

# Business Lean Canvas

|   |   |  |  |  |
|---|---|--|--|--|
| <p><b>Problem</b></p> <p><i>The problem we are solving.</i></p> <p>Young people face anxiety, misinformation, and a lack of self-knowledge when choosing a career. There is a lack of access to practical and realistic career guidance.</p>  | <p><b>Solution</b></p> <p><i>How are we solving the problem?</i></p> <p>An app that fosters self-awareness through personalized learning paths, connecting young people with knowledge and professionals in their areas of interest, as well as with vocational guidance specialists.</p>   | <p><b>Unique Value Proposition</b></p> <p><i>A single, clear compelling message about why we are different and worth using/ buying</i></p> <ul style="list-style-type: none"> <li>• Customized learning paths</li> <li>• Scheduled live sessions with professionals (real-time interaction).</li> <li>• Career guidance and mentoring.</li> <li>• RIASEC Test + Implementation (next steps)</li> <li>• Possibility of integration into the school curriculum.</li> </ul> | <p><b>Existing Alternatives</b></p> <p><i>Who are our competitors?</i></p> <ul style="list-style-type: none"> <li>• Vocational guidance platforms</li> <li>• Online vocational tests such as Descomplica and Carrerium (paid)</li> <li>• Kuau - Vocational guidance app</li> <li>• Diretrix - guidance app in game format</li> <li>• Sou Tech app</li> </ul>   | <p><b>Target Market</b></p> <p><i>Which group(s) of people experiences the problem?</i></p> <p><b>Primary:</b><br/>Young people aged 15-20 attending high school</p> <p><b>Secondary:</b><br/>Public and private schools</p>   |
| <p><b>Feedback</b></p> <p><i>How did you integrate feedback from a business professional or entrepreneur?</i></p> <p>"Talk more about entrepreneurship, since there are people who focus on that area."</p> <p>"Be on a website like the MBTI test. Many teenagers, like me, don't download apps like that."</p> <p>"Diversify the locations of professions beyond the state itself."</p> | <p><b>Key Metrics</b></p> <p><i>What number(s) will define our success, other than money?</i></p> <p><b>Engagement:</b></p> <ul style="list-style-type: none"> <li>• Number of RIASEC tests completed/week</li> <li>• 100 registered/month</li> <li>• 50% Retention rate after 7 days</li> </ul> <p><b>Impact:</b></p> <ul style="list-style-type: none"> <li>• 20% of users scheduling Live sessions or Vocational Guidance</li> </ul> | <p><b>A bridge between young people and specialists in the field of career guidance.</b></p>   | <p><b>Outreach</b></p> <p><i>What repeatable, measurable ways will we get our idea in front of lots of customers?</i></p> <ul style="list-style-type: none"> <li>• Partnerships with Schools</li> <li>• ParticipAtion in career fairs Social</li> </ul> <p><b>Media:</b></p> <ul style="list-style-type: none"> <li>• Instagram / WhatsApp</li> <li>• Partnerships with educational influencers</li> </ul> | <p><b>Early Adopters</b></p> <p><i>Who is already looking for solutions and is likely to use your app? They often provide feedback in the development process.</i></p> <p>Students and colleagues who are looking to decide on their professional future and teachers of Life Project (public/private)</p> |

- professionals
- 1 Partner school/month

### Cost structure

What things will we buy? E.g:

- App Development
- Hosting and database tools
- Marketing
- Possible payment for professionals for live streams/mentoring sessions

### Revenue streams

What ways will we repeatedly make money? e.g:

#### Business Model:

- Period: 2 months
- For 1,000 users / 40% premium

#### Subscriptions:

- Freemium - basic free (but already receives course notifications and advertising)
- Target: R\$1,000.00
- Premium - Paid subscription: 400 x R\$4.90 = R\$1,960.00
  - Scheduling with professionals
  - Notifications of courses/competitions by area of interest
  - Discount for scheduling with vocational professionals
  - Course announcements (educational institutions): R\$1,000.00
- School Packages 1 package for 100 students: R\$1,000.00
  - Benefits:
    - Structured plan for educational institutions
    - Self-knowledge
    - RIASEC methodology
    - Personalized learning paths
- Percentage: Per paid mentoring session scheduling

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



## Annual marketing plan

- **For schools: 1st year of high school.**

School channel (partnerships): offer a pilot to 5 schools in the first year

1. School channel (partnerships): offer a pilot to 5 schools in the first year
2. *Run a free test launch in only one school. Duration: one two-month term.*
3. *Strategy: Support materials for the Life Project (Project Life) teacher;*
4. *Launch workshop*
5. School ambassadors: recruit 1 student leader per school with certificate/benefit: 10 ambassadors

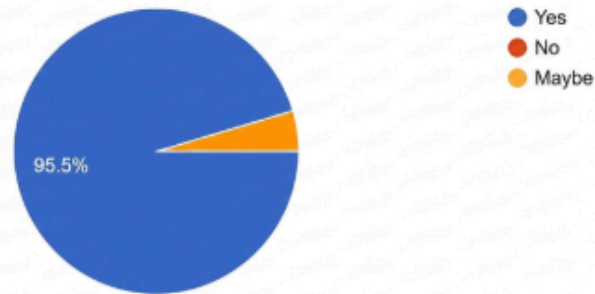
- **For the general public: Awareness and Engagement**

1. Social media (Instagram/TikTok): 2
2. videos/week "Profession of the Week", biweekly lives: engagement (likes, shares) and clicks to the PWA.
3. Parcerias institucionais: ONGs e
4. Institutional partnerships: NGOs and education departments for scaling in the public network: 2 partnerships in 6 months.
5. Offline event: participation in career fairs/local course fairs: 2 events per semester.

## • Market research

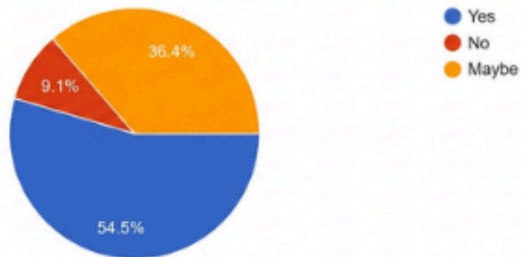
Would you use this application if it were available?

22 responses



Considering that the proposal aims to help you in your vocational orientation, would you be willing to get a subscription for this app?

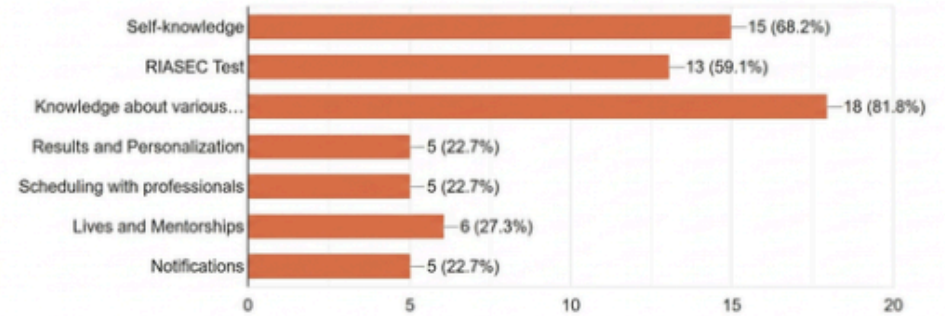
22 responses



What are the strengths of the presented solution?

Copy chart

22 responses



Does this solution proposal resemble any other tool or solution idea you know?

22 responses

