

Business Lean Canvas

<p>Problem</p> <p>Adolescents have difficulty expressing their feelings and often do not know where to find accessible psychological support in Greater Aracaju. They frequently feel insecure about talking about their emotions or rely on ineffective alternatives.</p>	<p>Solution</p> <p>An app that allows users to track their mood, provides a safe space for emotional expression, suggests self-care practices, and indicates where to find help in the local community.</p>	<p>Unique Value Proposition</p> <p>A simple and welcoming app that helps adolescents in Greater Aracaju understand and express their emotions in a safe and judgment-free space, while also providing personalized guidance and connecting users to real and accessible mental health support services in their local community.</p>	<p>Existing Alternatives</p> <p>Social media Talking to friends Personal journaling Generic mental health apps</p>	<p>Target Market</p> <p>Adolescents aged 13 to 18, especially students in Greater Aracaju, who face emotional challenges and seek accessible support</p>
<p>Feedback</p> <p>Coletamos feedback com adolescentes, validando as funcionalidades e ajustando a linguagem para torná-la mais acessível, acolhedora e relevante para o público.</p>	<p>Key Metrics</p> <p>Número de usuários Frequência de uso Registros de humor realizados Engajamento com o app Quantidade solicitações no "Preciso ajuda"</p>		<p>Outreach</p> <p>Promotion through social media, schools, and partnerships, as well as presentations and direct sharing with the target audience.</p>	<p>Early Adopters</p> <p>Adolescents close to the team, school peers, and students from schools in Greater Aracaju, especially those already interested in mental health and well-being topics.</p>
<p>Cost structure</p> <p>Startup costs: app development and tools used. Fixed costs: maintenance and updates. Variable costs: marketing and continuous improvements based on usage.</p>		<p>Revenue streams</p> <p>Monthly subscription for access to premium features, such as personalized reports, guided self-care journeys, and enhanced user experience. Partnerships with psychologists to offer specialized support. Partnerships with the Government of the State of Sergipe for implementation in public schools and health initiatives. Support from NGOs and mental health organizations.</p>		

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

