

Business Lean Canvas

Problem <i>The problem we are solving.</i> Improving education for neurodivergent students	Solution <i>How are we solving the problem?</i> Providing training for teachers on inclusive education.	Unique Value Proposition <i>A single, clear compelling message about why we are different and worth using/ buying.</i> Capacity for outreach across schools and more neurodivergences	Existing Alternatives <i>Who are our competitors?</i> Domlexia. Brazilian Dyslexia Institute. Postgraduate Courses. LIV - Intelligence and Life Laboratory	Target Market <i>Which group(s) of people experiences the problem?</i> Teachers and therapists who work with students with learning disabilities.
Feedback <i>How did you integrate feedback from a business professional or entrepreneur?</i> After speaking with professionals, we reviewed some information and how we will present it.	Key Metrics <i>What number(s) will define our success, other than money?</i> Expanding training across more educational institutions and for professional therapists - number of schools joining the platform / number of teachers who completed the course / number of logins		Outreach <i>What repeatable, measurable ways will we get our idea in front of lots of customers?</i> Representatives disseminating information in schools, regulatory bodies [councils] for each specialty [speech therapists, psychologists, pediatricians, etc.], education/health departments/	Early Adopters <i>Who is already looking for solutions and is likely to use your app? They often provide feedback in the development process.</i> The teachers we sent our form to said they would like to use our app and were also looking for solutions to this problem.
Cost structure <i>What things will we buy? e.g:</i> - Startup costs: i.e. things to get you started that you purchase once, like computers Computers, server, video camera, editing software, audiovisual equipment. - Fixed: i.e. stuff you buy monthly or yearly, like wages salaries, service subscriptions, - Variable: i.e. things that change depending on how much you sell, ingredients, postage, anything used up in the creation of a product.		Revenue streams <i>What ways will we repeatedly make money? e.g:</i> - Service: Time sold by the hour or day Selling access to courses to schools and professionals who want to pursue training. - Membership: Access to something paid monthly / yearly One-time subscription, with the price varying according to the number of teachers for the current school year. - Product: Sale of a product, online or in a physical store		

- Profit share: e.g. money donated to a charity partner.

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