

Business Canvas [Bulasmart]

Problem	Solution	Unique Value Proposition	Existing Alternatives	Target Users
The difficulty people face in interpreting the information provided in medication leaflets and in finding the corresponding medicines at more affordable prices.	An application integrated with artificial intelligence that is capable of assisting users in finding the information they need and indicating where they can obtain the medication.	Simplify your life and eliminate the difficulty of understanding complex medication leaflets. With our application, users can easily access the information they need and find pharmacies with more affordable prices.	In the current market, there are applications and artificial intelligence tools with a concept similar to ours, such as Claude.IA and eBulas. However, our application aims to provide an effective and accessible solution so that all users can understand and become fully aware of the functions and side effects of medications. Therefore, we carefully analyze our customers' needs to ensure treatment adherence and overall well-being, providing safety, clarity, and confidence through our application.	Our main target users are elderly individuals and adults who face difficulties understanding medication leaflet information, as well as people looking for medicines at more affordable prices in a faster and more convenient way.

Feedback Our application has received positive feedback from pharmacists and nurses. According to them, its use will help patients better understand how to use their medications correctly.	Key Metrics The number of downloads the application receives and the user ratings it obtains.		Promotion Our application will be promoted through widely used social media platforms, such as Instagram and TikTok, as well as sponsored advertisements on pharmacy websites.	Early Adopters People who struggle to interpret medication leaflets and would like to know where they can find these medicines at more affordable prices.
Cost Structure Our initial costs will include an artificial intelligence system valued at R\$300.00 and a computer costing R\$2,500.00. Our fixed costs will consist only of internet service, amounting to R\$100.00 per month. Our variable costs will include AI maintenance and potential computer repair expenses in case technical assistance is required, although the exact amounts are still uncertain. Finally, regarding profit sharing, the pharmacies featured as references in the application will receive a 3% commission on each medication sale.			Revenue Streams Our application will offer subscription plans. By subscribing, users will have access to faster responses generated by the AI, as well as additional features. The subscription will cost R\$2 ⁸ 9.90 per month, resulting in R\$358.80 per year per subscription. As for physical products, there are none in our project, since its purpose is not product sales, but rather to provide easier ways for people to access medication leaflets and related information.	

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