
Strategies for Business Model Generation

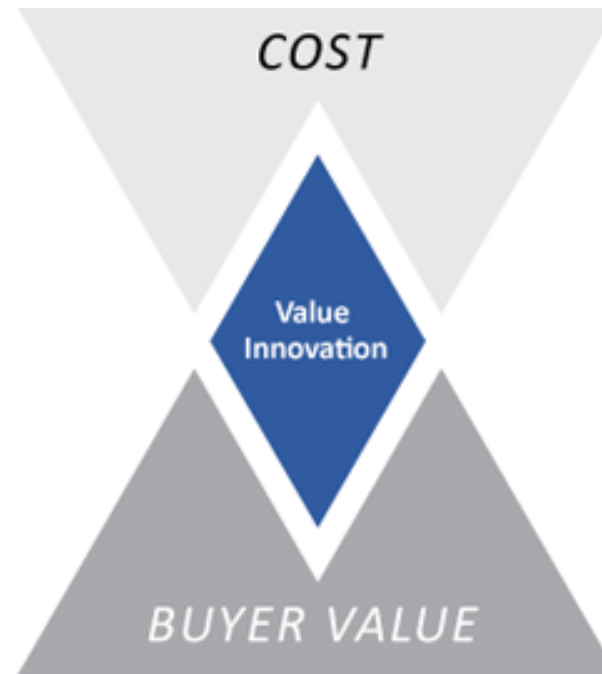
Objectives

- Explore strategies areas to decide the “best” business model for your venture
 - Business model environment
 - Evaluating business models
 - Business model perspective on blue ocean strategy
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Value innovation is at the core of Blue Ocean Strategy

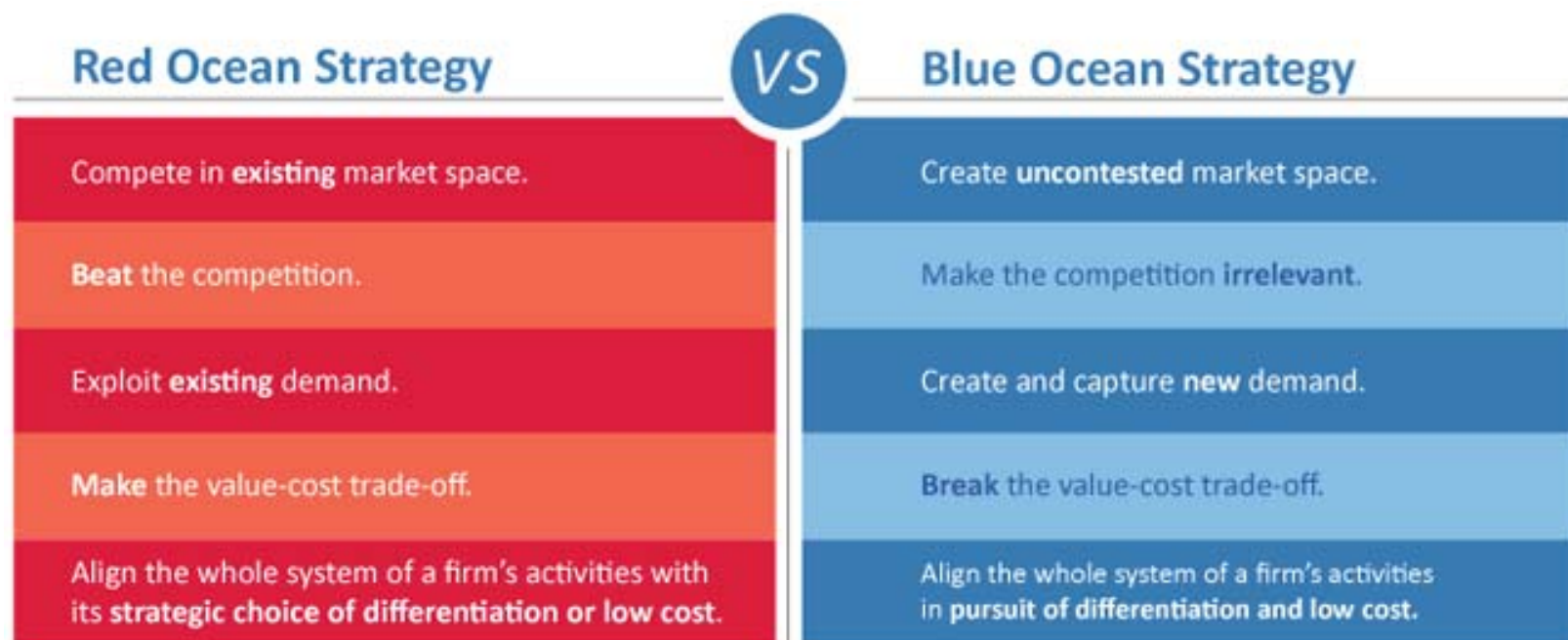
Cost savings are made by eliminating and reducing the factors an industry competes on.

Buyer value is lifted by raising and creating elements the industry has never offered.



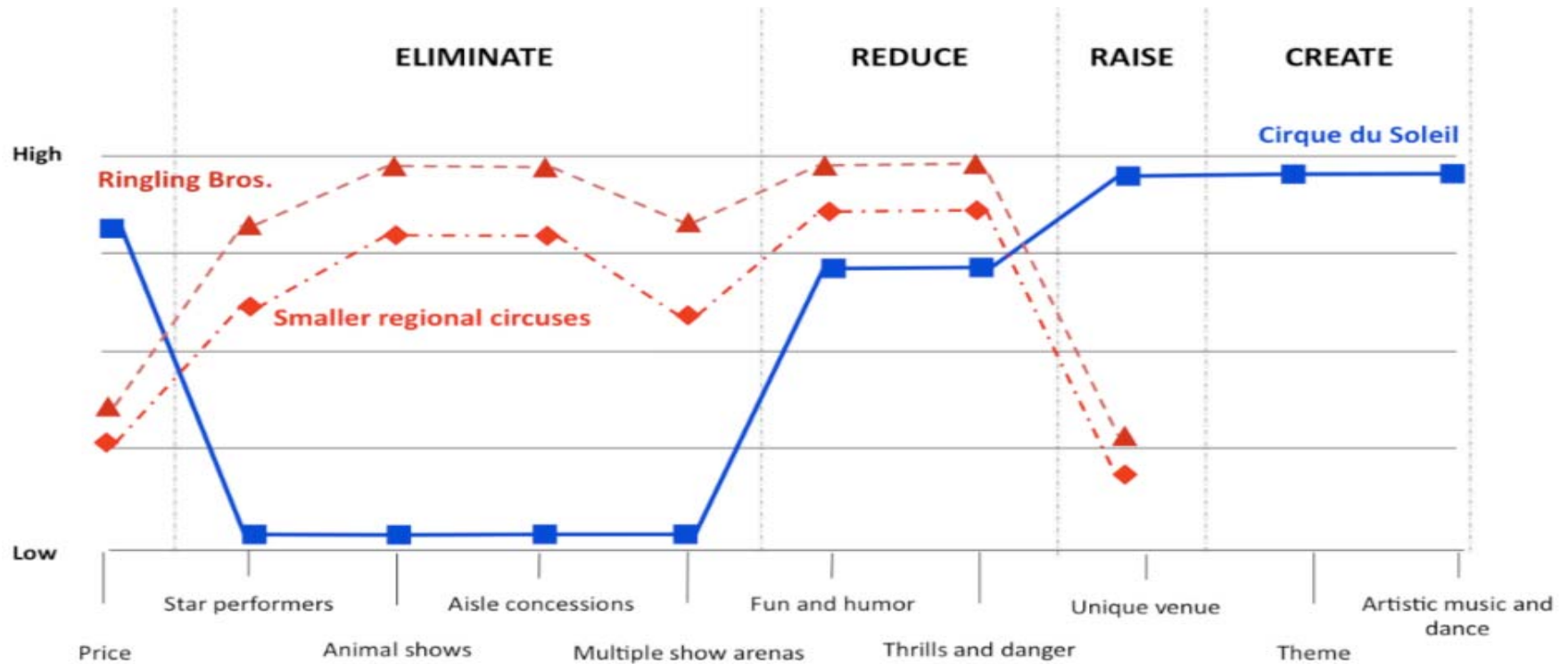
Source:
[www.blueoceanstrategy.com/
about/concepts/value-innovation/](http://www.blueoceanstrategy.com/about/concepts/value-innovation/)

Beware the Red Ocean



Source www.blueoceanstrategy.com/about/concepts/red-vs-blue/

Cirque de Soleil's Blue Ocean



Source: sixpathsconsulting.com/blue_ocean_strategy.htm

Four Actions Framework

- Which of the factors that the industry takes for granted should be *eliminated*?
 - Which factors should be *reduced well below* the industry's standard?
 - Which factors should be *raised well above* the industry's standard?
 - Which factors should be *created* that the industry has never offered?
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Summary

- Seek uncontested market space
 - Make competition less relevant
 - Focus on new market opportunities
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