

Business Lean Canvas

Problem <i>We seek ways to reduce damage to the environment, which causes many problems for quality of life by reducing the basic resources needed for survival. In addition, the lack of information creates difficulties in implementing sustainable practices in communities.</i>	Solution <i>Offering tutorials on gardening and forms to help users create personalized gardens with guidance adapted to their environment. In addition, the courses provided whether free or premium within the app will contribute to expanding users' knowledge.</i>	Unique Value Proposition <i>Avivaz is seeking transformACTION where small actions spark big changes.</i>	Existing Alternatives <i>Cataki – aims to directly connect users with recyclable material collectors. Eco Hero – calculates savings in water, plastic, and carbon (CO₂). Recycling Quiz: Conscious Separation – teaches how to recycle, reuse, and reduce through interactive games. Unlike applications focused solely on calculation or information, Avivaz stands out by providing practical and gamified environmental education</i>	Target Market <i>We aim to primarily reach young people and families who wish to develop critical thinking regarding environmental care. As this is a global issue, the entire world is subject to the consequences of environmental challenges. Therefore, the target audience includes both national and international communities, with the objective of reaching as many people as possible to promote environmental responsibility and care for the planet.</i>
Feedback <i>The idea is quite interesting; When addressing environmental degradation, the scope becomes too broad. It is very difficult for a single person to understand all environmental issues, and when the concept is too wide.</i>	Key Metrics <i>The figures included in our analysis refer to the number of environmentally conscious individuals. The increase in environmental awareness is reflected in greater engagement with recycling practices, as well as in the expansion of planting and gardening activities across a wider range of locations.</i>		Outreach <i>We would initially establish partnerships with environmental NGOs, universities, and related projects. In addition, we would collaborate with influencers to promote the platform. Furthermore, we would implement a gamification strategy, encouraging users themselves to actively share and promote the application</i>	Early Adopters <i>The initial target audience consists of young people and students, with future expansion planned toward families and the broader community. This includes individuals involved in environmental NGOs, projects, universities, schools, and educators. The objective is to engage a large portion of society in the application, fostering collective participation in environmental improvement.</i>
Cost structures - Application Development and Maintenance: R\$ 12,000 per year - Hosting, Servers, and Digital Tools: R\$ 2,400 per year - Educational Content Production (texts, videos, posts): R\$ 3,600 per year - Application Promotion (social media): R\$ 2,400 per year - Operational Costs and Contingencies: R\$ 1,200 per year - Total Annual Costs: R\$ 21,600 per year		Revenue streams - Partnerships with sustainable companies/NGOs 2 partnerships per year × R\$ 1,000 = R\$ 2,000 per year - Conscious advertising (limited) Average of R\$ 200 per month 200 × 12 = R\$ 2,400 per year - Sale of digital products (e-book or mini-course) 600 sales × R\$ 20 = R\$ 12,000 per year - Voluntary donations + institutional support Average of R\$ 150 per month + annual amount 150 × 12 = R\$ 1,800 per year + R\$ 3,000 - Total Annual Revenue – MVP MVP Expenses: R\$ 14,000 per year MVP Revenue: R\$ 21,200 per year		