

# Business Lean Canvas

| Problem                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Solution                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Unique Value Proposition                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Existing Alternatives                                                                                                                                                                                                                                                                                                                                                      | Target Market                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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| <p>Many women still feel unsafe when leaving their homes, especially when they are alone. This is not just a feeling: in 2024, more than 76,000 cases of violence against women were reported in Santa Catarina, with over 34,000 being threats alone.</p> <p>Additionally, about 70% of women who experience violence in Brazil do not report it, which means many cases do not appear in official data.</p> <p>Another issue is the lack of accessible information: often, we do not know which places are dangerous or whether something has happened there before. There is also a lack of immediate support when a situation occurs.</p> <p>In our survey with 55 women, 98.2% said they had already felt unsafe on the streets, and 92.7% stated they avoid places out of fear.</p> | <p>We created Safeway, an app made by women for women, designed to help prevent risky situations in everyday life.</p> <p>The app works as a community and offers:</p> <ul style="list-style-type: none"> <li>Risk map based on reports from other users</li> <li>A simple and safe reporting area</li> <li>Chat between women in the same region</li> <li>Safety and prevention tips</li> </ul> <p>Safeway does not only act when risk occurs, but mainly beforehand, helping with daily decision making, such as choosing safer routes or avoiding locations with a history of danger.</p> <p>Additionally, the app aligns with the Sustainable Development Goals (SDGs): SDGs 3, 5, 10, and 16.</p> <p>The app's features were defined based on research, where users showed interest in risk maps, alerts, and experience sharing.</p> | <p>Safeway transforms real experiences into information and support so that women can feel safer every day.</p> <p>Safeway is an app made by women for women, developed from real-life experiences.</p> <p>Unlike other platforms that focus only on emergency situations, Safeway emphasizes prevention by providing reliable information, support, and a protection network among users.</p> <p>More than just a safety app, it is a space where women can get informed, share experiences, and feel more confident in their daily decisions.</p> <p>The idea was validated in the research, where 78.2% showed strong interest in using the app.</p> | <p>Some similar apps include:</p> <ul style="list-style-type: none"> <li>Juntas: support network and real-time location</li> <li>Mulher Segura: contact with police and public services</li> <li>Safe365 and Life360: monitoring and location</li> </ul> <p>Most of them focus more on emergency situations and less on prevention or sharing experiences among women.</p> | <p>Safeway's target audience is women aged 14 to 65 in Greater Florianópolis, especially those who commute alone daily.</p> <p>This includes:</p> <ul style="list-style-type: none"> <li>Students returning from school or college at different times</li> <li>Working women who use public transportation or walk alone</li> <li>Women who visit unfamiliar or less busy places</li> </ul> <p>This audience was chosen because they face real situations of insecurity and need to make quick decisions, such as choosing routes or avoiding certain areas.</p> <p>In the survey, most responses came from women aged 14 to 31, reinforcing this group as the app's initial focus.</p> |

## Feedback

*Safeway was developed based on:*

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- Surveys conducted with women in Greater Florianópolis
- Real experiences from the project creators
- Discussions with mentors about the business model

*During app usage, users will be able to send suggestions and feedback, enabling continuous improvement.*

## Key Metrics

*To evaluate the app's performance, we will track:*

- Number of downloads
- Number of reports submitted
- Daily active users
- Time spent in the app
- Number of premium users

*These metrics help us understand whether users are just downloading or actively engaging with the app.*

## Outreach

*To promote Safeway, we will use channels that are part of the audience's daily life:*

- Instagram and TikTok, with safety-related content
- Paid media in the region
- Partnerships with local influencers
- Referral programs between users
- Partnerships with schools in high-risk areas

*The goal is to grow by building a community from the beginning.*

## Early Adopters

*Safeway's early users are expected to be women who already care about safety and take precautions in their daily lives.*

*For example:*

- Women who share their location
- Students who return home alone
- Women who have experienced risky situations
- People who already use safety apps

*These users are more likely to test the app first and provide feedback.*

*In the survey, almost all participants said they would share experiences anonymously, indicating strong early adoption potential.*

## Cost structure

Safeway involves different types of costs:

### Initial costs (to start):

- App development
- Visual identity creation
- Company registration

### Fixed costs (recurring):

- Team salaries
- Servers and app infrastructure
- Digital tools

### Variable costs (depend on growth):

- Advertising investment
- Influencer partnerships
- Customer support

## Revenue streams

Safeway will use a freemium model, meaning part of the app will be free and part will be paid.

### Free version:

- Emergency button
- Location sharing
- Basic access to the risk map

### Premium version:

- Personalized alerts by region and time
- Safer route suggestions
- Private groups by profile or location
- Exclusive prevention content

### Future possibilities:

- Partnerships with mobility and security companies
- Specialized services (psychological and legal support)
- Use of anonymized data for urban safety studies

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