

Business Lean Canvas

Problem <i>Combating period poverty and related health issues by helping women who lack access to basic hygiene products</i>	Solution <i>An app that provides information on menstrual health, offers guidance, promotes donations of hygiene kits, and encourages solidarity through a rewards system.</i>	Unique Value Proposition <i>An app that provides reliable information, support, and guidance on intimate health, promoting well-being and helping other girls gain access to menstrual dignity.</i>	Existing Alternatives <i>Our competitors include: Clue, Flo, Natural Cycles, Period Tracker, Ovia, Eve, Spot On, Period.org, Days for Girls, Girl Up, Absorvendo Amor.</i>	Target Market <i>Vulnerable women and girls, students without access to sanitary pads, working women facing menstrual hygiene challenges, and people interested in reliable information and social impact.</i>
Feedback <i>Surveys confirmed period poverty: the lack of hygiene products and limited menstrual health knowledge severely impact school attendance, demanding urgent information and support.</i>	Key Metrics <i>Number of app downloads and active users, number of hygiene kit donations, partnerships with NGOs and institutions, impact on school dropout rates, and donor rankings.</i>		Outreach <i>Promotion combines partnerships with organizations, NGOs, schools, and clinics, along with social media campaigns, influencer marketing, and gamified rewards to engage women.</i>	Early Adopters <i>Our initial users are women and girls who are looking for information on menstrual health and participating in social initiatives, providing feedback for the apps..</i>
Cost structure - App development and maintenance (low-code tools / small team): R\$500/month - Servers and hosting (basic cloud services): R\$100/month - Educational content production (volunteers + basic materials): R\$200/month - Marketing (social media + organic outreach): R\$150/month - Partnerships and logistics (small-scale kit distribution): R\$300/month - Administrative costs (basic tools and support): R\$150/month - Total estimated monthly cost: R\$1,400		Revenue streams - Premium Plan with monthly or annual subscriptions, offering exclusive content, extra benefits, and an ad-free version - Premium Plan: ❖ Monthly subscription: R\$4.99/month ❖ Annual subscription: R\$39.99/yea - In-app ads promoting women's health, hygiene, and wellness products and services - Partnerships and sponsorships with brands, pharmacies, and clinics for campaigns and donations		

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