

Business Lean Canvas

Problem Lack of awareness about environmental problems, such as pollution and climate change, especially among young people. Many people do not understand the impacts or how to act.	Solution An educational app that teaches about the environment in a simple and interactive way, with data, practical tips, and sustainable challenges for everyday life.	Unique Value Proposition Environmental education in an easy, interactive, and accessible way, helping young people understand and act against environmental problems in their daily lives.	Existing Alternatives Existing Alternatives Static Textbooks: Traditional school materials that are often outdated. Passive Media: Documentaries and news that inform but don't encourage action. Professional Platforms: Sites like UN CC:e-Learn that are too complex for kids.	Target Market Elementary and high school students seeking to learn about the environment in a practical way, as well as people interested in sustainability who wish to adopt more conscious habits in their daily lives.
Feedback Beta Testing: Surveys and interviews with students after using the app. Teacher Focus Groups: Feedback from educators on pedagogical effectiveness. Usage Data: Monitoring which challenges have the highest completion rates.	Key Metrics Key Metrics Retention: Number of Monthly Active Users (MAU). Impact: Total number of sustainable "challenges" completed by users. Learning: Performance improvement in environmental quizzes.		Outreach Outreach School Partnerships: Direct contact with schools to adopt the app. Social Media: Viral sustainability challenges on TikTok and Instagram. Events: Showcasing the project at science and tech fairs (like Technovation). Influencers: Collaboration with "Green" creators to reach young audiences.	Early Adopters Elementary and high school students and teachers, who will be the first users during the practical application of the application at school.
Cost structure Low development cost, using free tools. Main costs related to development time, internet, and potential future improvements.		Revenue streams Initial application in a school setting for testing with students, with the possibility of future partnerships with schools and educational institutions.		

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

