

Business Lean Canvas

<p>Problema</p> <p><i>Young girls face confusion and anxiety during menarche. They lack age-appropriate resources, as most mainstream menstrual tracking apps are designed for adult women.</i></p>	<p>Solução</p> <p><i>An offline, secure mobile app featuring a mood and text diary, along with an embedded "Meet Our Story" video. It is designed specifically to help teenage girls understand their emotions safely, without data leaks.</i></p>	<p>Proposta de Valor Única</p> <p><i>A safe, ad-free digital diary made by girls for girls. We guarantee absolute data privacy by keeping all sensitive emotional and health records strictly offline on the user's personal device.</i></p>	<p>Alternativas Existentes</p> <p><i>Mainstream menstrual trackers like Flo and Clue (which are adult-focused and collect user data), or searching for information on YouTube/Google (which exposes girls to inappropriate ads and algorithms).</i></p>	<p>Público Alvo</p> <p><i>Pre-teen and teenage girls (ages 10 to 14) who are experiencing or approaching their first menstruation and need a safe space to understand their emotional changes.</i></p>
<p>Feedback</p> <p><i>We will use feedback from technology mentors, health professionals, and educators to refine the app's user experience (UX) and ensure our future educational content is accurate and safe.</i></p>	<p>Métricas-chave</p> <p><i>Number of active app downloads.</i></p>		<p>Alcance (Divulgação)</p> <p><i>Partnerships with local schools and educational NGOs, presenting the app to teachers as a support tool for science classes. Word-of-mouth marketing among teenage friend groups.</i></p>	<p>Usuários Iniciais</p> <p><i>Friends, classmates, and girls in our immediate community who are currently navigating puberty, willing to test our MVP, and ready to provide honest feedback.</i></p>
<p>Estrutura de Custos</p> <ul style="list-style-type: none"> <i>Development & Infrastructure: \$0. We use free, open-source platforms like MIT App Inventor, and our database (TinyDB) is 100% local, requiring no server costs.</i> <i>Distribution: \$0. The MVP will be distributed offline directly to users (via APK files) within our school community.</i> <i>Main Investment: The "sweat equity", volunteer time, and dedication of our team members.</i> 		<p>Fontes de Receita</p> <ul style="list-style-type: none"> <i>Zero Cost to Users: Our MVP is 100% free and offline to guarantee access and privacy for all girls.</i> <i>Project Sustainability: Instead of traditional revenue, we rely on volunteer work, support from our school, and potential future grants or awards from educational and health NGOs to keep the project alive.</i> 		

Ordem de preenchimento: Existem várias formas de preencher o canvas. Recomendamos começar pelo que faz mais sentido para você.

