based on the feedback collected.

Among the future new features, we plan to link the user registration between the "Patient" and "Family" tabs. We also want to increase the app's visibility so more people can learn about our idea and benefit from this resource.

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