

# BLUE OCEAN STRATEGY

## for High School Students

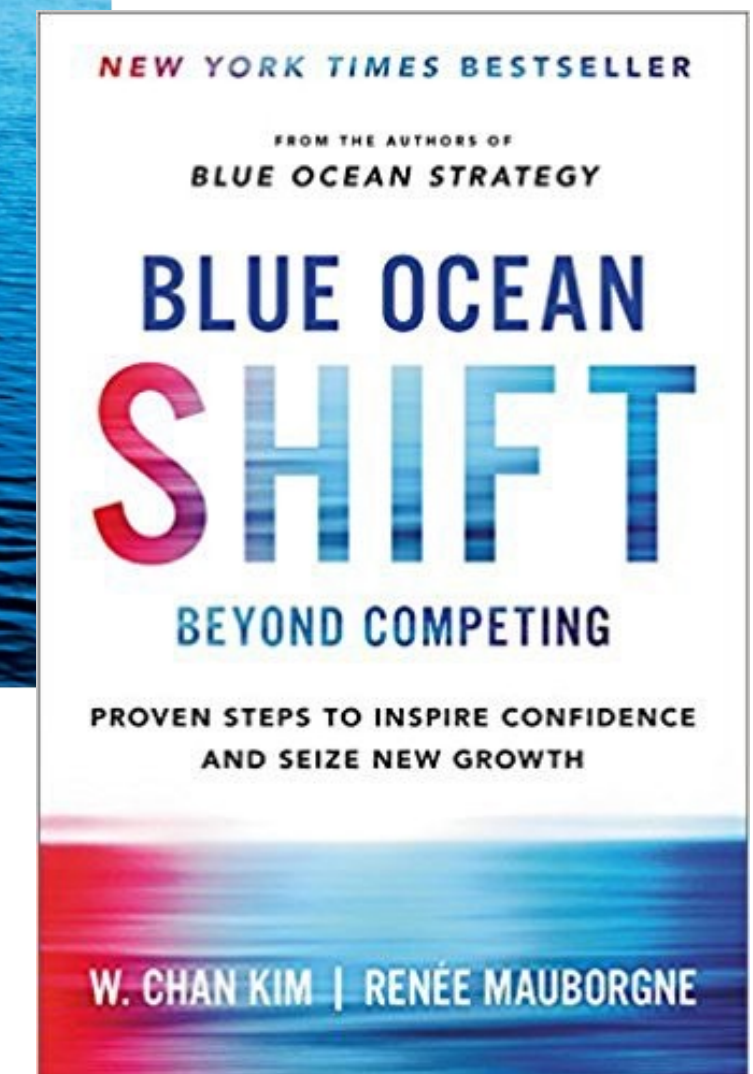
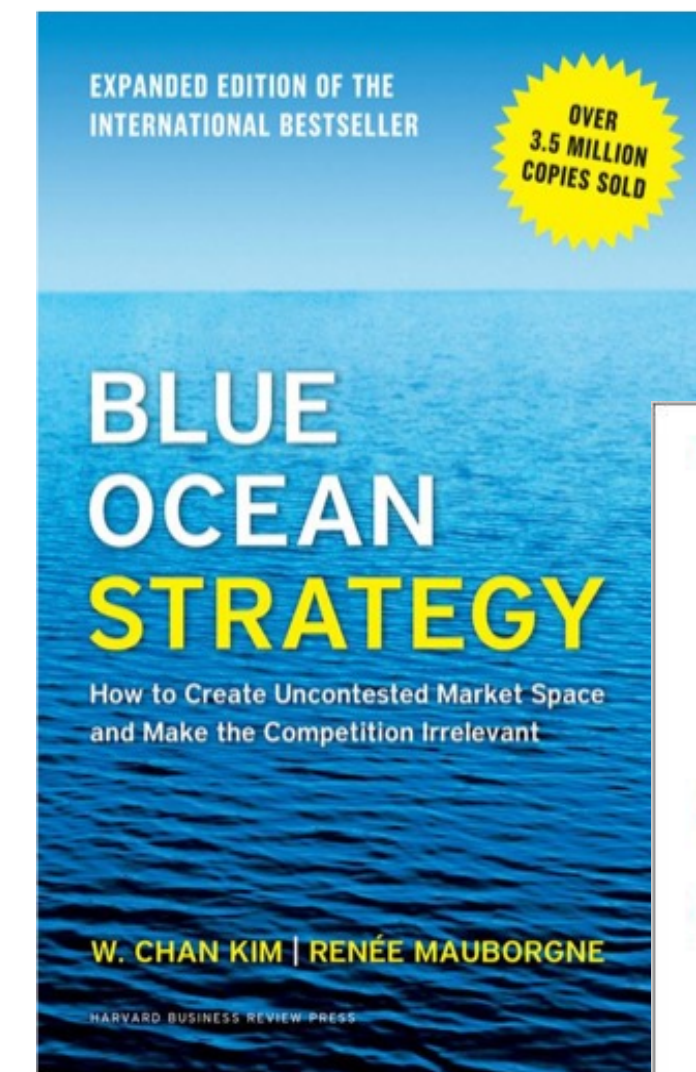
# What is BLUE OCEAN STRATEGY?

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- a different way of thinking
- a new strategic mindset
- a bold new path to winning the future

# What is BLUE OCEAN STRATEGY?

- Created by business school professors W. Chan Kim and Renée Mauborgne over a decade ago
- Is a global phenomenon that has sold 3.6 million copies, is published in a record-breaking 46 languages and recognized on more than a 300 bestseller lists across the five continents



# What's the central message?

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- Create. Don't Compete.

Do not aim to beat the competition. Make it irrelevant. Create a bigger pie rather than fighting for a slice of an existing pie.

- Value Innovate

Be sure to link innovation to value. Unless tied to a leap in value for buyers, new and novel technology is not enough to create a blue ocean and make the competition irrelevant.

# What's the central message?

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- Create win-wins. Not win-lose

Your win no longer has to be come at somebody else's loss. Create businesses that make you win, make your buyers win and make your community win as well.


- Minimize risks while maximizing opportunities

Creativity and Entrepreneurship are often random and risky. Blue Ocean Strategy uses tools and frameworks that minimize risks and maximize opportunities as you create a new business.

# What are Red and Blue Oceans?

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Red Oceans	Blue Oceans
Red oceans are all industries in existence today.	Blue oceans are industries that do not exist as yet. They are waiting to be created. Perhaps by you!
Red oceans are crowded, have shrinking profit margins, limited growth opportunities, and intense competition.	Blue oceans have high potential for profit and growth. Competition is made irrelevant in a blue ocean.



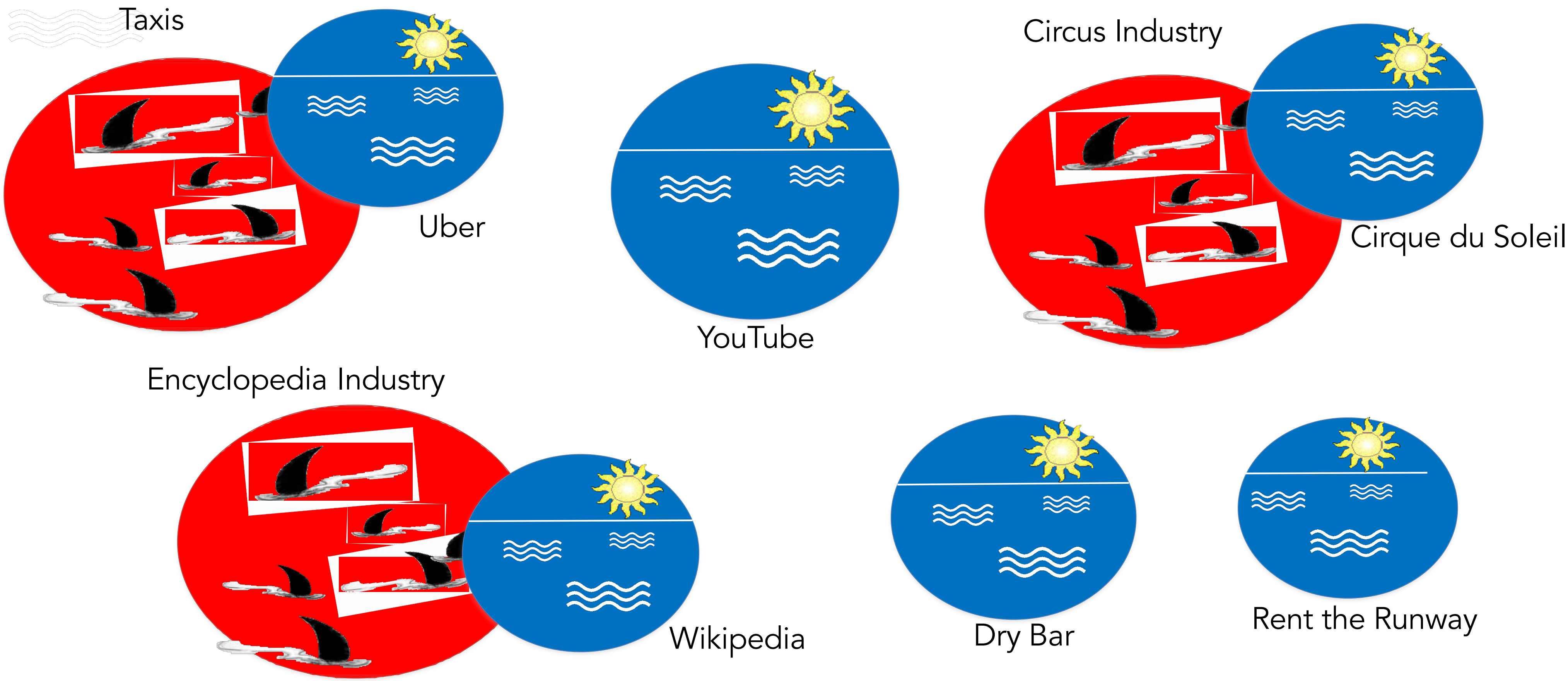
*“There are red oceans and there are blue oceans. Be aware of that just as a starting point, as you start thinking about business. Don’t do what everybody else is doing, don’t solve the same problems that have been solved the same way, because then business is BRUTAL.”*

*Nestor Benavides*  
*President of the Board,*

*Blue Ocean Student Entrepreneur Competition*



# What are some examples of Blue Ocean Strategy?





# You have a choice....



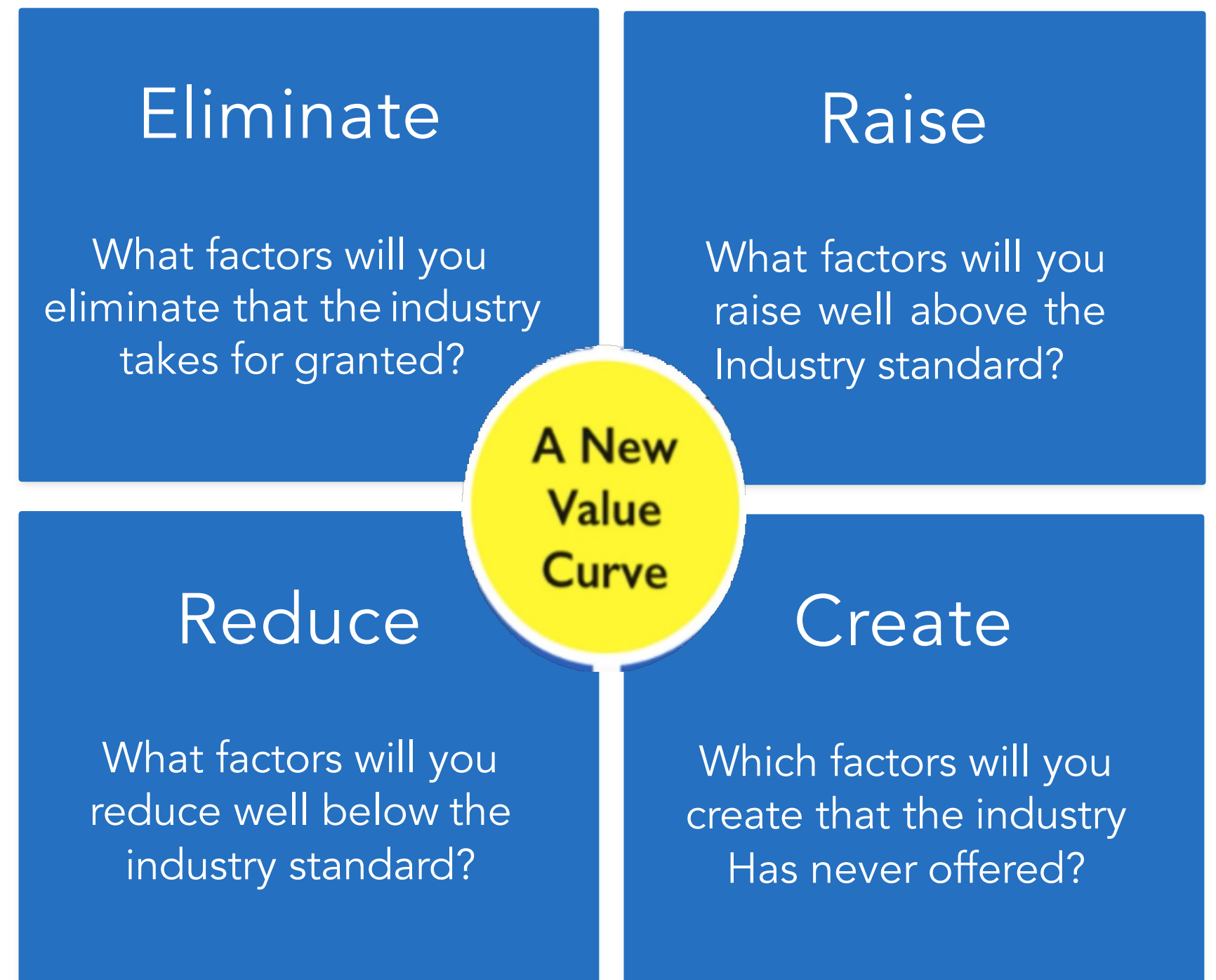
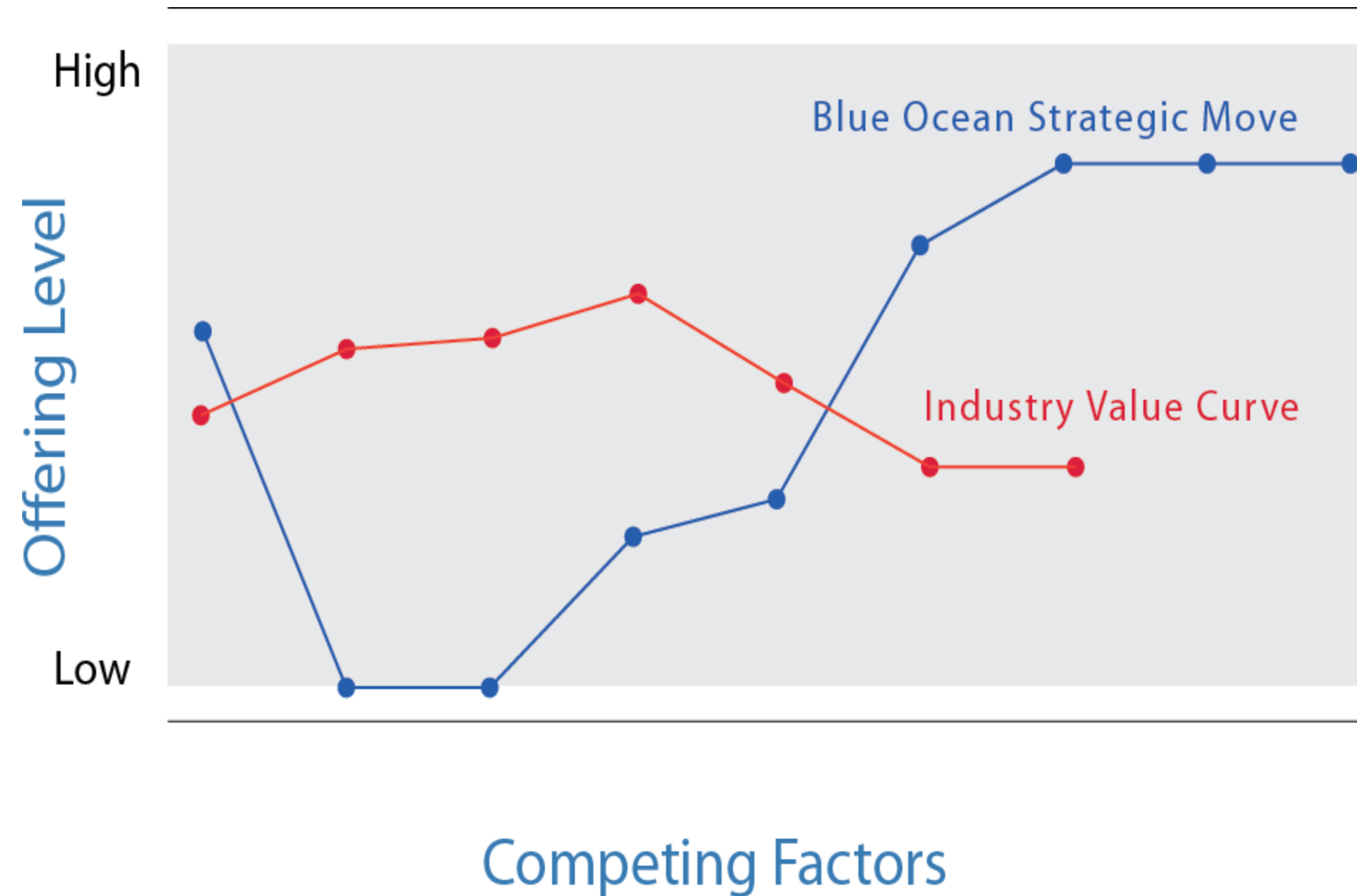
Fight in Red Oceans	Create a Blue Ocean
Strive to beat the competition	Make competition irrelevant
Capture share of existing markets	Create wide open new markets
Accept the rules of the game	Set new rules of the game
Find solutions to existing problems	Define and solve new problems
Serve customers of an industry	Bring noncustomers into an industry
Win at somebody else's expense	Create win-wins

# Blue Ocean Strategy empowers you ...

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- to challenge the conventions and create businesses that stand apart from the competition and create win-wins
- to systematically create blue oceans using a set of tools and analytic frameworks that minimize your risks and maximize your opportunities

# What are some Blue Ocean Strategy tools?



# Why is Blue Ocean Strategy Critical for You?

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Creative new solutions are required in almost every industry

- Think healthcare, education (K-12, university, community colleges), the environment, finance, cyber security, energy, our food chain – all are in dire need of creative solutions.

Most students can't get a job when they graduate

- More than 4 out of 5 students graduate from college without a job. Youth unemployment is three times higher than adult unemployment.

Blue Ocean Strategy empowers you to fuel growth and creates jobs

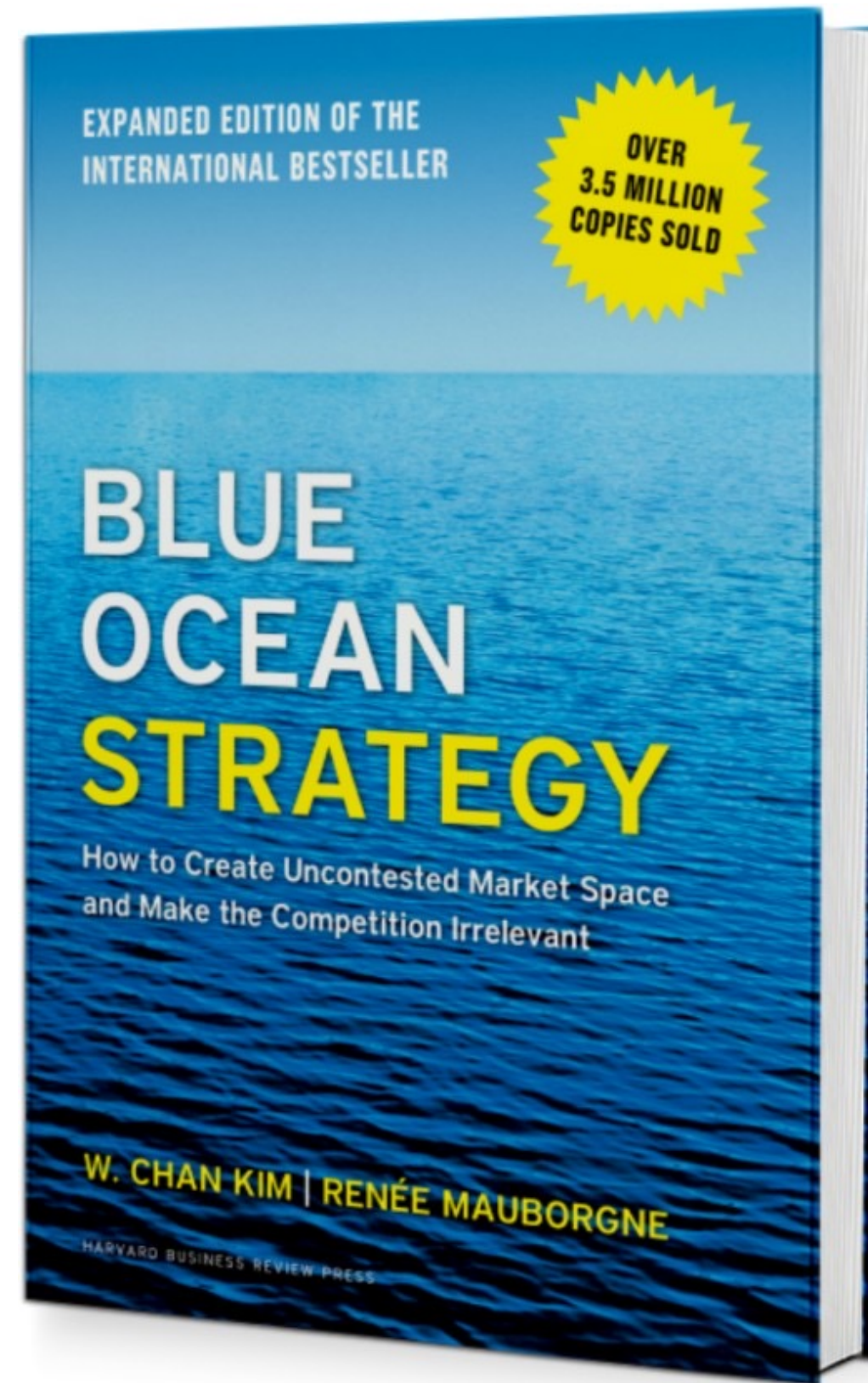
- 75% of new jobs in our economy are created by entrepreneurs every year. Blue Ocean Strategy empowers entrepreneurs to systematically solve new and pressing problems and create new jobs.

# You can create a BLUE OCEAN...

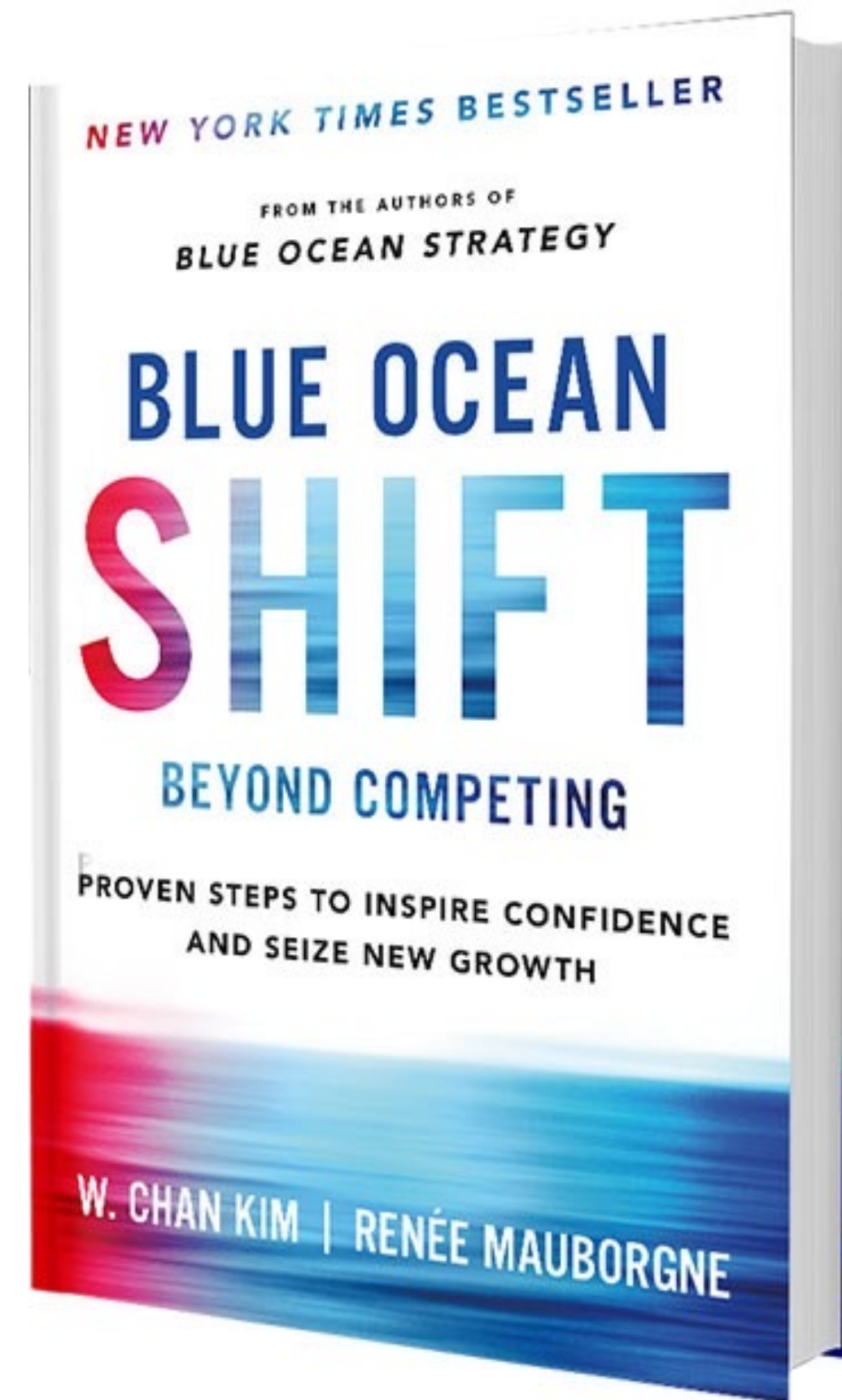
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- Start looking at the world with a new perspective
- See possibilities where other see boundaries
- See growth where others see red oceans
- Solve problems that have never been solved before
- Create solutions that will change our lives
- Make this world a better place for all of us!





[blueoceancompetition.org](http://blueoceancompetition.org)



[blueoceanstrategy.com](http://blueoceanstrategy.com)