

Disrupted or  
Disruptor?

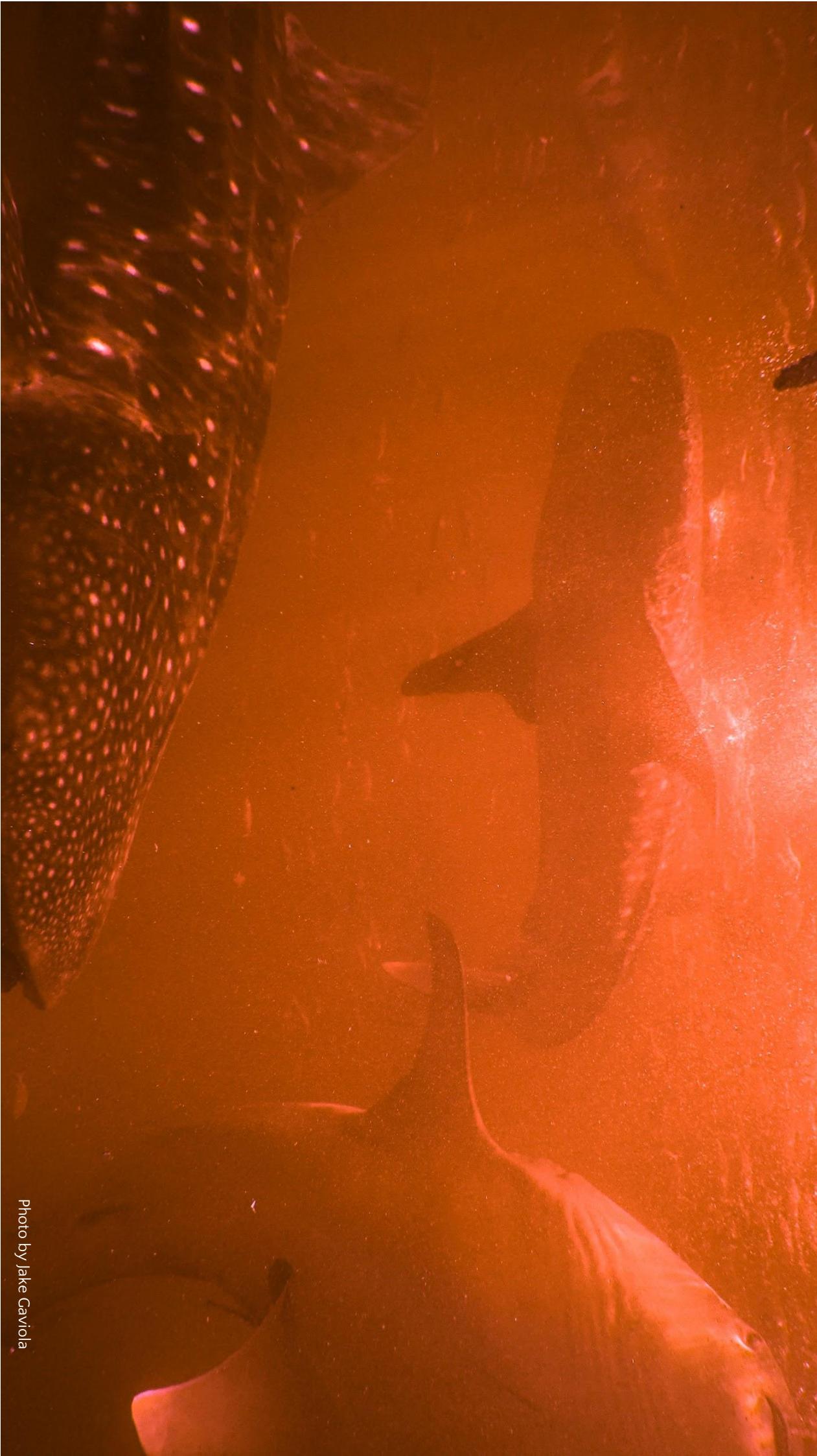
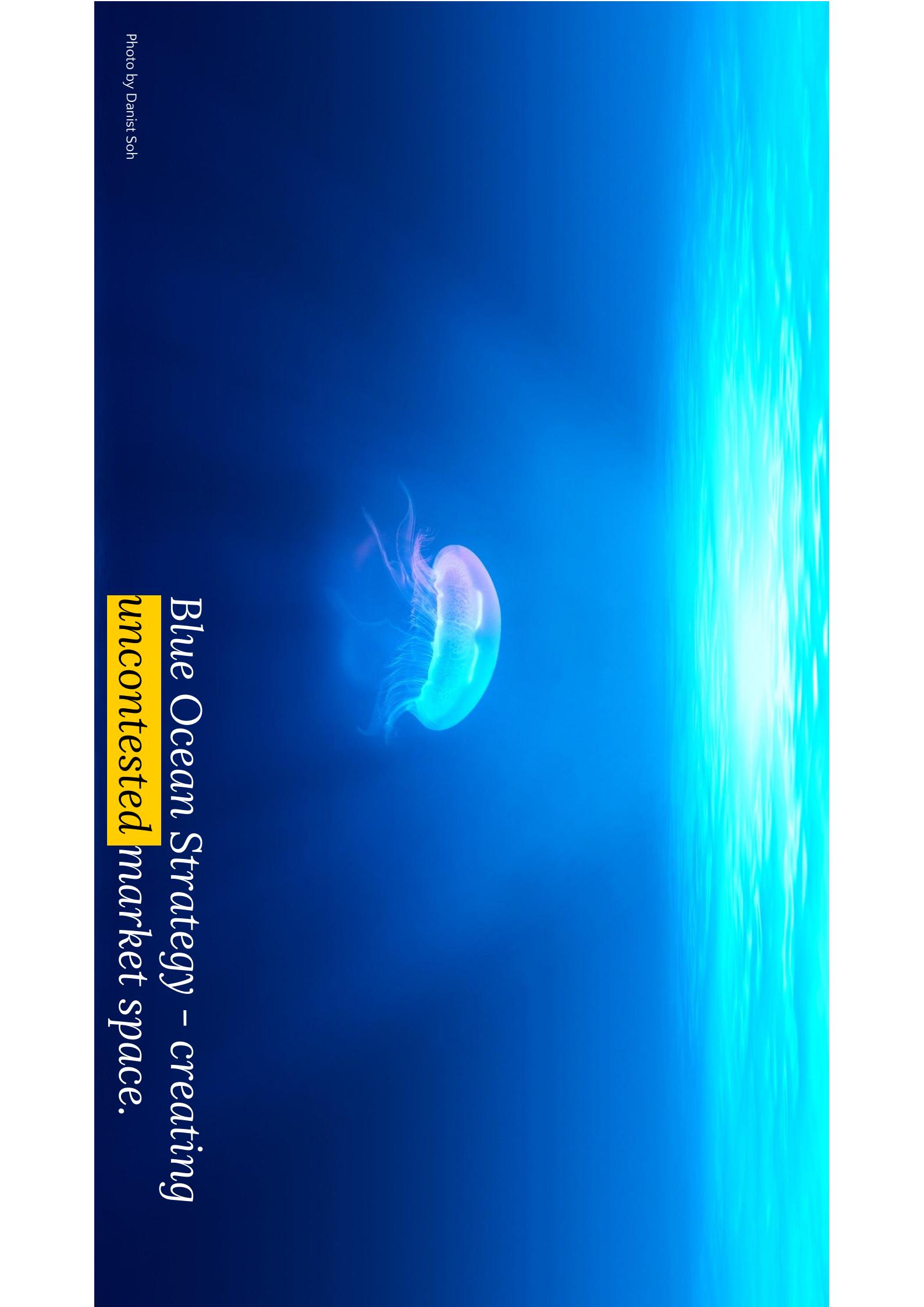


Photo by Jake Gaviola

A glowing jellyfish against a blue gradient background.

Blue Ocean Strategy - creating  
**uncontested** market space.

Photo by Danist Soh



Which wine brand sells the most  
**bottles** worldwide?

Enjoy Responsibly

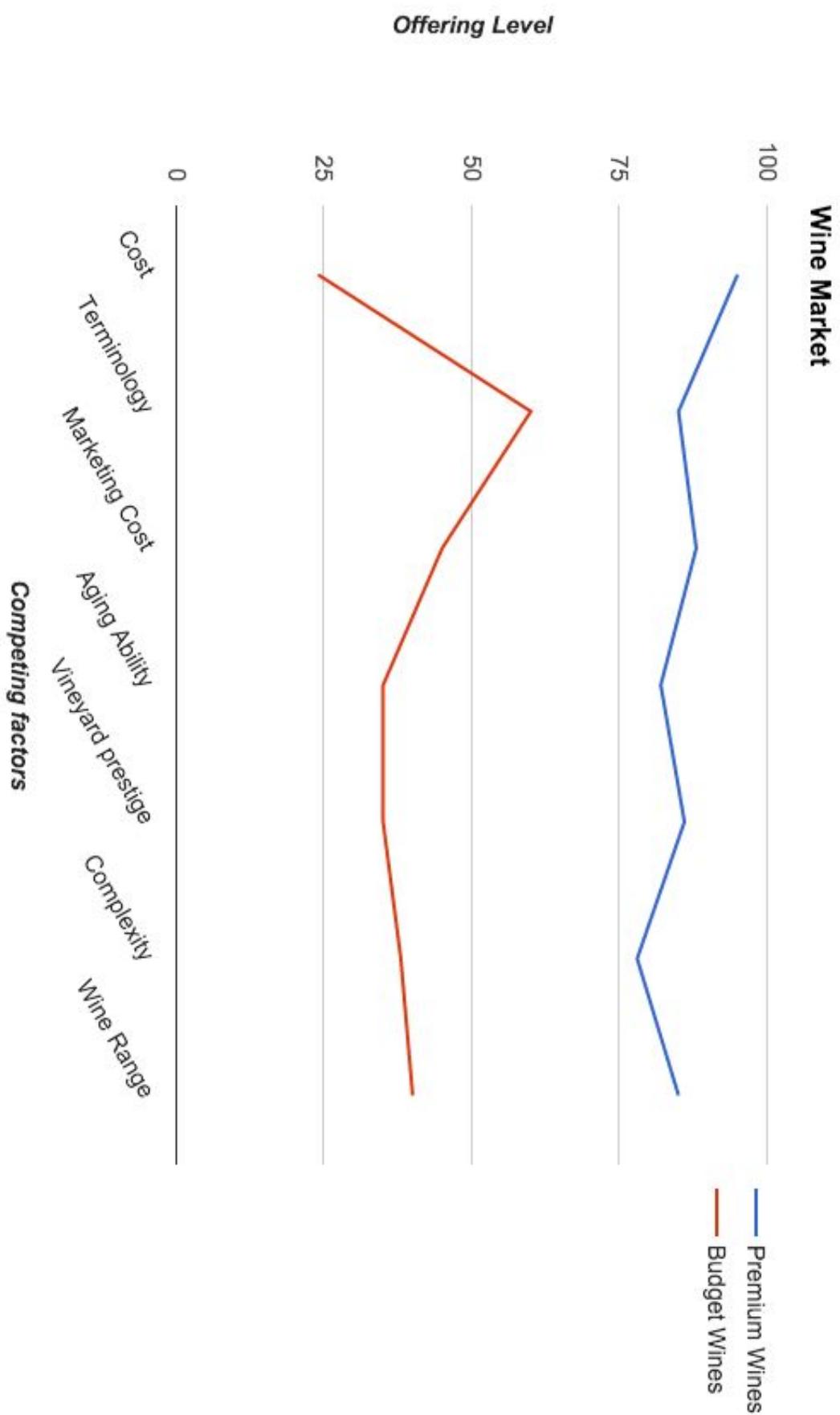


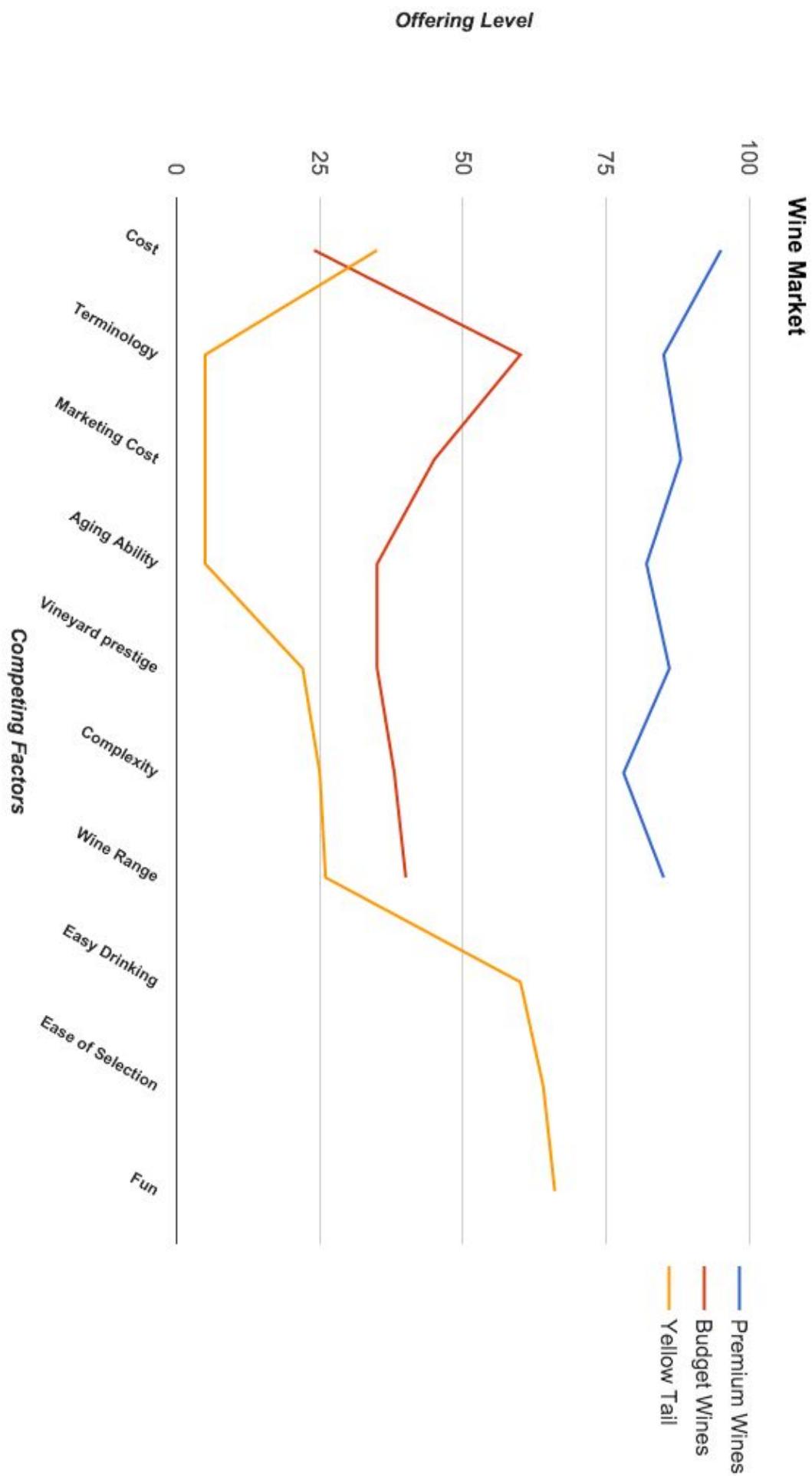
## **yellow tail**

Launched in 2000

112,000 cases sold in US 2001

7.5 million cases sold in US 2005

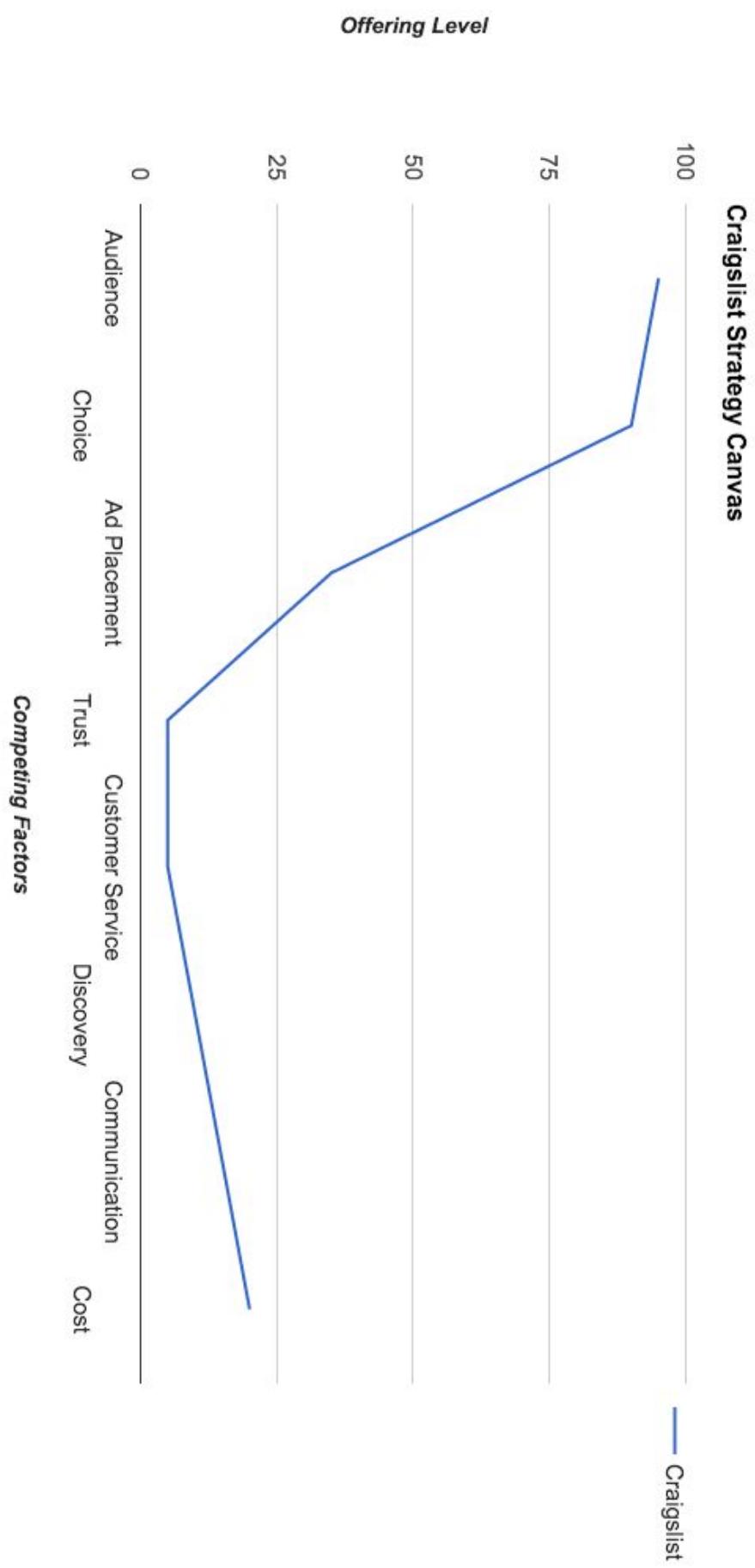




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## First Activity

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

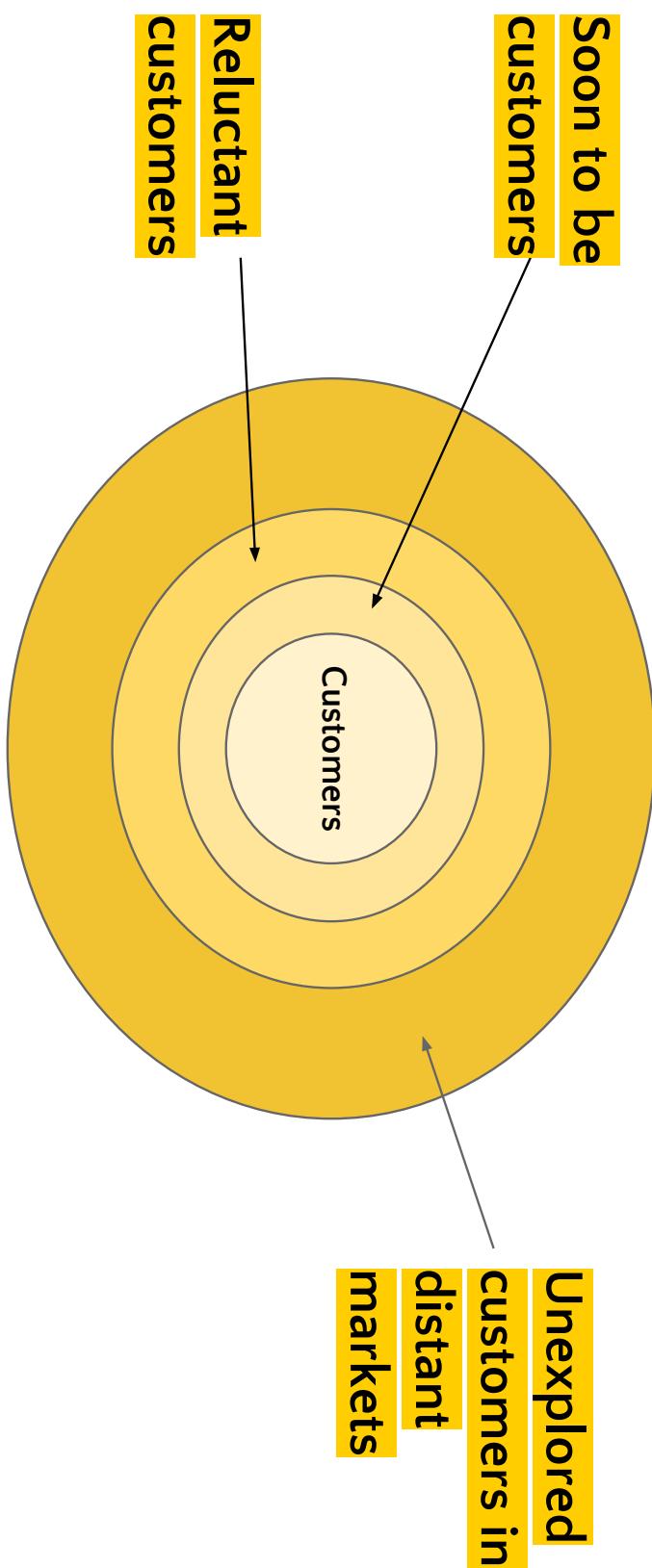
demand



Photo by Vladimir Kudinov



## Non Customers





## Redefine Market Boundaries

Across Alternate  
Industry

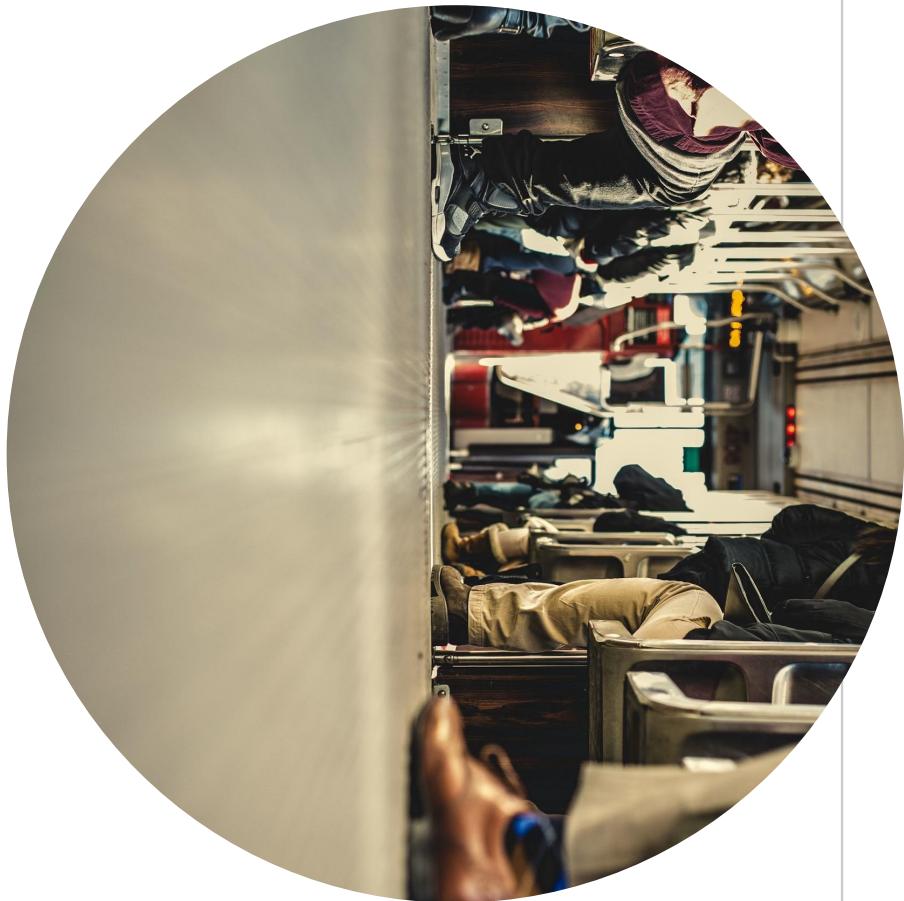
Across Strategic  
Groups

Across Buyer Groups

Across  
Complementary  
Scope of Products  
and Services

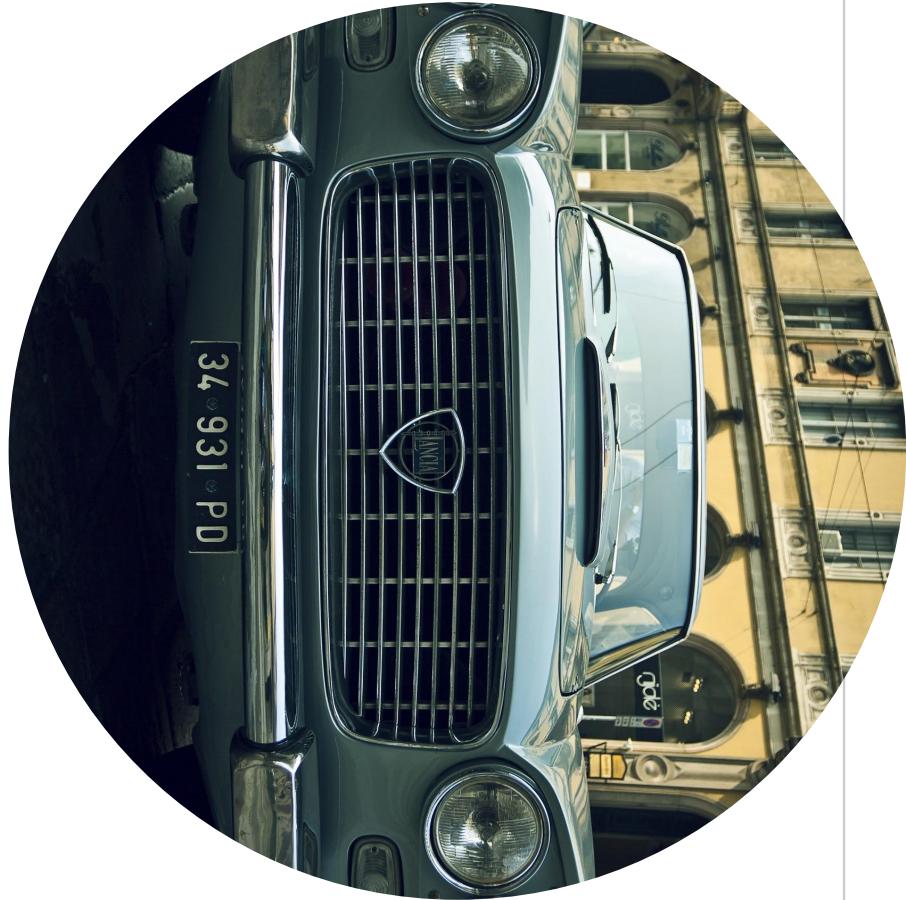
Across Functional  
Emotional  
Orientation

Across Time



## Across Alternate **Industry**

Where the function is the same for example Retail / Ecommerce



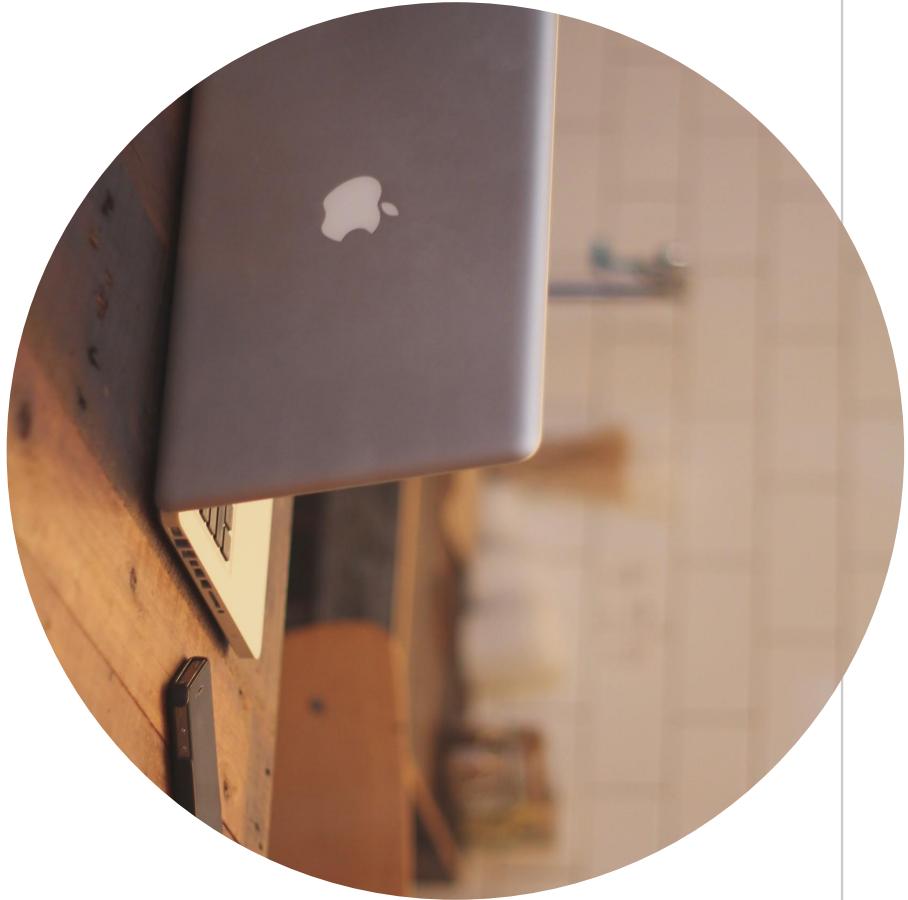
## Across Strategic Groups

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



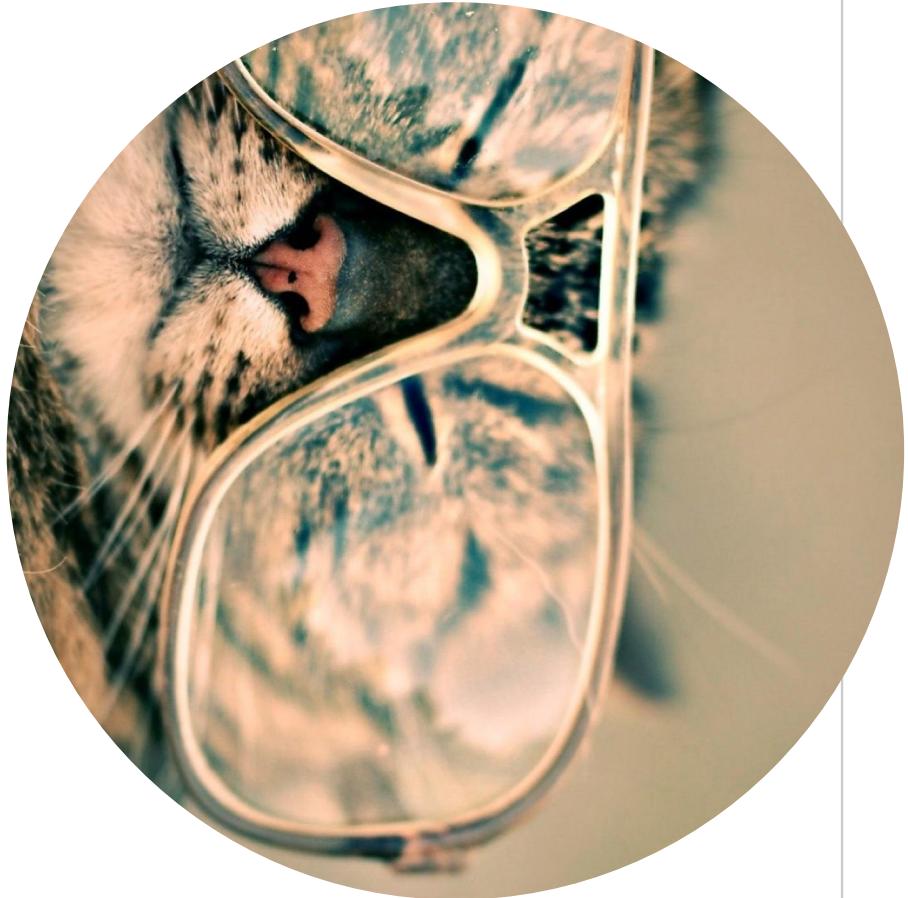
## Across **Buyer Groups**

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

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## 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

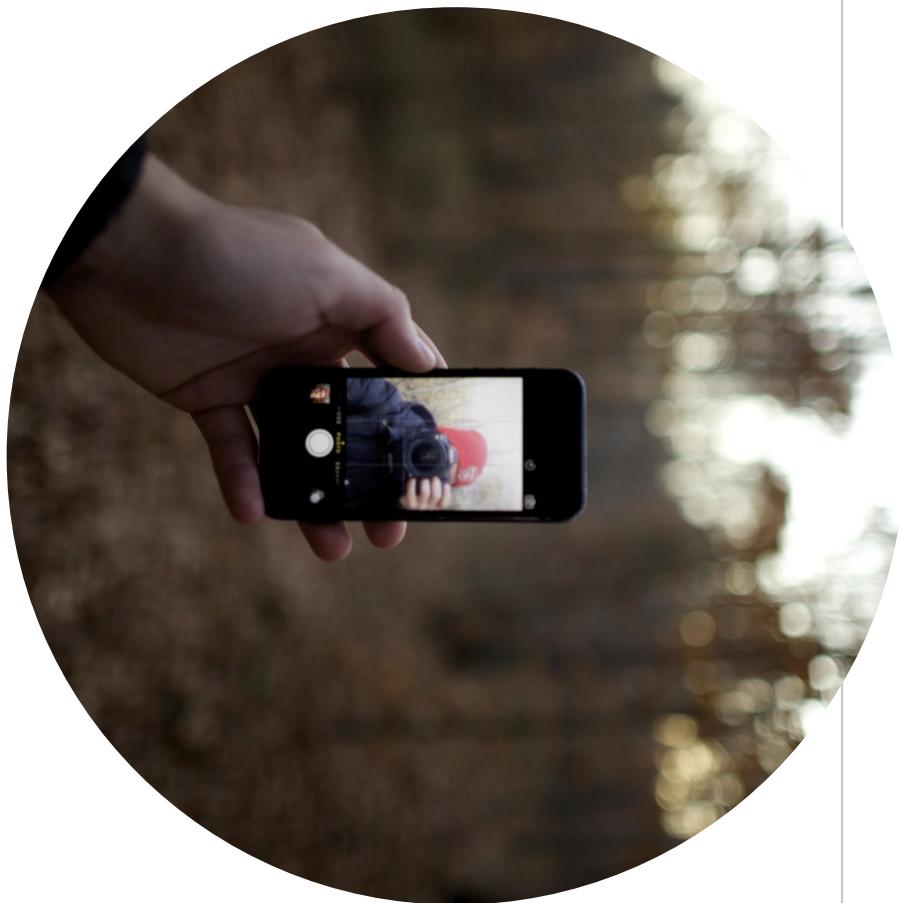
Across Strategic  
Groups

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

Eliminate

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

Raise

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

Reduce

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

Create

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



## Airbnb Example

Eliminate

Scams

Raise

Trust  
Listing Quality  
Communication

Reduce

Create

Choice

Booking Ability  
Secure Payment  
Photographers



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## 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

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