

Business Lean Canvas

Problem Many people, especially women and young individuals, feel unsafe in urban areas and lack reliable safety information. In cities like Rio de Janeiro, ongoing violence highlights how insecurity limits mobility. Meanwhile, navigation apps prioritize speed, not safety.	Solution A data-driven mobile app that provides safer route recommendations in real time, classifying routes by risk level based on factors such as lighting, time, incident data, and community input.	Unique Value Proposition SafeRoute helps you choose not just the fastest path, but the safest one.	Existing Alternatives Existing solutions such as Google Maps and Waze focus on speed, distance, and traffic efficiency, but do not address personal safety. Currently, there is no widely adopted solution that prioritizes user safety in route selection.	Target Market • Women and young people in urban areas. • Daily commuters (students, workers). • People who travel alone, especially at night.
Feedback Conducted user research and testing with the target audience. Users reported fear and lack of reliable safety information. Based on this feedback, improvements were made to usability, interface clarity, and emergency features.	Key Metrics • Number of active users. • Number of routes searched • User engagement (ratings, feedback). • Retention rate.		Outreach SafeRoute will reach users through targeted social media campaigns, partnerships with schools and universities, and collaborations with local governments and safety organizations. These strategies allow scalable growth and continuous user engagement.	Early Adopters Young women concerned about safety, students and daily commuters, people already looking for safer alternatives.
Cost structure The main costs of SafeRoute include app development and maintenance, cloud infrastructure for data storage and processing, and integration with mapping and safety data sources. Additional costs involve marketing and user outreach, as well as future investments in improving the system, such as AI-based risk analysis. These costs are structured to ensure scalability and long-term sustainability of the solution. These costs are supported by recurring revenue from subscriptions and partnerships, ensuring financial sustainability.			Revenue streams SafeRoute operates on a freemium business model: essential safety features are free and accessible to all users, while a monthly premium subscription offers additional personalization and enhanced insights. This model ensures accessibility while generating recurring revenue to support app development, maintenance, and data processing. Additional revenue comes from partnerships with governments and organizations focused on urban safety.	

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