|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Designed for: | | | | | Designed by: | | Date: | | Version: |
| **Lean Canvas** | | ATOM Microgreens | | |  | | Jessica & John |  | 5 Oct 2020 |  | 1 |
|  |  |  | | | | |  | |  | | |
| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
| (Top 3 problems)  -Microgreens cost 10x the amount of traditional produce  -Access to Microgreens is limited to farmers markets and speciality stores  -Quantities available are not sustainable for everyday consumption | (Top 3 features)  -Drastically lowering the cost  -Allow customers to grow at home  -More customisable options for quantity | | (Single, clear and compelling message that states why you are different and worth buying)    -Automation that requires minimal human intervention while maximizing microgreen output. | | | | (Can’t be easily copied or bought)  -New and developing market segment  -Technology for agricultural automation is not yet standard and not much research | | (Target Customers)  -People who seek out nutritious food due to health or dietary restrictions  -On-the-go health conscious individuals\*  -Small restaurants (non chain) | | |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | | |
| (List how these problems are solved today.)    -Farmers markets    -Specialty grocery stores    -Grow it yourself    -Small scale DIY grow kits | (Key activities you measure) | | (List your X for Y analogy)  (e.g. YouTube = Flickr for videos)  -Automated farming for inside your house | | | | (Path to customers)  -Social media  -Internet marketing/websites  -Farmers markets/selling our own | | (List the characteristics of your ideal customers.)  On-the-go health conscious individuals:  -working professional  -yonger, into tech (age 23-35)  -goes to farmers markets  -frequently shops at speciality grocery stores  -is strongly familiar with microgreens | | |
| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
| List your fixed and variable costs.  Customer acquisition costs  Distribution costs  Hosting  People  Etc. | | | | List your sources of revenue.  Revenue Model  Life Time Value  Revenue  Gross Margin | | | | | | | |
| Lean Canvas is adapted from The Business Model Canvas ([www.businessmodelgeneration.com/canvas](http://www.businessmodelgeneration.com/canvas)). Word implementation by: Neos Chronos Limited (<https://neoschronos.com>). License: [CC BY-SA 3.0](https://creativecommons.org/licenses/by-sa/3.0/) | | | | | | | | | | | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Designed for: | | | | | Designed by: | | Date: | | Version: |
| **Lean Canvas** | |  | | |  | |  |  |  |  |  |
|  |  |  | | | | |  | |  | | |
| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
| 1: Microgreens are expensive to buy  2: Microgreens are not easy to purchise (limited availibility)  3: Microgreens are not fresh when bought from a store | 1: Grow your own microgreens in bulk to avoid cost  2: having control over your own supply assures you will not be lest wanting  3: if you can set when you harvest then you will have the most fresh microgreens possible | | This product is unique in that it provides a substantial supply of microgreens while not needing a lot of maintenance, or hands-on growing time. | | | | Automatiion technology & algorithms. | | 1: Home-growers  2: DIY community with limited time  3:plant-based businesses | | |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | | |
| There are already self-growing kits available. Semi-autonomous solutions are also available, however these require constant PH and nutrient leveling. | 1: Cost of microgreens per pound.  2: Quantity of microgreens produced  3: Frequent harvesting cycles | | Microgreens = nutrients  Microgreens = healthy  Microgreens = tasty | | | | 1: Online market  2: Farmer’s Market  3: Fairs/swap meet  4: Growing events | | 1: Affluent  2: Connections to growing communities  3: Health conscious  4: Influencers | | |
| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
| Fixed: Most mechanical and electrical parts,  Variable: Shipping, nutriants, seeds, ph buffer, | | | | Payment plans for the machine itself (pay over time)  Seeds, PH buffer, nutriants, insurance, matanence,  Modifactions, style elements, | | | | | | | |
| Lean Canvas is adapted from The Business Model Canvas ([www.businessmodelgeneration.com/canvas](http://www.businessmodelgeneration.com/canvas)). Word implementation by: Neos Chronos Limited (<https://neoschronos.com>). License: [CC BY-SA 3.0](https://creativecommons.org/licenses/by-sa/3.0/) | | | | | | | | | | | |