

The Blue Ocean Tool

Enterprise Enablement Toolkit

Introduction: The Enterprise Enablement Program

The Enterprise Enablement Program (EEP) bridges the gap between blockchain innovation and execution. We provide the expert-led pathway necessary to turn theoretical vision into practical, real-world adoption.

- **Unlock Opportunities:** Build future-ready infrastructure using enterprise-grade blockchain solutions.
- **Ensure Success:** Align leadership to guarantee pilots deliver measurable commercial value.
- **Charted Path:** Follow a predictable flow from foundational education to live pilots.
- **Reduced Risk:** Use replicable blueprints and vetted partners to accelerate implementation.

The exercise in this deck is a vital step in your journey. The curated activities in our toolkit replace guesswork with structured adoption, guiding your organization from initial ideation to a successful, real-world pilot.

Why and When to Use This Exercise

Originally developed by W. Chan Kim and Renée Mauborgne, the Blue Ocean Tool* is used to differentiate a product from the competition by identifying untapped value ranges and creating a distinct new offering.

Use this during the solution scoping phase to determine which factors can be eliminated, reduced, raised, or created to gain a unique advantage in the market.

* You can also read their book “The Blue Ocean Strategy” to deepen your understanding of the tool.

Blue Ocean Tool

Quickstart Guide
Time: 30-120 min | Group Size: 4-6
Materials: Template, Markers, Sticky Notes

Why?
To differentiate your product from the competition and win in new markets.

1. Map strategic factors competitors focus on to the benefit levers.
2. Use red dots to indicate which levers competitors use in which stage of the product life cycle.
3. Assess which factors can be raised, reduced, eliminated, or created.
4. Mark key opportunity factors with blue dots in the relevant stages.
5. Define a unique value proposition based on blue dots that separates you from competitors.

Problem Statement		Brief description						
4 Actions Framework		Life Cycle	Purchasing	Delivery	Use	Extension	Maintenance	Disposal
Raise <i>Which factors might be raised?</i>	Benefit Lever							
	Productivity <i>Can it be increased?</i>							
Reduce <i>Which factors might be reduced?</i>	Simplicity <i>Can it create an advantage?</i>							
	Convenience <i>Can it create value?</i>							
Eliminate <i>Which factors could be eliminated?</i>	Risk <i>Can it be reduced?</i>							
	Fun & Image <i>Can fun be increased or image improved?</i>							
Create <i>Which factors could be created?</i>	Sustainability <i>How can it be increased?</i>							

Findings
Create a new blue ocean value proposition

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Workshop Name | [Month] | [Year]
Adapted from dx-toolbook.com/tools

Materials You Need

- ❑ **Markers:** First agree on a clear problem statement with the group, then capture it in writing at the top of the template.
- ❑ **Template in A0:** This exercise is best completed on a large surface or A0 print version of the template. Once all relevant factors have been color-coded and mapped, you will have a much better overview of which features to focus on.
- ❑ **Sticky Notes:** Ideally, you use blue and red sticky notes to write down you and your competitors' key factors. This way, you can map them to the old and new strategy as well as move them around to determine which phase and benefit lever they belong to.
- ❑ **Dot Stickers:** Blue and red stickers can be an alternative to the sticky notes.

Best Practices

- ❑ **Challenge Industry Dogma:** Use the "Eliminate" quadrant to target "standard" features that competitors consider mandatory but actually create friction for your users.
- ❑ **Hunt for Friction in the Life Cycle:** Direct your focus toward the "Delivery," "Maintenance," or "Disposal" stages, as most industries focus solely on the "Use" stage.
- ❑ **Prioritize Non-Customer Barriers:** Identify why people currently avoid the market to find the "Risk" or "Productivity" levers that could win over a new audience.
- ❑ **Validate via the Inversion Test:** Ask if a competitor could easily copy your "Create" factor; if they can, it is an incremental feature rather than a Blue Ocean strategy.

The Blue Ocean Tool

Time: 30-120 min

Group Size: 4-6

1. Map strategic factors competitors focus on to the benefit levers. For example, how do they create convenience or mitigate risk?

Problem Statement		Factors from the <i>Buyer Utility Map</i> . Use red and blue colors to indicate which ones are already being addressed in the current industry landscape, and which ones could be an opportunity for improvement.					
Brief description							
4 Actions Framework	Life Cycle	Purchasing	Delivery	Use	Extension	Maintenance	Disposal
	Benefit Lever						
	Raise Which factors might be raised?						
	Reduce Which factors might be reduced?						
	Eliminate Which factors could be eliminated?						
	Create Which factors could be created?						
	Productivity Can it be increased?						
	Simplicity Can it create an advantage?						
	Convenience Can it create value?						
	Reliability Can it be reduced?						
	Fun & Image Can fun be increased? Can image be improved?						
	Sustainability How can it be increased?						
Findings		Create a new blue ocean value proposition					

List your competitors' strategic advantages under the benefit levers.

The Blue Ocean Tool

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2. Use red dots to indicate which levers competitors use in which stage of the product life cycle. Is it only convenient to purchase or also to use?

Problem Statement		Factors from the <u>Buyer Utility Map</u> . Use red and blue colors to indicate which ones are already being addressed in the current industry landscape, and which ones could be an opportunity for improvement.					
Brief description							
4 Actions Framework	Life Cycle	Purchasing	Delivery	Use	Extension	Maintenance	Disposal
	Benefit Lever						
	Productivity <i>Can it be increased?</i>						
	Simplicity <i>Can it create an advantage?</i>						
	Convenience <i>Can it create value?</i>						
	Risk <i>Can it be reduced?</i>						
	Fun & Image <i>Can fun be increased or image improved?</i>						
Create <i>Which factors could be created?</i>	Sustainability <i>How can it be increased?</i>						
Findings <i>Create a new blue ocean value proposition</i>							

The Blue Ocean Tool

Time: 30-120 min

Group Size: 4-6

3. Assess which factors can be raised, reduced, eliminated, or created.

Could a dimension of fun be added or things made simpler?

Problem Statement		Factors from the <u>Buyer Utility Map</u> . Use red and blue colors to indicate which ones are already being addressed in the current industry landscape, and which ones could be an opportunity for improvement.					
Brief description							
4 Actions Framework	Life Cycle	Purchasing	Delivery	Use	Extension	Maintenance	Disposal
	Benefit Lever						
	Productivity <i>Can it be increased?</i>	Raise		Raise			
	Simplicity <i>Can it create an advantage?</i>						
	Convenience <i>Can it create value?</i>						
	Risk <i>Can it be reduced?</i>						
	Fun & Image <i>Can fun be increased or image improved?</i>	Create	Create				
Sustainability <i>How can it be increased?</i>							

Findings
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Time: 30-120 min

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4. Mark key opportunity factors with blue dots in the relevant stages, based on what your team has determined using the 4 Actions Framework.

Problem Statement		Factors from the <u>Buyer Utility Map</u> . Use red and blue colors to indicate which ones are already being addressed in the current industry landscape, and which ones could be an opportunity for improvement.					
Brief description							
4 Actions Framework	Life Cycle	Purchasing	Delivery	Use	Extension	Maintenance	Disposal
	Benefit Lever						
	Productivity <i>Can it be increased?</i>	Raise		Raise			
	Simplicity <i>Can it create an advantage?</i>						
	Convenience <i>Can it create value?</i>						
	Risk <i>Can it be reduced?</i>						
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Create <i>Which factors could be created?</i>	Sustainability <i>How can it be increased?</i>						

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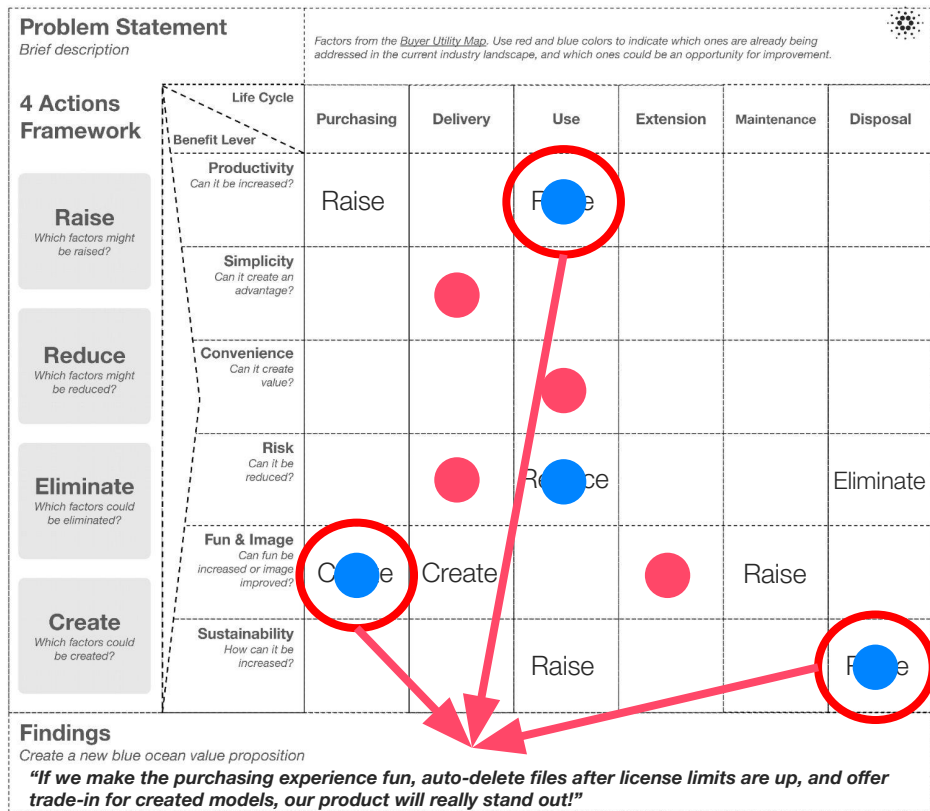


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Time: 30-120 min

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5. Define a unique value proposition based on a selection of blue dots that will separate you from competitors.



Sources and Acknowledgments

The templates within this toolkit leverage established product and design methodologies, including Design Thinking, Lean Startup, Design Sprints, and others.

While these frameworks provide the foundation, we have specifically adapted and evolved these tools to address the unique features, challenges, and opportunities inherent to blockchain, decentralized technologies, and the Cardano ecosystem.

As such, we are sharing our toolkit **under a [CC BY 4.0 license](#). Trademark rights (or any other specified IP) of the Cardano Foundation are not covered by the CC license.**

Support the Creators:

As we have drawn inspiration from the pioneers of collaborative design, we highly encourage you to explore and support the creators of some of the original works which helped us in making this toolkit:

- [***The Design Thinking Playbook & Toolbox***](#) (Lewrick, Link, Leifer)
- [***IBM's Enterprise Design Thinking Toolkit***](#)
- [***Collaboration by Design***](#) (Coullomb, Collingwood-Boots)
- [***Tools from the Stanford d.school***](#)
- [***The Lean Startup***](#) (Eric Ries)





Thank you for using this toolkit!

If you want to learn more about EEP and explore collaboration opportunities, please **visit cardanofoundation.org or write to venturehub@cardanofoundation.org.**