

Business Canvas [CtrlGirls]

Problema	Solução	Proposta de Valor Única	Alternativas existentes	Público-alvo
The central problem to be addressed is gender-based occupational segregation, which divides the labor market into “male-dominated” and “female-dominated” sectors, resulting in profound economic and social inequality. This problem can manifest in two ways: Devaluation of women’s work, with the concentration of women in low-paying, under-recognized care sectors, and exclusion from strategic sectors due to barriers that hinder women’s entry into and retention in STEM careers (Science, Technology, Engineering, and Mathematics).	The proposed solution consists of an app designed to connect women who are interested in or working in various professional fields, with an emphasis on STEM fields. The platform aims to promote integration among users, encourage the sharing of knowledge, and strengthen support networks. In addition, it will offer resources such as mentoring, exchange of experiences, content focused on professional development, networking opportunities, and career guidance. In this way, the app contributes to reducing barriers to entry, strengthening professional confidence, and expanding opportunities for women in these fields...	CtrlGirls — why the world of STEM needs more sparkle.	Currently, there are online communities, groups on social media, technology events, and some professional mentoring platforms. However, many of these options are not focused exclusively on the development of women in STEM, or they do not offer organized and accessible mentoring.	The target audience consists of women working in or interested in STEM fields STEM who are seeking support, guidance, the exchange of experiences, and professional growth. As such, these are people affected by the lack of representation in these spaces, which makes them more engaged and open to new solutions, acting as early adopters by testing initial versions of the product and providing feedback to help improve it.

Feedback

Feedback was collected via a Google Forms survey from people interested in the fields of technology and business. The responses helped validate the app's concept and improve the proposal, highlighting the importance of structured mentoring and building a support network for women in STEM.

Métricas Principais

- Number of female users registered on the platform
- Number of mentoring sessions conducted
- User engagement rate on the app
- Number of connections between mentors and mentees
- User feedback and satisfaction level

Divulgação

To reach a large number of users efficiently, the app can adopt scalable digital strategies, such as creating relevant content on social media platforms like Instagram and TikTok, tailored to its target audience. Additionally, partnerships with well-known institutions that offer free courses can increase the platform's visibility. Growth can also be driven by word-of-mouth referrals among users, strengthening organic promotion.

Usuários Iniciais

The initial users are primarily women in STEM fields at various levels of experience, including technical high school students, college students nearing graduation, people transitioning into STEM careers, and professionals already established in the market, who are already part of technology communities, but still feel a lack of greater representation and spaces to share experiences from the professional environment. The audience also includes more experienced mentors, who already support other women and are looking for a structured platform to expand this work. Because they are directly affected by these needs, these users are more likely to test early versions of the app and provide valuable feedback for its development.

Estrutura de custos

- *Initial costs: App development, interface design, platform registration, and technological infrastructure.*
- *Fixed costs: Server maintenance, app updates, development and support team, digital marketing.*
- *Variable costs: Promotional campaigns, online events or workshops, expansion of platform features.*
- *Profit sharing: Allocate a small percentage of the app's profits to establish partnerships with organizations that encourage female participation in STEM fields, support educational projects targeted at girls and women, and contribute to initiatives for women's professional training and development.*

Fluxos de receita

- *Premium subscription: Access to exclusive mentoring, courses, and advanced content.*
- *Partnerships with companies: Companies can post job opportunities or internship programs for women on the platform.*
- *Paid events and workshops: Training sessions, lectures, and professional development events.*
- *Partnerships with educational institutions: Integration and promotion of free courses from recognized platforms within the app, with the potential to generate revenue through content promotion, user referrals, and visibility agreements.*
- *Cash management and investments: Allocating a portion of revenue to secure financial investments, as is common practice in companies, allowing idle capital to generate returns while it is not in use, ensuring greater financial stability and sustainability for the app.*

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