

Business Lean Canvas

Problem <i>Students who move to other cities face social isolation, physical insecurity, and severe anxiety. These factors are drivers of university dropout, which affects approximately 56% of female students in Brazilian higher education. The project directly addresses SDGs 3 (Good Health and Well-being), 4 (Quality Education), and 5 (Gender Equality).</i>	Solution <i>The UniSister app, which offers support for female freshmen through peer mentorship from senior students vetted by university representatives, features resources such as: integrated chat, tips on safe and recommended places, dedicated emotional support module, and emergency call triggers.</i>	Unique Value Proposition <i>UniSister fosters a structured community of mutual support, humanizing the college transition. We turn the fear of relocation into a sense of belonging and female empowerment through authentic connections and collaboration between vetted mentors and female students arriving from other cities.</i>	Existing Alternatives <i>Competitors like MentorHub focus exclusively on academic performance, and Life360 primarily on location tracking. UniSister is a multifunctional solution designed specifically for female college students, combining emotional support, academic support, and preventative safety in an environment endorsed by representatives from the university.</i>	Target Market <i>Young women who relocate to study and consequently feel vulnerable about their new social environment, lacking safety and support from trusted peers. Additionally, senior students who are already well-versed in university life and wish to leverage their experience to provide mentorship and support.</i>
Feedback <i>The Director's feedback underscored the app's relevance in addressing a critical, real-world pain point. Consequently, the project has been further developed through functional optimizations, an evidence-based justification, and enhanced technical feasibility, including security protocols and resulting in a more consistent proposal.</i>	Key Metrics - Student retention rate of female users - Number of user acquisition and engagement - User satisfaction and impact scores		Outreach <i>In-person outreach at educational institutions during enrollment periods. Campaigns on social media and official institutional channels, such as websites, portals, and email.</i>	Early Adopters <i>The female freshmen and upperclassmen of the first institution where the app will be available, with the support from advocates within the university.</i>
Cost structure <i>Data hosting in cloud infrastructure. Technical software maintenance. Production of informational materials and local campaigns on campus.</i>		Revenue streams <i>Contracts and partnerships with universities interested in reducing student dropout rates. Spaces for paid advertising by supporting local businesses.</i>		

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