

Business Lean Canvas - EngGirls

Problem - Lack of access to job opportunities. - Lack of professional guidance. - Difficulty starting to work and earning money.	Solution - Simple registration with essential information. - Automatic analysis of the user's profile. - Creation of a personalized professional roadmap. - Recommendation of opportunities (microtasks). - Educational content (resume, interviews, etc.). - Professional development plan.	Unique Value Proposition Transforms people with little or no experience into professionals who generate income through local opportunities and personalized guidance adapted to their context.	Existing Alternatives - Word of mouth / referrals. - Social media (without direction). - Traditional job websites. - Informal work without guidance.	Target Market - People with little professional experience. - People seeking quick income. - People looking for local opportunities. - Residents of specific communities or neighborhoods.
Feedback - Simplification of the registration process to improve accessibility. - Focus on the user's reality (internet access, device, and available time). - A simpler and more intuitive interface to enhance usability. - Emphasis on "getting started quickly," prioritizing immediate income generation. - Strengthening educational content to support user development.	Key Metrics - Number of registered users. - Time to first income. - Number of users who generated income from the app. - Number of weekly active users. - User progression (beginner → generating income).		Outreach - Social media (Instagram and TikTok). - Partnerships with NGOs, schools, and churches. - Word-of-mouth promotion. - Local partnerships (direct access to the target audience). - Events and in-person activities. - Outreach in local communities.	Early Adopters - People with little professional experience. - People who have never worked or are just starting out. - People seeking quick income. - Residents of specific neighborhoods/communities (local testing). - People who already do informal work. - Small local clients/employers.
Cost structure - Startup costs: app development (registration, analysis algorithm, task system, chat). - Fixed costs: servers and database, maintenance and updates, support team, moderation and security. - Variable costs: marketing and outreach (social media and local actions), production of educational content (videos, materials, and training).			Revenue streams - Freemium: free access to basic features + paid premium features (e.g., profile highlighting, increased visibility). - Service fee: small commission on some transactions made through the app. - Business partnerships: small businesses pay to promote opportunities. - Premium content: advanced courses and educational materials within the app.	