

Business Lean Canvas

Problem <i>Many young women suffer from eating disorders or have a difficult relationship with food and body image, and many also have difficulty accessing therapy or ongoing support</i>	Solution <i>ELLA is an emotional support app that helps young women facing eating disorders to better understand and manage their thoughts, emotions, and eating habits. The app offers tools such as an emotional journal, mental regulation exercises, guided meditations, and interactive activities that help identify triggers, reduce anxiety, and encourage a healthier relationship with the body and with food.</i>	Unique Value Proposition <i>ELLA is an app created to support young people facing Eating Disorders and difficulties with food and body image, offering a safe digital space that combines emotional support, self-care tools, trigger identification, and interactive activities that help the user understand their thoughts, reduce anxiety, and rebuild a healthier relationship with their body and food.</i>	Existing Alternatives <i>Recovery Record focuses on meal tracking and professional monitoring, while CLAUDIA offers some emotional support but lacks interactive tools. ELLA stands out by combining emotional journaling, trigger identification, guided meditations, and interactive activities in a single safe space designed specifically for young people – something neither alternative offers.</i>	Target Market <i>Teenage and adult women facing eating disorders or a difficult relationship with food. Women in recovery. Young women who want to improve their relationship with their body and food. Those who lack external support and need a safe space to relax and seek comfort.</i>
Feedback <i>Feedback from both users and professionals will be used to continuously improve ELLA. Young women using the app will be invited to share their experiences through in-app surveys and evaluation forms, helping the team understand what is working and what needs improvement.</i>	Key Metrics <i>Reach 200 active users within the first 3 months after launch</i> <i>At least 60% of users engaging with the emotional journal or reflection tools weekly</i> <i>Average daily usage time of 10 minutes or more</i>		Outreach <i>Educational content about mental health, nutrition, and self-care on social media, with a focus on creators and profiles related to women's health on Instagram and TikTok. Partnerships with psychologists and nutritionists who specialize in eating disorders. Awareness</i>	Early Adopters <i>Young people facing or recovering from Eating Disorders</i> <i>Teenagers and students seeking to improve their relationship with their bodies and food</i> <i>People who already follow</i>

Psychologists, nutritionists, and mental health professionals will also evaluate the app's functionalities and suggest adjustments to ensure the content is safe, supportive, and truly useful. All suggestions will be analyzed by the team and used to update the app's tools, language, and resources, making ELLA increasingly effective in providing emotional support to its users.

At least 500 breathing exercise, meditation, or interactive activity sessions completed in the first month

User return rate of 40% or more over the first 4 weeks after down

campaign universities
online emotional support communities and recovery groups. Collaboration with NGOs and social projects focused on the mental health of young women.

social media

Cost structure

- Initial development setup (domain registration, basic hosting setup)
- Testing tools and initial user validationApp hosting and servers (cloud services)
- Maintenance and updates
- Marketing and social media management
- Possible partnerships with professionals (psychologists/consultants)
- Customer support (if scaled)
- Advertising campaigns (depending on growth strategy)

Revenue streams

- ELLA will operate on a freemium model, offering core features for free and a monthly subscription (R\$19,90) for access to advanced tools. Additional revenue will come from partnerships with psychologists and nutritionists, who can be featured within the app as recommended professionals. Long-term, we plan to establish B2B partnerships with health insurance providers who can offer ELLA as a wellness benefit to their members.

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