



# BLUE OCEAN STRATEGY

## CURRENT BUSINESS MODEL

### Initial-core community

<b>E</b>	<b>Eliminate</b>
	Open registration

<b>R</b>	<b>Reduce</b>
	Unprofessional answers

<b>R</b>	<b>Raise</b>
	Professional answers;

<b>C</b>	<b>Create</b>
	Peer to peer answer community; Knowledge sharing culture



### Current-pay for knowledge

<b>E</b>	<b>Eliminate</b>
	One-way registration

<b>R</b>	<b>Reduce</b>
	Steps to find interesting topics; Steps to answer questions; Steps to invite and follow others

<b>R</b>	<b>Raise</b>
	Registration channels; Multiple functions to enhance user experience

<b>C</b>	<b>Create</b>
	Paying for answers mode; Zhihu Live; Zhihu bookstore; private courses