

Business Lean Canvas

Problem Accidents involving venomous animals are an important public health problem in Brazil, mainly affecting populations in rural areas with less access to information and quick care. The difficulty in identifying the animal involved, combined with the lack of knowledge about first aid and the delay in medical care, can lead to serious complications and even deaths that could have been avoided.	Solution The application uses artificial intelligence to identify venomous animals from photos, indicating the level of risk and providing immediate first aid guidance. It also offers offline information, an emergency button, geolocation and symptom recording, which can be sent to health services to speed up care, reduce complications and be used as an object of study by specialists.	Unique Value Proposition The application offers rapid identification of venomous animals using artificial intelligence from photos, providing information on the level of risk and immediate first aid guidance. In addition, it records the patient's symptoms and can share them with health services, helping to speed up care, improve medical decision-making and studies related to venomous animals. In this way, the solution increases user safety and reduces complications in emergency situations.	Existing Alternatives Currently, there are applications that identify animals by photo, such as Animal Pic, Picture Nature and iNaturalist, which offer general information. There are also specific solutions, such as snake identifiers, but limited to just that type of animal. In general, these alternatives are not focused on preventing accidents or providing quick guidance in risky situations.	Target Market The application is aimed at people who may have contact with venomous animals, such as residents of rural areas, field workers and people who practice outdoor activities, such as hiking and camping. It can also be used for academic purposes, as a tool for support for learning and object of study by specialists, as it will have a database with symptoms and geolocation.
Feedback The development of the application was based on scientific research and epidemiological data on accidents with venomous animals, ensuring alignment with real public health needs. In future stages, the project foresees the participation of healthcare professionals to validate and improve functionalities, such as risk identification and symptom recording, making the solution more efficient and accurate.	Key Metrics The success of the application can be monitored by indicators such as number of downloads, number of identifications made, frequency of use by users and retention rate. The accuracy of identification and user ratings are also relevant, which indicate the quality and usefulness of the app.		Outreach The dissemination will be done mainly through social networks, with content that shows how the application works and real usage situations. Partnerships can also be created with interested institutions. To measure results, data such as number of downloads, content views and user engagement will be analyzed.	Early Adopters The first users of the application would be people who live or work in rural areas and regions with a high incidence of venomous animals, such as farmers and residents of peripheral areas. Healthcare professionals and emergency teams are also important early adopters, as they deal directly with these accidents and need quick information. People who have already had contact with this type of situation also tend to actively seek solutions like the app.

Cost structure

Initial costs mainly involve the development of the application, such as the use of computers, programming tools and the time invested in creating and training artificial intelligence.

Fixed costs may include application maintenance, possible hosting, system updates and, in the future, payment of staff or collaborators.

Variable costs are low, but may involve continuous improvements, such as animal database update and AI model adjustments as usage increases.

As for the division of profits, part can be reinvested in the application itself for improvements, and another can be allocated to partnerships with environmental education projects or animal accident prevention.

Revenue streams

The application will be free for all users, ensuring broad access to information and guidance in cases of emergency. Revenue will be generated through partnerships with hospitals and health plans, which will pay a recurring subscription to integrate the application with their services and offer additional features to support care, such as recording symptoms and sending clinical information. In this way, monetization occurs in the B2B model, while access to the app remains free for the population.

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