


Business Lean Canvas

<p>Problem</p> <ul style="list-style-type: none"> -Sephora Kid" Syndrome: <i>Viral trends (TikTok) push teens to use Retinol or Acids meant for adults, causing chemical burns on young skin.</i> -Ingredient Complexity: <i>INCI lists are unreadable. Teens can't tell if a product is truly "clean" or cruelty-free just by looking at it.</i> -Money Waste: <i>Teens buy expensive products unsuited for their skin type (ex: heavy creams on oily skin), worsening their skin and wasting savings.</i> -The "Cocktail" Danger: <i>Mixing brands can be risky. Many ingredients clash or irritate when combined, and there's no tool to check if a full routine is safe</i> 	<p>Solution</p> <ul style="list-style-type: none"> -Personalized Skin Quiz: <i>The app starts with a specialized questionnaire to determine the user's specific skin type and concerns. This prevents Money Waste by ensuring users only look for products that actually fit their needs.</i> -The "Age-Guard" Scanner: <i>A smart scanning tool with a built-in age filter. When a user scans a product, the app identifies high-strength actives (like Retinol or AHAs). If they are too harsh for the user's age, it triggers a Safety Alert to prevent chemical burns and protect the skin barrier</i> 	<p>Unique Value Proposition</p> <p><i>The only skincare safety filter that protects teen skin from adult trends.</i></p>	<p>Existing Alternatives</p> <p><i>Yuka OnSkin Lumi</i></p>	<p>Target Market</p> <ul style="list-style-type: none"> -Primary: Gen Z & Alpha (12-18) Teens influenced by TikTok who need to know which "viral" products are safe for young skin. -Secondary: Young Adults (18-25) Budget-conscious users looking for clean, cruelty-free, and effective skincare. -The Gatekeepers: Parents The buyers who want a safety tool to prevent their kids from using dangerous chemicals.
<p>Feedback</p>	<p>Key Metrics</p>		<p>Outreach</p>	<p>Early Adopters</p>



<p>The most important advice we received from our mentor was to "always think 360" and to never stop questioning every aspect of our project.</p> <p>-Multi-angle Approach: She taught us to look at our application from several different perspectives to ensure the project is solid.</p> <p>-Constant Questioning: Following her feedback, we learned to constantly ask ourselves questions to make sure we covered every detail and didn't miss any important aspects.</p>	<p>Quiz Completion Rate: <i>The percentage of users who finish the skin quiz (to ensure it is quick and simple).</i></p> <p>Database Accuracy: <i>The number of products correctly identified by the scanner.</i></p> <p>Scan Speed: <i>How many seconds it takes for the Age-Guard alert to appear.</i></p> <p>User Testing Feedback: <i>The satisfaction score from our first testers (friends and family) regarding the app's ease of use.</i></p>		<p>-Social Media: TikTok and Instagram</p> <p>-Nano-Influencers: <i>Partnering with small "skin-positive" creators who promote safe, teen-appropriate routines.</i></p> <p>-Parent Networks: <i>Reaching parents through community groups to present the app as a safety tool.</i></p> <p>-School Clubs: <i>Promoting the app in local Montreal student health or science clubs.</i></p>	<p>Friends & Classmates: Students at School who use skincare and are active on social media.</p> <p>Younger Siblings & Cousins: Pre-teens who are starting to get interested in beauty products and need protection.</p> <p>Local Parents: Parents in our community who want to monitor what their children are putting on their skin.</p> <p>Technovation Community: Other students and mentors in the competition who can test the app and give technical feedback.</p>
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<p>Cost structure</p> <p>Startup costs: <i>Thinkable pro</i></p> <p>Fixed costs: <i>product database hosting, app maintenance</i></p> <p>Variable costs: <i>i.e. things that change depending on how much you sell, ingredients, postage, anything used up in the creation of a product.</i></p> <p>Profit share: <i>e.g. money donated to a charity partner.</i></p>	<p>Revenue streams</p> <ul style="list-style-type: none"> ● Affiliation(produit) ● Membership(version premium) <p></p>
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Suggested order: There are many approaches to what to fill out first. We recommend focusing on what makes sense to you first.