

Business Lean Canvas - ECOAR

Problem <i>Treatment dropout rates range from 16% to 72%, with most young people starting treatment due to external pressure and less than 1/3 receiving formal treatment.</i>	Solution A platform that integrates AI and psychology to act as a treatment companion, reducing dropout by transforming resistance into engagement and creating a continuous ecosystem of care beyond the consulting room. ECOAR acts as a complementary tool in accordance with CFP Resolution No. 04/2020, which regulates psychological services through technology.	Unique Value Proposition An integrated ecosystem that connects school, psychologist, and adolescent, with continuous monitoring and recording of the patient's daily data to assist sessions with specialists, promoting greater engagement and reducing therapy dropout.	Existing alternatives <i>Competitors include online therapy (BetterHelp, Zenklub) and wellness (Headspace, Calm), but few focus on ongoing follow-up and engagement in treatment.</i>	Target market <i>B2B with independent psychologists and mental health clinics, and B2B2C with schools focused on prevention and emotional support.</i>
Feedback A usability questionnaire was created for one of the target audiences, specialists, to test the application and provide feedback. Approximately 87.5% of respondents said that the "lack of data" on patients' moods and crises over the weeks makes it difficult to monitor them during consultations. The application solves this problem by allowing continuous recording of the adolescent's mood and experiences, generating reports that help the psychologist to have a more complete view of the patient's emotions.	Key metrics <i>Continuity of treatment, reduced dropout rates, level of user engagement, proven clinical progress, and patient satisfaction over time.</i>	Furthermore, the solution strictly adheres to the LGPD (Brazilian General Data Protection Law) and the Code of Ethics of Psychology, guaranteeing total data privacy and sharing only with the adolescent's authorization. Therefore, the application involves not only technology, but also trust, institutional integration, and ethical responsibility.	Outreach <i>Our initial strategy focuses on B2B; we will offer ECOAR as a differentiator for psychology clinics and schools, validating the product in controlled environments before national expansion.</i>	Early adopters <i>People in therapy or seeking help online, especially young people, and professionals and experts in the field to provide feedback on the application.</i>

Cost structure - Development, updating, and maintenance of the technology (app, AI, and new features): <i>R\$1,000 – R\$5,000/month</i> - Digital infrastructure (servers, data storage, security and privacy compliance): <i>R\$ 200 – R\$ 1,000/month</i> - Marketing and user acquisition (paid traffic, social media, strategic partnerships): <i>R\$ 200 – R\$ 2,000/month</i> - Technical support and continuous improvement of the user experience: <i>R\$ 1,500/month</i> - Costs for tools and integrations (APIs, analytics, communication platforms): <i>R\$ 50 – R\$ 300/month</i> - Estimated total cost: <i>R\$ 1,450 – R\$ 9,800 per month</i>	Revenue streams Through subscriptions: Free Plan (B2C): Journey of self-discovery, free support, and connection with partners. Pro Plan (B2B): starting at R\$99/month for psychologists, with patient management and reports; School Plan: starting at R\$ 999/month, annual licensing for schools, with emotional analysis of the classes.
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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.

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