

Business Canvas **Yvy: clean land, vibrant life.**



Problem

The irregular disposal of waste and the accumulation of standing water in Minas Gerais have triggered a public health crisis. In 2026, dengue cases grew by 22% in just one week, with more than 15,000 new records. Furthermore, the burning of waste and environmental degradation associated with this scenario contribute to over 112,000 medical consultations for respiratory diseases in Belo Horizonte. This context demonstrates how poor waste management results in preventable diseases and burdens the SUS (Unified Health System) with hospitalizations and high costs.

Solution

Yvy is an application that helps reduce environmental problems in Minas Gerais through practical actions. Within the app, the user participates in interactive challenges and receives real missions, such as disposing of waste correctly or eliminating standing water. These actions are recorded with photos and location, ensuring the impact is real. Thus, Yvy connects what the user learns in the app with concrete changes in their community, helping to prevent problems such as dengue fever.

Unique Value Proposition

Yvy goes beyond being just an application: it connects citizens, companies, and public management to generate real environmental impact. Through gamified learning in an immersive challenge-based game, users perform practical daily actions, leading to the execution of sustainable missions within the community. The platform also features a reporting channel and utilizes artificial intelligence to guide and expand the reach of these actions. Designed for inclusion, the app offers accessible features such as voice commands, captions, and visual adjustments, allowing people with disabilities to participate actively. In this way, it transforms awareness into action and direct impact for a cleaner and safer future.

Existing Alternatives

Solutions such as AMA and Twin Science operate primarily in the digital environment, focusing on educational content and activities within the app itself. Yvy differentiates itself by taking the user into practice, proposing real-world missions with validation through georeferencing and photo records. Furthermore, it generates data that can support public management and encourages community participation.

Target Audience

The population of Minas Gerais, with a focus on youth and students, as well as residents of urban and peripheral areas. It also includes local merchants and companies of various sizes interested in initiatives related to sustainability and community participation.

Feedback

- **Viabilidade:** Viability: We have diversified our revenue through partnerships with city halls and companies to avoid relying solely on advertisements.
- **Security:** We have added photo validation to the missions to ensure that the environmental impact is real and reliable.



Cost Structure

- **Initial Costs:** Hardware setup, software licenses, and Play Store fee (R\$ 150).
- **Recurring Costs:** Digital Marketing: Ads and license maintenance (Apple/Google).
- **Infrastructure:** Cloud Computing (AWS/Firebase) for photo storage and GPS processing.
- **Team (15h/week):** Mobile Dev (AI/Performance), Product Manager (Backlog Management and LGPD/Ethics Compliance), and Marketing/Growth.
- **Variable Costs:** Hardware maintenance, upgrades, and on-demand hiring.



Revenue Streams

- **Advertising Service:** Ad presence in the app, generating US\$ 0.018 per click.
- **Premium Subscription:** Monthly subscription of US\$ 1.04 for ad removal, advanced avatar customization, exclusive badges, and score bonuses.
- **Sponsored Missions:** Brands pay to create practical sustainability challenges within the app. Example: Coca-Cola Mission: Bring 5 PET bottles to collection point X and win an exclusive in-app skin.
- **Government Licensing:** Sale of Territorial Intelligence Dashboards to city halls, optimizing urban logistics and reducing maintenance costs through georeferenced data analysis.

Outreach

Through partnerships with city halls and schools, social media campaigns, brand collaborations, participation in events, sustainability-themed dates, and community cleaning drives.

Early Adopters

Children and young people interested in gamified experiences, educators seeking tools to engage students in environmental themes, and companies developing initiatives related to ESG practices.



Key Metrics

1st semester:

- **Actions:** 700 real missions validated by AI.
- **Reports:** 100 waste sites eliminated.
- **Partnerships:** 5 institutions (schools/companies) in the pilot project.
- **Retention:** 1,000 monthly active users.