

BusinessDreamworking

BOSPOT

Radical improvements in the value
generated by your organization

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a service aimed at...

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*/ entrepreneurs who want to set themselves
apart from the competition*

*/ entrepreneurs who want to transform their
idea into a new market*

*/ intrapreneurs (CEOs, business develop-
ment managers, marketing managers,
strategy managers) in search of a blue
ocean.*

there are two ways of developing your
business: by innovating or by copying. the
choice is yours! the blue ocean concept al-
lows you to make the competition irrelevant.
with a radically simple and intuitive method-
ology, companies can discover new markets.

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results of the process

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- / analysis of the current market and competitive factors*
- / design of the value innovation strategy (BOS)*
- / creation of a blue ocean that sets you apart from the competition*
- / identification of obstacles and a contingency plan*
- / a strengthened, aligned team*



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process map

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design »

*/ project team
/ vision of outcome*

reality »

*/ value curve
/ client groups
/ market variables
/ competitive groups*

frontiers »

*/ industries
/ strategic groups
/ buyers
/ emotional factor
/ practicality
/ timescale
/ complementarity*

exploration »

*/ fieldwork
/ competition factors*

strategy »

*/ ideas BO
/ usefulness
/ price innovation
/ obstacles
/ strategic
choice*

alignment »

*/ internal
communications
/ event
/ systemic coaching
/ authentic dialogue*

implementation »

*/ day one
/ systemic
coaching
/ leadership
development*

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kanvio creative shifting sl

*the ordinary unfolds the extraordinary
microconsulting in innovation and leadership
for entrepreneurs and intrapreneurs.*

ofic. +34 902 024 199

fax. +34 933 637 060

skype: kanvio

mail: want@kanvio.com

www.kanvio.com