

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

<p><b>Problema</b></p> <p><i>The community struggles to find accurate locations of regional health units, delaying access to medical care.</i></p>	<p><b>Solução</b></p> <p><i>A mobile app providing a verified directory of local health centers with automated Maps navigation.</i></p>	<p><b>Proposta de Valor Única</b></p> <p><i>Fast, reliable, and accessible navigation to healthcare. Saves time and reduces confusion during medical needs.</i></p>	<p><b>Alternativas Existentes</b></p> <p><i>Asking locals, outdated websites, generic map searches.</i></p>	<p><b>Público Alvo</b></p> <p><i>Local residents seeking public healthcare facilities.</i></p>
<p><b>Feedback</b></p> <p><i>Surveyed 24 locals: 100% confirmed they would use the app.</i></p> <p><i>Key request: 83.3% prioritized map visualization.</i></p> <p><i>Action taken: We removed visual clutter to focus entirely on an accessible UI and Google Maps integration.</i></p>	<p><b>Métricas-chave</b></p> <ul style="list-style-type: none"> <li><i>Number of app downloads.</i></li> <li><i>Daily active users.</i></li> <li><i>Number of successful map redirections.</i></li> </ul>		<p><b>Alcance (Divulgação)</b></p> <p><i>Dissemination of information in primary care units, schools, and the community (neighborhood).</i></p>	<p><b>Usuários Iniciais</b></p> <p><i>Local Residents</i></p>
<p><b>Estrutura de Custos</b></p> <ul style="list-style-type: none"> <li><i>Development time.</i></li> <li><i>Database update and maintenance.</i></li> <li><i>App store registration fees (if published).</i></li> </ul>		<p><b>Fontes de Receita</b></p> <ul style="list-style-type: none"> <li><i>Free community app (Non-profit/Social impact).</i></li> <li><i>Potential future grants or local government partnerships.</i></li> </ul>		

**Ordem de preenchimento:** *Existem várias formas de preencher o canvas. Recomendamos começar pelo que faz mais sentido para você.*

