Business Lean Canvas

Problem
Students are unable to balance their studies and work;

There is no guarantee of employment upon graduation;

Grant and financial aid programs are restrictive and highly competitive.

Solução
A peer-to-peer mentoring platform funded by partner companies. The system identifies talent based on performance as mentors and offers specific training tracks for future hiring.

Unique Value Proposition
Turn your knowledge into income in as little as 7 days through a collaborative network where companies sponsor mentorship programs to identify and train their future talent

Existing Alternatives
Mentorize
Superprof
Profes

Target Market
Undergraduate or technical college student;
Has a strong academic record;
Needs to earn an income without having to drop out of college;

Seeking career stability;

Feedback
Some aspects of the project's design might have been counterproductive or failed to add value for our users, and they strayed somewhat from the MVP. Based on this feedback, we redefined our vision for the project and sought to understand our audience's reality through research. The data we gathered helped us refine what already existed and incorporate new perspectives on the ideal app.

Key Metrics
Retention Rate: 45% of early adopters remain active.
Engagement: Daily or weekly use of the tool
Time to revenue: On average, it takes 4 to 7 days for a student to complete their first paid mentoring session.
75% of students are referred for positions at partner companies.

Outreach
Organic Acquisition: Partnerships with academic directories and a campus ambassador program.

Content Marketing: Partnerships with Studygrams and college career blogs.

Paid Media: Targeted ads (Instagram/TikTok) focused on "Extra Income" and "Employability"

B2B: Direct outreach to HR departments via LinkedIn and career fairs.

Early Adopters
Students who are currently enrolled, have a strong academic record, and are not receiving financial aid or employed.

Undergraduate students who need support with specific materials or content to understand the course.

Cost structure
UUser acquisition, UX/UI design, and app development
App maintenance, team salaries, infrastructure
Payment gateway fees; payment split; cloud infrastructure
Marketing & Sales (B2B)
Low infrastructure costs by leveraging existing tools (SaaS)
Tax compliance

Revenue streams
We earn revenue from the sale of packages to organization

Free for students; companies pay for the service

Recruitment success fees and sponsored training tracks

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