

# Cognito Canvas

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| <b>Problem</b><br><br>Students struggle to study effectively;<br>Low focus and discipline;<br>Limited access to proven study methods.                                                                                                                                                                                                                                                     | <b>Solution</b><br><br>App that teaches how to learn efficiently;<br>Based on active learning, focus, and metacognition. | <b>Unique Value Proposition</b><br><br>Cognito goes beyond teaching content. It teaches students how to learn effectively.<br>By combining active learning, deep focus, and continuous feedback, the app helps students turn effort into real academic results.<br>Through guided study missions, performance tracking, and personalized support, students build lasting study skills and improve over time. | <b>Existing Alternatives</b><br><br>Duolingo: gamified learning, easy and engaging;<br>Estuda.com: strong content and practice, but lacks study strategy guidance.                                                                                                                                                                   | <b>Target Market</b><br><br>Brazilian high school students (15–18);<br>Students preparing for ENEM/SAT.                                                                                            |
| <b>Feedback</b><br><br>We collected feedback from students to understand their needs;<br>They highlighted issues with usability, unclear explanations, and interface complexity;<br>Based on this, we improved readability, simplified navigation, and made the app more intuitive and accessible;<br>These changes helped create a more user-friendly and effective learning experience. | <b>Key Metrics</b><br><br>Improved student performance.<br>Higher exam pass rates.<br>User progress and engagement.      |                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Outreach</b><br><br>Social media (TikTok, Instagram.)<br>School partnerships and influencers.<br>Free content on study strategies.                                                                                                                                                                                                | <b>Early Adopters</b><br><br>Students tested the app and provided feedback.<br>Improvements focused on usability, clarity, and accessibility.<br>Validated need for simple, guided learning tools. |
| <b>Cost structure</b><br><br><ul style="list-style-type: none"> <li>Initial: computer (\$600), phone (\$1,560), tools and publishing (\$50).</li> <li>Fixed: rent (\$100), utilities (~\$75), taxes (~\$80–300/month).</li> <li>Variable: marketing and ads (influencers: \$20–100/post; CPM: \$2–10; CPC: \$0.08–1.20)</li> </ul>                                                        |                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Revenue streams</b><br><br><ul style="list-style-type: none"> <li>Ads (~\$200/month);</li> <li>Tutoring partnerships (~\$8/hour, ~\$1 per session);</li> <li>Mini-courses (from \$2, ~\$0.40 per sale);</li> <li>Personalized offers based on user performance and the revenue scales with user growth and engagement.</li> </ul> |                                                                                                                                                                                                    |

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