

Disrupted **or** Disruptor?

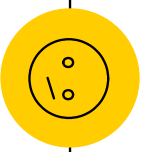




Photo by Jake Gaviola



*Blue Ocean Strategy - creating
uncontested market space.*



Which wine brand sells the most bottles worldwide?



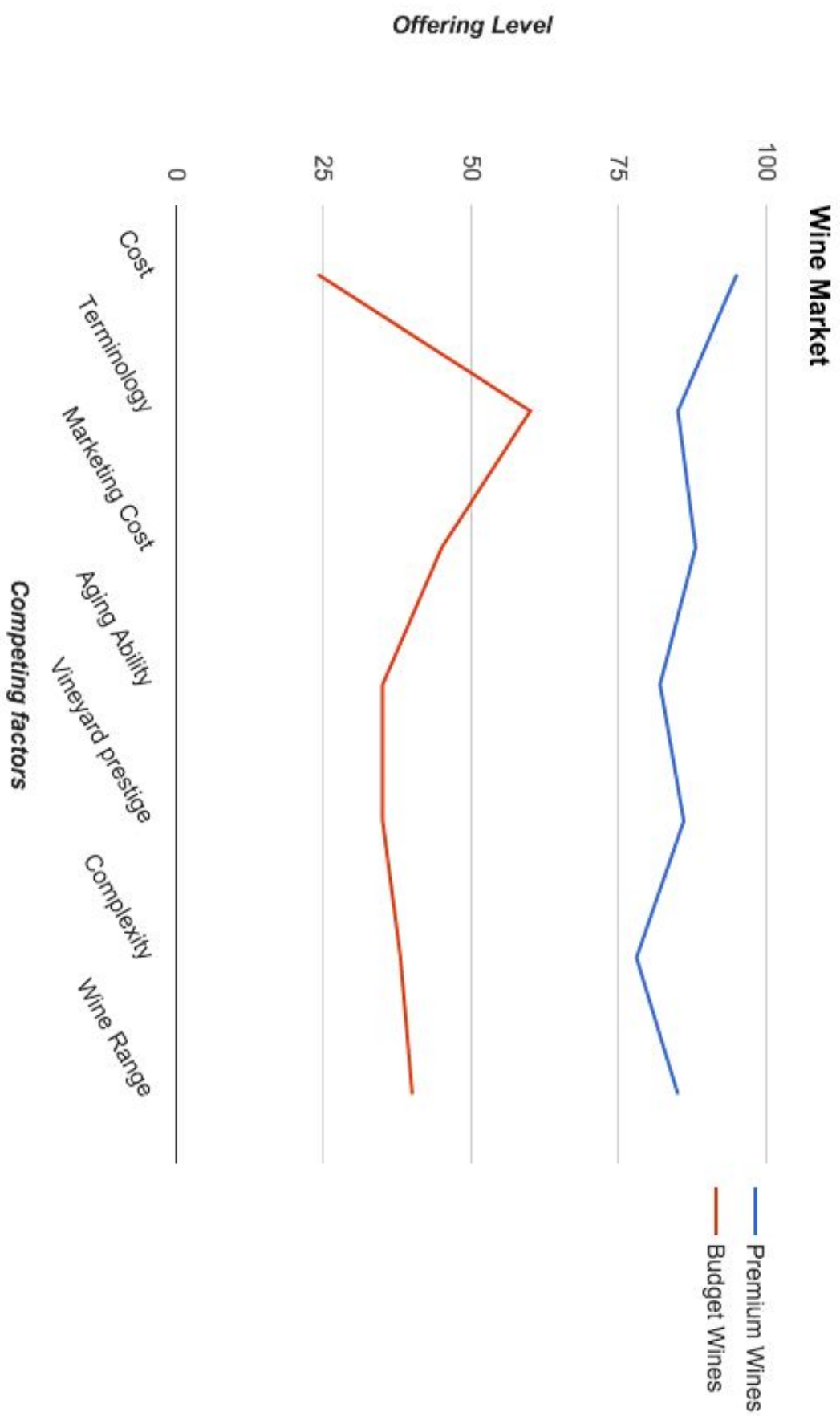
Enjoy Responsibly

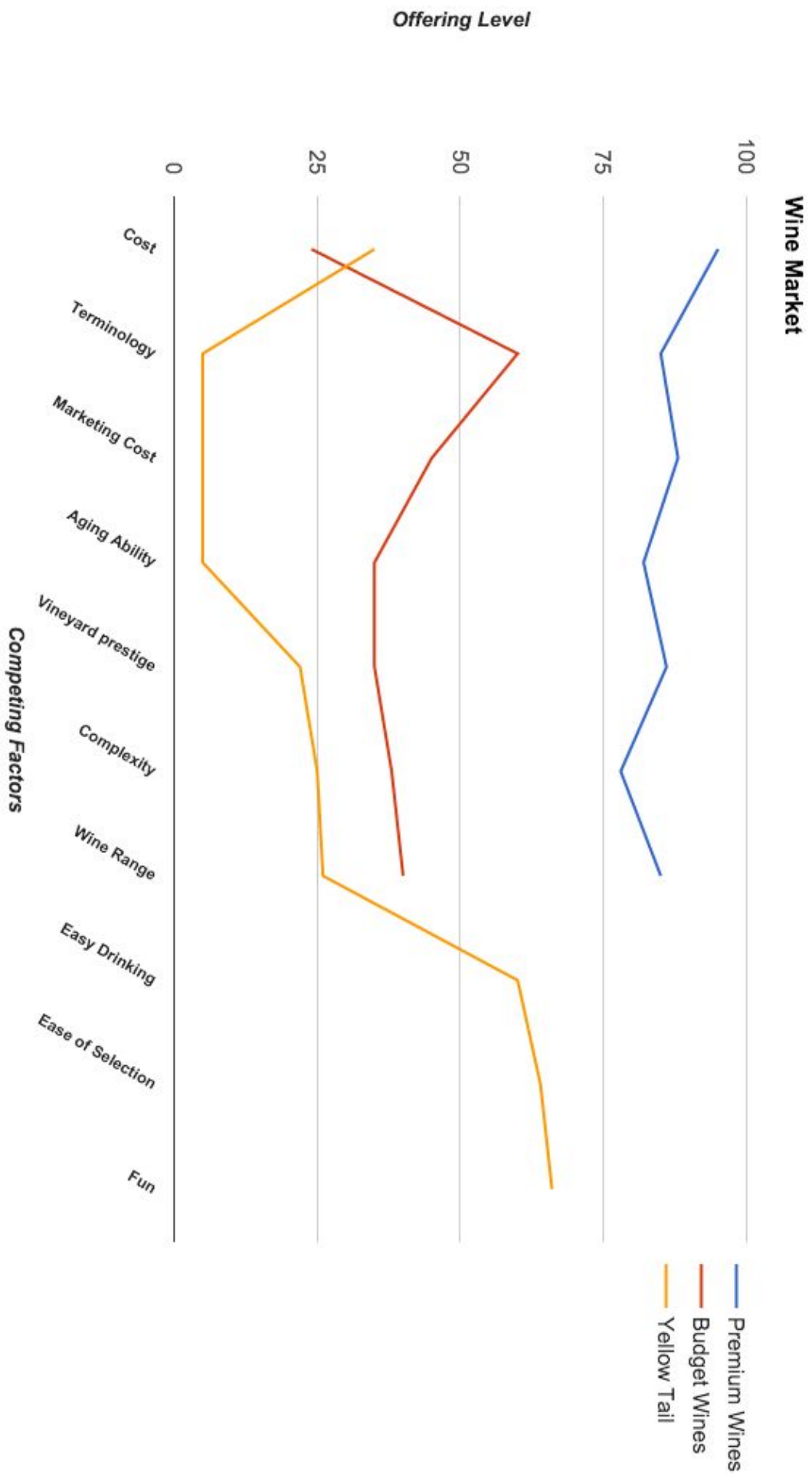
yellow tail

Launched in 2000

112,000 cases sold in US 2001

7.5 million cases sold in US 2005

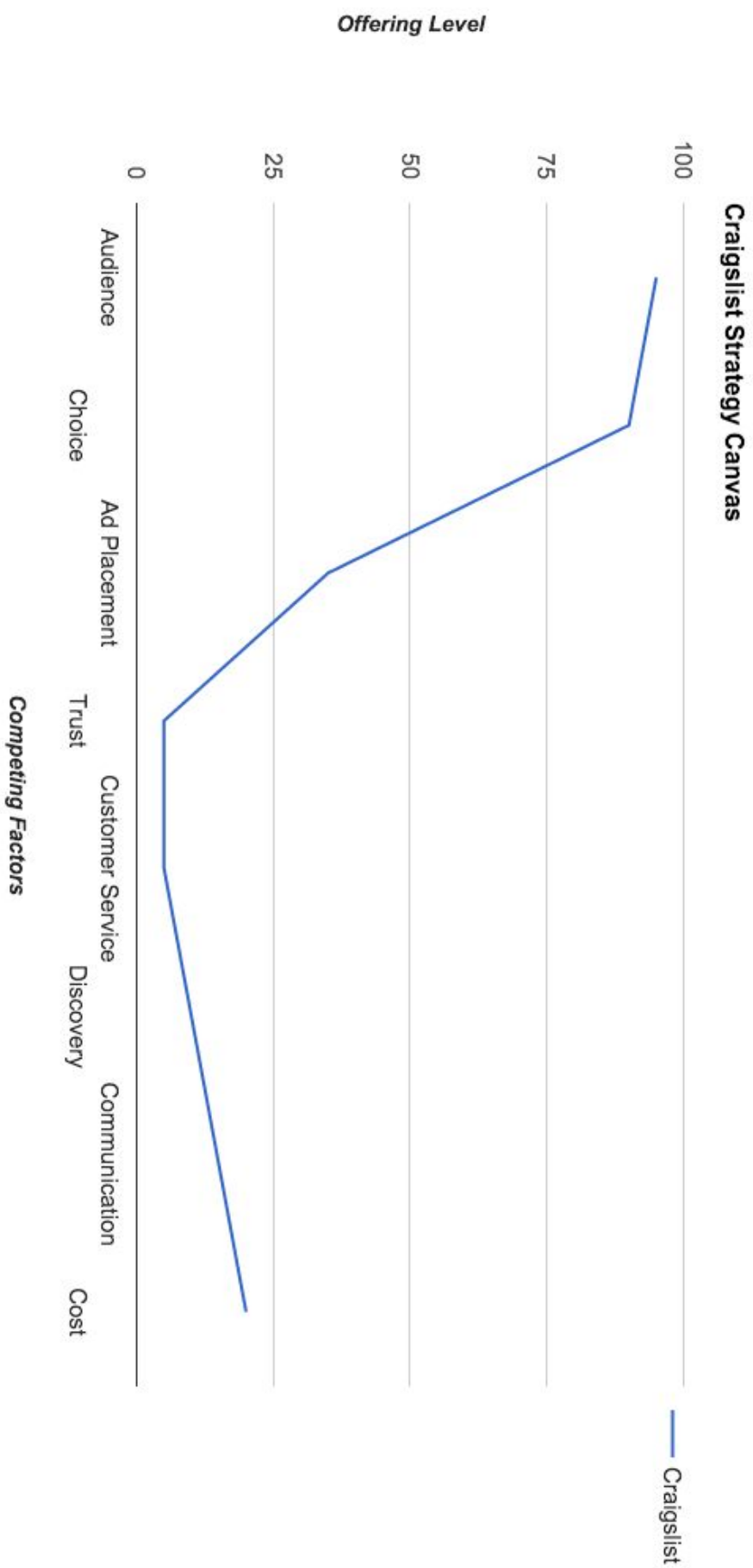




1

First Activity

Identify the competing factors in the business as they exist today
No more than 7 to 8 factors and plot them according to offering level
to create a value curve



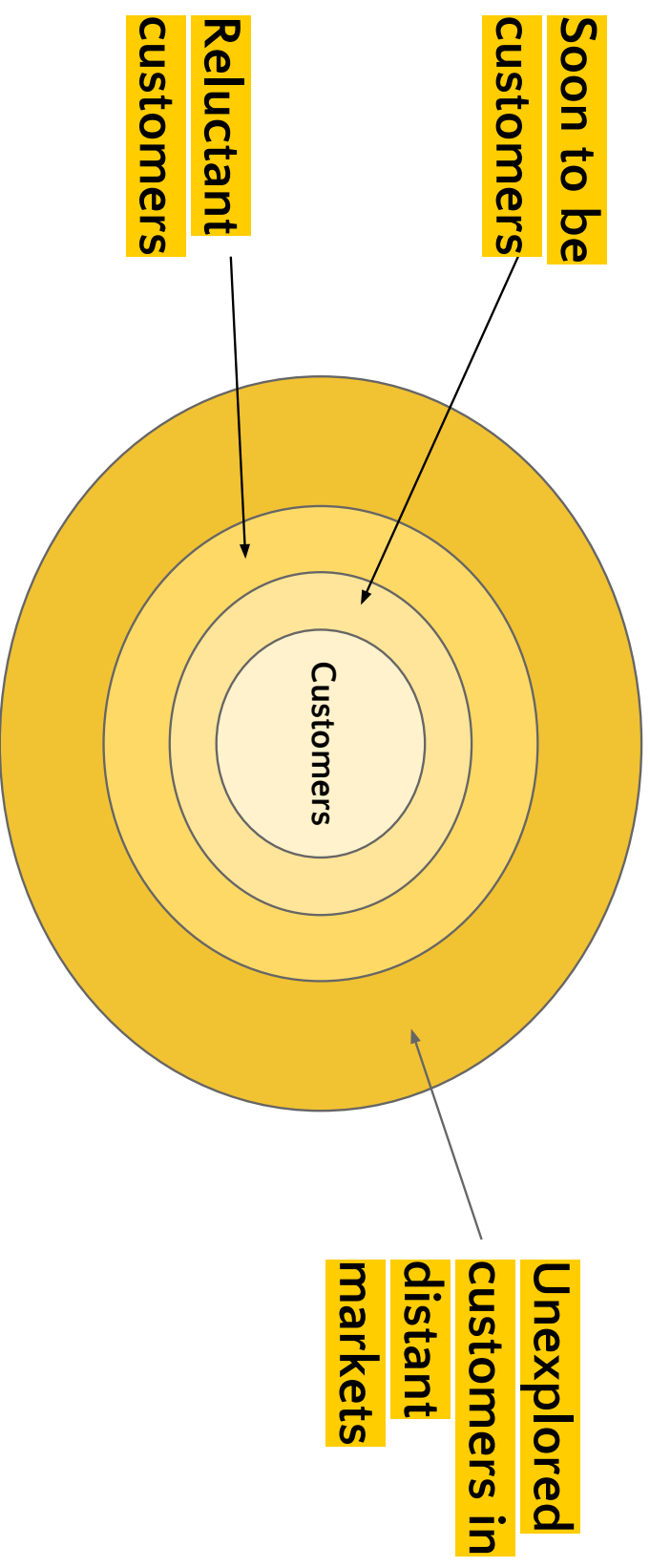
Reach beyond existing demand



Photo by Vladimir Kudinov



Non Customers





Redefine Market Boundaries

Across Alternate
Industry

Across Strategic
Groups

Across Buyer Groups

Across
Complementary
Scope of Products
and Services

Across Functional
Emotional
Orientation

Across Time



Photo by Matthew Wiebe

Across Alternate **Industry**

Where the function is the same for
example Retail / Ecommerce

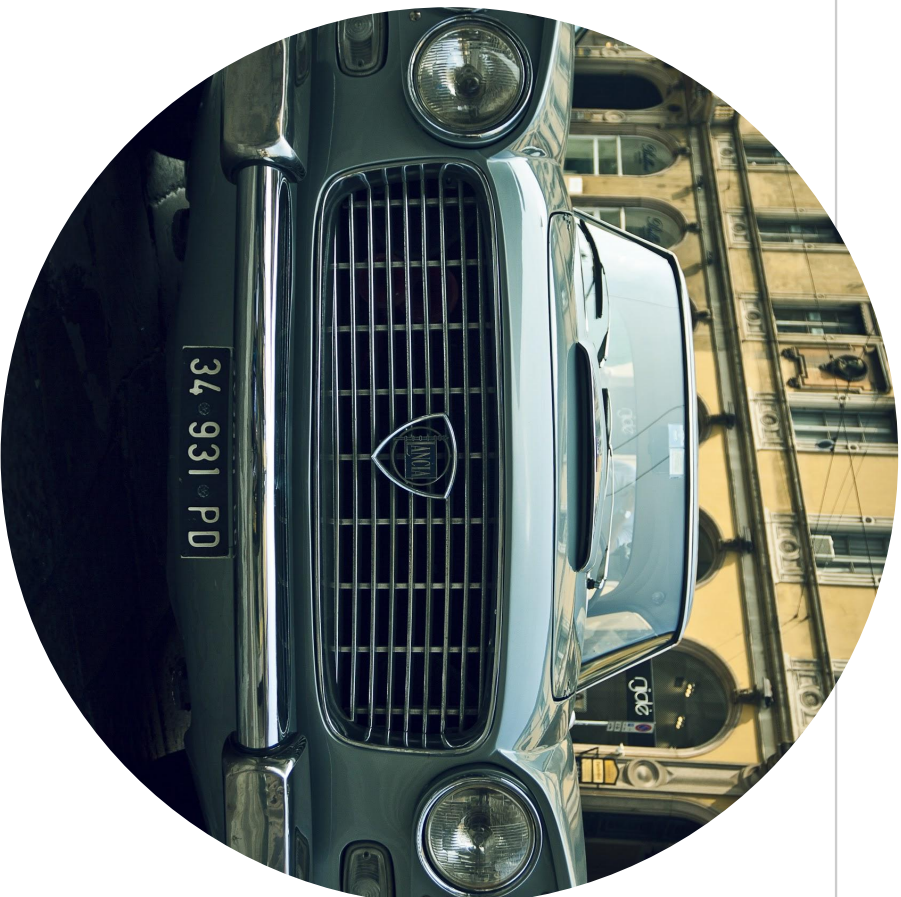


Photo by Jonas Lavoie-Levasque

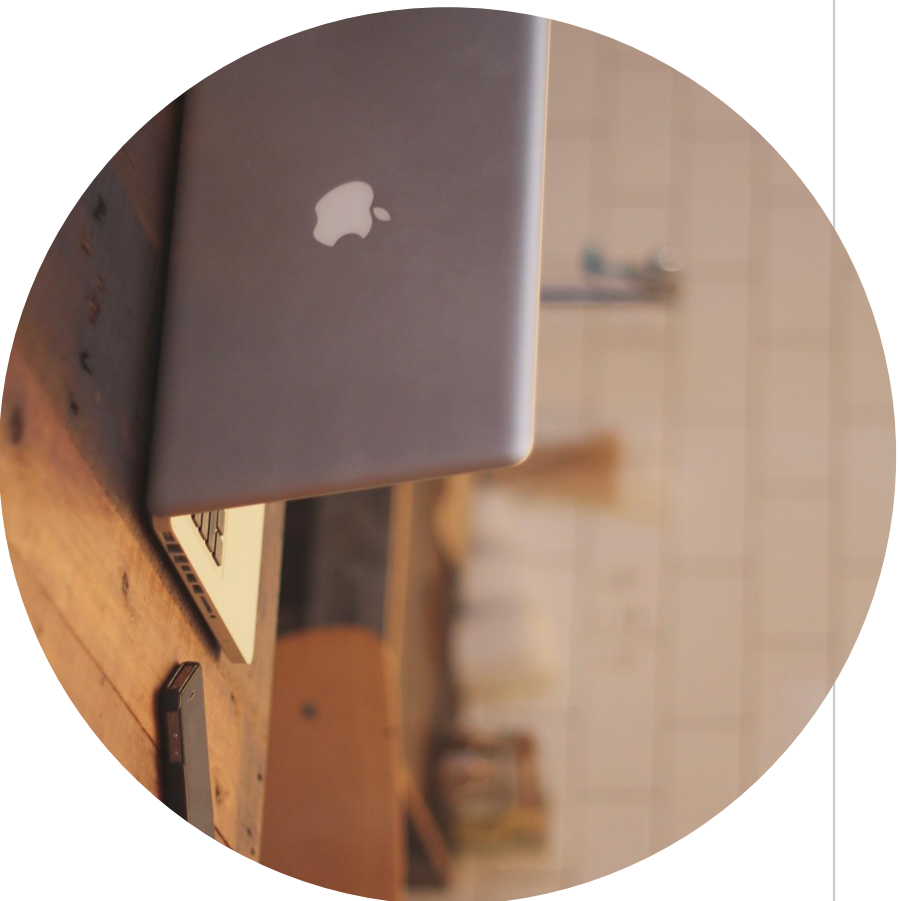
Across Strategic Groups

Groups within an industry that pursue a similar strategy for example Car Dealers and Private Individuals selling their car



Across **Buyer Groups**

For marketplaces there are multiple users and likely influencers on decision to use



Across Complementary Scope of ***Products and services***

Think about what happens before
during and after your product is
used



Across *Functional or Emotional* orientation

pursue a strategy purely focused on being functional or can you appeal to people's feelings



Across **Time**

Anticipating what trends are going to shape the market and developing a product to meet future needs as an example iTunes

2

Second Activity

Use 6 pathways to consider market boundaries and identify divergent factors

Agree 3–4 divergent factors



Six Pathways to divergent factors

Across Alternate Industry

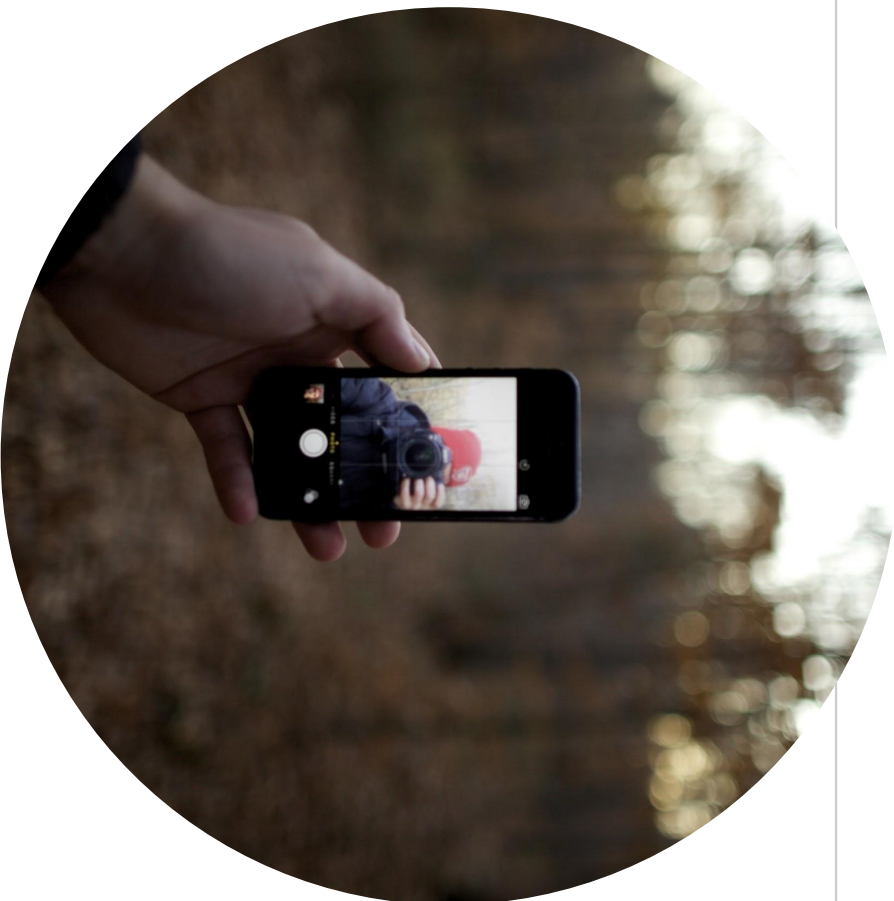
Across Strategic Groups

Across Buyer Groups

Across Complementary Scope of Products and Services

Across Functional Emotional Orientation

Across Time



Value *Innovation*

Blue Oceans are created by driving costs / friction down and value for the user up



4 Actions Framework

Which of the factors the industry takes for granted could be **eliminated**?

Eliminate

Raise

Which factors should be **raised** well above the industry standard?

Reduce

Create

Which factors should be **reduced** well below the industry standard?

Which factors could be **created** that the industry isn't currently offering?



Airbnb Example

Eliminate

Scams

Raise

Trust
Listing Quality
Communication

Reduce

Choice

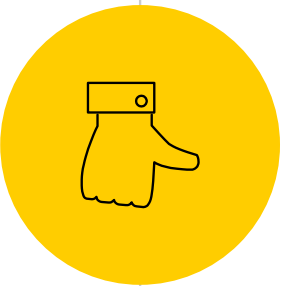
Create

Booking Ability
Secure Payment
Photographers

3

Third Activity

Using Eliminate, Reduce, Raise, Create and the divergent factors identified create a **new value curve** and come up with a compelling tagline



Thanks!

You can find me at

- @robpaterson
- [linkedin.com/in/rgpaterson](https://www.linkedin.com/in/rgpaterson)
- paterson.rob@gmail.com