

Business Lean Canvas [StrongMind]

Problem <i>Young people have difficulty perceiving, understanding, and acting upon their own feelings and emotional suffering, in addition to difficulty or resistance in seeking professional help.</i>	Solution <i>An app that helps users observe and understand themselves through symptom screening, also including psychoeducational tools and facilitated contact with professional support.</i>	Unique Value Proposition <i>Our app, unlike others, is completely free, uses mobile data to compile a report on the user's habits, respecting their privacy through local data storage. The app includes a diary with multiple recording options (emoji, text, audio, and drawing), and uses Artificial Intelligence for sentiment analysis of diary entries.</i>	Existing Alternatives • Daylio; • Cingulo; • Serene; • MindHealth; • Thrive.	Target Market <i>Young people aged 14 to 18 who suffer from mild to moderate mental disorders, such as anxiety. Psychology professionals who work with the age group specified for the project.</i>
Feedback <i>Professionals in the field, such as psychologists and occupational therapists.</i>	Key Metrics • Consistency of app usage; • Number of users who sought psychological support. • Improvement in emotional thermometer over time.		Outreach • Prospecting in mental health clinics; • Social media (Instagram); • Word of mouth.	Early Adopters • Students from the Federal Institute of Minas Gerais - Ribeirão das Neves Campus • Family members of the developers
Cost structure • Basic infrastructure (development computers): approximately R\$6,000.00 (BRL) as a one-time cost for two mid-range laptops. • Developer accounts: One-time fee to create developer accounts on the Play Store and Apple Store. • Wages for app development: R\$8,000.00 (BRL) as a one-time cost for two developers (R\$20/hour × 200 hours × 2 developers). • Hosting server: R\$30.00 (BRL) per month at Hostinger; • Journal entry sentiment analysis: \$0.003 (USD) per request for natural language processing (price charged by IBM Cloud). • Wages for app maintenance: R\$800.00 (BRL) per month for 2 part-time devopers (R\$20/hour × 20 hours × 2 developers)			Revenue streams • Partnerships with affiliated clinics • Funding through public grant programs • Individual donations	