

RELÊAPP

Problem

- Limited access to books, especially for students and low-income communities
- Inefficient book donation process
- Large number of unused books being wasted

Solution

- Digital platform connecting donors, readers, and institutions

Unique Value Proposition

Connecting unused books to those who need them, making access to reading simple, fast, and impactful.

Existing Alternatives

- Yzye
- Skoob
- Skeelo
- EscamBook

Target Market

- Families with unused books
- Schools, NGOs and community libraries
- Young readers with limited access to books

Key Resources

- Number of books donated
- Number of active users
- Number of partner institutions
- Donations per user
- Social impact

Feedback

- Validated with students and school community
- Feedback highlighted the need for simplicity and trust in donations

Outreach

- Social media: @reciclo.ofc
- School events (UNESCO Fair, Flea Market)
- Partnerships with schools and organizations

Early Adopters

- School communities
- Families willing to donate books
- NGOs and small libraries seeking donations

Cost Structure

- Hosting and server maintenance
- Platform updates and support
- Logistics (book collection and distribution)
- Marketing materials and campaigns
- Event organization
- Books donated to partner institutions (non-monetary social return)

Revenue Streams

- Premium subscriptions (R\$9.90/month);
- In-app advertising (non-intrusive ads)
- Partnerships with schools, NGOs, publishers, and libraries