

Business Lean Canvas *(Apoia Jovem)*

Problem Lack of professional experience Lack of interview practice Difficulty in building a curriculum	Solution Support in curriculum creation Interview training Profile mapping of young users and job matching Educational videos and live sessions	Unique Value Proposition Guide young people to their first job through practical guidance, smart résumé building, and interview preparation Accessible language for young audiences Interview simulation	Existing Alternatives Linkedin Indeed	Target Audience Young people aged 16 to 24 seeking their first job Parents and guardians
Feedback Feedback from teachers and mentors Testing with high school students Adjustments based on real challenges faced by young people	Key Metrics Number of active users Number of curriculum created Rate of young people reaching interviews through platform referrals Hiring rate		Channels (Outreach) Partnerships with public and private schools Government programs (Youth Apprenticeship programs) Social media	Early Users Young people aged 18 to 19 who already have a profession and want to improve and seek better opportunities
Cost Structure App development and maintenance Digital marketing Content production Partnerships and team				Revenue Streams Percentage charged from advertising companies Premium subscriptions Sales for use in government programs