

BLUE OCEAN STRATEGY CANVAS

Blue Ocean Strategy Canvas

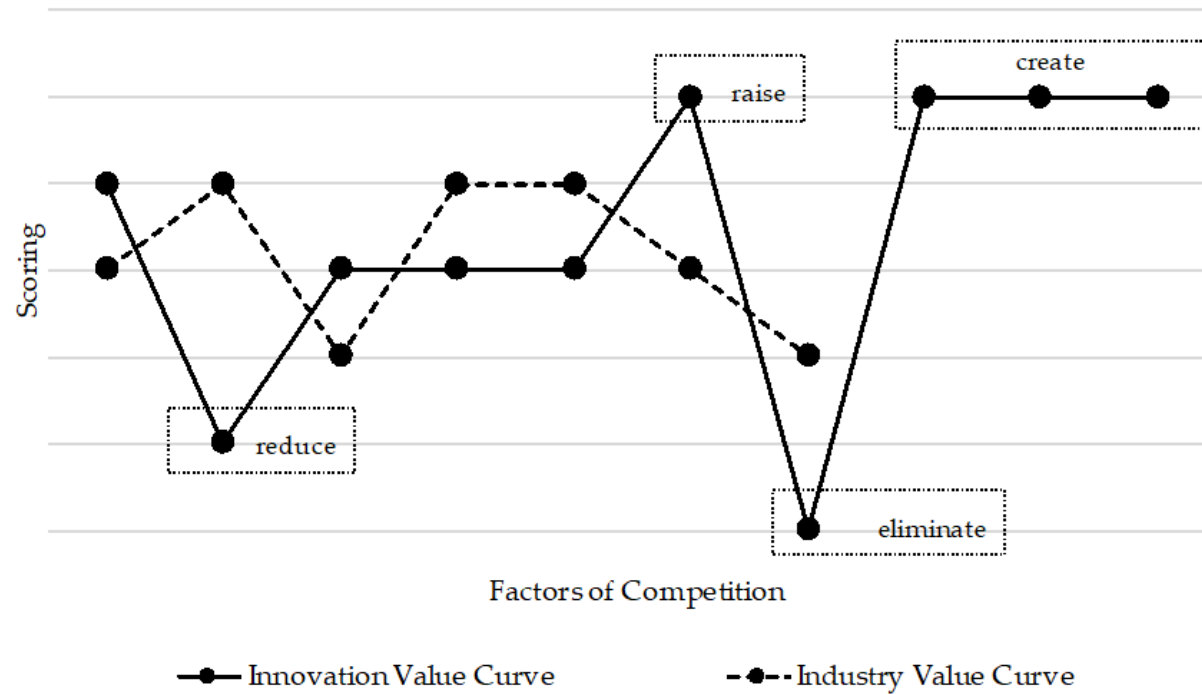


Fig. 1: Example for Strategy Canvas



- 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).

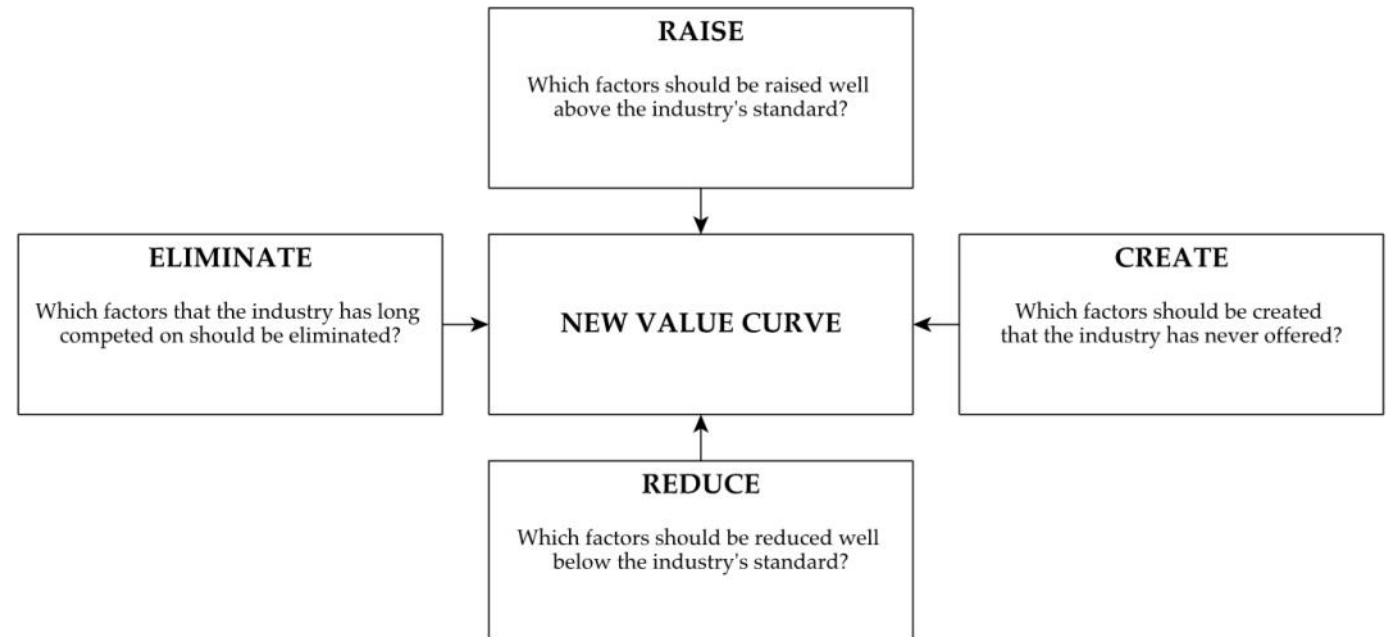


Fig. 2: Blue Ocean Four Action Framework



Further information can be found at www.blueoceanstrategy.com/tools/



Scoring

Factors of competition

