BUSINESS PLAN EDUSCHEDULE

GROUP: INNOVATION GIRLS

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Executive Summary

EduSchedule is na application developed by the group Innovation Girls (IG), located at the Centro de Excelência Professor João Costa in Aracaju, Brazil. As a social enterprise, the mission of Innovation Girls in developing this application is to connect students, teachers, and coordinators in na integrated school time management system, promoting efficiency, transparency, and the reduction of educational inequalities. With EduSchedule, the group has created na innovative solution that aligns technology and education, directly contributing to Sustainable Development Goal (SDG) 4 – Quality Education, which aims to ensure inclusive, equitable, and quality education for all.

The application offers users the opportunity to access updated schedules in real time, receive notifications about changes, and optimize the use of school resources, such as laboratories and auditoriums. The application is easy to use and allows for more democratic and accessible management of school time, reducing stress and the loss of classes.

The Innovation Girls group is composed of four members: Alice Cardoso de Freitas (Programming), Aline Cardoso de Freitas (Business Plan), Maria Eduarda Correa Silva (Marketing), and Júlia Melo Santos (Design). The team created EduSchedule with the mission of helping educational institutions overcome management challenges, ensuring that no student is left without classes due to communication or organizational failures, in line with the equity principles of SDG 4.

The company hopes to expand its presence beyond the Northeast region of Brazil to, perhaps, the world. Our goal is also to engage more schools in adopting technologies that promote inclusive and sustainable education, reinforcing the commitment to the SDGs. The company's slogan, "Innovation, Empathy, Inclusion," reflects the mission and values of the Innovation Girls group, which seeks to transform education through practical and accessible solutions.

INTRODUCTION

In Brazil, the lack of organization and efficiency in school time management affects millions of students and teachers. According to data from the National Institute of Educational Studies and Research (INEP), approximately 48% of Brazilian public schools frequently face problems with teacher absenteeism and schedule disorganization, directly impacting the learning of more than 20 million students. In regions with higher socioeconomic vulnerability, this percentage can reach 60%, highlighting inequality in access to quality education.

These challenges result in losses not only academically but also socially and economically. A study by the Getúlio Vargas Foundation (FGV) estimates that missed classes and poor school time management can reduce student performance in national

assessments by up to 15%, limiting their future opportunities. Additionally, the lack of communication between administration, teachers, and students increases stress and school dropout rates, especially in underprivileged communities, where schools are one of the few spaces for access to knowledge and development.

It was with this structural problem in mind that the Innovation Girls group developed EduSchedule, na application dedicated to optimizing school time management, reducing class losses, and improving communication in educational institutions. Aligned with the United Nations Sustainable Development Goals (SDGs) 4 and 10—which aim for quality education and reduced inequalities.

1. PRODUCT DESCRIPTION

EduSchedule is an innovative application developed to optimize school time management, benefiting students, teachers, and coordinators. The system's main function allows teachers to inform their absences or unavailability in advance, while the application automatically reorganizes class schedules, identifying available teachers for substitutions.

1.1 DEVELOPMENT AND DELIVERY OF THE APPLICATION

The EduSchedule application was developed on the App Inventor platform, which enables mobile app creation through block programming, making the process more accessible and efficient. During development, priority was given to features that meet the specific needs of the school community, such as real-time communication between teachers and coordination. This functionality allows teachers to register their absences or unavailability in advance, while the system automatically reorganizes class schedules, searching for available teachers for substitutions.

Additionally, the application includes customized user profiles for students, teachers, and coordinators, each with access to specific tools. Students can view their updated schedules and receive notifications about changes; teachers can manage their availability, reserve spaces like laboratories and auditoriums, track their absences; and coordination can monitor everything in real time.

The development process followed well-defined stages, beginning with detailed research within the school community to identify primary demands. Next, the application's ideas were tested through Google Forms with real users, initially with teachers, to validate its functionalities and collect feedback that guided adjustments and improvements.

Once finalized, EduSchedule will be available for download on major app stores like Google Play and App Store, ensuring broad access. To promote adoption, a comprehensive awareness campaign will be conducted, including social media, educational websites and blogs, partnerships with schools and educational institutions,

as well as printed materials like posters and local newspaper advertisements. The goal is to demonstrate how the application can transform school time management, bringing efficiency, reducing stress, and improving communication among all involved in the educational environment.

1.2 HOW DOES THE APPLICATION WORK?

The application has one type of user: teacher. After users press the login button (Figure 1(a)), they will be directed to the three main functionalities of the application (Figure 1(b)).

When clicking the "Reserve" button, the teacher will be directed to the screen in (Figure 1(c)), where they can reserve a room (for example, chemistry lab) and view who has already made reservations.

If the "Schedules" button is selected, the user will access the screen in (Figure 1(d)), where they can check their class schedules, register absences, and verify if any substitutions have been scheduled.

Finally, when clicking the "Communication" button (Figure 1(e)), the teacher can report their absences and notify other teachers to check substitution availability.
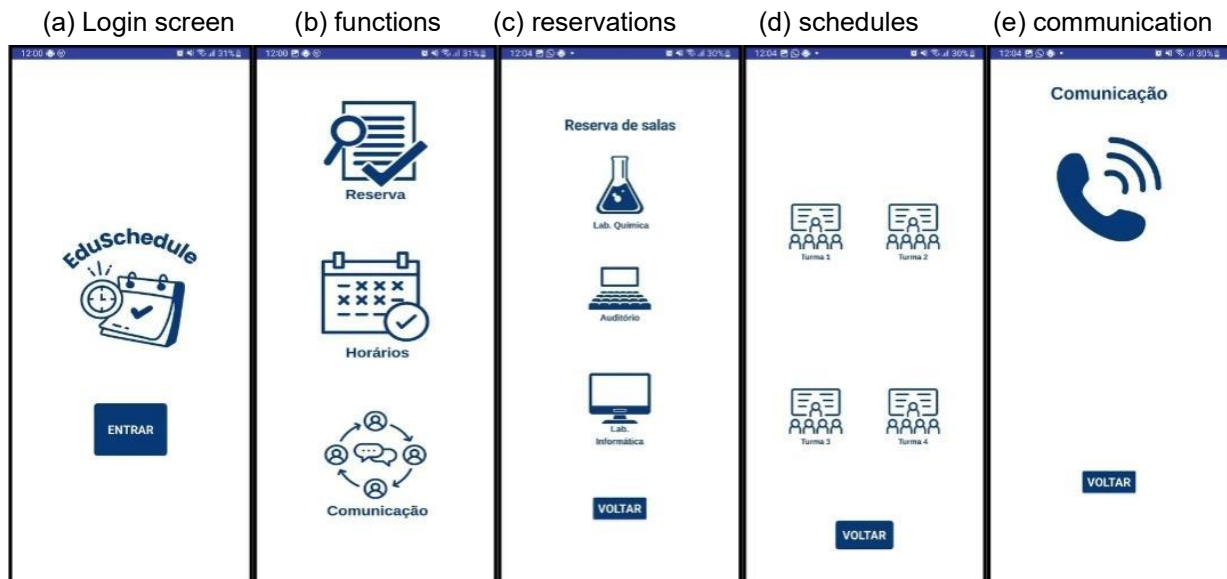
| (a) Login screen | (b) functions | (c) reservations | (d) schedules | (e) communication |

Figure 1. EduSchedule application screen.

2. MARKET ANALYSIS

2.1 COMPETITOR ANALYSIS:

Currently, there is no application in the Brazilian market that offers a complete solution like EduSchedule for integrated school management. Although there are some educational platforms with partial functionalities, such as Google Classroom for

communication and task distribution, Diário Escola for attendance and grade management, Moodle as a virtual learning environment, Tell me as a digital agenda, and Estuda.com for assessments, none of them address the core proposal of our project.

The unique differential of EduSchedule lies in its ability to automatically reorganize schedules when teachers are absent, integrate physical space management with class schedules, provide real-time notifications to the entire school community, and reduce bureaucracy through direct communication among all stakeholders in the educational process.

Analyzing through the SWOT matrix, we identified the project's main strengths as its pioneering nature in the Brazilian market, the intelligent system for automatic schedule management, integrated optimization of physical spaces, and an intuitive interface developed based on real feedback from teachers. Opportunities include expansion into public education networks through strategic partnerships, integration with existing academic systems, potential collaborations with educational technology companies, and future development of modules for parents and students.

On the other hand, we recognize some weaknesses that need to be addressed, such as initial dependence on school adoption, limitations in institutions with poor digital infrastructure, and the need to improve verification mechanisms for teacher absence data. As for threats, we highlight the possibility of emerging competitors, resistance to change from more traditional institutions, and challenges related to the security of sensitive data.

To maintain our competitive advantage, it is essential to constantly monitor the emergence of new solutions in the educational market, both nationally and internationally. We recommend conducting periodic comparative studies with foreign tools, developing more robust data protection mechanisms, and creating success cases in pioneering schools that can demonstrate the effectiveness of our solution in practice. These actions will be crucial to establishing EduSchedule as a reference in innovative school management in Brazil.

2.2 CUSTOMER ANALYSIS:

The focus of our research was to better understand our target audience. In total, we obtained 20 responses, where approximately 100% of participants indicated that the application would help with school communication.

One of the questions we asked teachers was: "In what aspects can the application help the most?" About 85% responded that the main contribution would be in organizing class schedules. Additionally, when asked whether an application like ours would be useful for improving school communication, most respondents answered positively, as shown in the following testimonials:

P10: "It would greatly facilitate the management of absences and substitutions, preventing students from missing classes."

P9: "It would be great for viewing laboratory and school space reservations in a more practical way."

The form was disseminated via QR code in teacher groups in our region, and we also conducted in-person interviews with teachers to collect direct data. According to the collected data, the application will be extremely important for the public school community, but this does not limit EduSchedule to this audience. Our goal is to expand the project so that all public or private schools can integrate this solution into their routine.

3. MARKETING PLAN

To establish EduSchedule as a reference in school management, we are implementing a comprehensive marketing strategy. Our Marketing and Design team is developing a striking visual identity and a robust digital presence that reflects the innovation and practicality of our solution.

We are creating official profiles on major social media platforms (Instagram, Facebook, and LinkedIn) with strategic content, including: tutorials on how to use the application, real user testimonials, success stories in schools, and valuable tips on school time management. These channels will serve not only for promotion but also as platforms for direct interaction with our community of students, teachers, and educational administrators.

Although our project currently does not have significant financial resources, we are determined to maintain and expand EduSchedule through creative and sustainable strategies. Our approach is based on the tool's potential for social impact and the ability to mobilize strategic partnerships that believe in our mission to transform school management.

We are seeking partnerships with educational institutions for free implementation in exchange for feedback and promotion, creating real-world cases that will attract future investments.

4. FINANCIAL PLANNING

Our purpose in developing EduSchedule is primarily to generate a positive impact on education by improving school management and the experience of students, teachers, and administrators. To ensure the project's viability and continuity, we have structured a financing plan in three strategic phases aligned with the application's development stage. In the first phase (Launch - First Year), we will focus on making EduSchedule an accessible solution for the school community by enhancing the

application's social media presence and highlighting its transformative potential in education. The final development of the application, basic technological infrastructure, awareness campaigns, and promotion will be our responsibility. To minimize expenses while improving design and marketing, we will create educational and engaging content about school management that demonstrates the application's benefits using free tools like Canva and CapCut to produce posts, stories, and short videos showcasing real cases of how the tool solves daily school problems. We will mobilize our network of teachers and student users to share spontaneous testimonials, creating organic referrals.

In the second phase (Consolidation and Maintenance), with the application operational, we will implement financial sustainability mechanisms through fiscal incentives such as the Lei Rouanet (8.313/91), adapting our project to criteria for positive social impact. We will also leverage benefits from the Lei do Bem (12.715/12) to attract companies investing in technological innovation, establish partnerships with educational institutions that can contribute resources in exchange for customized licenses, and engage with education innovation support programs offered by foundations and sector organizations.

The third phase (Expansion and Improvement) will focus on implementing complementary funding models with a consolidated base. This includes partnerships with brands aligned with our values that can support the project in exchange for non-intrusive visibility within the app. We will guide partner companies on the benefits of the ESG Seal, emphasizing how their support contributes to educational improvement (Social), reduced waste in school environments (Environmental), and good governance practices. We plan to develop premium versions for private schools, whose revenue will subsidize free access for public institutions, and create an ambassador program among user schools to share best practices.

Our financial model was carefully designed to balance social impact and financial viability. We will maintain the core application free for public schools while developing a value ecosystem with diverse stakeholders including government, companies, and the third sector. A transparent financial reporting system will be implemented for all supporters, and we will prioritize partnerships with organizations aligned with our educational mission. This comprehensive approach will allow us to fulfill our mission of transforming school management while ensuring the project's longevity and its ability to reach more educational institutions, always maintaining our focus on creating positive educational impact through innovative solutions that address real challenges in school administration and time management. The phased implementation allows for gradual scaling while establishing proof of concept and building the necessary **partnerships and funding mechanisms to support long-term sustainability and growth.**

5. WHAT WILL BE THE NEXT STEPS?

The EduSchedule application emerges as a response to the communication challenges faced by schools among students, teachers, and administration. These difficulties, ranging from schedule management to laboratory reservations, significantly impact school routines. We plan to later add two more account types, in addition to the teacher account: student and administration, each with specific functionalities.

For teachers, the app will continue to offer the same functions, providing a complete dashboard with access to weekly schedules and daily classes. However, we want to add another functionality within real-time communication: after a teacher notifies their absence, the system would automatically reorganize that class's schedule by identifying available teachers who could cover or reschedule the class, and the teacher would be notified to arrange the makeup class.

Students would receive instant notifications about any schedule changes, eliminating unnecessary trips to the administration office. The administration, in turn, would have an overview of all class schedules, teacher absences, and the status of space reservations like laboratories and auditoriums.

This integrated approach brings concrete benefits to school organization, including: significant reduction in crowding at pedagogical centers, decreased paper waste from printed schedules, optimized use of school facilities, and faster, more transparent communication among all involved.

For EduSchedule to reach its full potential and benefit as many educational institutions as possible, our strategy includes seeking partnerships with educational sector companies that share our vision. The goal is to find an organization with the resources and reach to continuously improve the platform, expand its nationwide implementation, guarantee specialized technical support, and maintain constant updates.

We believe this strategic partnership will transform our solution into an even more robust tool capable of revolutionizing school communication. More than just an app, we aim to create an ecosystem that makes the educational environment more efficient, organized, and pleasant for everyone involved in the teaching-learning process.

Our dream goes beyond technology—we want to simplify school routines, allowing teachers, students, and administrators to focus on what truly matters: quality education. With the full implementation of EduSchedule, we envision a future where school management is synonymous with convenience and transparency, benefiting the entire educational community.

6. REFERENCES

[1] Approximately 48% of Brazilian public schools frequently face problems with teacher absenteeism and schedule disorganization, directly impacting the learning of over 20 million students. Source: National Institute of Educational Studies and Research (INEP) - https://www.gov.br/inep/pt-br

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