

Business Plan – Elas em Campo App

1. Executive Summary

Elas em Campo is a mobile application designed to connect girls to football opportunities, including training sessions, academies, and inspirational content. The platform aims to increase female participation in sports.

2. Problem

Many girls face difficulties finding affordable and accessible places to train. There is also a lack of visibility and inspiration in women's football.

3. Solution

The app provides a centralized platform where users can find training locations, register for sessions, and access educational and inspirational content.

4. Target Market

Girls aged 8–18, parents, football coaches, and academies.

5. Business Model

Revenue will come from premium listings for academies, ads, and partnerships with sports organizations.

6. Marketing Strategy

Social media campaigns, partnerships with schools, and collaborations with female athletes.

7. Product Features

- User registration
- Training search
- Map integration
- Video library
- Educational content

8. Financial Plan

Initial funding required for development, marketing, and operations. Expected growth through user acquisition and partnerships.

9. Vision

To become the leading platform for girls in football and promote inclusion in sports worldwide.