

# ATB X Lean Canvas Template

|                                                                                |                                                                                          |                                                                                                                                     |                                                                                  |                                                                                 |
|--------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| <b>PROBLEM</b><br>#2 - List your customer's top three problems                 | <b>SOLUTION</b><br>#4 - Outline a possible solution for each problem                     | <b>UNIQUE VALUE PROPOSITION</b><br>#3 - Single, clear, compelling message that turns an unaware visitor into an interested prospect | <b>UNFAIR ADVANTAGE</b><br>#9 - Something that cannot be easily copied or bought | <b>CUSTOMER SEGMENTS</b><br>#1 - List your target customers and users           |
| <b>EXISTING ALTERNATIVES</b><br>#2a - List how these problems are solved today | <b>KEY METRICS</b><br>#8 - List the key numbers that tell you how your business is doing | <b>HIGH-LEVEL CONCEPT</b><br>#3a - List your 'X for Y' analogy                                                                      | <b>CHANNELS</b><br>#5 - List your path to customers                              | <b>EARLY ADOPTERS</b><br>#1a - List the characteristics of your ideal customers |
| <b>COST STRUCTURE</b><br>#7 - List your fixed and variable costs               |                                                                                          |                                                                                                                                     | <b>REVENUE STREAMS</b><br>#6 - List your sources of revenue                      |                                                                                 |