

# **INNOVATION & ENTREPRENEURSHIP CHALLENGE**

**DETAIL OF CHALLENGE** **PROBLEM 5**

**Name of Company:** ATB Entrepreneur Centre (ALBERTA TREASURY BANK ENTREPRENEUR CENTRE)

**Website:** <https://atbentrepreneurcentre.com>

## **ABOUT ALBERTA TREASURY BANK ENTREPRENEUR CENTRE**

ATB Entrepreneur Centre is redefining what modern day banking should look like. The centre provides meeting rooms and financial experts for business owners, regardless of whether they're customers of the bank. The centre also offers personal banking services for ATB customers. The Centre is passionate about seeing business inspiration come to life; as such, in each thing they do, they always offer mentoring, networking and banking advice irrespective of the stage you are in business.

## **THE CHALLENGE**

We are a large retail bank that provides a range of simple and convenient business, personal, insurance and other financial products designed to specifically meet the needs of our customers. By putting customers first and rewarding loyalty, the bank makes life easier for customers with all products and services offered online, mobile and over the phone. In May 2018, ATB launched their ATB Entrepreneur Centre in Grande Prairie, Alberta and required a robust solution platform that could handle multiple categories of right party contacts to facilitate their offerings to Grande Prairie Entrepreneurs.

## **BACKGROUND**

- A critical need to uphold brand reputation whilst entering the market and creating a compliant and scalable solution to meet regulatory requirements and scrutineering
- Migration of six million customers to a new robust technology solution platform that can filter right party contact by their occupation, needs and financial outlook

## **PROJECT**

- Design and propose an effective mechanism that can be used to filter clients in such a way that the Entrepreneur Centre can easily identify those clients (right party contacts) that are in the entrepreneur/small business space.
- This change of having an Entrepreneur Centre in Grande Prairie gives different dynamics to the nature of banking in Grande Prairie and environ. It also gives the opportunity to serve new customers. What economic impact do you foresee in Grande Prairie as a result of the launch of the ATB Entrepreneur Centre? Describe and quantify the potential economic impact.
- How does ATB compete for customers within the Grande Prairie market? What are the main sources of competition? Is there a potential for the introduction of new or changing competition within the bank's market?

**N.B – Be as creative as possible with the design of the robust technology solution platform. Good luck!**