

Business Lean Canvas

Problem Breast cancer is the most common type of cancer among women in most countries, according to WHO. In Brazil, there was an estimated number of 73 thousand cases in 2025 and, in 2023, over 20 thousand people died due to breast cancer. These are consequences of late diagnosis, delay in treatment initiation, and behavioral risk factors, among other causes.	Solution We are creating a platform that is able to inform women about breast cancer and help them understand risk factors, indicators, and treatments. This allows women to identify a possible cancer early on and treat it before it causes larger consequences. Besides that, the platform allows users to connect with each other, creating a safe environment for women to understand more about their bodies.	Unique Value Proposition Our platform allows users to learn more about breast cancer, preventing it before it happens or getting the correct treatment if necessary. Besides that, we allow users to store data about exams and medications safely and to register symptoms to understand if they may be at risk and need to seek medical assistance. We are different from other options because we also give the option for users to connect with each other, creating an environment where women can learn about positive experiences and share their feelings with people who will be able to understand them. By reading stories from famous people and other users who have fought breast cancer, many women might become more comfortable and confident when seeking help and treatment.	Existing Alternatives Our main competitors are apps such as "Breast Cancer Awareness", by Rouh Matrouh, "OWise", by Px HealthCare Group and "Clinica da Mama", in Brazil. Most of the competitors are not directed to the Brazilian public and include symptom tracking features and information about cancer.	Target Market Our target market is all women over 15, but our focus is on women aged 35-60, who are at higher risk of developing breast cancer.
Feedback Some of the feedback that was integrated to the first versions of our platform were including daily check-in reminders, adding our privacy policy to protect users' data, including tabs that explain each symptom and how it may be related to breast cancer, and adding questions to the community tab to help women share their stories.	Key Metrics The main numbers that will define our success are the number of frequent users (representing the amount of people that are using our platform to track their symptoms and understand more about breast cancer) and the number of early diagnosis and successful treatments following the usage of our platform.		Outreach We will get our idea in front of lots of customers mainly through social media platforms. By repeatedly sharing our platform and positive feedback from users on social media, we can reach new people that may be interested in using our platform and facing the same issues as other users. Social media also allows us to measure how many people we are reaching and who our audience is, by offering valuable statistics such as view counts and demographics.	Early Adopters Early adopters are the people who are already seeking treatment for breast cancer, who are looking for a way to control their medications and scheduled appointments (features available in our platform), besides people who have done test for breast cancer and are looking for a way to learn more about it and possible indicators to know if they might have cancer.

Cost structure

Being an app, we won't have any costs throughout our journey, besides the initial cost to publish the app. Thus, our only investment will be the \$25 USD fee to publish our platform in the Google Play Store, allowing users to install it into their devices. In the future, as we include membership options, we will be able to make money to pay for platforms that allow us to include more features into our app and donate part of the profit to charity partners.

Revenue streams

Our main goal with our platform is not to make money, but to help women with their issues regarding the prevention and treatment of breast cancer. Because of this, initially, we will be 100% free for all users. Furthermore, we plan on including a membership option that will offer premium features for paying users with monthly/yearly fees in order to make a profit that can be used to improve users' experience.

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