

Business Lean Canvas

Problem	Solution	Unique Value Proposition	Existing Alternatives	Target Market
Many women in Brazil face difficulties in starting their own businesses due to a lack of support, limited access to information, and the burden of balancing domestic and professional responsibilities. According to SEBRAE.GOV, most women-owned businesses experience limited growth due to a lack of planning and adequate guidance or unequal pay. In addition: •Lack of direction for business growth •Difficulty achieving financial independence •Prejudice in the job market •Difficulty balancing personal and professional life	A mobile app called LedEnterprise, which supports female entrepreneurs in their day-to-day business operations by offering: •AI for quick answers to questions about management and entrepreneurship •Financial management (expenses, profits, and organization) •Assistance with product pricing •Entrepreneurial assessment tests •Service marketplace •Connections with other female entrepreneurs (networking)	Unlike platforms such as Rede Mulher Empreendedora and B2Mami, our app offers a practical, integrated solution for the day-to-day life of female entrepreneurs. While competitors focus on content and events, our app: •Solves problems in real time •Centralizes various tools in one place •Offers continuous support with AI •Helps with execution, not just learning	•Women Entrepreneurs Network •SEBRAE •Programs such as Women at the Top and Itaú Women Entrepreneurs •Financial management apps (e.g., MEI Fácil)	Brazilian women over the age of 18 who: •Are starting a business •Own small businesses •Are seeking financial independence

Feedback <i>User feedback was overwhelmingly positive, highlighting the app's value proposition as practical, accessible, and useful for beginners in entrepreneurship. Strengths highlighted included the clarity of the guidance, support with pricing and marketing strategies, and the interactive guide. Areas for improvement identified included usability adjustments, such as better text display, replacing QR codes with links, and providing more detail on certain features. This feedback reinforces the solution's relevance and guides ongoing improvements to the product.</i>	Key Metrics •Number of downloads •Monthly active users •App engagement •Number of success stories (Success stories will be defined as users who demonstrate tangible improvements in their businesses after using the app. Identification will be based on analysis of app data and user testimonials. Key indicators include increased revenue, improved financial organization, business growth, and formalization of business activities.)		Outreach •Social media •Landing page •Partnerships with influencers •Talks and events featuring experienced female entrepreneurs (who have been in the field for some time and have insights and lessons they wish to share)	Early Adopters •Women with home-based businesses •Women just starting out as entrepreneurs •Women who are already entrepreneurs but need organizational help and support <i>Initial focus: São Paulo (Brazil)</i>
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Cost structure

- AI-powered Q&A: \$60/month (\$3,600 over 5 years)
- Chat system: \$20/month (\$1,200 over 5 years)
- Marketing (ads): \$120/month (\$7,200 over 5 years)
- App fees: \$105/year (\$525 over 5 years)
- Designer: \$548/month (\$32,880 over 5 years)
- Programmer: \$700/month (\$42,000 over 5 years)

Considering five years of operation, the estimated total cost is approximately \$87,000, including initial development, monthly maintenance, and annual fees.

Revenue streams

- Premium subscription: \$3 to \$10/month
- Marketplace: 10% commission on services sold by partners within the app
- Partnerships with companies
- In-app ads
- Angel investors and startup accelerators

Suggested order. There are many approaches to what to fill out first. We recommend focusing on what makes sense to you first.