

Business Lean Canvas

Problem	Solution	Unique Value Proposition	Existing Alternatives	Target Market
<i>Lack of access to reliable and free information on women's sexual health.</i>	<i>The app connects women to reliable information and sexual health tracking at no cost and with no barriers.</i> <i>Cycle-Aware Calendar. Track your period, symptoms, mood, and libido to identify health patterns.</i> <i>Smart Predictions. Alerts about your fertile window and PMS, helping with personal and preventive planning.</i> <i>Symptom Diary. An exportable history that makes it easier to discuss your symptoms with doctors during in-person appointments.</i> <i>Moderated Anonymous Forums. A space for users to share experiences under professional supervision to prevent dangerous advice.</i> <i>Screening Chatbot. A virtual assistant that answers immediate questions (e.g., "I forgot to take my pill, what should I do?") based on health protocols.</i> <i>Data Privacy. Assurance that sensitive information about</i>	<i>What sets us apart is that we provide information that is already available on the market, but for free and in a reliable way, in addition to offering innovative services such as:</i> <i>Comprehensive sexual health</i> <i>Information verified by experts</i> <i>Interactive educational tools</i> <i>A strong focus on privacy</i> <i>Chat for questions and answers</i> <i>link your account to someone's</i> <i>make an appointment with a doctor</i>	<i>Flo</i> <i>Clue</i> <i>WomanLog</i> <i>Maia</i> <i>My Calendar</i>	<i>Women aged 12 to 45 from around the world.</i>

the user's private life is protected by encryption.

Feedback

App reviews on the Apple, App Store and Google Play Store

Key Metrics

Accessibility Feature Adoption Rate: The percentage of users who enable audio, simplified language, or larger text.

DAU/MAU (Active Users): Number of people who log their mood, symptoms, or use the calendar daily.

Symptom Logging Frequency: Average number of symptoms logged per menstrual cycle.

AI Chat Usage: Volume of interactions with the AI to ask health-related questions.

Determine whether the local doctor search feature is proving useful in different regions.

Outreach

Paid consultations with specialists

Optional in-app ads

Personalized newsletters

Early Adopters

The app caters to girls from 12-year-olds looking for information on menstruation and reproduction to 52-year-old women who can use the diary and calendar to track hormonal changes.

Users who prioritize privacy and actively use passwords or biometrics (Face ID/Fingerprint) to protect their sensitive data.

Women with accessibility needs: This initial group already validates accessibility options for people with disabilities, such as simplified language, larger text, and audio accessibility.