

Business Lean Canvas

Problem <i>The main problem we seek to solve is the lack of accessible, flexible, and safe school transportation for families who need occasional commutes without relying on monthly contracts.</i>	Solution <i>We decided to create an app that would connect parents of children experiencing this problem with school van drivers, who could accept transporting these children if they had space in their vehicles, creating a kind of ride-sharing service, but in a safer and more responsible way for the children's safety.</i>	Unique Value Proposition <i>Our proposal stands out due to its specificity, since few people consider the need for such a platform unless they require the service. Therefore, we created the application with the aim of helping to solve a problem that doesn't apply to everyone, but is a recurring issue for a segment of the population.</i>	Existing Alternatives <i>Apps like Urbes Escolar and Via Van have a similar premise to our app, but neither of them works on an occasional basis, always offering continuous transportation options for children, which is not practical for parents who do not need the service every day.</i>	Target Market <i>Primarily for parents of children who lack a broad support network, and for school van drivers who have empty seats in their vans and are looking to earn income beyond the monthly transportation fees they receive.</i>
Feedback <i>As we discussed with our mentors and IT professionals, we shaped the idea to give it a solid foundation, rather than building the app in an unrealistic way. We incorporated their suggestions into the project in several aspects, adopting ideas to make the project more accessible, useful, and well-designed, such as in the GPS pages, the virtual wallet, and the interactive menus.</i>	Key Metrics <i>Considering that our platform emerged from an idea focused primarily on helping people who didn't have many options for getting their children to school, our app's first principle is to help as many people as possible, resulting in more and more registered users and drivers.</i>		Outreach <i>The app's main strategy for promotion focuses on reaching our target audience through social media, partnerships with schools, and consistently updating the platform to keep our users satisfied and attract new ones, all while listening to their suggestions. Furthermore, we want to invest in high-quality marketing, attracting the public with a striking and intuitive design.</i>	Early Adopters <i>Mainly those responsible for children, mostly aged 4 to 8, who have occasional responsibilities that make them need an app like ours, and school van drivers looking to earn extra income.</i>

Cost structure

- *Startup costs: We will have costs with computers, hosting, and data storage servers.*
- *Fixed: API's, integrated payment applications, launch expenses.*
- *Variable: Costs of advertising, system updates, and expansion to other regions.*

Revenue streams

- *Membership: The app's profit comes from a fee that is automatically charged and included in the price of trips, starting from a certain number of trips, for both the app store and the drivers.*

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