**Tool 14**

## 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.

### Steps

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<td><strong>1</strong></td>
<td>Select huge problem</td>
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<td><strong>2</strong></td>
<td>Participants research</td>
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<td><strong>3</strong></td>
<td>Present and prepare to ideate</td>
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### 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

Check how we used this in WFP-X:

Mural Link: https://app.mural.co/t/wfpx20daressalaam8404/m/wfpx20daressalaam8404/1601331039898/9c9cd08839e3c135968c1e3d2bc203b45b0f39c6
Steps

**STEP 1**
Select huge problem

**STEP 2**
Present and prepare to ideate

**STEP 3**
WFP Innovation Accelerator

Phase 3 Breakthrough Approach

Tool 14 / 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.

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 it's application or success?