

Business Lean Canvas

Problem	Solution	Unique Value Proposition	Existing Alternatives	Target Market
<i>The problem we are solving.</i> The violence against women in Brazil.	<i>How are we solving the problem?</i> We are designing an app that appears to be just a menstrual cycle tracking platform, but actually helps women easily find reporting channels, connect with other women who have experienced violence, and understand if they are in an abusive relationship through a quiz.	<i>A single, clear compelling message about why we are different and worth using/ buying.</i> Our app offers a very important advantage: it is discreet and secret, so women don't have to worry if the aggressor sees the app on their phone, since it does not appear to be what it truly is.	<i>Who are our competitors?</i> Our competitors are apps like Flo and Period Tracker, which focus on tracking the menstrual cycle, and others like iSharing, Life360, bSafe, "Todas Por Uma" and "SOS Maria da Penha" which help in emergency situations. However, these apps don't truly meet the needs of women experiencing violence. Others that do it, are not discreet enough to allow someone to ask for help without the aggressor noticing, and they also don't offer complete support. Our app provides all of that: discretion, emotional support, information about where to find help, and education.	<i>Which group(s) of people experiences the problem?</i> Women who don't feel safe in your relationship or have been suffering some kind of violence.

Feedback

How did you integrate feedback from a business professional or entrepreneur?

Our group talked with a social worker at a primary health care unit, who gave a huge support and a great feedback about our project.

Key Metrics

What number(s) will define our success, other than money?

A decrease in the number of domestic violence cases and an increase in the number of convictions and arrests of aggressors.

Outreach

What repeatable, measurable ways will we get our idea in front of lots of customers?

We will reach our users through partnerships with schools, health centers, and social workers, who can recommend the app to people in vulnerable or emergency situations, as well as through posters and QR codes in private spaces like restrooms, so women can access it secretly and safely. We will measure our success by tracking downloads, active users, and the use of key features like the emergency button.

Early Adopters

Who is already looking for solutions and is likely to use your app? They often provide feedback in the development process.

Social workers, police officers and psychologists, for example, already look for a solution to violence against women, they can also disclose the app to the victim, who will use it.

Cost structure

What things will we buy? e.g:

We incurred no financial costs for developing the app. All the platforms used to develop the project are free.

Revenue streams

What ways will we repeatedly make money?

Our goal with Clívia (our app) is not to generate revenue, but to cover future expenses; we would be open to accepting sponsorships from partner companies committed to this cause, such as O Boticário, C&A, Riachuelo, etc.

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