

Business Lean Canvas

Problem	Solution	Unique Value Proposition	Existing Alternatives	Target Market
With the rapid advancement of artificial intelligence, it has become increasingly difficult to distinguish between real and fake content. For older adults, this challenge is even greater. Many are not as familiar with digital tools or fact-checking techniques, which increases the risk of believing and sharing misleading or false information. This can lead to serious consequences, such as misinformation, financial scams, and decisions based on unreliable content.	To address this problem, we developed a mobile-first web application that is simple, accessible, and easy to use, designed to help users quickly verify the reliability of content such as links, images, and, in the future, videos. Users can paste a link or upload an image, and the application performs an automated analysis using artificial intelligence combined with validation rules. The results are presented in a clear and intuitive way through three categories: ● Green (Reliable): high confidence that the content is trustworthy ● Yellow (Uncertain): not enough evidence or mixed signals ● Red (Suspicious): strong indication that the content may be false, manipulated, or AI-generated In addition, the application provides a simple explanation and reference sources, helping users understand the result and make safer, more informed decisions.	Our solution provides a simple, accessible, and mobile-first way for older adults to quickly verify whether digital content is trustworthy or potentially AI-generated. Unlike traditional fact-checking tools, our platform is specifically designed for ease of use, with clear visual indicators (green, yellow, red) and plain-language explanations that require no technical knowledge. This makes it uniquely positioned to empower a population that is often left behind by complex digital verification tools.	There are several fact-checking platforms and tools available, including news verification websites and browser extensions. However, most of these solutions are not designed with older adults in mind. They often require advanced digital literacy, manual research, or interpretation of complex information. In Brazil and globally, while there are initiatives to combat fake news, there is a clear gap in solutions that are simple, intuitive, and tailored specifically for the elderly. Our application differentiates itself by focusing on usability, accessibility, and immediate understanding.	Our primary target market consists of older adults who are active on digital platforms but may struggle to assess the reliability of online content. This includes retirees, seniors using messaging apps and social media, and individuals who frequently consume news online but lack the tools or confidence to verify it. Additionally, our solution can benefit family members and caregivers who support elderly individuals, as well as educational and community organizations focused on digital inclusion and media literacy.

Feedback

We incorporated feedback from professionals with experience in technology(Oracle) and digital solutions, focusing on usability, accessibility, and real-world applicability. The main insight was that the solution needed to be extremely simple and intuitive, especially for older adults who may not be comfortable with complex interfaces. Based on this feedback, we simplified the user experience, reduced the number of steps required to perform a verification, and introduced clear visual indicators (green, yellow, red) along with plain-language explanations. We also ensured that the system could still function even when advanced AI analysis is not available, making the solution more reliable in real-world scenarios.

Key Metrics

Our success will be measured by user engagement and the effectiveness of content verification. Key metrics include the number of verifications performed per user, the percentage of users who return to use the app again, and the reduction in the sharing of unverified or misleading content. Additionally, we will track how often users rely on the app before making decisions about sharing information, as well as user satisfaction and trust in the results provided. These metrics help us understand whether the solution is truly impacting user behavior and improving digital safety.

Outreach

We plan to reach our target audience through partnerships with community centers, senior organizations, and digital literacy programs. We will also leverage social media campaigns focused on families and caregivers, who often support older adults in using technology. Additionally, we aim to create simple educational content, such as short videos and tutorials, that demonstrate how to use the app. These outreach methods are repeatable and measurable, allowing us to track engagement, adoption rates, and the effectiveness of each channel.

Our early adopters are older adults who are already active on messaging platforms and social media but feel uncertain about the reliability of the content they encounter. This also includes family members and caregivers who are concerned about misinformation affecting their relatives. These users are more likely to actively seek simple solutions and provide valuable feedback during the development process. By engaging with this group early, we can continuously refine the product to better meet their needs and ensure it delivers real value.

Cost structure

Our cost structure is designed to be low-cost and scalable, leveraging modern cloud-based and low-code tools to minimize initial investment while allowing future growth.

Startup Costs

At the initial stage, startup costs are minimal, as the application is built using free or low-cost platforms such as Lovable for the frontend and Supabase for backend services. The main startup investments include basic equipment like computers, internet access, and time spent on development and design. Since the project is developed in an educational context, these costs are significantly reduced.

Fixed Costs

Fixed costs include ongoing expenses required to keep the application running. These may involve cloud services such as database hosting (Supabase), API usage for AI models (such as Gemini or other providers), and potential domain registration or hosting upgrades. In a more advanced stage, fixed costs could also include maintenance, platform subscriptions, and possibly team-related expenses such as developer support or operational management.

Variable Costs

Variable costs are directly related to the usage of the application. These include API calls to AI services, which may increase as more users perform content verification. As the number of users grows, costs associated with data processing, storage, and external service usage may also increase. However, these costs scale proportionally with demand, allowing efficient resource management.

In the long term, the solution has the potential to incorporate a social impact model, such as allocating a percentage of profits to digital literacy initiatives or organizations that support older adults. This aligns the product with a broader mission of promoting safer internet usage and reducing the impact of misinformation in vulnerable communities.

Revenue streams

Our solution can generate revenue through a multi-channel and scalable business model that combines public sector partnerships, private sector integration, and direct user monetization.

At a governmental level, the platform can be adopted by public institutions as a tool to combat misinformation, especially in politically sensitive environments such as elections, public health campaigns, and news distribution. By providing a reliable and accessible way to verify information, the solution can support large-scale digital literacy and reduce the spread of fake news.

In the private sector, large companies such as banks, telecommunications providers, and media platforms can integrate our verification engine through APIs. This allows them to protect their users from scams, fraudulent content, and misinformation directly within their own applications, creating a B2B revenue stream based on usage or licensing.

Additionally, the platform can offer a subscription model for end users who want access to more advanced AI capabilities. This may include features such as deeper content analysis, video verification, personalized alerts, and enhanced insights. While the core functionality remains free and accessible, premium features provide an opportunity for recurring revenue.

This diversified approach ensures both accessibility and sustainability, allowing the solution to scale while maintaining its social impact.