

Business Canvas [Focus +]

Problem <i>Based on research conducted with high school students, we identified that lack of organization, sleep deprivation, and the psychological impacts of exhausting routines directly affect the well-being of these students.</i>	Solution <i>Focus+ was designed to provide tools that support study planning, sleep tracking, and access to academic and emotional support, promoting a more balanced and healthy routine for its users.</i>	Unique Value Proposition <i>Focus+ is an application that promotes well-being in an accessible way, providing users with a complete experience in a single place. The application brings together several essential features, such as therapeutic support, sleep tracking through graphs, and study rooms. All of this is presented in a simple and easy-to-use manner, allowing users to organize their routine, take care of their mental health, and improve their daily performance with practicality and efficiency, all in one place.</i>	Existing Alternatives <i>Sleep Cycle: Monitors sleep, analyzes patterns, and uses a smart alarm to help users build a healthier sleep routine.</i> <i>BetterSleep: Combines sleep tracking with sounds, meditation, and habits to improve relaxation and overall quality of life.</i> <i>Lojong: Offers guided meditations, mindfulness practices, and content to reduce stress, improve sleep, and establish a more balanced routine.</i>	Target Audience <i>High school students who feel overwhelmed by their academic routine and require support throughout their educational journey.</i>
Feedback <i>We conducted research through a form at IFMG – Campus Ribeirão das Neves, and the students who responded brought forward innovative suggestions! Some of these ideas include: a technology that adapts the routine to how the user is feeling on a given day; for example, scheduling an easier subject to study on a more tiring day, thus supporting mental health care.</i>	Key Metrics <i>Key Metrics Focus+'s central metric will be based on user engagement and well-being, analyzing usage frequency, improvement in sleep hours, and task completion. This data will allow us to evaluate the application's impact on students' routines and guide continuous improvements, ensuring a more efficient experience aligned with their needs.</i>		Channels <i>Outreach will take place through sponsored strategies, with advertisements on various platforms (such as YouTube, for example), as well as an active presence on the application's profiles across all social media channels and promotions at partner universities. Organic outreach will also be carried out by interns and recently graduated professionals working as therapists on the platform, contributing to the</i>	Early Adopters <i>The projected initial users are students in their 1st, 2nd, and 3rd years of high school, who study between 1 and 3 hours per day or, in the case of full-time schooling, more than 7 hours per day. These students feel overwhelmed and struggle with procrastination, excessive sleepiness, and fatigue; all of which are intensified by a disorganized routine, negatively affecting their learning and undermining</i>

			application's visibility in their academic environments and day-to-day professional lives.	their activities outside the school environment.
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Cost Structure • Initial costs: computers, software, visual identity creation, application development, platform testing and validation. • Fixed costs: team salaries (developers, support staff, therapists), application maintenance and updates, data hosting (servers), digital security and data protection services, marketing and outreach, and payment platforms (administrative fees). • Variable costs: costs related to higher server usage (the more users, the greater the expense), sessions with professionals (depending on user demand), partnerships, and feature expansion. • Profit sharing: partnerships with social or educational initiatives and partnerships with universities.	Revenue Streams Focus+ will generate revenue primarily through subscription plans, offering users the flexibility to choose between a monthly plan, billed at a fixed price, or an annual plan, which provides a 12% discount compared to the monthly rate. Making long-term commitment both accessible and financially advantageous for students.
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