

Business Canvas - Doe Sorrisos

Problem The problem we are solving. <i>It's about toys in good condition that aren't being used, while many underprivileged children don't have access to toys. Or they don't always know how or are able to donate them safely.</i>	Solution How are we solving the problem? <i>The app allows parents or guardians to register toys for donation, and we will use artificial intelligence (AI) to show nearby collection locations.</i>	Unique Value Proposition A unique, clear, and compelling message about why we are different and worth using/buying. <i>The key difference is the use of artificial intelligence to facilitate the organization of donations and indicate the best locations, making the process faster, easier, and safer.</i>	Existing alternatives Who are our competitors? <i>Apps, websites, and institutions that also accept donations. In addition to online platforms, NGOs, and solidarity campaigns where people organize fundraising.</i>	Target audience Which group(s) of people are facing this problem? <i>People who want to donate toys. Charities. NGOs. Orphanages. Unprepared communities. And people who don't have the resources to buy them.</i>
Feedback How did you integrate feedback from a business professional or entrepreneur? <i>The "Donate Smiles" app is designed to facilitate the donation of toys to underprivileged children. It connects donors to institutions and uses artificial intelligence to indicate nearby donation locations.</i>	Key Metrics What number(s), besides money, will define our success? <i>The metrics will be based on the number of toys donated, the number of children benefited, and the number of users registered on the app. We will also evaluate the number of partner institutions and the frequency of donations made.</i>		Disclosure In what repeatable and measurable ways will we get our idea to many customers? <i>The "Donate Smiles" app will be promoted on social media platforms such as Instagram, Facebook, TikTok, etc., with posts and videos talking about the app. And perhaps it will be promoted in schools, churches, and communities, encouraging people to participate.</i>	Initial Users Who is already looking for solutions and likely to use your app? They often provide feedback during the development process. <i>Anyone who wants to donate a toy and/or clothes in good condition can use our app, such as: families, students, etc. And partners like NGOs, charities.</i>
Cost structure <i>What do we need to buy? For example:</i> • Start-up costs: that is, things you buy once to get started, like computers • Fixed costs: that is, things you buy monthly or annually, like salaries • Variable costs: that is, things that change depending on how much you sell, ingredients, postage, anything used in creating a product.			Revenue Streams <i>In what ways can we earn money repeatedly? For example:</i> • Service: Time sold by the hour or day • Subscription: Access to something paid monthly/annually • Product: Sale of a product, online or in a physical store.	