

Business Lean Canvas SAFETALK

Problem <i>The problem we are solving.</i> <i>Many adolescents do not have access to safe and reliable sexual education information.</i> <i>There is shame, taboo, and a lack of communication with parents and teachers, which leads young people to search for answers on the internet, where they often find incorrect or harmful information.</i> <i>This contributes to issues such as misinformation, early pregnancy, and health risks.</i>	Solution <i>How are we solving the problem?</i> <i>SafeTalk is an application that provides sexual education in a safe, anonymous, and interactive way.</i> <i>The solution includes:</i> <i>reliable educational content</i> <i>a chatbot for anonymous questions</i> <i>an interactive quiz with gamification</i> <i>a myths and facts section</i> <i>access to support locations</i> <i>The platform is designed to be simple, accessible, and focused on young users.</i>	Unique Value Proposition <i>A single, clear compelling message about why we are different and worth using/ buying.</i> Safe, accessible, and judgment-free sexual education — in the palm of your hand. SafeTalk stands out by offering an anonymous, trustworthy, and interactive environment tailored to the reality of adolescents.	Existing Alternatives <i>Who are our competitors?</i> - Google (generic and unreliable search) - Social media (uncontrolled information) - Generic educational apps - Limited school-based content None of these solutions provide a fully focused environment for sexual education with anonymity and interactivity.	Target Market <i>Which group(s) of people experiences the problem?</i> <i>Adolescents aged 13 to 18, especially middle and high school students.</i> <i>Also includes:</i> <i>schools</i> <i>teachers</i> <i>healthcare institutions</i> <i>NGOs</i>
Feedback <i>How did you integrate feedback from a business professional or entrepreneur?</i> <i>We conducted interviews with students and identified that:</i> <i>many feel embarrassed to ask questions</i> <i>they do not trust the</i>	Key Metrics <i>What number(s) will define our success, other than money?</i> <i>We conducted interviews with students and identified that:</i> <i>many feel embarrassed to ask questions</i> <i>they do not trust the available information</i>		Outreach <i>What repeatable, measurable ways will we get our idea in front of lots of customers?</i> ☑ <i>partnerships with schools</i> ☑ <i>social media promotion</i> ☑ <i>educational campaigns</i> ☑ <i>collaboration with teachers and institutions</i> ☑ <i>educational events and</i>	Early Adopters <i>Who is already looking for solutions and is likely to use your app? They often provide feedback in the development process.</i> <i>students already interested in learning about the topic</i> <i>young people</i>

available information they want a safe and anonymous space This feedback was essential in developing features such as the chatbot and anonymity.	they want a safe and anonymous space This feedback was essential in developing features such as the chatbot and anonymity.		workshops	searching for information online - schools seeking innovation in education - NGOs focused on health and education
Cost structure What things will we buy? Startup: - app development - platform design and structure Fixed: - system maintenance - content updates - technical support Variable: - digital marketing - expansion to new users Social impact: - partnerships with educational and social institutions			Revenue streams What ways will we repeatedly make money? B2B2C model: - licensing for schools and institutions - partnerships with public organizations - premium plans with additional content - support from educational organizations Basic access to the app remains free for end users.	

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