



Blue Ocean Initiative

Systematically creating growth beyond the competition

Red Oceans are industries with defined and accepted boundaries where companies try to outperform their rivals and grab a greater share of existing demand – leading to “bloody” competition with low profitability. Blue Oceans denote the unknown market space, unexplored by competition, that provides an opportunity for profitable and rapid growth – which you want to explore for your company!

enable2grow is helping you and your company to move from the so-called “Red Ocean” to a “Blue Ocean”, the analogy for the wider and deeper potential of unexplored market space. We apply the proven Blue Ocean strategy framework, developed by Kim and Mauborgne and start with a tangible innovation initiative in your organisation.

We guide your team through a step-by-step process with proven tools

- Value curve: visualise the current competitive situation of your offer
- Buyer Utility Map: discover the pain points of your buyers
- Three categories of non-customers: identify the total demand of your business
- Six Paths Framework: uncover commercially compelling blue ocean opportunities
- Eliminate-/ Reduce-/ Raise-/ Create-Grid: more customer value – fewer costs
- Blue ocean expo: test, decide and implement with your organization

“The Blue Ocean Initiative delivers by opening new markets for your company with a unique customer value, creating higher profitability with increased customer value at lower costs and a blue ocean mindset for your organisation.”



Dr. Bernd Brockmeier | Senior Advisor and Expert for Design Thinking & Innovation

Bernd has extensive experience in the field of business development – in multi-national companies, SMEs and startups. He has served as Sales and Marketing Director, Managing Director, Interim Manager, and Operating Partner for investors as well as advisor and coach. He is certified for Design Thinking (HPI Institute Potsdam; INSEAD, Fontainebleau) and recently for the Market Opportunity Navigator (by Marc Gruber & Sharon Tal: www.wheretoplay.co). He lives in the Zurich Area. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).