

Business Lean Canvas

The Problem • <i>High rates of mental health issues among young people.</i> • <i>Fear of talking about their feelings.</i> • <i>Lack of guidance during crisis situations.</i>	Solution • <i>Professional guidance for users.</i> • <i>Assistance in understanding their feelings.</i>	Unique Value Proposition <i>Our app helps young people aged 14 to 20 who are struggling with anxiety.</i>	Existing Alternatives • <i>Informal support groups on social media.</i> • <i>Physical journals (or diaries).</i> • <i>Crisis helplines (such as CVV in Brazil).</i> • <i>Self-help content on YouTube and TikTok.</i>	Target Audience • <i>Teens aged 14 to 16 dealing with anxiety.</i> • <i>Psychological clinics focused on mental health care.</i> • <i>Educational institutions for student monitoring and support.</i>
Feedback • <i>Weekly satisfaction surveys conducted within the app.</i> • <i>Anonymous listening channel for users to suggest new features and report difficulties in talking about their feelings.</i>	Key Metrics • <i>User rating and satisfaction.</i> • <i>Reports indicating improvement in mental health indices among young people.</i>		Reach (Marketing & Promotion) • <i>Marketing.</i> • <i>Outreach in schools and clinics that are in direct contact with these young people.</i>	Early Adopters • <i>Young people aged 14 to 20 struggling with anxiety.</i> • <i>Mental health clinics.</i>
Cost Structure • <i>Initial Costs: Google Play publishing fees and testing equipment.</i> • <i>Fixed Costs: Database servers and technical content curation.</i> • <i>Variable Costs: Marketing materials for schools and digital campaigns (paid traffic).</i>			Revenue Streams • <i>B2B Partnerships: Sponsorship tiers for clinics and institutions that "adopt" the social project.</i>	

Ordem de preenchimento: Existem várias formas de preencher o canvas. Recomendamos começar pelo que faz mais sentido para você.