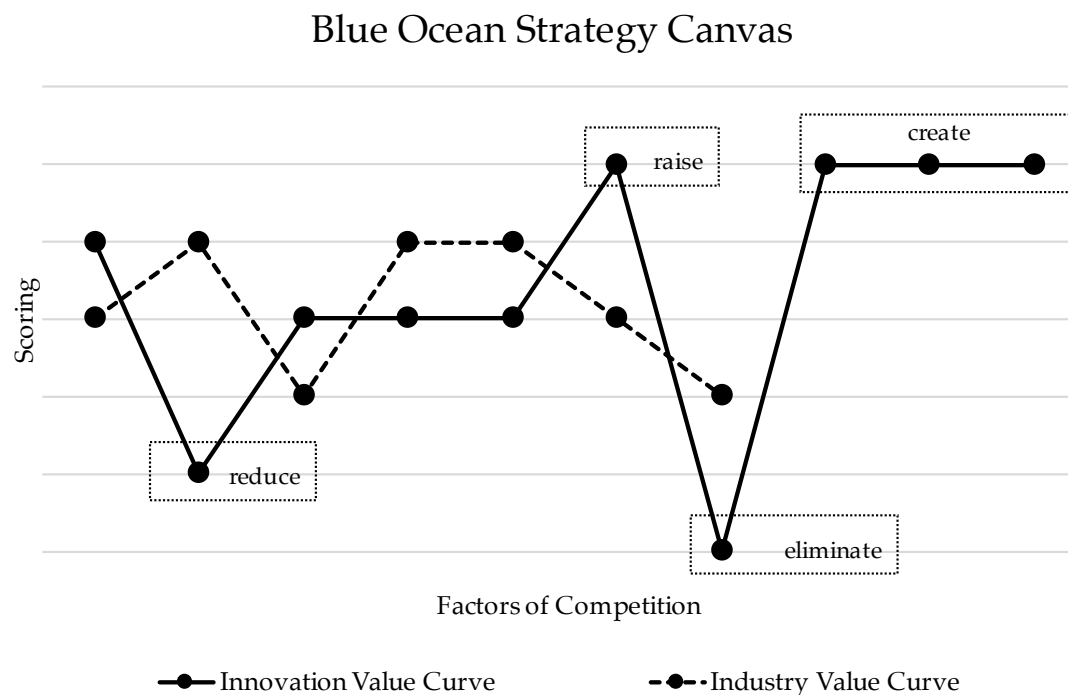


Blue Ocean Strategy Canvas

- Define relevant competing factors and discuss to what degree the company and its competitors satisfy these factors
- Collect your findings and attach them to your coordinate system
- Discuss the value curves of the company and its competitors



Remark:

Besides defining the company's status quo, this template can also be used to create a new innovation value curve. The Four Action Framework can be used as a supportive tool for that (see Fig. 2).

Fig. 1: Example for Strategy Canvas



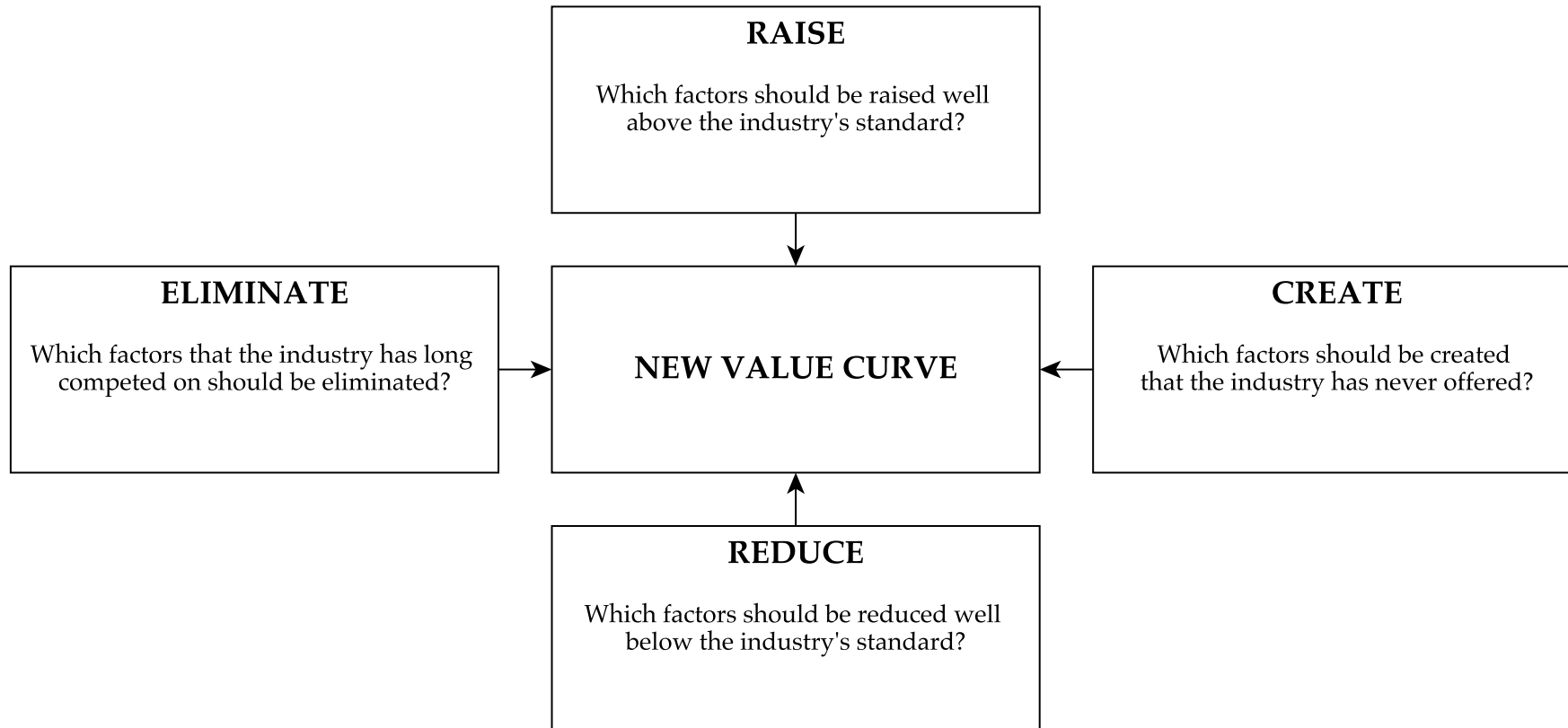


Fig. 2: Blue Ocean Four Action Framework

Further information can be found at <https://www.blueoceanstrategy.com/tools/>



