

BMC / Proposta de valor / SWOT



LumiCheck

Brilha fora do ecrã

MCTW Group 2 2025



universidade
de aveiro

Canvas Business Model



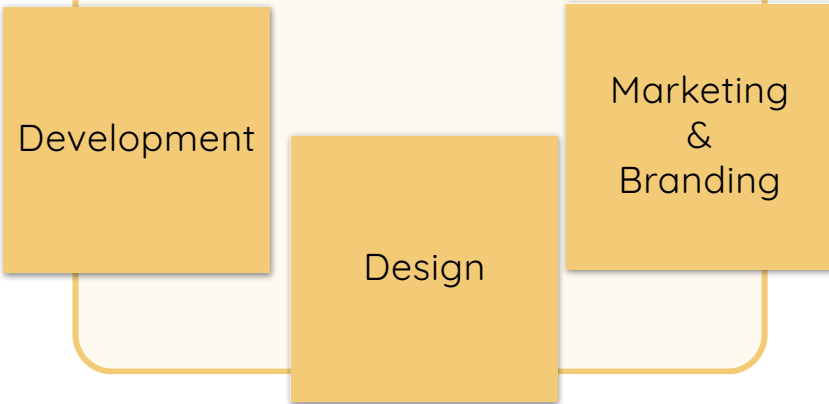
Key Partners

Who are your main partners to gain a competitive advantage?



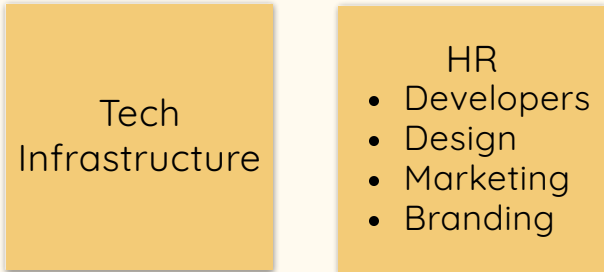
Key Activities

What are the main steps to move toward your customers?



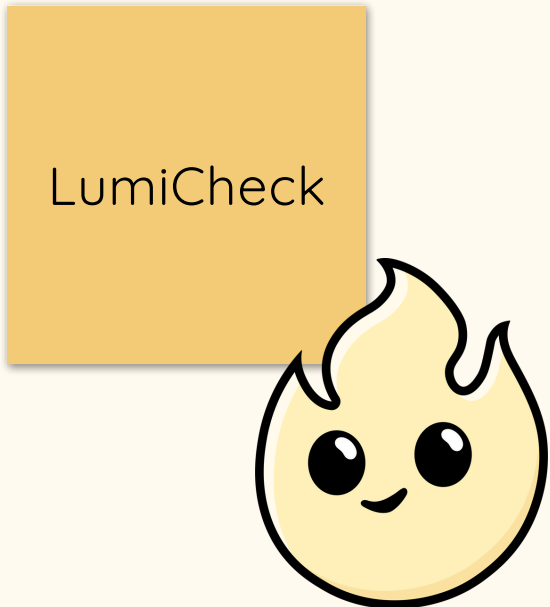
Key Resources

What resources do you need to make your idea work?



Value Propositions

How will you make your customers' lives happier?



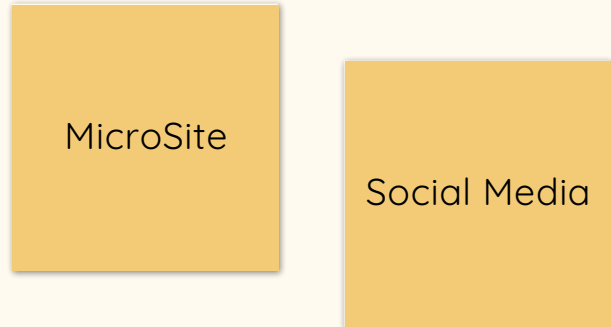
Customer Relationships

How often will you interact with your customers?



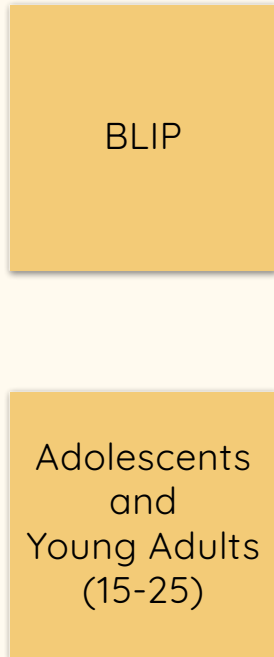
Channels

How will you reach your customers?



Customer Segments

Who are your customers? Describe your target audience in a few words.



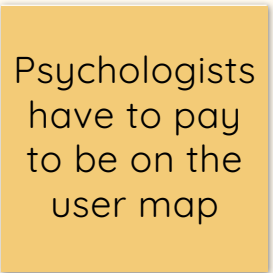
Cost Structure

How much do you plan to spend on product development and marketing over a given period?



Revenue Streams

How much do you plan to earn over a given period? Compare your costs and revenues.

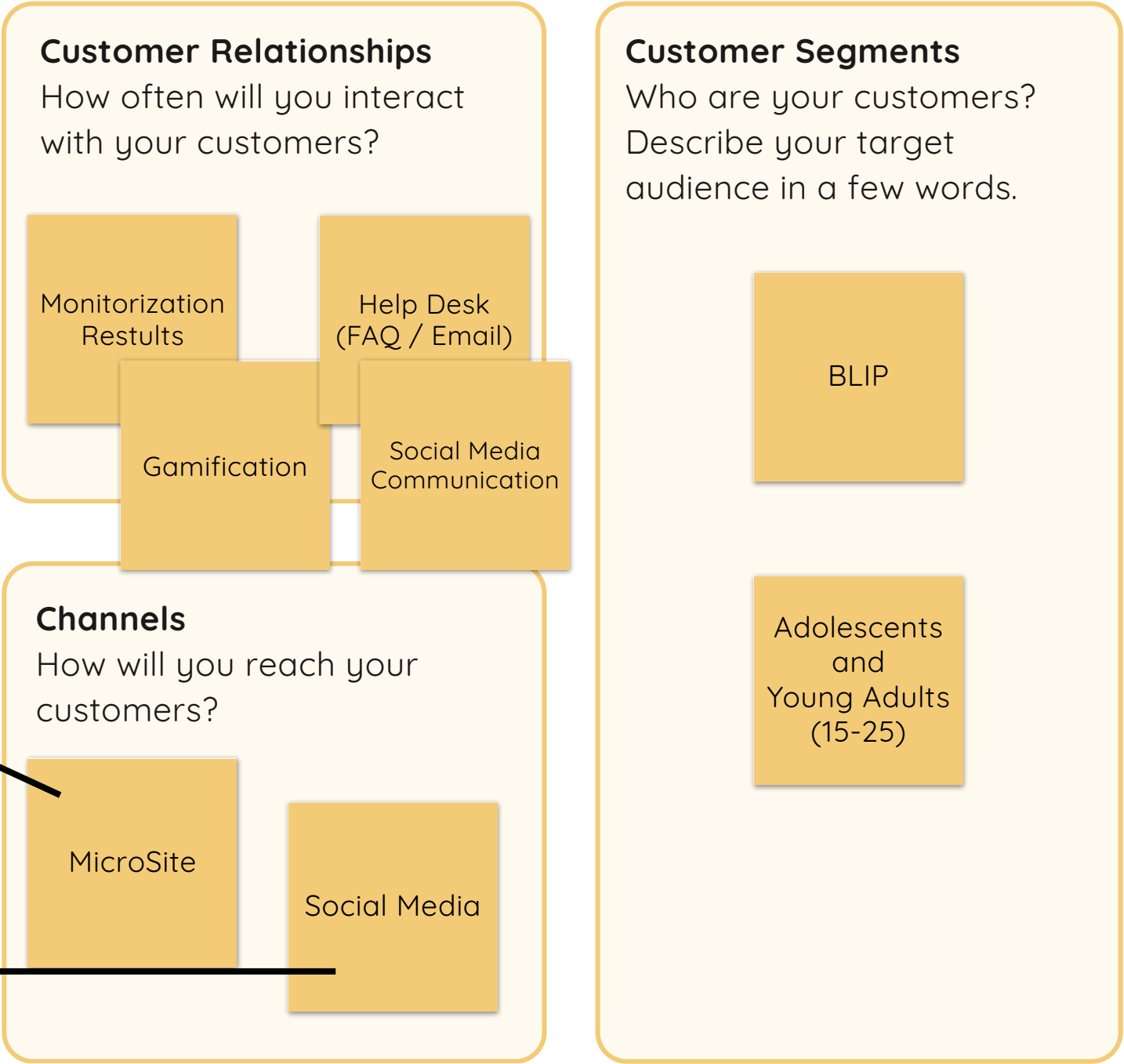


MicroSite:

Designed to give potential users a glimpse of the app experience and provide quick access to the download via QR code.

Social Media:

Our communication strategy involves using Facebook and Instagram to reach potential users, while LinkedIn will be used to connect with the company BLIP.



Key Partners

Who are your main partners to gain a competitive advantage?

Psychologists

Portuguese Order of Psychologists

Digital Habits (Literacy Websites)

Health and Wellbeing Organizations

Key Activities

What are the main steps to move toward your customers?

Development

Design

Marketing & Branding

Key Resources

What resources do you need to make your idea work?

Tech Infrastructure

HR

- Developers
- Design
- Marketing
- Branding

Psychologists:

We refer our users to their services, which are featured within our app, and we rely on trusted psychologists for personalized support.

Portuguese Order of Psychologists:

We guide users toward accredited professionals, and their involvement strengthens the credibility and impact of our initiative.

Digital Habits (Literacy Websites):

We promote digital literacy by linking to trusted educational websites within our app. This provides our users with reliable information while giving visibility to these platforms.

Health and Wellbeing Organizations:

We collaborate with health and well being organizations by referring users to their resources. In return, their support strengthens the credibility of our app

Deployment:

Deployment refers to the distribution and accessibility of our application. In our case, this includes maintaining a dedicated microsite where users can scan a QR code to download the APK file directly. Costs may include hosting, domain, analytics tools, and ensuring a secure and user-friendly experience.

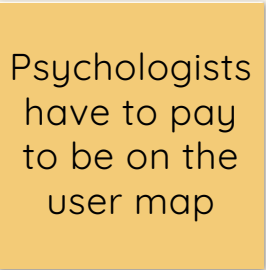
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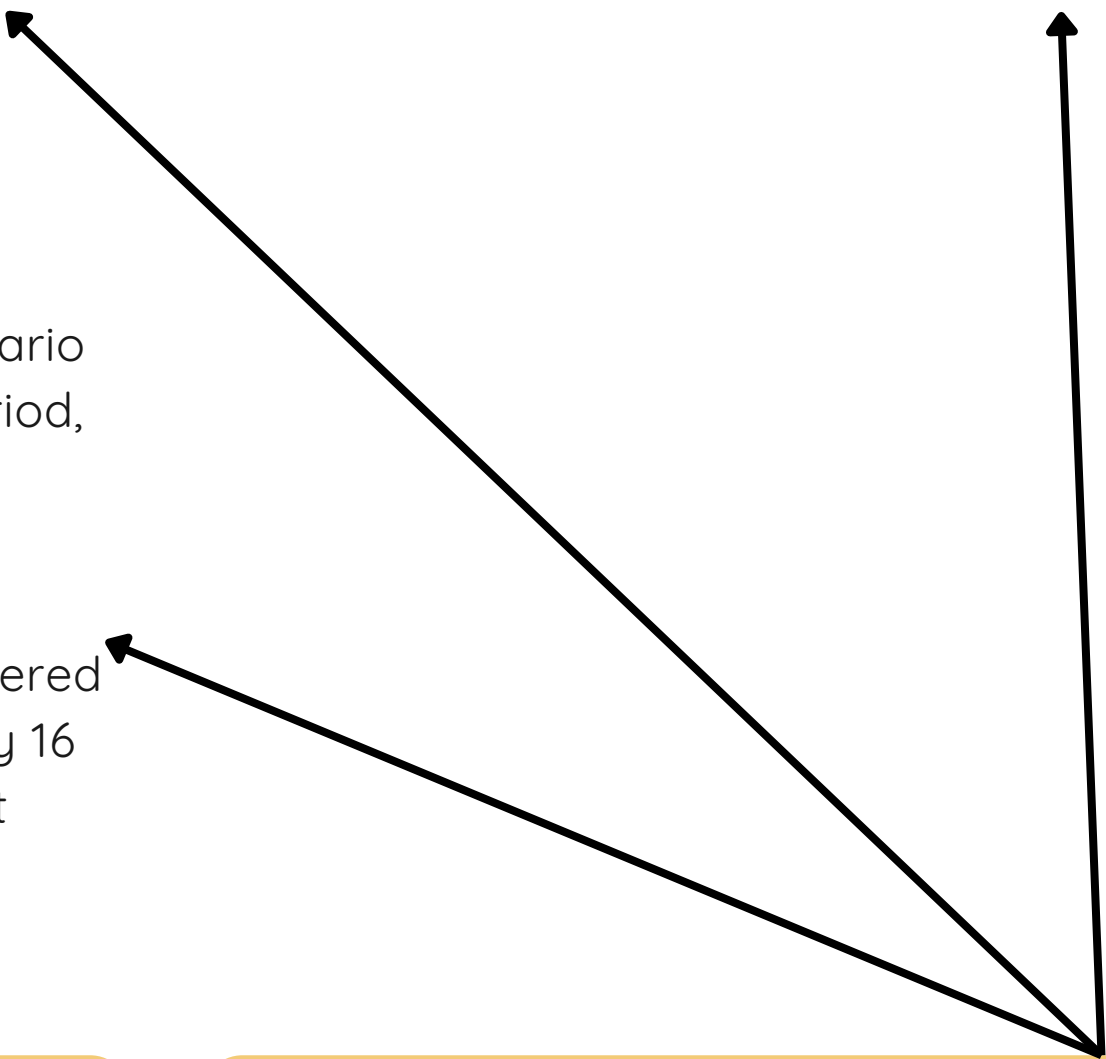
How much do you plan to earn over a given period? Compare your costs and revenues.



Free Trial- Each psychologist will be offered a 1-month free trial on our platform, allowing them to test the value of being featured on the user map before making any financial commitment. This trial aims to demonstrate visibility, potential client engagement, and the added credibility of being associated with a well being-focused app.

Revenue Projection & Break-even Analysis- Assuming an optimistic scenario where all 50 psychologists continue as paying users after the free trial period, and considering an average subscription fee of €47/month, the projected monthly revenue would be €2,350. Given that the total cost of the project is approximately €75,000, and BLIP covers 50% of this amount, the remaining €37,500 would need to be recovered through revenue. At this rate, we estimate that it would take approximately 16 months to fully recover the remaining investment and start generating net profit.

Pricing Model- Psychologists who wish to remain listed will be charged €50/month – a competitive rate equivalent to the average cost of a single session in Portugal. For clinics with multiple professionals, we offer a discounted group plan to encourage broader adoption and partnership.



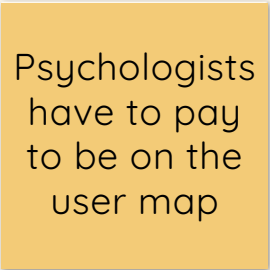
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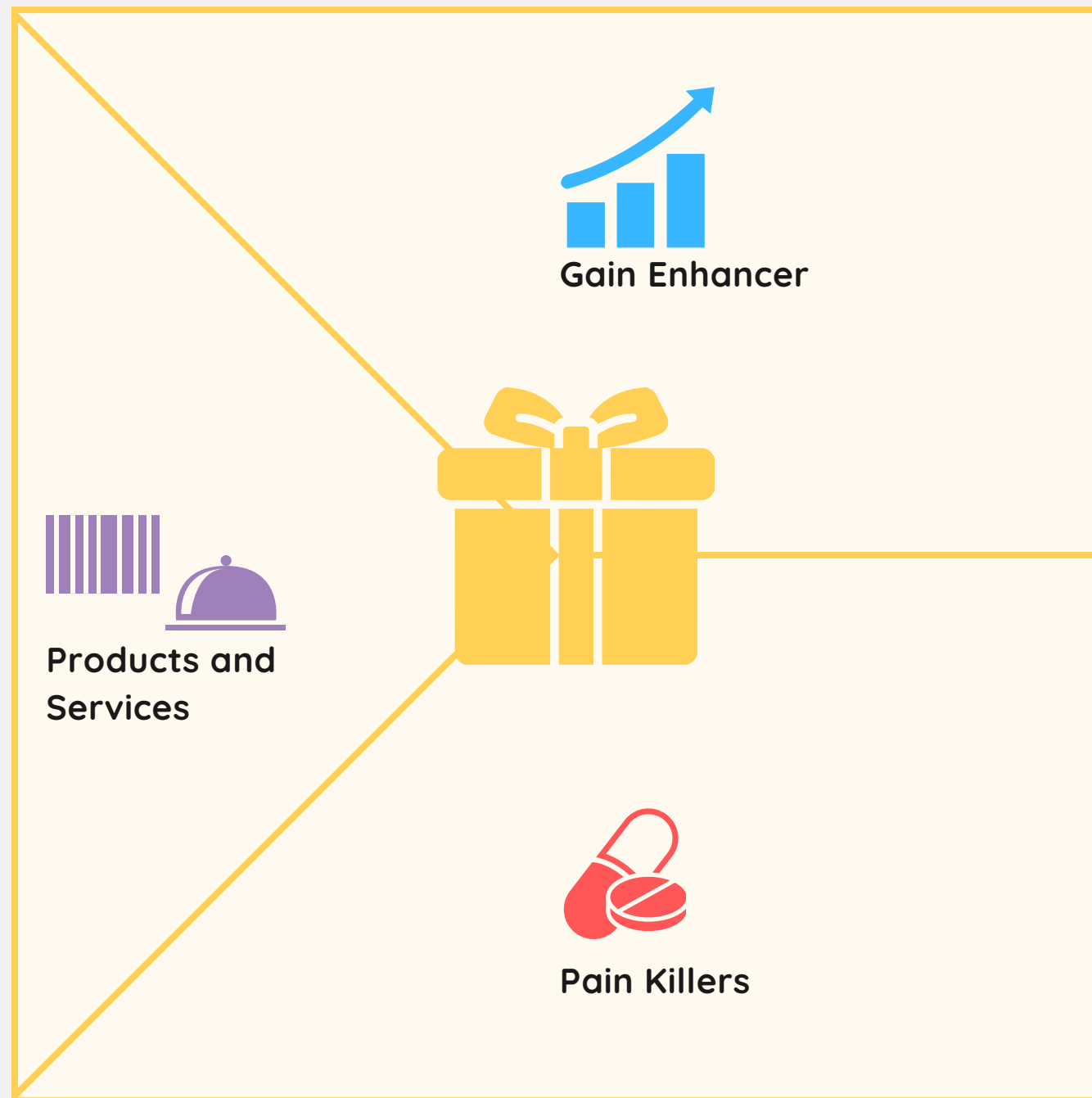
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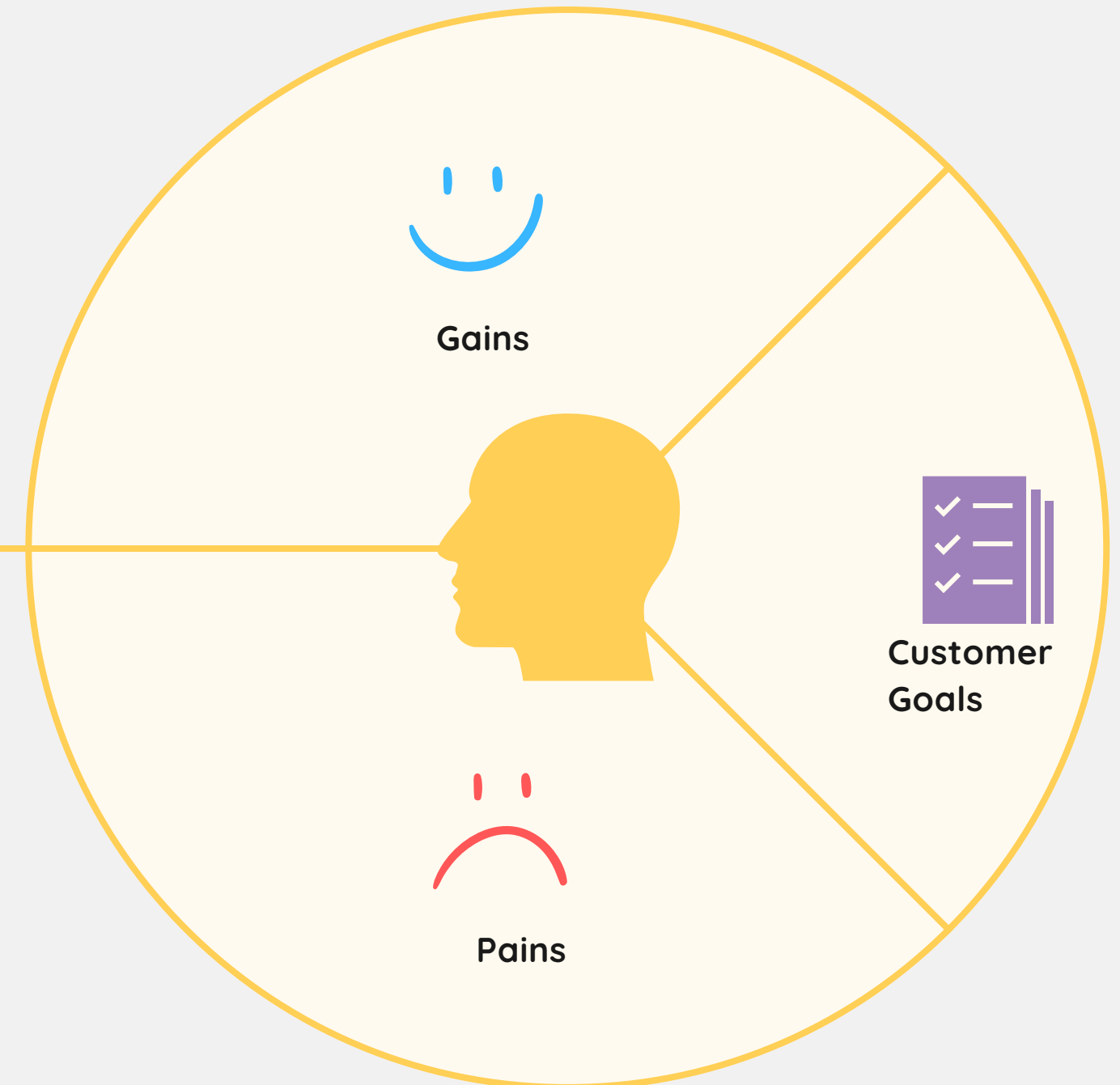
Value Proposition



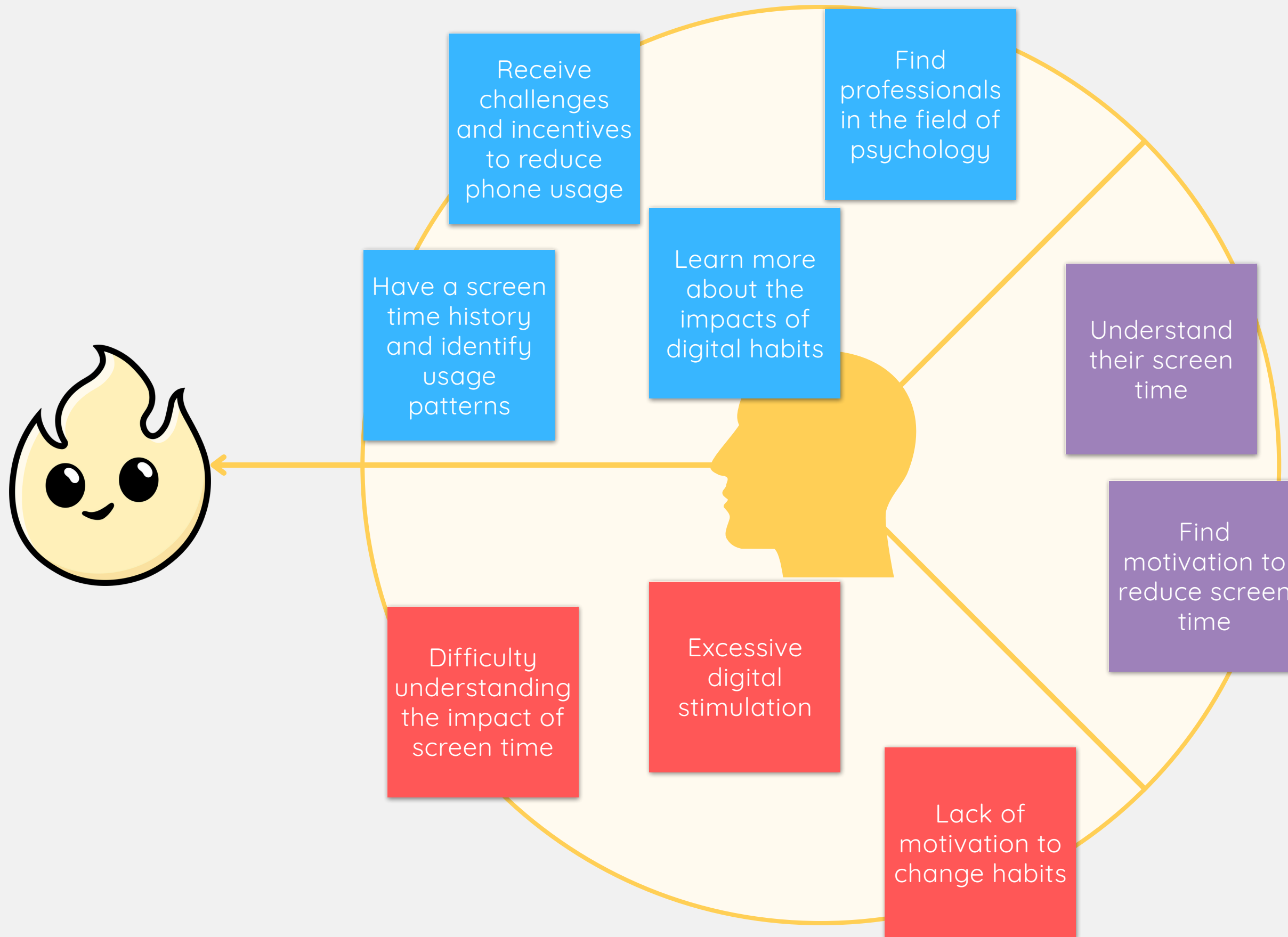
Map Value

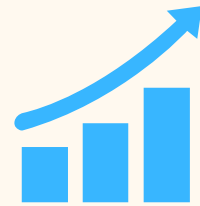


User Profile









Gain Enhancer

Statistics and reports to monitor progress

Gamification with challenges and trophies



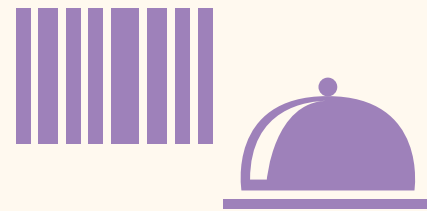
Gains

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



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



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

SWOT

Strengths
Weaknesses
Opportunities
Threats

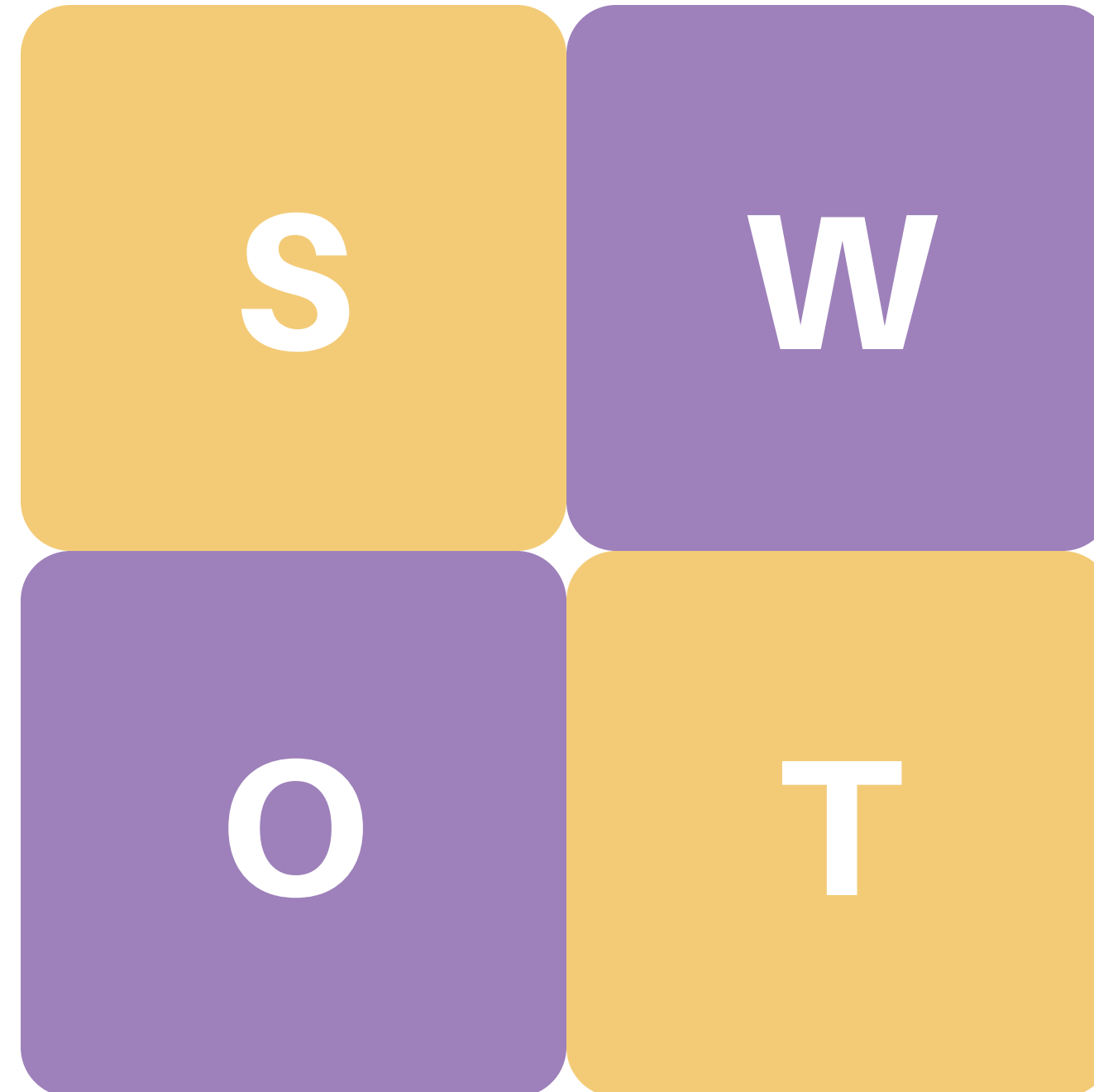


STRENGTHS

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

- The use of challenges and trophies motivates users to improve their digital habits.

Monitoring of Digital Habits

- Collection and presentation of information in a simple and clear way, helping to understand digital patterns.

Fast and Accessible Q&A System

- The questions are easy to understand and allow for a quick assessment of digital dependency.

Recognized Methodology (IAT)

- The IAT test provides credibility to the diagnosis of digital dependency.



STRENGTHS

Support from Health Professionals

- The inclusion of a map with nearby psychologists and the encouragement of professional support are important differentiators.

Educational Content

- Providing informative posts enhances users' digital literacy.

Target Audience Segmentation

- Focus on young people aged 15 to 25, a group highly affected by digital dependency.



WEAKNESSES

Dependence on User Self-Assessment

- The test is subjective and may lead to inaccurate responses.

Need for Continuous Engagement

- Users may lose interest without constant incentives.

Barriers to Seeking Professional Help

- Even with recommendations, many users may hesitate to seek psychological support.



WEAKNESSES

Limited Educational Content

- To ensure the accuracy of literary content, materials are carefully selected and not dynamic, resulting in a limited content offering.

Platform Limitation

- Currently, the app is only available for Android systems, which may restrict the number of users.



OPPORTUNITIES

Expansion to Other Age Groups

- Although the focus is on young people, digital dependency affects other age groups as well.

Partnerships with Schools and Companies

- Can be used as an awareness tool in educational and corporate environments.

Integration with Wearables and Wellness Apps

- Would improve the accuracy of digital habit monitoring.



OPPORTUNITIES

Growing Awareness of Mental Health

- Digital mental health is a trending topic, which could increase app adoption.

Scalable Revenue Models

- In addition to psychologists paying to appear on the map, premium features or partnerships with other companies could be introduced.

AI Integration

- With the growth of this sector, artificial intelligence integration could help streamline and optimize various processes.



THREATS

Competition from Other Apps and Monitoring Tools

- Applications like Google Digital Wellbeing and Apple Screen Time already provide automatic and accurate reports.

Resistance from the Target Audience

- Young people may be reluctant to admit they need help or avoid monitoring their habits.

Privacy Regulations

- Collecting data on digital habits may raise privacy concerns and legal requirements.



THREATS

Monetization Challenges

- If the main revenue comes from psychologists paying to appear on the map, maintaining a sustainable financial flow could be difficult.

Changes in Digital Habits

- Technological trends, such as the rise of virtual reality, may introduce new challenges not addressed by the app.



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