

White Spots

White Spots is opportunity mapping tool that enables our team to define a competitive landscape, looking for lucrative marketspaces.

1. Working from a broader discussion on current or coming opportunities, choose two opportunities and define a space using endpoints that optimize our potential innovation space. Use the three 2x2 at the bottom to capture the discussion of the “correct” axes.
2. Now begin placing products, trends & people on it.
3. Annotate the conversation—use arrows to show where ideas can go, how offers mash together, add ideas that should exist—while looking for openings (white spots) and areas where there’s incredible amount of energy... and/or investment... and/or interest (hot spots).
4. Make doubly certain to capture the ongoing dialogue, notably new & old questions along with changes in perception across our team members.

HINT: It’s common to discover that each example placed yields a discussion of a “third axis” which the example lies. Every example has multiple additional aspects which can lead to insightful questions.

Expert Edition—To gain a deeper understanding of how marketspaces develop from white spots or hot spots, turn to the work of Professors Renée Mauborgne and W. Chan Kim on Blue Oceans (White Spots, preferred by established companies) and Red Oceans (hot spots, startups prefer these areas) in their work on Blue Ocean Strategy.

