

# Business Lean Canvas

<p><b>Problem</b></p> <p>Students often struggle to organize schoolwork and extracurricular activities. There is also a lack of effective communication among students for academic collaboration. Many experience high levels of stress and anxiety, while accessible psychological support within schools is limited. As a result, important deadlines, exams, and tasks are frequently forgotten, leading to low productivity and difficulty concentrating on studies.</p>	<p><b>Solution</b></p> <p>An app designed to help students organize school and extracurricular tasks. It includes a section for planning and tracking activities, and another section to provide organizational tips to improve academic performance and lower anxiety levels.</p>	<p><b>Unique Value Proposition</b></p> <p>An app that combines school organization, student communication, and psychological advice, promoting academic performance, emotional well-being, and student productivity in a single platform. It integrates everything into a single tool.</p>	<p><b>Existing Alternatives</b></p> <p>Organization apps (Google Calendar, Notion, Trello);</p> <p>Communication platforms (WhatsApp, Discord, Telegram, Instagram);</p> <p>External psychological support services;</p> <p>Physical school planners to manage academic and personal responsibilities.</p>	<p><b>Target Market</b></p> <p><i>The target audience includes elementary school students, high school students, and, from public and private schools.</i></p>
<p><b>Feedback</b></p> <p>The feedback t came directly from the speakers during the workshops. Based on their advice and suggestions, we refined ideas, corrected issues, and improved the app and our presentation. This process helped make the project clearer, more organized, and better aligned with what we wanted to present.</p>	<p><b>Key Metrics</b></p> <p>Number of active users; Average time spent using the app; Monthly user growth; User retention rate.</p>		<p><b>Outreach</b></p> <p>Social media (Instagram, TikTok, YouTube); Partnerships with schools; Educational influencers; School events.</p>	<p><b>Early Adopters</b></p> <p>Schools interested in technological innovation; Students with a heavy load of extracurricular activities or who struggle with organization.</p>
<p><b>Cost structure</b></p> <p>What things will we buy? e.g:</p> <ul style="list-style-type: none"> <li>Startup costs: equipment, patent registration</li> <li>Fixed: Hosting and servers, wages for the technical team, marketing, taxes</li> <li>Variable: Consulting with mental health professionals to guide the improvement of features in the app,</li> </ul>		<p><b>Revenue streams</b></p> <p><i>Licensing for schools;</i></p> <p><i>Premium features that offer more detailed insights, such as performance reports, analytics on study habits, and access to advanced planning and productivity tools that help students and educators better track and improve academic performance.</i></p>		

