

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

Problem	Solution	Unique Value Proposition	Existing Alternatives	Target Market
<i>The problem chosen was the lack of access to information about medications available in the SUS network, in an accessible and objective way, forcing patients who use such medications to leave their homes and go to the health centers to find out if the medication they are looking for is available or not, making it difficult for these patients (often elderly) to access the medication.</i> <i>Even with the trip to the health center, these patients have no guarantee of returning home with the medication, which can lead to the interruption of treatment.</i>	<i>We envisioned an intuitive and easy-to-use application that, upon entering the name of the desired medication, would show which health centers and pharmacies had the medication available, provide access to the address and directions to the health center or pharmacy, include notifications regarding the quantity of medication in stock, and a community where people who visited the health centers could add comments about the medication's availability, thus enabling more accurate information reflecting the actual stock levels at the health centers.</i>	<i>Our app is a tool designed to facilitate access to information about the availability of medications and to the medications themselves. When developing the app, we aimed to solve a problem that affects the population of our city and the well-being of our society as a whole, avoiding unnecessary travel for patients (often elderly or with mobility issues), and ensuring that more and more people can access medications free of charge through the SUS (Brazilian Public Health System) quickly and easily.</i> <i>We believe that health is a right that should be accessed and guaranteed equally to all, and we see technology as a tool that should be used for innovation and problem-solving, especially problems that affect our society.</i>	Some digital platforms offer similar services. "MedSUS": Shows lists of medications available through the SUS (Brazilian Public Health System), however, it doesn't specify which health center the medication can be obtained from, nor does it provide information about stock availability. "Aqui Tem Remédio" (Here's the Medicine): Has a similar purpose, but suffers from significant technical flaws in medication search and location, and has very negative reviews. "Farmácias App" (Pharmacies App): A private application that allows the purchase of medications at partner pharmacies; it functions well and has good reviews, but only provides information about medications available at private pharmacies. "DataSUS": Does not provide accurate information on availability and stock at specific primary health care units (UBS), nor does it specify which UBS offer the medication. Because it contains a wealth of information about the SUS, it is very difficult to locate the desired information. In other words, despite the existence of similar apps and digital platforms, the needs of the population are not met, and the problem persists, resulting in the alternative of traveling from UBS to UBS in search of medication, without the guarantee of returning home with the medication.	The lack of access to timely information about the availability of medications in the SUS (Brazilian Public Health System) affects the entire population that obtains these medications. This is a widespread problem affecting most residents of Araraquara, people of different ages, genders, sexualities, ethnicities, disabilities, and conditions, who, despite their differences, are impacted by the same problem.

Feedback Interviews with professionals and app users to understand how the app is functioning, how to improve its functionalities, to gain a better understanding of its successes and failures, and what is or is not working in practice; analysis of complaints; feedback from professionals who operate the app in healthcare facilities; and app evaluations.	Key Metrics <i>Number of active users on the app, number of users who find the medication they are looking for and the time it takes to locate the medication, number of people who return to use the app after the first access, how many SUS (Brazilian public health system) and private units are integrated.</i>		Outreach The outreach would take place through partnerships with primary health care units, campaigns in health centers, social media outreach, and outreach in public and busy locations.	Early Adopters The initial users would primarily be people who need medication on an ongoing basis and require this information as quickly as possible, people who have difficulty traveling from health center to health center (whether due to lack of time, health conditions, or lack of transportation), and people who generally want to access this information more easily, quickly, and reliably.
Cost structure <i>The app's maintenance utilizes Base44's premium plan, which covers infrastructure such as hosting, database, and basic security. However, there are extra development costs to ensure quality and continuous improvements, bug fixes, scalability as the platform grows, and integration with external systems such as the SUS (Brazilian Unified Health System).</i> <i>There are also costs related to compliance with the General Data Protection Law (LGPD), such as creating a privacy policy, terms of use, and user support.</i> <i>Legal costs and taxes: company registration (CNPJ), revenue taxes, digital service fees, accountant costs, domain registration, and visual identity creation.</i> <i>Promotion: includes digital ads (social media, Instagram, and Facebook), institutional partnerships, physical materials (such as pamphlets and posters), and content marketing.</i> <i>Profit: Reinvestment in the app for continuous improvements, operational maintenance, team compensation, marketing, and financial reserves.</i>			Revenue streams <i>Direct partnerships, where private pharmacies could pay to appear as an alternative when the medication is not available through the SUS (Brazilian public health system), or when the medication is not on the list of medications provided by the SUS. Another important source of funding would be through institutional partnerships (municipal government and primary health care units).</i>	

Ordem de preenchimento: Existem várias formas de preencher o canvas. Recomendamos começar pelo que faz mais sentido para você.