

Business Lean Canvas

Problem The project aims to address the lack of an efficient and accessible channel for citizens to report and track the resolution of urban issues, especially in socially vulnerable areas that have low visibility and limited resolution of such occurrences. These include problems such as garbage accumulation, flooding, lack of sanitation and lighting, as well as failures in street and sidewalk infrastructure and public safety concerns. Therefore, the problem is aligned with SDG 11, aiming to make cities more inclusive, safe, and sustainable.	Solution The idea is to develop an application that allows citizens to report urban problems through photos and geolocation, view occurrences on an interactive map, confirm reports from other users, and classify urgency through collective engagement, increasing the visibility of these issues to municipal authorities.	Unique Value Proposition A platform that prioritizes urban problems in vulnerable areas and increases pressure for resolution through collective engagement and transparency.	Existing Alternatives • Google Maps • Waze • Fala Cidadão • Colab Differentiators: • Exclusive focus on urban issues in highly vulnerable areas; • Prioritization through community engagement with validation of reports by other users; • Alerts for issues near the user.	Target Market Residents of neighborhoods with a high incidence of urban issues in vulnerable areas, primarily individuals aged 16–45 with access to mobile devices and the internet.
Feedback • Feedback from test users collected via an in-app form after 2 weeks of use to evaluate usability and feature relevance; • Monitoring app store ratings and social media comments. • Interviews with municipal public servants;	Key Metrics • Monthly active users; • Number of reports and shared occurrences registered per month; • Percentage of problems resolved; • Rate of issue acknowledgment by the city government; • Average response time; • Rate of report confirmation by other users;		Outreach Promotion through: • Social media: Instagram and TikTok; • Partnerships with schools and local public and private institutions; • Word-of-mouth referrals; • Community campaigns; • Partnerships with community leaders.	Early Adopters Engaged residents in peripheral communities of Caruaru, especially community leaders, young public school students, and female heads of household in vulnerable areas.
Cost structure • Digital marketing with paid traffic on social media and websites; • Production of promotional materials for local distribution in schools and public institutions; • App expansion and maintenance; • Infrastructure (server storage and hosting); • Purchase of licenses and tools; • App development, maintenance, and updates.		Revenue streams • Participation in innovation project grants; • Support from NGOs and public/private institutions; • Sale of urban reports and neighborhood-level data to public administration.		

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