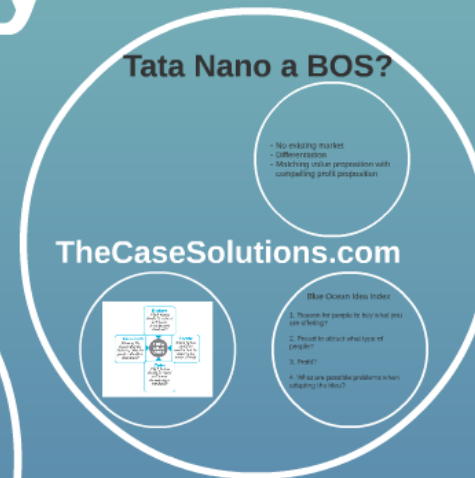
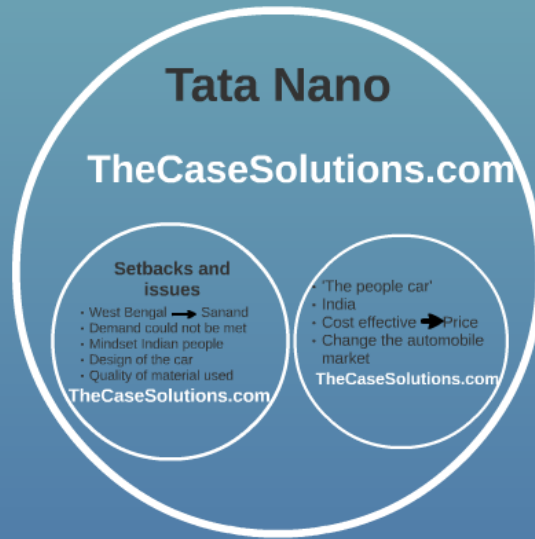
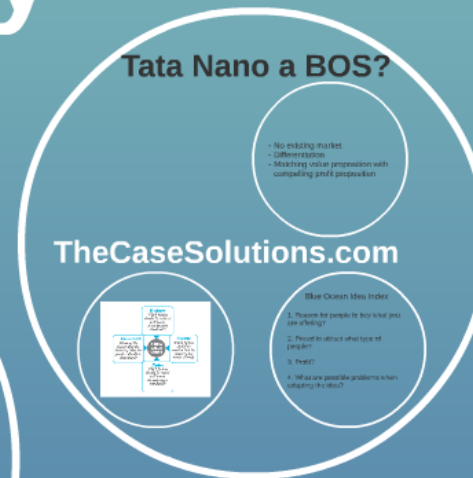
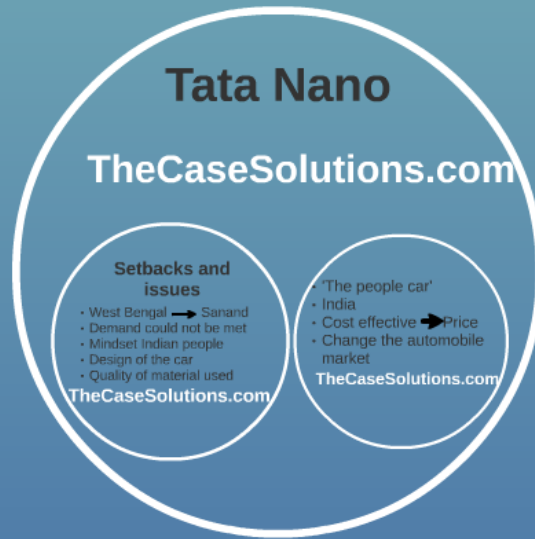


Ocean Tomo: Building a Market for Intellectual Property



Ocean Tomo: Building a Market for Intellectual Property



Blue Ocean Strategy

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- Red Oceans
- Offensive strategy
- No existing competition and rules
- Opportunities and freedom
- Value creation
 - innovation
 - cost reduction

Red Ocean

- competition
- no rapid growth
- market space defined
- market share

Blue Ocean

- no competition
- rapid growth
- market space undefined
- unknown markets
- no rules

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Tata Nano

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Setbacks and issues

- West Bengal → Sanand
- Demand could not be met
- Mindset Indian people
- Design of the car
- Quality of material used

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- 'The people car'
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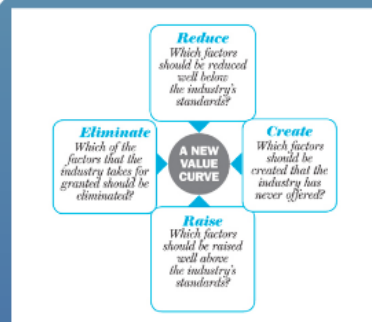
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Tata Nano a BOS?

- No existing market
- Differentiation
- Matching value proposition with compelling profit proposition

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Blue Ocean Idea Index

1. Reason for people to buy what you are offering?
2. Priced to attract what type of people?
3. Profit?
4. What are possible problems when adapting the idea?