

Business Lean Canvas (Simplified Business Model Canvas)

 Problem Improper disposal of electronic waste due to lack of information, difficulty accessing collection points, and absence of incentives for the population.	 Solution EcoPoint app that locates nearby collection points, offers information on proper disposal, and rewards users with points for sustainable practices.	 Unique Value Proposition <i>“Transform your electronic waste into rewards while helping the planet.”</i> 	 Existing Alternatives Apps like E-Waste+, EcoWeee, and local collection initiatives; however, with little gamification, low engagement, and limited environmental education.	 Target Audience Young people, students, urban families, and people who use technology and generate electronic waste, especially in cities with low environmental awareness.
 Feedback • Users interested in sustainability • Teachers and schools • Small eco-friendly businesses • Environmental NGOs	 Key Metrics • Number of app downloads • Monthly active users • Number of disposals made via app • Points accumulated and exchanged		 Reach (Dissemination) • Social networks (Instagram, TikTok) • Partnerships with schools and companies • Environmental campaigns • Digital influencers focused on sustainability	 Initial Users Students and young people engaged with environmental causes, especially those already participating in school or community projects.
 Cost Structure • App development and maintenance • Servers and database • Marketing and dissemination • Partnerships with companies and collection logistics • Updates and technical support			 Revenue Sources • Partnerships with sustainable companies • In-app advertising • Sponsored loyalty programs • Government support or environmental grants	