

Business Lean Canvas

Make your own copy and edit as needed

Problem	Solution	Unique Value Proposition	Existing Alternatives	Target Market
Many girls and adolescents live in vulnerable situations due to a lack of information about healthy relationships, psychological violence, rights, and safety. Furthermore, they face difficulties in identifying risks and seeking help, whether due to fear, shame, or lack of knowledge. The available content is not always accessible or designed for this audience, which contributes to them remaining in unsafe environments without the necessary support.	Voz de Menina offers a safe and accessible digital platform that combines education, support, and awareness. Through interactive modules, informative content, videos, a personal diary, and access to support networks, the platform helps girls recognize risky situations, make safer decisions, and seek help when needed.	A digital platform specializing in young women that integrates preventative education, emotional support, and immediate access to protection networks, promoting autonomy, safety, and informed decision-making.	Currently, the main alternatives are fragmented sources of information and support, such as social media, educational websites, government campaigns, and reporting channels. Platforms like Instagram, YouTube, and Google offer content on these topics, but without reliable curation or a specific focus on young people. Furthermore, services like the 180 helpline and other support networks provide assistance in at-risk situations, but do not focus on prevention or ongoing education. Although there are initiatives focused on mental health and education, none integrate, in a single environment, preventative education, emotional support, interactivity, and quick access to help in an accessible and targeted way for adolescent girls.	Girls and adolescents, primarily between the ages of 14 and 18, who are in a phase of social and emotional development and are more vulnerable to misinformation, abusive relationships, and a lack of guidance on rights and safety. It also includes young women in at-risk contexts, as well as schools and social projects that seek educational and support tools for this population.

Feedback	Key Metrics		Outreach	Early Adopters
<i>The project was improved based on guidance from professionals in digital technology and marketing who highlighted the importance of making the proposal clearer and more focused on the target audience. Based on this feedback, we adjusted the platform for simpler and more intuitive navigation, reinforced the value proposition, and better organized the content, prioritizing accessibility and language appropriate for teenagers.</i> <i>We also incorporated the suggestion to integrate education, emotional support, and access to support networks in a single environment, strengthening the project's unique selling proposition.</i>	<i>The project's success will be measured by impact and engagement indicators, such as the number of active users on the platform, the completion rate of educational modules, and the average usage time. The number of accesses to support networks, the frequency of diary use, and the level of interaction with the content will also be considered.</i> <i>In addition, metrics such as user retention and qualitative feedback will help evaluate the platform's effectiveness in raising awareness and supporting girls.</i>		<i>The project's dissemination will be carried out through digital strategies and institutional partnerships. Key actions include the use of social media (such as Instagram and TikTok) to publish educational content and reach young audiences, as well as campaigns with influencers and content creators.</i> <i>Partnerships with schools, NGOs, and social projects are also planned, allowing the platform to be presented directly to the target audience. Actions such as workshops, lectures, and educational programs contribute to expanding reach in a structured and replicable way.</i> <i>The performance of these strategies will be monitored through statistics such as the number of accesses, registrations, and engagement on digital platforms.</i>	<i>The platform's first users are girls and teenagers who already demonstrate an interest in topics such as mental health, relationships, and self-care, especially those who seek information on social media or already consume educational content online.</i> <i>It also includes young people participating in school projects, NGOs, or social initiatives aimed at female audiences, as well as educators and institutions seeking digital tools to support and guide this audience.</i> <i>These groups tend to test the solution from the beginning and provide relevant feedback for the platform's improvement.</i>

Cost structure

The project costs are divided into three main categories:

Initial Costs:

These include the acquisition of equipment (computers), initial platform development, and creation of initial content (texts, videos, and educational modules).

Fixed Costs:

These involve recurring expenses such as website hosting, platform maintenance, and staff costs. Key salaries include those for technology professionals (developers and technical maintenance), content creation and design, specialists (such as psychologists, educators, and legal support for information validation), and marketing (social media management and outreach). These costs may vary depending on whether the contract is fixed, project-based, or based on partnerships.

Variable Costs:

Related to project expansion, such as outreach campaigns, influencer partnerships, additional material production, and events (workshops and lectures).

Social Impact:

Part of the resources or partnerships may be directed to supporting NGOs or initiatives that work to protect and support girls and women.

Revenue streams

The project can generate revenue through different sustainable models. Among them, the subscription model stands out, offering access to exclusive content, advanced modules, or additional platform functionalities.

It's also possible to establish partnerships and sponsorships with institutions, NGOs, and companies interested in supporting the cause, as well as paid educational projects with schools.

Another possibility is offering services such as workshops, lectures, and educational programs aimed at schools and organizations.

These sources allow for the project's sustainability without compromising its social purpose.

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