

Business Canvas [Proteger+]

Problem <i>The elderly population is increasingly exposed to digital scams, various risk situations, and difficulties in using technology. In addition, family members and caregivers are not always able to continuously monitor the well-being of elderly individuals in real time, which increases concerns and the risk of emergencies without immediate response.</i>	Solution <i>Proteger+ integrates features focused on digital scam prevention, secure communication between elderly users and their families, well-being monitoring, and emergency alerts. The app also includes tools to combat misinformation, helping users identify fake news and suspicious content. This solution promotes greater safety, autonomy, and confidence in using technology.</i>	Unique Value Proposition <i>Proteger+ stands out by offering an integrated approach specifically designed for the elderly, combining digital and physical security, health and well-being care, safe social interaction, and family monitoring in a single platform. It creates a safer and more reassuring environment for both elderly users and their families.</i>	Existing Alternatives <i>There are apps designed for elderly users, but they address needs in a fragmented way. Some focus on medication management and basic health monitoring, others on simplifying smartphone use, and others on physical safety and tracking. However, none combine digital security, mental health, social interaction, well-being, and family monitoring in a single platform adapted to older adults.</i>	Target Audience <i>Elderly individuals seeking more safety when using mobile phones and social media, especially those who live alone; family members who want to monitor their relatives' well-being; as well as caregivers and healthcare professionals.</i>
Feedback <i>The app was validated through surveys and discussions with the target audience, especially elderly users. This helped identify difficulties in daily technology use. Based on this feedback, improvements were made to the design, navigation, and features, making the app simpler and more accessible.</i>	Key Metrics <i>Success will be measured through the number of active users, frequency of use of key features, and positive feedback. Indicators related to increased autonomy and safety of elderly users will also be considered through reports and feedback from families.</i>		Channels (Promotion) <i>Promotion will prioritize communication channels widely used by elderly people, such as radio and television. Social media will also be used to reach family members and caregivers, expanding the project's reach.</i>	Early Adopters <i>Initial users will be elderly individuals who already need this type of support, as well as their families and caregivers. They are more likely to test the app, share experiences, and provide feedback for continuous improvement.</i>

Cost Structure <i>Costs include app development, interface design, implementation of features, and essential tools. Fixed costs involve maintenance, updates, support teams, and service subscriptions. Variable costs are related to user growth, such as server expansion and new features. Estimated monthly costs range from R\$1,000 to R\$1,500, increasing as the user base grows.</i>	Revenue Streams <i>The app will follow a freemium model, offering a free version and a premium version (R\$19.90/month) with advanced features like real-time monitoring and integration with health devices. Revenue will also come from trusted partner advertisements, such as pharmacies and health plans.</i>
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