

Blue Ocean Strategy

Blue ocean strategy creates new demand. It is non-zero-sum.

Blue oceans are the industries that are yet to exist — unknown uncontested market space.

Blue ocean strategy is the simultaneous pursuit of differentiation & low cost to create a new market space & drive new demand. It is about creating & capturing uncontested market space, thereby making competition irrelevant. It is based on the view that market boundaries & industry structure are not a given and can be reconstructed by the actions and beliefs of industry players.

Competition is irrelevant.

Taking a Blue Ocean approach means your goal isn't to outperform the competition or be the best in the industry.

Instead, your aim is to reformat industry boundaries & operate within that new space, making the competition immaterial.

