

Business Lean Canvas *(Canvas de Modelo de Negócios Simplificado)*

Problem <i>People do not organize their health information well They forget appointments, medications, and symptoms Lack of a clear view of their own health over time</i>	Solution <i>Personal health scheduling app Recording of appointments, medications, and symptoms Habit tracking (sleep, water, and physical activity) A section with educational content .</i>	Unique Value Proposition Organize your health and understand your habits in a simple way Helps users prevent problems and improve quality of life Easy to use and focused on daily life	Existing Alternatives Common scheduling apps Separate health apps (sleep, exercise, diet) Paper notes Fitness watches and apps	Target Audience Young people, adults over 30, elderly individuals, caregivers People with busy routines People who need to track symptoms or habits
Feedback Teachers, classmates Health professionals Users testing the app	Key Metrics Number of active users Number of records made in the app Usage frequency and user retention		Channels (Outreach) Social media (Instagram, TikTok) Presentations in schools and health units Recommendations from friends and family	Early Adopters Students, families/parents, grandparents Women over 30 People interested in health and personal organization

- **Cost Structure**
- **App development, maintenance, and updates**
- **Data storage**
- **Marketing and promotion**

- **Revenue Streams**
- **Free version + premium version**
- **Monthly subscription**
- **Partnerships with professionals or clinics**
- **Volunteers**

Ordem de preenchimento: Existem várias formas de preencher o canvas. Recomendamos começar pelo que faz mais sentido para você.