

Business Lean Canvas (*Canvas de Modelo de Negócios Simplificado*)

Problem	Solution	Unique Value Proposition (UVP)	Existing Alternatives	Customer Segments
● Consumer Friction: Lack of data regarding operating hours and market organization, hindering the shopping experience. ● Unstable Consumer Journey: Discourages healthy eating habits and stunts the growth of regional commerce. ● Geographic Invisibility: Difficulty for consumers to locate street markets and mobile stalls in real-time. ● Food Waste: Massive disposal of fresh produce due to poor inventory management and demand forecasting.	● Real-time Mapping: A geolocation app featuring nearby markets, operating hours, and a directory of vendors and their products. ● Logistical Optimization: A platform that organizes stall layouts, facilitates connections between consumers and specific products, and offers delivery services. ● Waste Reduction (Social Connection): A direct channel for vendors to signal excess inventory for collection by NGOs and partner institutions.	● Connecting consumers to local street markets to organize informal retail, foster greater community engagement, and minimize food waste.	● Apps like Food to Save, supermarkets, and other retail alternatives.	● Consumers: Diverse demographic, from youth to seniors who shop at street markets. ● Vendors: Local street market sellers. ● NGOs: Organizations focused on food security.

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Feedback (Validation) • In a survey of 78 people, 42 expressed strong intent to use the app, citing solutions for locating markets/specific stalls and connecting with NGOs. • The app was well-received by vendors, as many currently struggle with managing specific stall locations and schedules. • Challenge: Strong competition from local supermarkets, which can discourage the local economy.	Key Metrics • Number of registered vendors. • Number of registered users. • Weekly active users (WAU). • Volume (kg) of food donated through app-facilitated partnerships.		Channels (Outreach) • Guerrilla Marketing: QR Codes on stalls and signage at market entrances (Metric: Scan rate). • Strategic Partnerships: Outreach through local government and vendor associations (Metric: New sign-ups). • Local Micro-influencers: Collaborations with "neighborhood tips" and sustainable cooking profiles (Metric: Link click-through rate). • Referral Campaign: Incentives for vendors and users to invite new members (Metric: Virality rate).	Early Adopters • Consumers: Regular market-goers seeking convenience and sustainability. • Innovative Vendors: Those already using WhatsApp for sales who want to streamline their logistics. • NGO Leaders: Organizers needing quick identification of food surpluses for rapid donation. • Eco-entrepreneurs: Small local businesses seeking freshness and better prices.
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Cost Structure

- Startup Costs: App store publication fees and testing equipment.
- Fixed Costs: Server hosting (Firebase), map APIs, and local marketing.
- Variable Costs: System maintenance, technical support, and team labor.
- Social Impact: 15% of net profit allocated to logistical support for partner NGOs.

Revenue Streams

- Service Fees: A small fee charged for home delivery, with a percentage retained by the team.
- Targeted Advertising: Banners for sustainable brands and kitchenware.
- Data Licensing: Selling logistical reports to urban planning authorities.