

Business Lean Canvas

Problem <i>The difficulty of accessing leisure activities for people with intellectual and psychosocial disabilities, caused by a lack of information about truly inclusive environments.</i>	Solution <i>An application created as a GPS guide for people with intellectual and psychosocial disabilities so that they can find and visit the registered places with accessibility in a safe and reliable way.</i>	Unique Value Proposition <i>IBRA is the only one on the market that focuses exclusively on intellectual and psychosocial disabilities, while existing solutions prioritize only physical (motor) accessibility. Our innovation lies in treating accessibility as a sensory and cognitive issue, occupying a space that is still unexplored by current assistive technology.</i>	Existing Alternatives Wheelmap: Aimed exclusively at wheelchair users. <i>Guia de rodas: Also for wheelchair users</i> Conclusion: There are no complete apps for intellectual disability	Target Market <i>People with intellectual and psychosocial disabilities, as well as their family members and caregivers who are looking for accessible and welcoming places.</i>
Feedback <i>By working with experts and the community, we built an app that truly understands our users' needs. We offer a paid version designed to be affordable, ensuring our tools stay accessible to everyone we want to help.</i>	Key Metrics <i>Our success is defined by accessibility, not just revenue. If we can reach or inform even a fraction of the 2.4 million Brazilians with disabilities, we will have achieved our goal of being a truly accessible tool for those who need it most.</i>		Outreach <i>Our strategy focuses on social media ads (Instagram, TikTok, and YouTube), partnerships with specialized clinics, and school outreach programs to raise awareness and foster inclusion among the youth</i>	Early Adopters <i>People with psychosocial and intellectual disabilities, family members, and professionals in the field who seek to facilitate the social integration of these individuals.</i>
Cost structure <i>Operational costs include registration fees for digital stores, such as the one-time Google Play Store fee (\$25) and the annual Apple App Store subscription (\$99). Additionally, the budget accounts for a marketing professional responsible for creating, publishing, and managing the app's advertisements and promotional strategies.</i>			Revenue streams <i>The app will feature a paid version that allows users to filter their location preferences and remove advertisements. Additionally, it will involve engagement with local businesses, offering subscribers discounts at these partner networks. We also count on the support of local clinics through partial funding of the app, aiming to promote its widespread use.</i>	

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