

Business Canvas [Edduko]

Problem <i>The Brazilian educational system currently fails to meet the needs of high schoolers with Autism Spectrum Disorder (ASD)—a demographic exceeding 900,000 students. The lack of adapted teaching methodologies exacerbates this issue.</i>	Solution <i>Edduko reduces educational inequality by empowering Level 1 ASD students to learn efficiently. It minimizes cognitive overload through personalized study schedules and adapted materials prepared by subject-matter experts.</i>	Value Unique Proposition <i>Unlike generic solutions, Edduko respects individual pacing. It utilizes clear visual aids, positive reinforcement, and adaptable learning trails to foster autonomy and consistent progress. By combining proprietary materials, objective AI, intuitive notepads, and explanatory videos, the app transforms traditional, tedious learning into an engaging world of opportunities.</i>	Others Alternatives - Khan Academy (2008) - Jade Autism (2014) - ABC Autismo (2015) - Matraquinha (2018) - TiX Letramento - Jornada do TEA <i>Unlike many generic platforms that offer a one-size-fits-all approach, Edduko distinguishes itself by providing a highly personalized learning journey that is specifically tailored to each individual's unique cognitive profile and pace.</i>	Target Audience <i>High school students across Brazil with Level 1 ASD. Once positive academic results are established, the app will scale to include individuals with Level 2 and 3 ASD, those with hearing impairments, and eventually global markets.</i>
Feedback <i>Business and IT professionals recommended refining the initial target audience, reviewing revenue models for sustainability, and clearly highlighting measurable outcomes.</i>	Key Metrics <i>Success is defined by at least 70% of users demonstrating academic improvement, coupled with a minimum annual user growth of 20%.</i>		Channels <i>Initial outreach will target schools in Ouro Branco, maternal ASD support groups, and Instagram. Following updates and proven results, strategies will shift toward advanced marketing, cross-network monetization, and global brand identification.</i>	Initial Users <i>High schoolers diagnosed with Level 1 ASD in Ouro Branco (MG) and surrounding regions.</i>

Cost Structure

- *Initial Costs:* App development, creation of study materials, and launch expenses.
- *Fixed Costs:* Cloud hosting, maintenance, and management team salaries. (Note: Incubation at IFMG's Ouro Hub eliminates overhead expenses like rent, internet, and other things).
- *Variable Costs:* App store fees and the ongoing expansion of educational content.
- *Profit Allocation:* 70% will be reinvested into the company for app improvements, while the remaining 30% will be distributed among Edduko's partners.

Revenue Streams

- *Subscriptions:* Monthly or annual plans granting access to premium features for an enhanced, uninterrupted learning experience.
- *Advertising:* Monetizing the platform by selling ad space to non-competing applications.
- *Grants & Funding:* Actively seeking financial backing from public and private institutions that focus on special education and technological innovation.