

Business Lean Canvas

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

Problem *Trauma * Fear of entering a new relationship * Death (homicide or suicide) * Victim blaming * Fear of reporting due to exposure * Lack of support and information	Solution A safety app for women disguised as a menstrual tracking app to ensure privacy. The user registers her personal data and address to facilitate assistance in emergencies. The app includes an alert button that, when activated, sends real-time location and immediately notifies the police. It also features an AI bot that assists in the reporting process, guiding the user in a simple and quick way.	Unique Value Proposition Confidential Digital Support: A safe space where you can ask for help without being discovered, with discreet and integrated reporting channels, avoiding any excessive exposure of information.	Existing Alternatives * Police * Women's police stations * Support from family and friends * Anonymous reporting	Target Market Girls who suffer from domestic violence and/or are in abusive relationships (romantic or family). Girls aged 12 to 18, from all social classes and regions of Brazil.
	Key Metrics We use Supabase as the backend, which is responsible for storing user data, processing reports, and ensuring that information is transmitted securely and quickly.		Outreach - Marketing: discreet promotion so as not to compromise the app's disguise - Awareness campaigns and/or lectures on domestic violence - Promotion in health clinics and medical centers	Early Adopters While testing the app, the users noticed that it is simple, intuitive, and easy to use, with quick access to the emergency button. The navigation is fast, requiring only a few steps to report an incident, which is essential in situations of stress and urgency. Overall, the experience is fast, safe, and efficient, making it easier to ask for help.
Cost structure Costs include the initial development of the app, ongoing maintenance, and the use of services such as Supabase, as well as investments in marketing to reach as many girls as possible.		Revenue streams The app can be supported by government funding to ensure access to official services such as the police, which is essential for reporting. It can also rely on partnerships with NGOs and schools to reach the target audience. Additionally, it may receive corporate sponsorships and participate in innovation and social impact grants, helping both financially and with visibility.		