

Business Lean Canvas

Problem The persistence of emotional and financial dependence as prohibitive barriers for women seeking to break cycles of domestic violence. Current market solutions focus predominantly on the isolated act of reporting, leaving a critical gap in the support required for rebuilding lives and achieving genuine autonomy post-incident.	Solution Development of a secure digital ecosystem through the DailyFox app, which directly addresses user protection and empowerment. The system features a disguised, password-protected interface to ensure absolute discretion in high-risk environments. To tackle the lack of autonomy, the app offers a structured restart plan, including access to vocational training, job market integration tools, and referrals to social support networks.	Unique Value Proposition Promoting dignity and independence through an integrated solution that combines safety, social support navigation, and economic empowerment in a single platform. The core benefit is the mitigation of the risk of recurring violence by achieving financial independence.	Existing Alternatives Victims resort to solutions specifically focused on safety and reporting, such as the PenhaS, SOS Mulher, and Todas por Uma apps. Beyond the digital sphere, alternatives are limited to seeking support through informal networks or using analog methods for exit planning, which often lack the necessary confidentiality and targeted professional support.	Target Market Women experiencing domestic vulnerability who seek immediate safety alongside a concrete prospect for a fresh start. The focus extends to those who identify income scarcity and psychological distress as the primary barriers to their long-term freedom and security.
Feedback The solution was refined based on analysis from school educators, Technovation project mentors, and firsthand accounts from domestic violence survivors. The app will feature a dedicated tab where users can submit feedback, ensuring the continuous improvement of the technological solution.	Key Metrics Success measurement is based on data tracking the user's progress from initial contact to market readiness. Engagement is assessed by access frequency and retention in support modules, while pedagogical effectiveness is validated through perceived utility surveys and training course progression rates.		Outreach The outreach strategy focuses on integration with the existing protection network. We will establish institutional partnerships so the app is recommended by teams at the Clarice Lispector Reference Center and the 'Salas da Mulher' (Women's Rooms) within COMPAZ centers. Outreach will be conducted discreetly through QR codes in safe environments for women, such as pharmacies and female-only hospital areas.	Early Adopters The priority profile comprises women who, following emergency support, actively seek vocational training and labor market integration to permanently break their economic dependence on the abuser. They are proactive users who have already demonstrated interest in safety technology and are looking for tools capable of providing support that extends beyond incident reporting.

Cost structure

Primary investments will be concentrated on developing a robust software architecture, with an absolute focus on data security, deployment in official app stores, and the password-disguised interface. Projected operations encompass fixed costs for cloud servers and educational content licensing, alongside variable costs dedicated to awareness marketing and institutional partnership management.

Revenue streams

Feasibility is grounded in a model that offers free support. It is based on a hybrid model that utilizes public funding, such as the BNDES 'Women in Security' grant, and tax incentives to ensure the service remains free of charge. Revenue scales through ESG corporate partnerships that fund professional training tracks, alongside contextual advertising, consolidating social impact within a sustainable and scalable ecosystem.