

# Not so Blue Ocean

Find and present examples of others who have found radical solutions to similar huge problems elsewhere in the world that also meet at least 3 of the falsification criteria.

## Description

Blue Oceans in the entrepreneurial space are new markets with no evident competition. This tool is used to demonstrate to participants that there are not too many things that are “new”! They can, and should, draw inspiration and learn from those who have succeeded (or failed) in addressing the same types of huge problems elsewhere. This tool directly precedes the next tool to set up the idea iteration stage.

## Suggested time

1 hr participant prep;  
20 min exercise

**Note** : Repeat each week until all the huge problem areas have been explored

## Level of difficulty

Moderate

## Materials needed

Mural board

## Steps

1

Select huge problem

2

Participants research

3

Present and prepare to ideate

Check how we used this in WFP-X:

**Mural Link:** <https://app.mural.co/t/wfpx20daressalaam8404/m/wfpx20daressalaam8404/1601331039898/9c9cd08839e3c135968c1e3d2bc203845b0f39c6>

**Tool 14 / Not so Blue Ocean**  
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## Steps

STEP 1

Select huge problem

STEP 2

Participants research

STEP 3

Present and prepare to ideate



INNOVATION  
ACCELERATOR

# Participants research

## Your task in this step

Each week, facilitators select 1-2 huge problems to focus on. Participants research innovative solutions to those problems applied elsewhere and fill out the radical solution canvas

### Go where others have been



#### Huge problem

Select one of our huge problems.



#### Radical solution

Each innovator identifies a radical solution, a solution somewhere in the world, current or historical, that disrupted the system in one or more ways.



#### Falsification criteria

Ensure that the radical solution meets at least 3 of our falsification criteria.

### To explore where we want to go



#### Sectors

Which would be affected?  
(ex. Cooking fuel, edible oils)



#### Stakeholders

Which stakeholders from the context would be most impacted by such a solution?



#### Barriers

What barriers unique to your context system could inhibit its application or success?