

Business Lean Canvas

Problem Talking to family and friends, we discovered that there are numerous problems involving the care of the elderly, such as schedule changes, medication mix-ups, and others... When we spoke with a professional caregiver, she confirmed this reality, even though she is a professional who cares for several elderly people daily. This is especially true as the number of elderly people continues to grow in Brazil.	Solution With this problem in mind, we thought about creating an application that meets the needs of caregivers and reduces problems, thus achieving an easier and more practical routine for the necessary care of the elderly, minimizing risks, and preventing caregivers from becoming worried or overwhelmed.	Unique Value Proposition Our app offers a complete and intuitive solution for elderly care, centralizing essential information such as medications, appointments, diet, and vital signs in one place. Unlike current alternatives, which are fragmented and poorly adapted to the reality of caregivers, our platform integrates organization, monitoring, and real-time communication, reducing errors, oversights, and rework. In addition, it features PDF reports with graphs for medical support and an intelligent suggestion system based on recorded data, helping to identify health patterns. All this in a simple, accessible, and secure interface, providing more control, efficiency, and peace of mind for both caregivers and family members.	Existing Alternatives • Apps targeted at caregivers of the elderly • Apps for health-related care and well-being.	Target Audience • Professional caregivers • Family members responsible for elderly people • Nursing homes and geriatric clinics
Feedback When we spoke with a professional caregiver and presented our app proposal, there were some tests and opinions gathered. From this, we concluded that it was tested and approved by her. She mentioned that she had used some apps before, but none met her expectations and needs. "This app will certainly be a great help to us caregivers who have a busy routine with elderly people and need practicality. It will certainly be a success, meet expectations, and be of great assistance."	Key metrics • The time and consistency with which users stay and use the application • The reach we achieved through social media outreach • The number of shares that led other users to access and use the app		Reach (Disclosure) • Social media (Instagram, TikTok with educational content) • Partnerships with clinics, pharmacies, and healthcare professionals • Demonstrations at health events	Initial Users • Overburdened caregivers • Families with more than one elderly person • Users dissatisfied with current solutions

Cost Structure

- Initial Costs

Google Play Console registration fee (one-time payment), Apple App Store annual fee, Initial marketing investment (social media, ads, and presentation materials)

- Fixed Costs

Servers and hosting (AWS, Google Cloud, Firebase), App maintenance and updates, User support

- Variable Costs

Platform fees (Google and Apple on subscriptions and in-app purchases), Server costs that vary according to the number of users, Additional marketing investments as the business grows

- Profit Sharing

A portion of the profits will be donated to institutions that promote health and support, contributing to social well-being and reinforcing the project's purpose, such as the Peter Pan Institute.

Sources of Revenue

- Premium Plan (Ad-free + Extra Features)

Users will have the option to subscribe to a premium version that removes ads and unlocks advanced features, such as detailed health reports, expanded data storage, priority support, and enhanced monitoring tools. This creates a recurring and scalable revenue stream while offering added value to more engaged users.

- Partnerships (Clinics, Pharmacies, and Services)

We will establish strategic partnerships with clinics, pharmacies, and elderly care services to display relevant and non-intrusive ads within the app. These partnerships not only generate revenue but also connect users to useful and trusted services, improving their overall experience.

- Institutional Licensing (B2B Model)

In the future, we plan to offer licensed versions of the app for institutions such as clinics, nursing homes, and healthcare providers. These plans may include customized dashboards, multi-user management, and integration with internal systems, generating higher-value contracts and expanding our impact in the healthcare sector.