

Business Lean Canvas - Empodera+

Problem	Solution	Unique Value Proposition	Existing Alternatives	Target Market
The problem we are solving. Millions of women have the potential to start and grow businesses, but they face significant barriers such as limited access to financial resources, lack of visibility, and insufficient support networks. In Brazil alone, over 10 million women are entrepreneurs, yet many struggle to sustain and scale their businesses. This gap limits not only individual success but also economic growth and social development.	How are we solving the problem? Empodera+ is a digital platform designed to connect, support, and empower women entrepreneurs. Our app provides a complete ecosystem where users can: - Promote their businesses - Access educational content - Connect with other entrepreneurs - Find new customers and opportunities By combining technology, community, and education, Empodera+ transforms ideas into sustainable businesses.	A single, clear compelling message about why we are different and worth using/buying. Empodera+ is the only platform that combines business promotion, education, and a support network exclusively for women entrepreneurs in one place. Unlike traditional apps, we don't just help women sell — we help them learn, grow, and succeed together, turning small businesses into sustainable opportunities. ✦ Empodera+ empowers women to build income, confidence, and community — all in one app.	Who are our competitors? Current alternatives include general marketplace platforms like Mercado Livre and Shopee, social media platforms such as Instagram and WhatsApp, and learning platforms like Duolingo or Sebrae training programs. However, these solutions are fragmented: - Marketplaces focus only on selling - Social media lacks structure and business support - Learning platforms do not connect users to real market opportunities Empodera+ is different because it integrates sales, education, and community into one platform, specifically designed for women entrepreneurs.	Which group(s) of people experiences the problem? Our target market is women who experience barriers to starting and growing a business, especially in emerging and low-resource contexts. This includes: - Women who want to start a business but lack access to knowledge and support - Micro-entrepreneurs and small business owners - Informal workers transitioning to formal businesses - Women in underserved communities with limited access to digital tools and financial resources Many of these women rely on platforms like Instagram or WhatsApp to sell, but lack structured tools to grow sustainably. Empodera+ focuses on empowering these women by providing visibility, education, and a strong support network.

Feedback

How did you integrate feedback from a business professional or entrepreneur?

We actively sought feedback from entrepreneurs and business professionals to improve Empodera+. They highlighted key challenges such as lack of visibility, difficulty attracting customers, and limited access to practical business knowledge. Based on this feedback, we made several improvements:

- Simplified the business profile to make it easier to showcase products and services
- Added a rating system to build trust and credibility
- Included a learning section focused on real-world skills like marketing and sales
- Integrated a chat feature to improve communication with customers
- Designed a cleaner and more intuitive interface for better usability

This feedback helped us

Key Metrics

What number(s) will define our success, other than money?

To measure the success of Empodera+, we focus on impact-driven metrics beyond revenue:

- Number of women entrepreneurs actively using the platform
- Number of businesses created and maintained through the app
- User engagement (daily/weekly active users, time spent learning)
- Number of courses completed and skills developed
- Connections and partnerships formed between users
- Number of products/services promoted and sold
- User satisfaction and positive ratings

These metrics reflect our main goal: empowering women to grow their businesses, build skills, and create real economic opportunities.

Outreach

What repeatable, measurable ways will we get our idea in front of lots of customers?

We will use scalable and measurable strategies to reach a large number of users:

- Social media campaigns on Instagram and TikTok, using short videos and real success stories
- Partnerships with organizations like Serviço Brasileiro de Apoio às Micro e Pequenas Empresas, NGOs, and local programs to reach women entrepreneurs
- Referral program where users invite others and earn rewards
- Workshops and community events to onboard new users
- Influencer collaborations with women entrepreneurs

We will measure success through app downloads, active users, engagement rates, and referral growth. These strategies allow Empodera+ to grow

Early Adopters

Who is already looking for solutions and is likely to use your app?

Our early adopters are women who are already trying to grow their businesses using digital tools but lack integrated support.

This includes:

- Women selling products through Instagram and WhatsApp
- Micro-entrepreneurs (MEIs) looking to increase visibility and sales
- Women participating in training programs from Serviço Brasileiro de Apoio às Micro e Pequenas Empresas
- Informal sellers in sectors like food, beauty, fashion, and services
- Women already seeking online courses and business tips

These users are actively looking for ways to grow, making them more likely to adopt Empodera+ quickly and benefit from its features.

ensure that Empodera+ is not only innovative, but also practical, user-friendly, and aligned with real market needs.

organically while building a strong and engaged community.

Cost structure

What things will we buy?

To develop and grow Empodera+, we will invest in:

- App development tools and platform infrastructure
- UI/UX design and system architecture
- Cloud services for data storage and scalability
- Technical support and system maintenance
- Educational content creation (courses and materials)
- Digital marketing campaigns on Instagram and TikTok
- Partnerships with organizations such as Serviço Brasileiro de Apoio às Micro e Pequenas Empresas and NGOs
- Expansion resources to reach new users and regions

These investments support both the technical development and the social impact of the platform.

Revenue streams

What ways will we repeatedly make money?

Empodera+ will generate recurring revenue through multiple scalable streams:

- Subscription plans for premium features (advanced analytics, highlighted listings, extra visibility)
- Service fees on transactions or promoted business listings
- Partnerships with organizations like Serviço Brasileiro de Apoio às Micro e Pequenas Empresas for training programs and services
- Sponsored content and advertising within the platform
- Paid courses and certifications for advanced learning
- Business tools and services offered to entrepreneurs

These revenue streams ensure financial sustainability while keeping core features accessible to all users.

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