

DoD Mentor Protégé Training Week





Blue Ocean Strategy

Making Your Competition Irrelevant

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Presentation Overview

- Learn to make your competition irrelevant
- Provide solutions that separates you from the crowded market
- How to streamline your operations to **save cost** to the customer while **increasing value**
- Creating uncontested **Blue Oceans** from crowded, very competitive **Red Oceans**



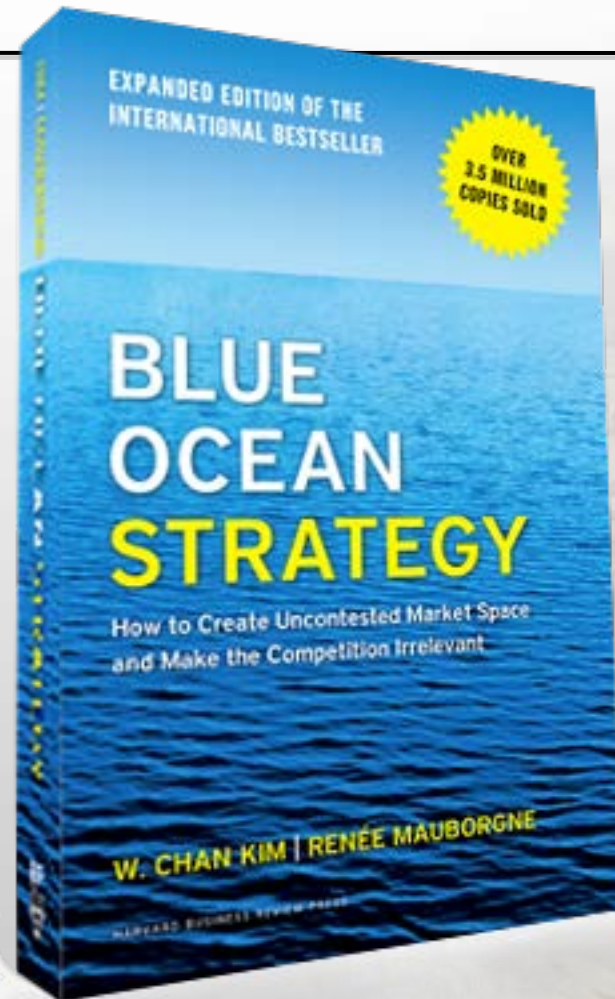


Red vs. Blue Ocean



Jump in with everyone else.
Or jump right.







Where are you going?

“If one does not know to which port one is sailing, no wind is favorable.”

Seneca



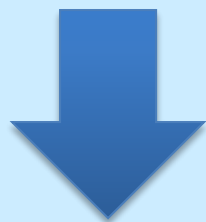
Blue Ocean - What is it?

Compete in existing market space	Create uncontested market space
Beat the competition	Make the competition irrelevant
Focus on customers	Target non-customers
Higher value OR lower cost	Higher value AND lower cost

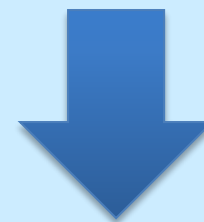


Blue Ocean - What is it?

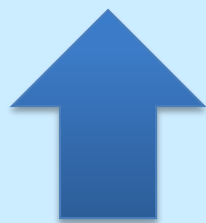
Eliminate



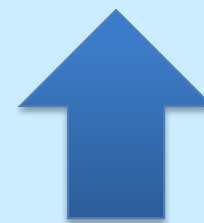
Reduce



Raise

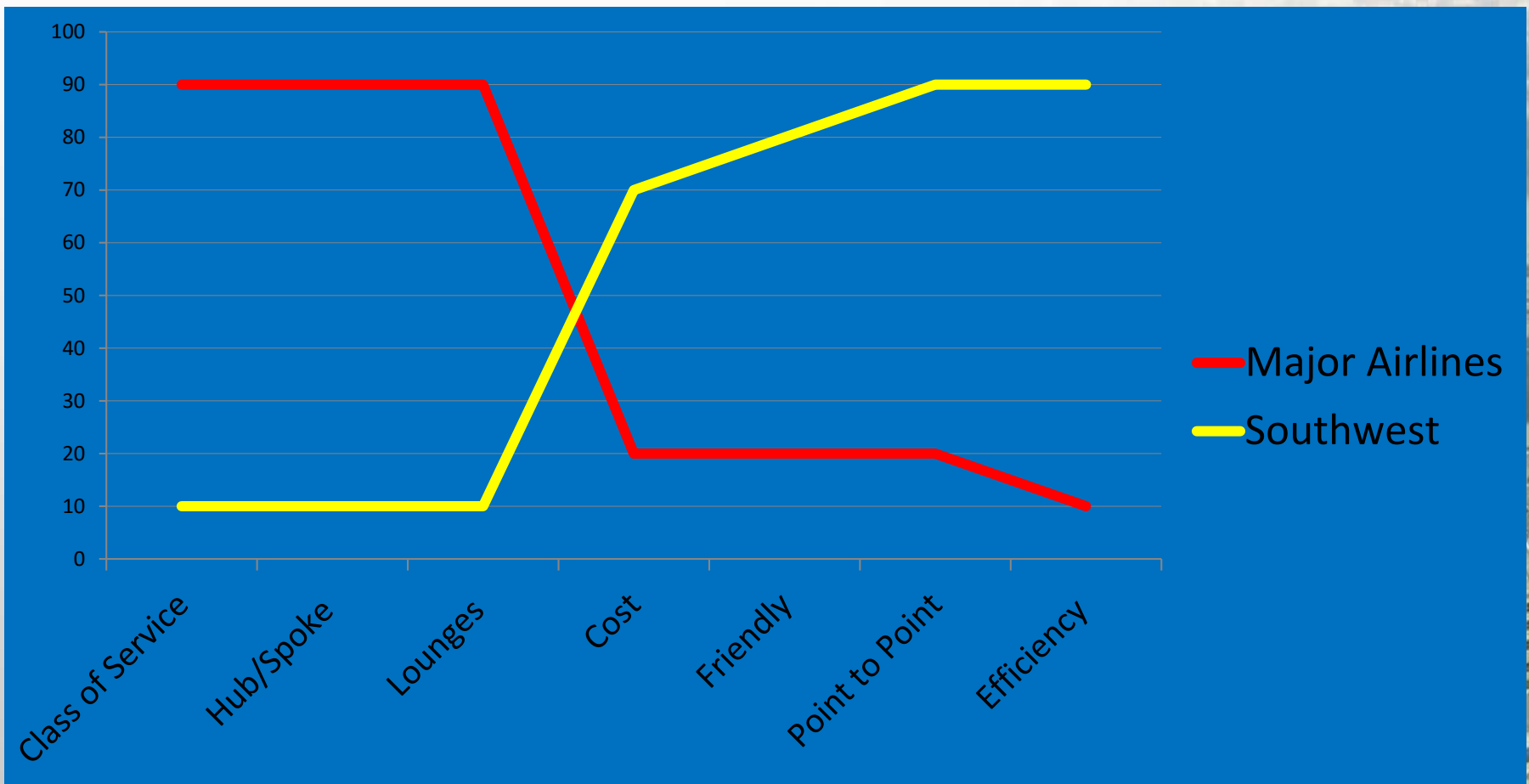


Create





Blue Ocean - Value Curve





User Persona



Jeff Gronberg

President, deciBel Research, Inc.
Huntsville, Alabama Area | Defense & Space

Current deciBel Research, Inc.
Previous Analytical Services, Inc. (ASI), Teledyne Brown Engi...
Leadership Huntsville/Madison County
Education University of Alabama

Companies



U.S. Space & Rocket ...
Museums and Institutions
+ Follow



Davidson Technologi...
Defense & Space
+ Follow



AEgis Technologies
Defense & Space
+ Follow



Gray Research
Defense & Space
+ Follow



MindGear Labs
Design
+ Follow



Missile Defense Age...
Defense & Space
+ Follow

Connections

All (500+) Shared (436) New (8) Q



Gerald King 1st
Senior Vice President at Intergraph Gov...



Tony Hodgson 1st
Director, Business Development and Str...



Jenny W Clark 1st
Entrepreneurial evangelist for small busin...



Shannon Drake 1st
Director of Community Outreach and De...



Jay Arnold 1st
Vice President, Business Development ...



Stuart Obermann 1st
CEO/President at Community Foundatio...



Derek Johns 1st
Human Resources Manager/Business D...



Nancy Covert 1st
Franchise Owner / Chief Employee Eng...



John Robinson 1st
Executive, Consultant, Entrepreneur 25...



Tony Feltman 1st
President at SPIRE MFG SOLUTIONS

Groups



Huntsville Multiple S...
24 members
Member



TechRich
190 members
Member



BRAC - Huntsville, Al...
986 members
Join



Energy Huntsville In...
162 members
Member



Everything Radar
4,084 members
Join



The American Institu...
12,566 members
Join



Huntsville Hospital F...
268 members
Join



Defense professional...
968 members
Member



Huntsville Profession...
3,493 members
Member



Capstone Engineerin...
1,491 members
Join



Below the Radar Bre...
15 members
Join



Huntsville Profession...
80 members
Member





Exercise

- Safe Uber/Lyft for elderly, kids, disabled
- Market competition Uber/Lyft
- Define your **user persona**
- What would you **eliminate** and **reduce**?
- What would you **raise** and **create**?
- Draw **value curve** for your service
- Draw **value curve** for the competition
- What would be your **Value Prop** tagline?



Summary Slide

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QUESTION AND ANSWER SESSION



POC Information Slide

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Backup slides