

1. Customer Segments

- Teenagers and young students;
- Schools and educational institutions;
- NGOs and health organizations;
- Educators and counselors.

2. Problem

- Lack of access to reliable sexual education information;
- Increase in STIs and teenage pregnancy;
- Difficulty discussing sexual health openly;
- Limited educational tools for schools.

3. Value Proposition

- Provides safe, reliable, and accessible sexual education;
- Uses clear, youth-friendly language;
- Promotes prevention and awareness;
- Supports both students and educators.

4. Solution

- Free mobile app with educational content;
- Information about STIs, prevention, and body awareness;
- Interactive and easy-to-understand resources;
- Safe and private user experience.

5. Channels

- Mobile application;
- Partnerships with schools, NGOs, and health departments;
- Social media campaigns;
- Educational workshops and institutional promotion.

6. Revenue Streams

- Free core app (social impact focus);
- Institutional partnerships and sponsorships;
- Grants and public funding;
- Premium educational resources (optional future model).

7. Cost Structure

- App development and maintenance;
- Content creation and expert validation;
- Marketing and outreach;
- Platform hosting and updates.

8. Key Metrics

- Number of active users;
- Engagement with educational content;
- Number of partner institutions;
- User feedback and learning impact.

9. Competitive Advantage

- Focus on sexual education without taboos;
- Youth-centered language and design;
- Strong emphasis on privacy and safety;
- Partnerships with educational and health institutions.

Project: No taboos