

Blue Ocean Strategy Canvas

Start by naming the companies and strategic factors (e.g., price, loyalty, awareness, reach) to compare. Use the numbered dots to evaluate each company’s position per factor. Use the implications to plan your next actions.

Very High							
High							
Mid							
Low							
Very Low							
Rank	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7

A

Company 1

B

Company 2

C

Company 3

D

Company 4

Implications

- Competitors’ weakest points are your chance for innovation.
- Eliminate or reduce factors where you lack behind greatly
- Similar curves highlight a red ocean with high competitiveness and low differentiation
- Highly different curves show you compare different oceans.
- Inversing the factors can open up new perspectives and help you find weak points to tackle.

The Blue Ocean Strategy concept was developed by Kim & Mauborgne (2005).