

2º Semester - Pitch 2



LumiCheck

Battle against digital addiction

MCTW Group 2 2025



Our Team



Vânia Morais
Product Manager
Full Stack Developer



Rodrigo Graça
UX/UI Designer
Full Stack Developer



Tiago Reis
UX/UI Designer
Full Stack Developer

Lumicheck

Discover the LumiCheck Experience



Our Mission and Vision

Purpose:

Help individuals monitor and improve their digital habits.

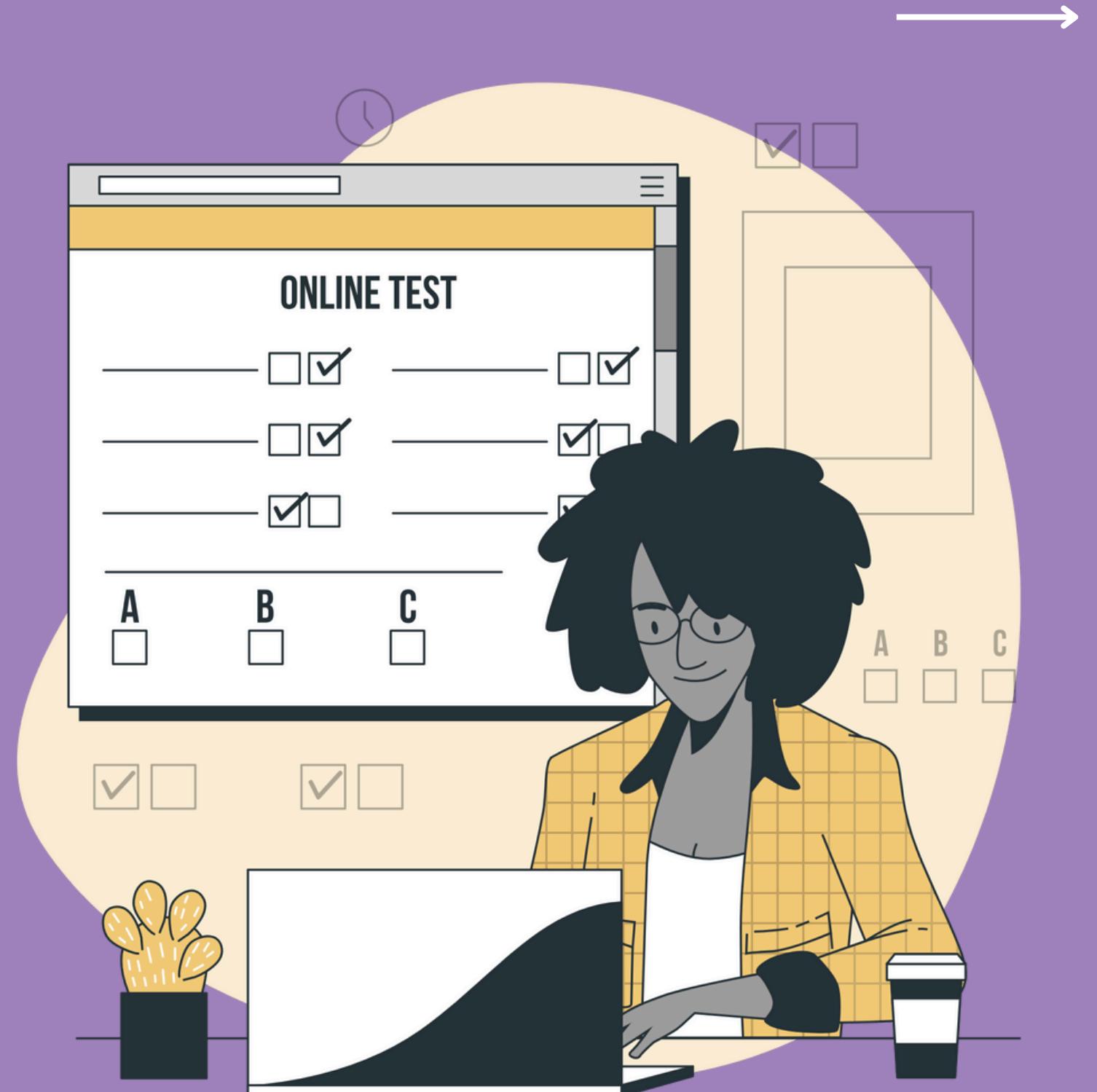
How:

- Monitoring screen time
- Daily tasks
- Trophies

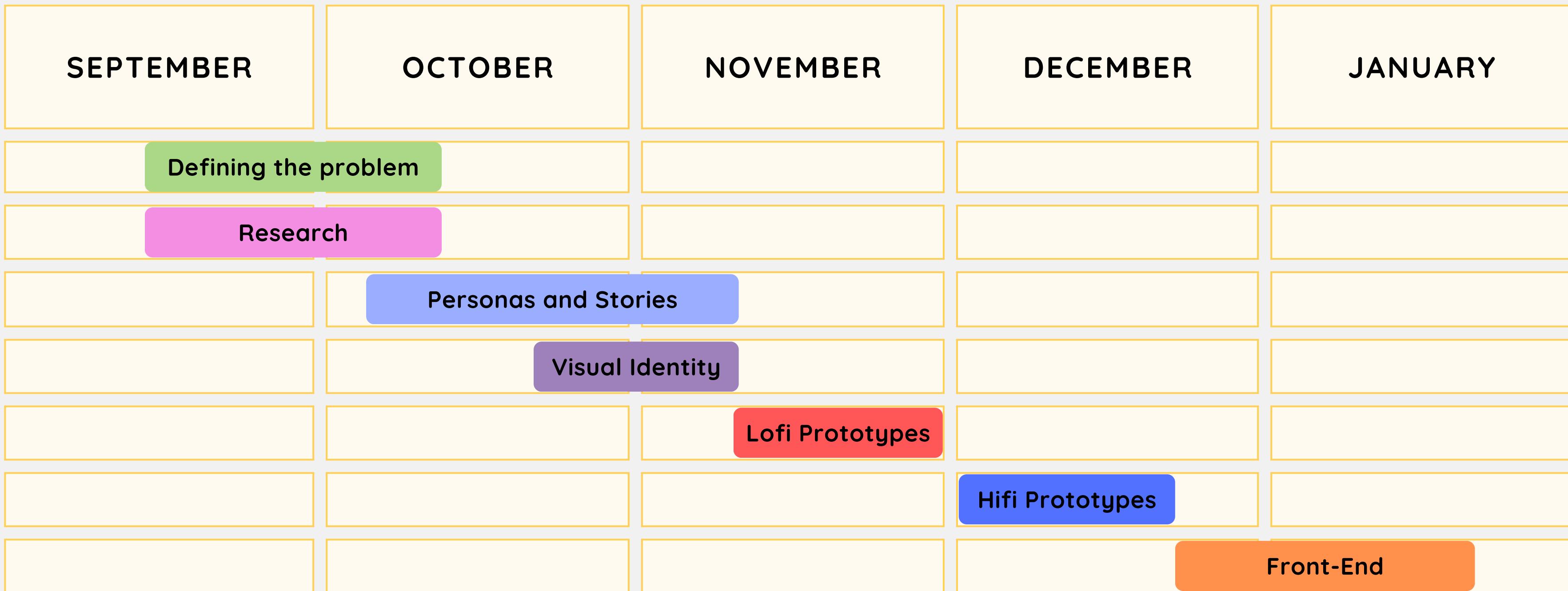


Project planning

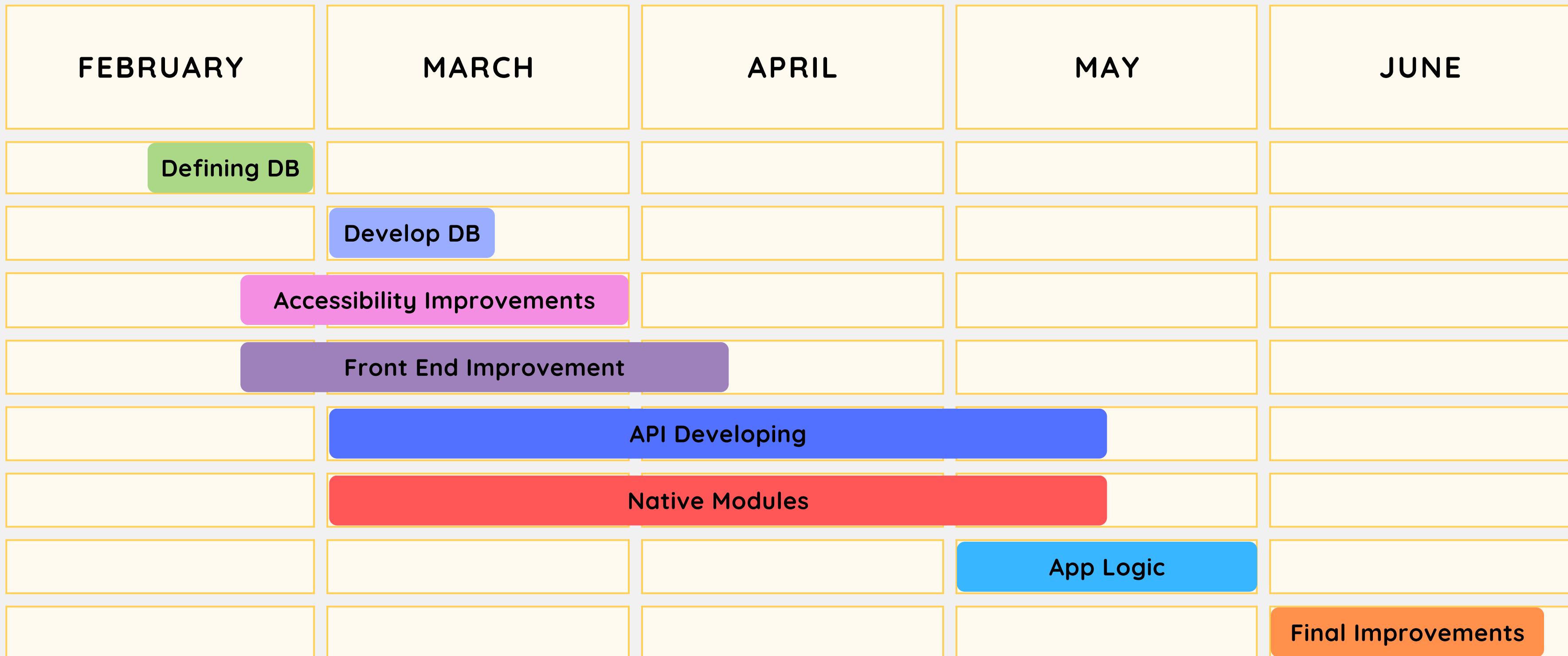
Roadmap and Tasks



1ºSemester



2ºSemester



Budget



Person / Month

Working Hours

- 8 Hours a day
- 5 Days a week
- 4 Weeks a month

160 Hours per month

RH Junior

- 14€ per hours
- 2240€ per month

Overheads

25%

Support and Maintenance

20%

Buffer Zone

8%

1ºSemester

39 000€

Defining the problem
4 200,00€

Research
4 900,00€

Personas and Stories
6 300,00€

Visual Identity
4 200,00€

Lofi Prototype
5 600,00€

Hifi Prototype
5 600,00€

Front-End
8 200,00€

2ºSemester

33 600€

Defining DB
3 500,00€

Accessibility Improvements
4 900,00€

Front-End Improvements
4 200,00€

Develop DB
2 800,00€

API Developing
2 800,00€

Native Modules
5 600,00€

App Logic
4 200,00€

Final Improvements
5 600,00€

Other Costs

ChatGPT Premium

200€

Microsite Domain

20€

GitHub

95€

Microsoft

235,20€

Total Cost

74 900,20€

Business Model Canvas



8. Key Partners

Psychologists

Portuguese Order of Psychologists

Digital Habits (Literacy Websites)

Health and Wellbeing Organizations

7. Key Activities

Development

Marketing & Branding

Design

6. Key Resources

Tech Infrastructure

- HR
- Developers
 - Design
 - Marketing
 - Branding

9. Cost Structure

Production

Human Resources

Deployment

2. Value Propositions

LumiCheck



4. Customer Relationships

Monitorization Results

Help Desk (FAQ / Email)

Gamification

Social Media Communication

1. Customer Segments

BLIP

Adolescents and Young Adults (15-25)

5. Revenue Streams

Psychologists have to pay to be on the user map

8. Key Partners

Psychologists

Portuguese Order of Psychologists

Digital Habits (Literacy Websites)

Health and Wellbeing Organizations

7. Key Activities

Development

Marketing & Branding

Design

6. Key Resources

Tech Infrastructure

- HR
- Developers
 - Design
 - Marketing
 - Branding

9. Cost Structure

Production

Human Resources

Deployment

2. Value Propositions

LumiCheck



4. Customer Relationships

Monitorization Results

Help Desk (FAQ / Email)

Gamification

Social Media Communication

3. Channels

MicroSite

Social Media

1. Customer Segments

BLIP

Adolescents and Young Adults (15-25)

5. Revenue Streams

Psychologists have to pay to be on the user map

8. Key Partners

Psychologists

Portuguese Order of Psychologists

Digital Habits (Literacy Websites)

Health and Wellbeing Organizations

7. Key Activities

Development

Marketing & Branding

Design

6. Key Resources

Tech Infrastructure

- HR
- Developers
 - Design
 - Marketing
 - Branding

9. Cost Structure

Production

Human Resources

Deployment

2. Value Propositions

LumiCheck



4. Customer Relationships

Monitorization Results

Help Desk (FAQ / Email)

Gamification

Social Media Communication

3. Channels

MicroSite

Social Media

1. Customer Segments

BLIP

Adolescents and Young Adults (15-25)

5. Revenue Streams

Psychologists have to pay to be on the user map

8. Key Partners

Psychologists

Portuguese Order of Psychologists

Digital Habits (Literacy Websites)

Health and Wellbeing Organizations

7. Key Activities

Development

Marketing & Branding

Design

6. Key Resources

Tech Infrastructure

- HR
- Developers
 - Design
 - Marketing
 - Branding

9. Cost Structure

Production

Human Resources

Deployment

2. Value Propositions

LumiCheck



4. Customer Relationships

Monitorization Results

Help Desk (FAQ / Email)

Gamification

Social Media Communication

1. Customer Segments

BLIP

Adolescents and Young Adults (15-25)

5. Revenue Streams

Psychologists have to pay to be on the user map

8. Key Partners

Psychologists

Portuguese Order of Psychologists

Digital Habits (Literacy Websites)

Health and Wellbeing Organizations

7. Key Activities

Development

Marketing & Branding

Design

6. Key Resources

Tech Infrastructure

- HR
- Developers
 - Design
 - Marketing
 - Branding

9. Cost Structure

Production

Human Resources

Deployment

2. Value Propositions

LumiCheck



4. Customer Relationships

Monitorization Results

Help Desk (FAQ / Email)

Gamification

Social Media Communication

3. Channels

MicroSite

Social Media

1. Customer Segments

BLIP

Adolescents and Young Adults (15-25)

5. Revenue Streams

Psychologists have to pay to be on the user map

8. Key Partners

Psychologists

Portuguese Order of Psychologists

Digital Habits (Literacy Websites)

Health and Wellbeing Organizations

7. Key Activities

Development

Marketing & Branding

Design

6. Key Resources

Tech Infrastructure

- HR
- Developers
 - Design
 - Marketing
 - Branding

9. Cost Structure

Production

Human Resources

Deployment

2. Value Propositions

LumiCheck



4. Customer Relationships

Monitorization Results

Help Desk (FAQ / Email)

Gamification

Social Media Communication

1. Customer Segments

BLIP

Adolescents and Young Adults (15-25)

5. Revenue Streams

Psychologists have to pay to be on the user map

8. Key Partners

Psychologists

Portuguese Order of Psychologists

Digital Habits (Literacy Websites)

Health and Wellbeing Organizations

7. Key Activities

Development

Marketing & Branding

Design

6. Key Resources

Tech Infrastructure

- HR
- Developers
 - Design
 - Marketing
 - Branding

9. Cost Structure

Production

Human Resources

Deployment

2. Value Propositions

LumiCheck



4. Customer Relationships

Monitorization Results

Help Desk (FAQ / Email)

Gamification

Social Media Communication

1. Customer Segments

BLIP

Adolescents and Young Adults (15-25)

5. Revenue Streams

Psychologists have to pay to be on the user map

8. Key Partners

Psychologists

Portuguese Order of Psychologists

Digital Habits (Literacy Websites)

Health and Wellbeing Organizations

7. Key Activities

Development

Marketing & Branding

Design

6. Key Resources

Tech Infrastructure

- HR
- Developers
 - Design
 - Marketing
 - Branding

9. Cost Structure

Production

Human Resources

Deployment

2. Value Propositions

LumiCheck



4. Customer Relationships

Monitorization Results

Help Desk (FAQ / Email)

Gamification

Social Media Communication

1. Customer Segments

BLIP

Adolescents and Young Adults (15-25)

5. Revenue Streams

Psychologists have to pay to be on the user map

8. Key Partners

Psychologists

Portuguese Order of Psychologists

Digital Habits (Literacy Websites)

Health and Wellbeing Organizations

7. Key Activities

Development

Marketing & Branding

Design

6. Key Resources

Tech Infrastructure

- HR
- Developers
 - Design
 - Marketing
 - Branding

9. Cost Structure

Production

Human Resources

Deployment

2. Value Propositions

LumiCheck



4. Customer Relationships

Monitorization Results

Help Desk (FAQ / Email)

Gamification

Social Media Communication

1. Customer Segments

BLIP

Adolescents and Young Adults (15-25)

5. Revenue Streams

Psychologists have to pay to be on the user map

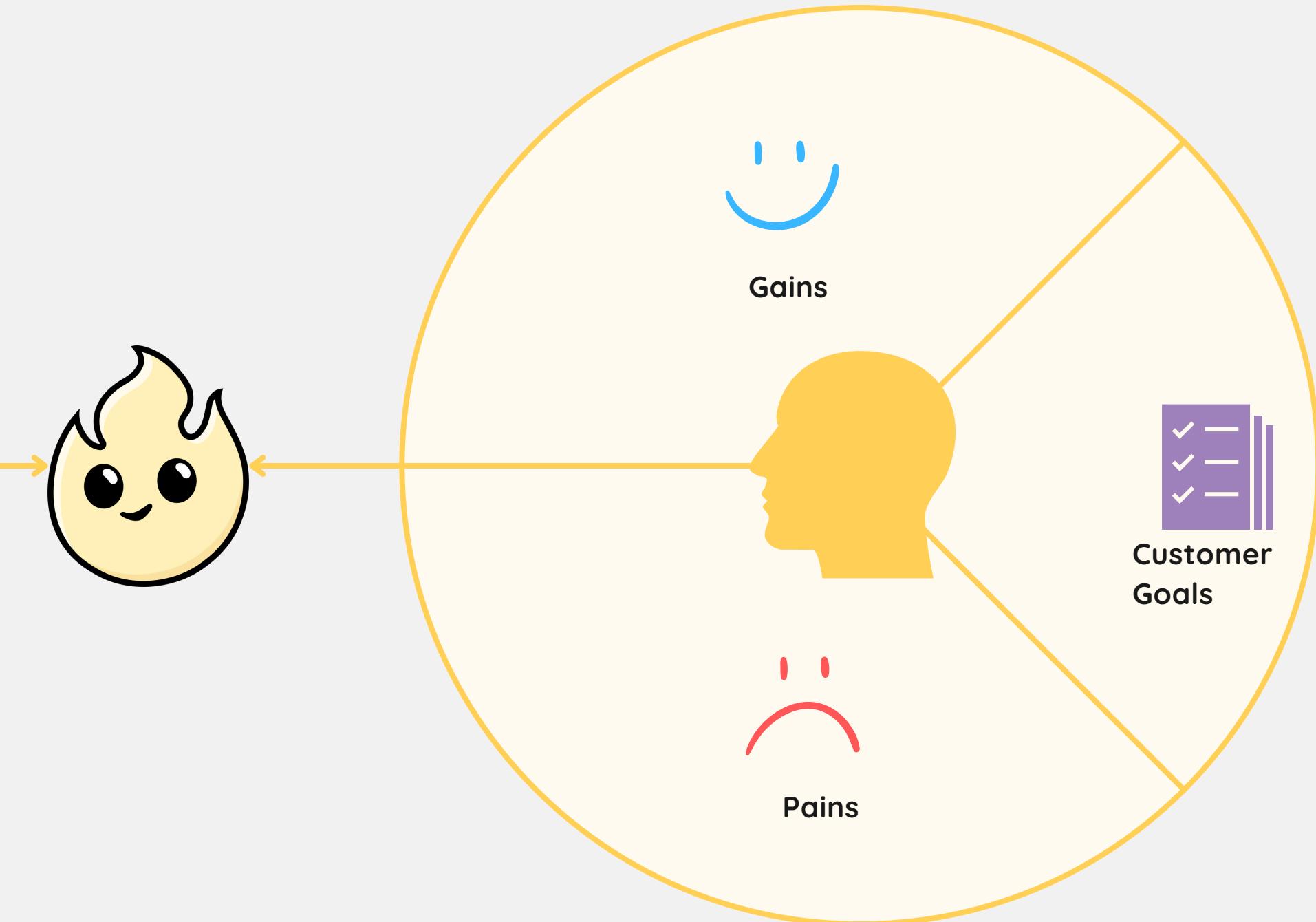
value Proposition



Map Value



User Profile





Pain Killers

Display a map
with all
psychologists in
the user's area

Provide literacy
to learn more
about digital
habits

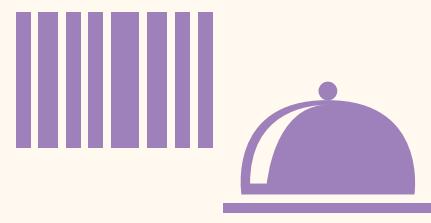


Pains

Difficulty
understanding
the impact of
screen time

Excessive digital
stimulation

Lack of
motivation to
change habits



Products and Services

User Classification

Improve Digital Habits

User Education

Bridge between User and Wealth Professional

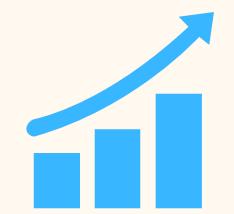
Help with decision making



Customer Goals

Understand their screen time

Find motivation to reduce screen time



Gain Enhancer

Statistics and reports to monitor progress

Gamification with challenges and trophies



Gains

Receive challenges and incentives to reduce phone usage

Find professionals in the field of psychology

Have a screen time history and identify usage patterns

Learn more about the impacts of digital habits

swot

Strengths

Weaknesses

Opportunities

Threats

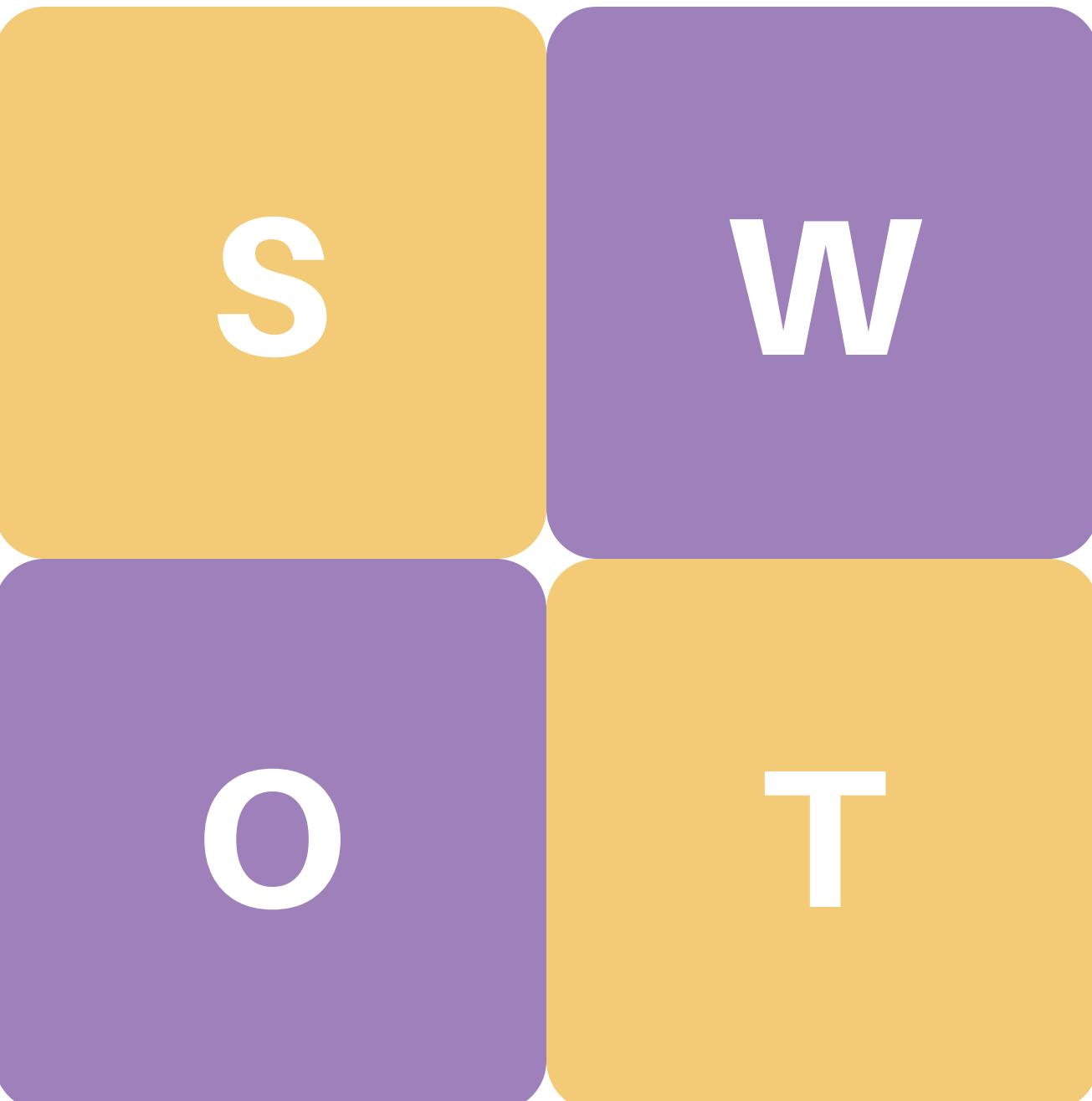


STRENGTHS

What are you doing well?
What sets you apart? What are
your good qualities?

OPPORTUNITIES

What are your goals?
Are demands shifting?
How can it be improved?



WEAKNESSES

Where do you need to improve?
Are resources adequate? What
do others do better than you?

THREATS

What are the blockers you're
facing? What are factors
outside of your control?

STRENGTHS

- Interactive and Gamified Approach
- Monitoring of Digital Habits
- Fast and Accessible Q&A System
- Recognized Methodology (IAT)
- Support from Health Professionals
- Educational Content

STRENGTH



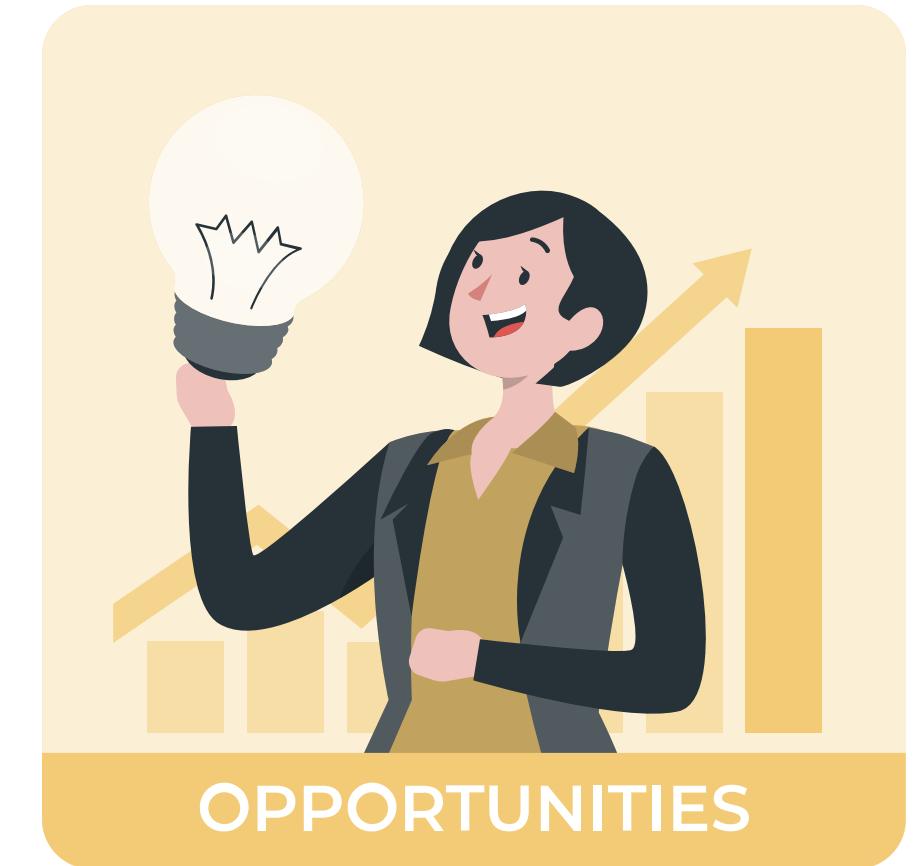
WEAKNESSES

- Dependence on User Self-Assessment
- Need for Continuous Engagement
- Barriers to Seeking Professional Help
- Limited Educational Content
- Platform Limitation



OPPORTUNITIES

- Expansion to Other Age Groups
- Partnerships with Schools and Companies
- Integration with Wearables and Wellness Apps
- Growing Awareness of Mental Health
- AI Integration



THREATS

- Competition from Other Apps and Monitoring Tools
- Resistance from the Target Audience
- Privacy Regulations
- Monetization Challenges
- Changes in Digital Habits



Thank You

Do you have any questions?



Our Mission

Encourage conscious
and balanced
technology use.



How?

IAT Test
Progressive tasks for the user
Literacy articles