

Business Lean Canvas – SheByte



Problem Women feel insecure when traveling alone in public spaces and on public transportation. Data from a survey of 87 women: 84% have already felt at risk; 72% have suffered violence or harassment on the street; 69% have avoided going somewhere out of fear regarding the lack of safety on the route. Furthermore, in Brazil: 4 femicides per day; 30% of women have already experienced domestic violence; more than 70% do not report it due to fear or lack of support.	Solution Our free app features a discreet silent panic button, real-time location sharing with trusted contacts, an educational hub focused on safety and prevention, and a support community with access to professionals. In the future, it aims to integrate directly with law enforcement services.	Unique Value Proposition “The first app that combines silent security, a trusted network, and prevention. Created by women, for women. It fits in your pocket and can save lives.”	Existing Alternatives 190 emergency button (slow response, not discreet, does not activate a personal support network); Life360 and other location-sharing apps (not focused on women’s safety or silent alerts); WhatsApp groups (no real-time geolocation, rely on manual responses). Conclusion: No free, fully integrated app effectively addresses all three needs at once.	Target Market Initial target audience: female university students aged 18 to 24 who use public transportation at night to return home from college. Justification: 73% of the 87 respondents fall within this age group, and reports of fear during the commute between university and home were the most frequent. The remaining respondents are distributed as follows: 20% aged 25 to 35, and 7% aged 36 or older. Future expansion: working women who rely on public transportation during peak hours and at night.
Feedback 94% support adoption by governments. Most desired features: tracking (85%) and silent alert (78%). 87 beta testers + 30 volunteers. Testimonial from a partner psychologist: “Professional mediation is essential to avoid triggers. The app would make it easier to request immediate help. I recommend including a social worker to provide guidance on temporary shelter and other institutional pathways.”	Key Metrics • Number of active downloads • Number of panic button activations • Average support network response time • 30-day retention rate • Number of safe routes shared • App store satisfaction rating (4.5+ stars)		Outreach Phase 1 – Pilot (Months 1–2): Partnership with a university (e.g., UFRGS), QR codes placed in women’s restrooms and bus stops around the campus, and a group of 30 volunteers providing daily feedback. Cost: R\$ 0 Phase 2 – Digital Activation (Months 3–6): Sponsored posts on Instagram and TikTok featuring real testimonials, along with partnerships with university-based women’s collectives. Cost: R\$ 1,500/month Phase 3 – Expansion (Months 7–12): Crowdfunding through platforms like Catarse or Apoia.se, impact reports for local governments (using anonymized data), and a user referral program. Cost: R\$ 2,500/month	Early Adopters Women who have reported feeling afraid on their commute to college, work, or leisure activities. The 87 survey participants are the initial beta testers. Groups of mothers, students, and workers who use public transportation daily.
Cost structure Initial Costs: • Computers and equipment (already available to the team) • App store registration (Google Play: one-time US\$ 25 / Apple: US\$ 99/year) • Visual identity and prototype creation (free design using open-source tools) Fixed Costs (monthly/annual): • Hosting and servers for geolocation (approx. R\$ 80-150/month initially) • Artificial Intelligence API (Gemini, etc.): ~R\$ 206/month • App maintenance and updates (team time) • Basic marketing: R\$ 200-500/month Variable Costs: • Costs per active user for map APIs (Google Maps, etc.) – scales with the user base • Printing of promotional materials (flyers, stickers) • Potential paid sponsored campaigns (paid traffic)			Revenue streams Source – First-Year Value • Crowdfunding (Catarse): R\$ 5,000 • Recurring donations (Apoia.se): R\$ 2,400 • Impact report for 1 municipality: R\$ 10,000 • Total: R\$ 17,400 Justification for evaluators: The pricing of the impact report at R\$ 10,000 for a municipality is based on real contracts from similar apps such as Colab and CityScanner, which typically charge between R\$ 8,000 and R\$ 15,000 for urban data reports. Additionally, the concept has already achieved 94% validation among business professionals, and municipalities have shown initial interest. Cash flow summary: • Months 1–3: Revenue R\$ 2,000, Cost R\$ 630 → Balance: +R\$ 1,370 • Months 4–6: Revenue R\$ 1,200, Cost R\$ 1,200 → Balance: R\$ 0 • Months 7–12: Revenue R\$ 14,200, Cost R\$ 4,656 → Balance: +R\$ 9,544 Result: Approximately R\$ 9,500 profit in the first year. 10% of net profit will be donated to organizations that support women victims of violence, such as Casa da Mulher Brasileira. Why it is realistic: It does not rely on high external investment, operates with a volunteer team in the first year, has its main revenue based on real market contracts, and is supported by 94% acceptance for public adoption.	