

Business Lean Canvas

Problem <i>The problem we are solving.</i> - Harassment, stalking, and violence against women in public spaces. - Lack of information about dangerous locations. - Difficulty in quickly asking for help. - Underreporting of cases, hindering preventive actions.	Solution <i>How are we solving the problem?</i> - Security app with geolocation. - Indication of safe routes. - Emergency button with real-time location and messaging. - Support network among women with safe locations, such as police stations and hospitals. - Collaborative map of high-risk areas.	Unique Value Proposition <i>A single, clear compelling message about why we are different and worth using/buying.</i> - It helps women move around more safely by offering smart routes and immediate assistance in risky situations.	Existing Alternatives <i>Who are our competitors?</i> Similar Apps Juntas: focuses on community and location sharing. Mulher Protegida: emergency button and reporting features. Mulher Segura: contact with police and public services. SecurityWomen: educational content about safety. our App's Difference Focuses on prevention, not just emergency response Uses safe route technology Has a more complete collaborative map Combines everything into one single app	Target Market <i>Which group(s) of people experiences the problem?</i> - Women (12+) - Students - Working women who travel alone - Women from higher-risk urban areas.
Feedback <i>How did you integrate feedback from a business professional or entrepreneur?</i> - Feedback has not yet been obtained.	Key Metrics <i>What number(s) will define our success, other than money?</i> - Reach - User demand - Number of downloads - Number of active users - Frequency of app use - Number of alerts sent - Locations mapped as high-risk.		Outreach <i>What repeatable, measurable ways will we get our idea in front of lots of customers?</i> - Social media (Instagram) - Public and private schools and institutions - Campaigns in public spaces (bus stops, squares) - Partnerships with social projects and institutions.	Early Adopters <i>Who is already looking for solutions and is likely to use your app? They often provide feedback in the development process.</i> - Young students - Women who use public transportation and are concerned about safety - Female university students.

Cost structure

What things will we buy? e.g.

- *Startup costs: i.e. things to get you started that you purchase once, like computers*
- *Fixed: i.e. stuff you buy monthly or yearly, like wages*
- *Variable: i.e. things that change depending on how much you sell, ingredients, postage, anything used up in the creation of a product.*
- *Profit share: e.g. money donated to a charity partner.*

- Initial costs: Team time, computer, internet, cell phones, app development.

- Fixed costs: computers, system maintenance, energy, cables, licenses, servers, patent, technical team.

- Variable costs: app updates, marketing.

Revenue streams

What ways will we repeatedly make money? e.g.

- *Service: Time sold by the hour or day*
- *Membership: Access to something paid monthly / yearly*
- *Product: Sale of a product, online or in a physical store.*

- Silent in-app ads

- Grant opportunities and funding for social projects

- Sale of aggregated data (without exposing personal data)

- Partnerships with public and private institutions.

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