

Business Lean Canvas

<p>Problem The chosen problem - the goal is to help women suffering from domestic violence, who don't know how to Report it other than calcinha the Police and who abre and willing To be recued.</p>	<p>Solutions How are we solving the problem? - we know we won't solve this problem but by providing discreet and secreto way tô report it.</p>	<p>Proposta de valor What is the simple yet impactful message that shows why we are different and why our app is worth buying? -We can help you discreetly and efficiently, without any danger. -Women help women regardless of the situation.</p>	<p>Existing alternatives Who are our competitors?</p>	<p>Target audience Which group(s) of people face the problem we want to solve? -Women who suffer verbal and physical violence and manage to gain access to a cell phone, having the courage to report it and escape that reality.</p>
<p>Feedback How do we use feedback from a business professional or entrepreneur? -analyzing the success and failures marina modificações tô improve the users experiências within the application</p>	<p>Métricas-chaves What numbers will show that we are succeeding (besides the money). - the goal is to help women suffering from domestic violence, who don't know how to Report it other than calcinha the Police and who abre and willing To be recued.</p>		<p>reach (dissemination) How will we promote our idea to reach many people consistently and in a way that allows us to measure the results? -through partnerships with support networks for women who live this reality, for example, the police.</p>	<p>User initials Who is already looking for a solution and would use our app? (These people usually provide feedback during development and are within our target audience.) -Women who have experienced these situations and are willing to provide feedback on our app.</p>
<p>cost structures What will our purchases and costs be? <ul style="list-style-type: none"> • Initial costs, e.g., items you buy only once to get started, such as computers. • Fixed costs, e.g., things you pay for every month or every year, such as salaries. • Variable costs, e.g., things that change as you sell, such as ingredients, shipping, or materials consumed in the production of a product. • Profit sharing, e.g., part of the money raised will be donated to a partner institution. -Devices for administering monitoring the app</p>		<p>Source of revenue How can we make money continuously? For example: <ul style="list-style-type: none"> • Service: charge by the hour, functionality, or work. • Subscription: charges monthly or annually for access to something • Product: Selling products, online or in a physical store. </p>		