

Business Lean Canvas

Problem <i>The improper disposal of electronic waste and its impacts on the environment, misinformation about the dangers of such action, and the scarcity of materials for carrying out practical activities in courses involving Electronics.</i>	Solution <i>An app that maps waste collection points, encourages recycling through a points system with rewards, raises awareness about improper disposal, teaches how to safely reuse components, and strengthens the learning process for students in the field.</i>	Unique Value Proposition <i>The project goes beyond environmental concerns and the use of strategies to spark people's interest in electronics. The initiative seeks to strengthen education in the field by properly utilizing waste materials for practical activities by students in this sector.</i>	Existing Alternatives <i>Apps that map disposal points; apps that raise awareness about the improper disposal of waste in general; apps that encourage recycling through a points system that can be exchanged for benefits; tutorials on how to reuse electronic components.</i>	Target Audience <i>Anyone interested in helping the environment and learning about electronic components, collection points and recycling companies who want to connect through the app, and students in the field who need the waste for practical activities.</i>
Feedback <i>With the help of a business professional, we implemented the financial return aspect in our project, while maintaining the primary characteristic of benefiting society.</i>	Key metrics <i>The amount of waste collected and recycled through the app, environmental indicators of reduced pollution from electronic waste, and the sharing of projects carried out by the beneficiary students.</i>		Reach (Dissemination) <i>Through advertisements on partner websites and physical stores, highlighting discounts obtained by using the app; posters at collection points; posters at participating educational institutions; and promotion on digital platforms.</i>	Initial Users <i>People who own electronic devices for disposal and students who use such devices in their activities.</i>
Cost Structure - Initial cost of US\$25 to publish the app on Google Play; - Fixed costs for digital advertising; - Part of the waste collected by the collection point will be traded and donated to educational institutions with courses in the field of Electronics.			Sources of Income - Partnerships with waste collection points. These locations would be listed on the app as collection points and would provide users with discounts on store products; - Partnerships with recycling companies. Companies would purchase, through the app, the waste collected at the disposal points; - Through payment, these stores and companies could acquire a seal from the app supporting sustainable education.	