

Business Lean Canvas

Problem

Lack of knowledge about Autism Spectrum Disorder (ASD) remains a major challenge in society. Many people do not understand the characteristics of autism, leading to prejudice, judgment, and social exclusion.

Solution

The "Pieces in Me" app is an educational RPG-style game that teaches about autism through interactive stories, quizzes, and everyday situations.

Unique Value Proposition

Interactive educational app that promotes empathy and social inclusion.

Existing Alternatives

Educational videos, internet research, lectures, and informative apps.

Target Market

Young people aged 15 to 30, students, teachers, schools and family members.

Feedback

Forms and interviews with professionals and family members were used.

Key Metrics

Number of downloads, active users, and feedback.

Outreach

Social networks, schools, educational events, and the Google Play Store.

Early Adopters

Students, teachers, and people interested in inclusion.

Cost Structure

• Development • Accommodation • Marketing • Updates

Revenue Streams

• Premium version • Partnerships • Donations