Tool 14

Not so Blue Ocean

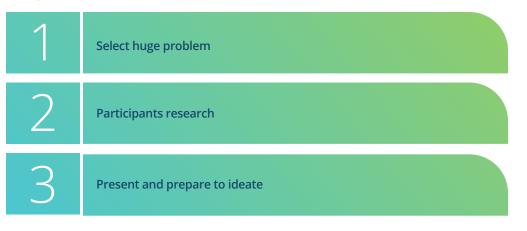
Find and present examples of others who have found radical solutions to similar huge problems elsewhere in the world that also meet at least 3 of the falsification criteria.

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.

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





INNOVATION ACCELERATOR

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

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.

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 it's application or success?