

Business Lean Canvas

Problem 60% of women avoid exercising outdoors out of fear, and poor urban infrastructure reduces mobility among older adults by 40%. Insecurity and poor walkability lead to a sedentary lifestyle and the exclusion of vulnerable groups.	Solution SafeStride uses an Active Safety Check-in system. The platform monitors the user's route, and if the user does not confirm their safety within the expected time frame, it automatically notifies emergency contacts of their current location, speeding up the response.	Unique Value Proposition SafeStride: Your city, your route, your safety.	Available Options There are tools designed exclusively for performance or high-cost wearable devices (One Scream, Road ID). SafeStride stands out for its preventive approach, which alleviates the pressure on the victim in panic situations.	Target Audience Urban sports enthusiasts, seniors, women, workers, and night students.
Feedback Rogério, a professor with a degree in management, highlights the project's strong alignment with real-world challenges and its potential for digital scalability. He recommends focusing on validating the MVP (Minimum Viable Product) to test features in practice.	Key metrics Number of active users per workout; new downloads from registered emergency contacts; customer satisfaction with the app.		Reach (Publicity) Instagram campaigns and partnerships with local influencers. Physical ads at sports centers, parks, bus stops, and schools (such as SESI). Use of QR codes and digital metrics to measure Customer Acquisition Cost (CAC).	First-time users People seeking independent mobility and safety for outdoor sports. Survey results: 93% of respondents consider the app extremely useful for their daily lives.
Cost Structure - Startup Costs: R\$ 15,200.00 / \$ 3,040.00 (Hardware, Brand Identity, Registration). - Monthly Fixed Costs: R\$ 1,550.00 / \$ 310.00 (Cloud, Maintenance, Marketing) - Monthly Variable Costs: R\$ 625.00 / \$ 125.00 (average) (Geolocation APIs, SMS Alerts). - Total Monthly Operating Cost: R\$ 2,175.00 / \$ 435.00		Sources of Revenue - B2B: Corporate licensing for employee protection. - B2G: Sale of urban risk analytics to the public sector. - Sponsorships: Healthcare institutions focused on longevity and social impact.		