



_Social VP/BM & Blue Ocean Strategy

Loïc Pedras
Applied Social Entrepreneurship

The Culture Exposure Series*

Week 7

*Not mandatory

The Culture Exposure Series*

Week 7

- Book: Mark Twain - The Prince and the Poor

*Not mandatory

The Culture Exposure Series*

Week 7

- Book: Mark Twain - The Prince and the Poor
- Movie: The Eagle Hunter

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The Culture Exposure Series*

Week 7

- Book: Mark Twain - The Prince and the Poor
- Movie: The Eagle Hunter
- Youtube Channel: SciShow

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The Culture Exposure Series*

Week 7

- Book: Mark Twain - The Prince and the Poor
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- Musician: Bella Ciao (song)

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The Culture Exposure Series*

Week 7

- Book: Mark Twain - The Prince and the Poor
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- Painting: Salvador Dali - Persistence of Memory

*Not mandatory

The Culture Exposure Series*

Week 7

- Book: Mark Twain - The Prince and the Poor
- Movie: The Eagle Hunter
- Youtube Channel: SciShow
- Musician: Bella Ciao (song)
- Painting: Salvador Dali - Persistence of Memory
- Country: Papua New Guinea

*Not mandatory


Agenda



[The Social Value Proposition]



[Social Business Model]



[Blue Ocean Strategy - Strategic Canvas]



[Blue Ocean Strategy - 4 Action Framework]



[Wrap-up]



[Social Value
Proposition]

[SVP]

_Problem

Social Entrepreneurs solve societal problems

[SVP]

_Problem

Businesses address user needs

[SVP]

_Problem

Businesses address user needs

Problems are user needs



[SVP]

Problem

Businesses address user needs

Problems are user needs

Businesses address problems

[SVP]

The Regular One

Value Proposition Dimensions

[SVP]

—The Regular One

Value Proposition Dimensions

- What is the problem (why is relevant)?

[SVP]

—The Regular One

Value Proposition Dimensions

- What is the problem (why is relevant)?
- How product/service solves that problem?

[SVP]

—The Regular One

Value Proposition Dimensions

- What is the problem (why is relevant)?
- How product/service solves that problem?
- Why my enterprise is better - differentiation

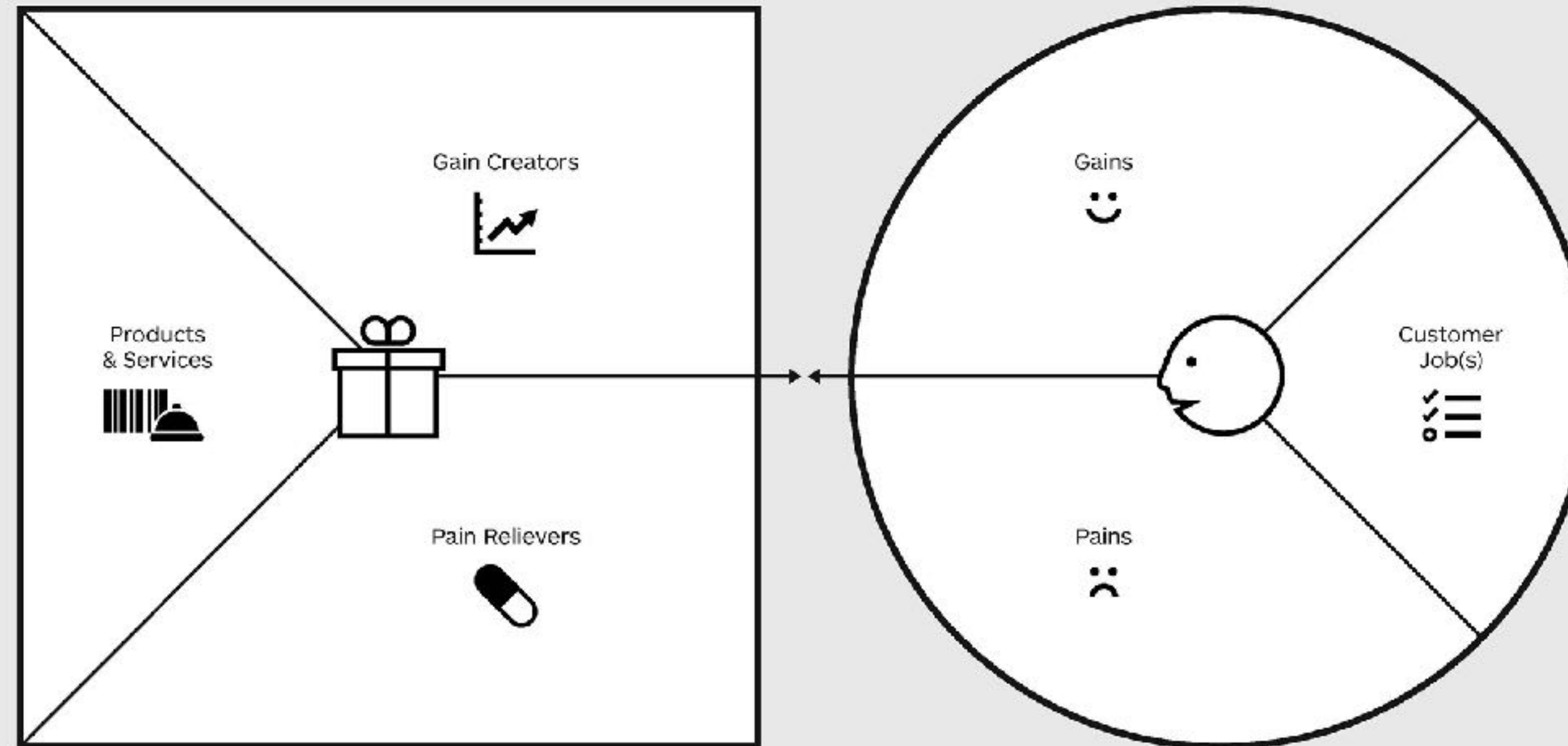
[SVP]

The Regular One

The Value Proposition Canvas

Value Proposition

Customer Segment

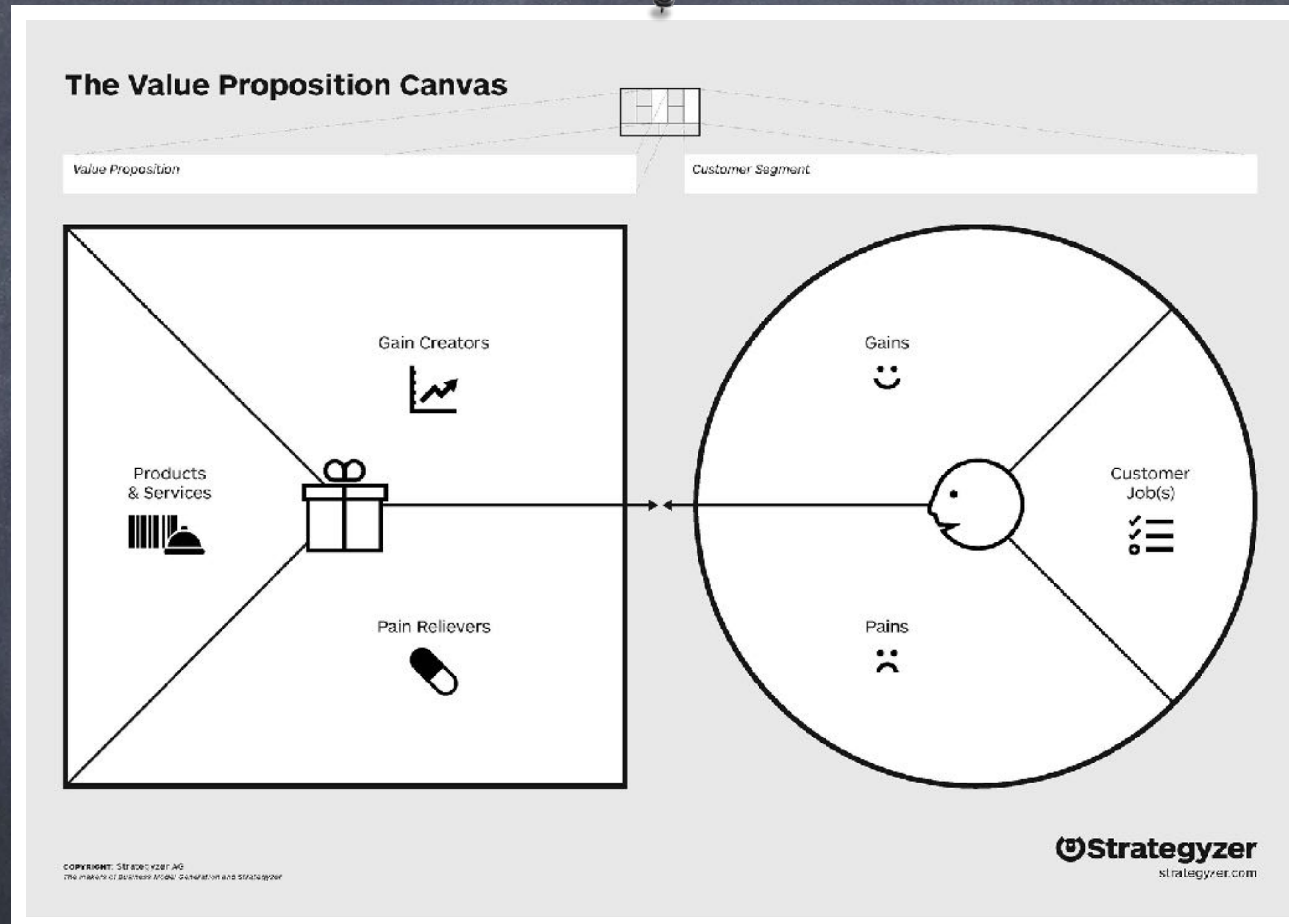


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[SVP]

„The Regular One“



The Holly Product - Market Fit

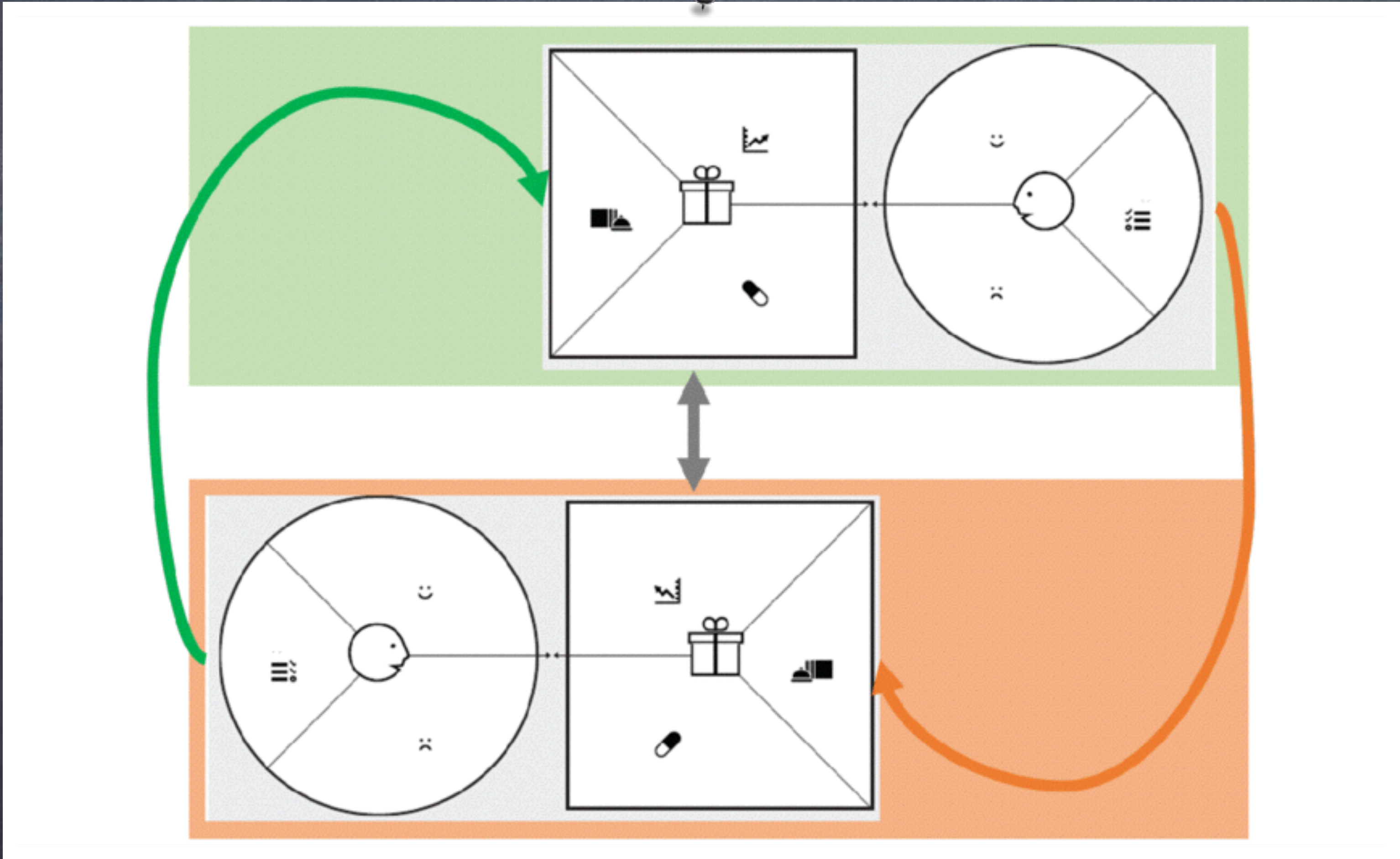
[SVP]

_The Social One

?

[SVP]

The Social One





[Social Business
Models]



BMC










The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 			Revenue Streams 	



[SBM]

SBMC

Social Business Model Canvas



<div><div>Key Resources</div><div>What resources will you need to run your activities? People, finance, access?</div></div>	<div><div>Key Activities</div><div>What programme and non-programme activities will your organisation be carrying out?</div></div>	<div><div>Type of Intervention</div><div>What is the format of your intervention? Is it a workshop? A service? A product?</div></div>	<div><div>Segments</div><div><div>Beneficiary</div><div>Who benefits from your intervention?</div></div></div>	<div><div>Value Proposition</div><div>User Value Proposition</div><div>Impact Measures</div></div>
<div><div>Partners + Key Stakeholders</div><div>Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permissions?</div></div>		<div><div>Channels</div><div>How are you reaching your users and customers?</div></div>	<div><div>Customer</div><div>Who are the people or organisations who will pay to address this issue?</div></div>	<div><div>Customer Value Proposition</div><div>What do your customers want to get out of this initiative?</div></div>
<div><div>Cost Structure</div><div>What are your biggest expenditure areas? How do they change as you scale up?</div></div>		<div><div>Surplus</div><div>Where do you plan to invest your profits?</div></div>	<div><div>Revenue</div><div>Break down your revenue sources by %</div></div>	

Inspired by The Business Model Canvas



[SBM]

Any other changes?

SBMC

Social Business Model Canvas

[illegible]

Inspired by The Business Model Canvas

[SBM]

Examples

- Selling to new markets (Microcredit)

[SBM]

Examples

- Selling to new markets (Microcredit)
- 1 for 1 or Robin Hood or Subsidisation (Pizza, Yoobi, Lifestraw)

[SBM]

Examples

- Selling to new markets (Microcredit)
- 1 for 1 or Robin Hood or Subsidisation (Pizza, Yoobi, Lifestraw)
- WISE (Social Cafe)

[SBM]

Examples

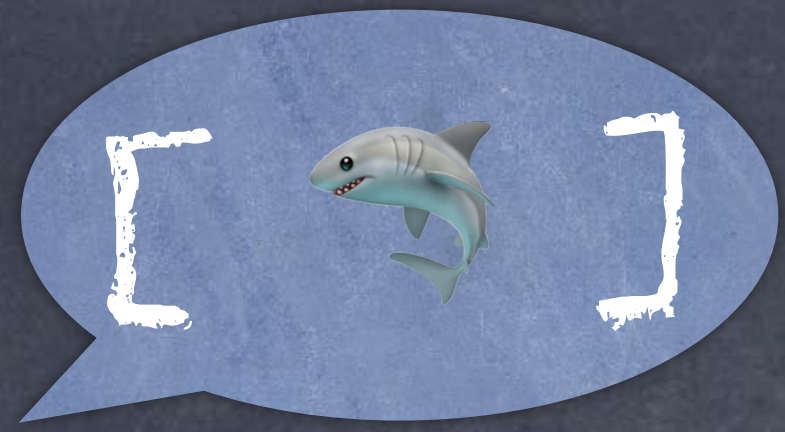
- Selling to new markets (Microcredit)
- 1 for 1 or Robin Hood or Subsidisation (Pizza, Yooobi, Lifestraw)
- WISE (Social Cafe)
- Circular Economy? (Pela Case, Keep Cup)

[SBM]

Examples

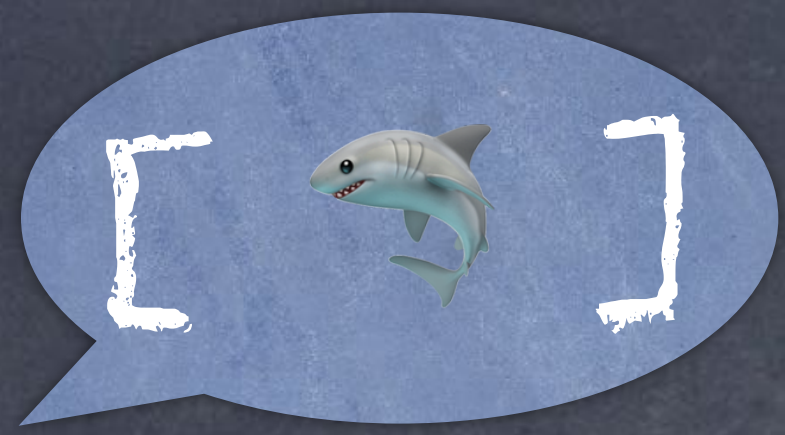
- Selling to new markets (Microcredit)
- 1 for 1 or Robin Hood or Subsidisation (Pizza, Yoobi, Lifestraw)
- WISE (Social Cafe)
- Circular Economy? (Pela Case, Keep Cup)
- Mixed (Ziqitza Ambulances)

[BOS – Strategic
Canvas ]



Red vs. Blue

Red Ocean - Market position with several competitors



Red vs. Blue

Red Ocean - Market position with several competitors

Blue Ocean - Market position with no competitors

[Strategic
Canvas]

Strategic Canvas

What for?

- Both diagnostic & action framework to build BOS

[Strategic
Canvas]

Strategic Canvas

What for?

- Both diagnostic & action framework to build BOS
- Capture current state in the known market space

[Strategic
Canvas]

Strategic Canvas

What for?

- Both diagnostic & action framework to build BOS
- Capture current state in the known market space
- Know where competitors are investing

[Strategic
Canvas]

Strategic Canvas

What for?

- Both diagnostic & action framework to build BOS
- Capture current state in the known market space
- Know where competitors are investing
- Understand the factors the industry competes (products, service & delivery)

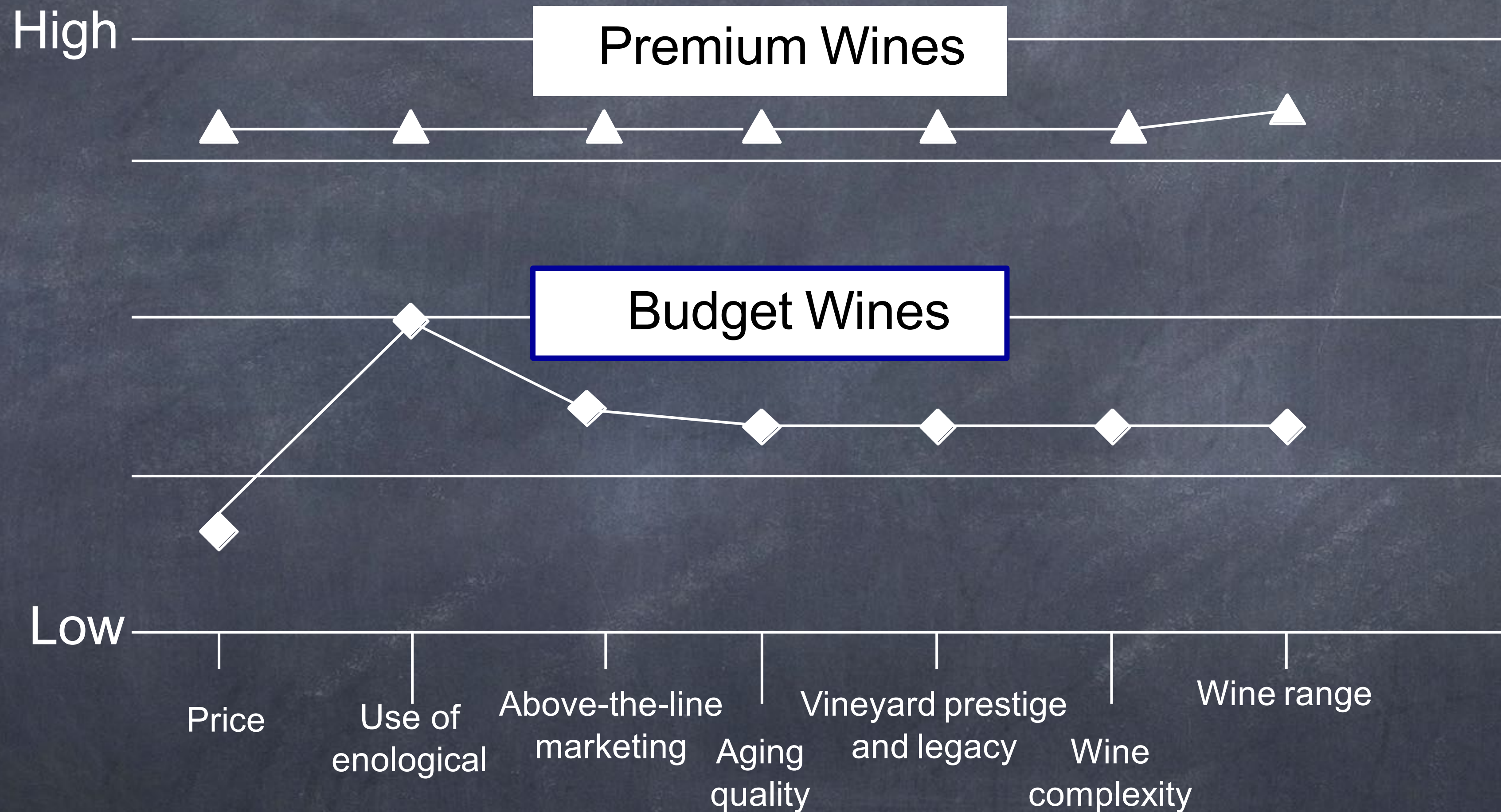
[Strategic
Canvas]

Aussie Example

Let's start with a Blue Ocean example from Australia

[Strategic Canvas]

Strategic Canvas



Horizontal axis = factors industry competes/invests
Vertical axis = Buyers' offering level across factors

[Value
Curve]

Curve & Factors

Graphic depiction of a company's relative performance across industry factors = Value Curve

[Value
Curve]

The Curve

Revealing Factors:

- Blue/Red Ocean Strategy positioning

[Value
Curve]

The Curve

Revealing Factors:

- Blue/Red Ocean Strategy positioning
- Incoherent Strategies

[Blue Ocean
Strategy - 4AF 🧠]

[4AF]

_4 Actions Framework

What for?

To reconstruct buyer value elements in crafting a new value curve

[4AF]

_4 Actions Framework

What for?

To reconstruct buyer value elements in crafting a new value curve

Break the trade-off between differentiation & low cost

[4AF]

The Actions

Eliminate - What factors industry takes for granted
& need to be **eliminated**

[4AF]

The Actions

Eliminate - What factors industry takes for granted & need to be eliminated

Reduce - What factors need to be reduced below industry standards

[4AF]

The Actions

Eliminate - What factors industry takes for granted & need to be eliminated

Reduce - What factors need to be reduced below industry standards

Raise - What factors need to be raised above industry standards

[4AF]

The Actions

Eliminate - What factors industry takes for granted & need to be eliminated

Reduce - What factors need to be reduced below industry standards

Raise - What factors need to be raised above industry standards

Create - What should be created that the industry has never offered

[4AF]

The Grid

New
Value
Curve

[4AF]

The Grid



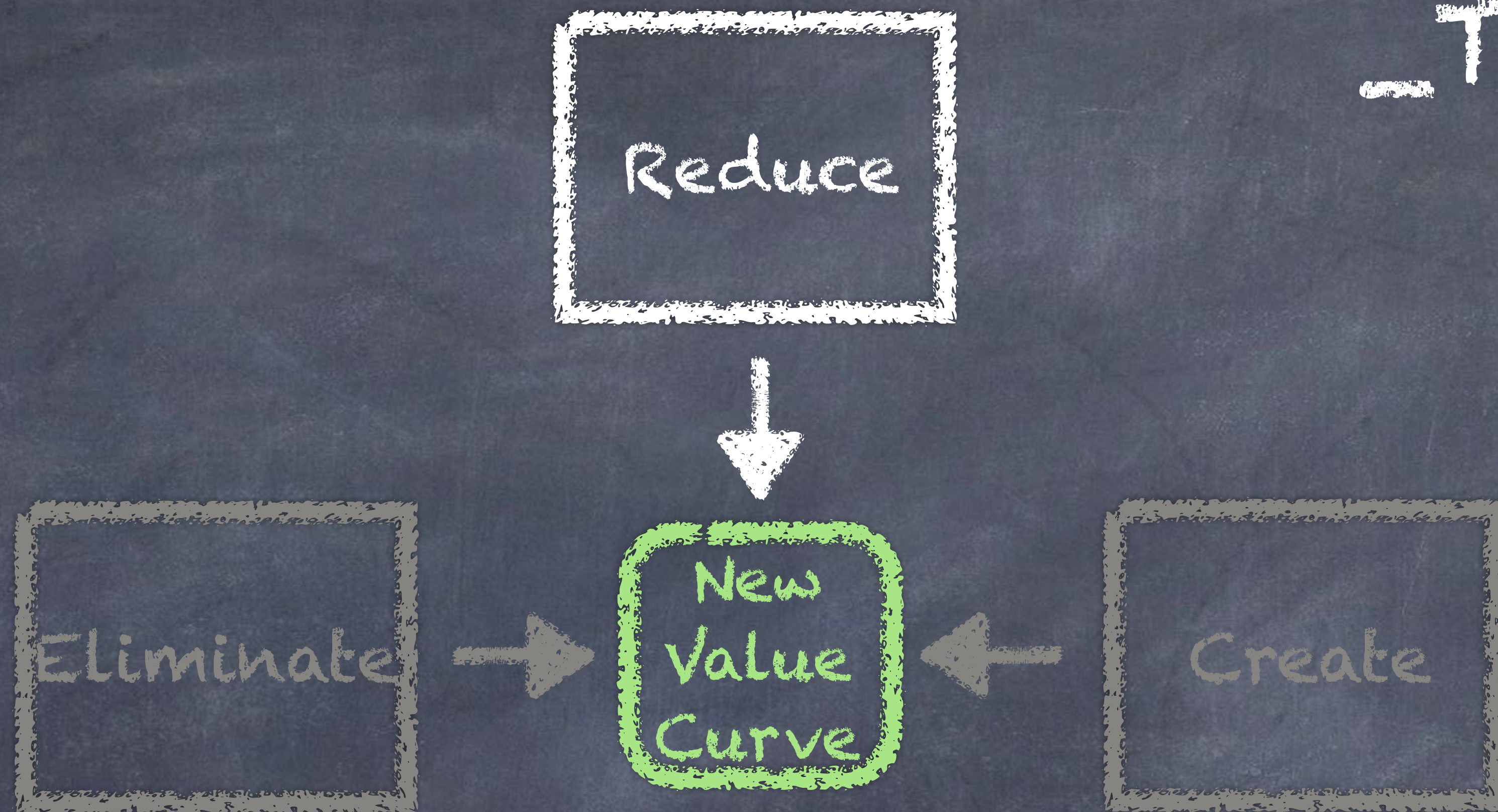
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The Grid



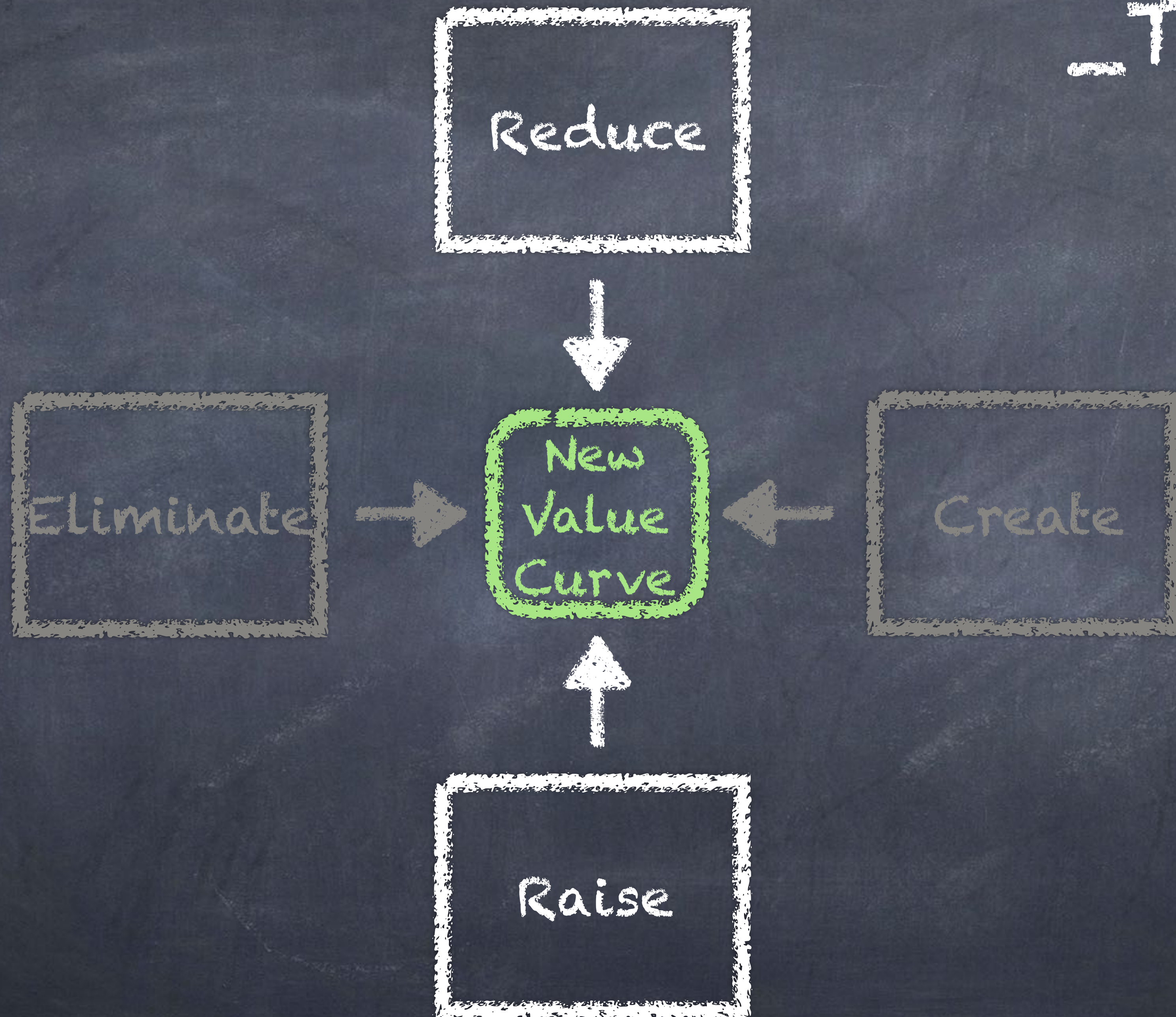
[4AF]

The Grid



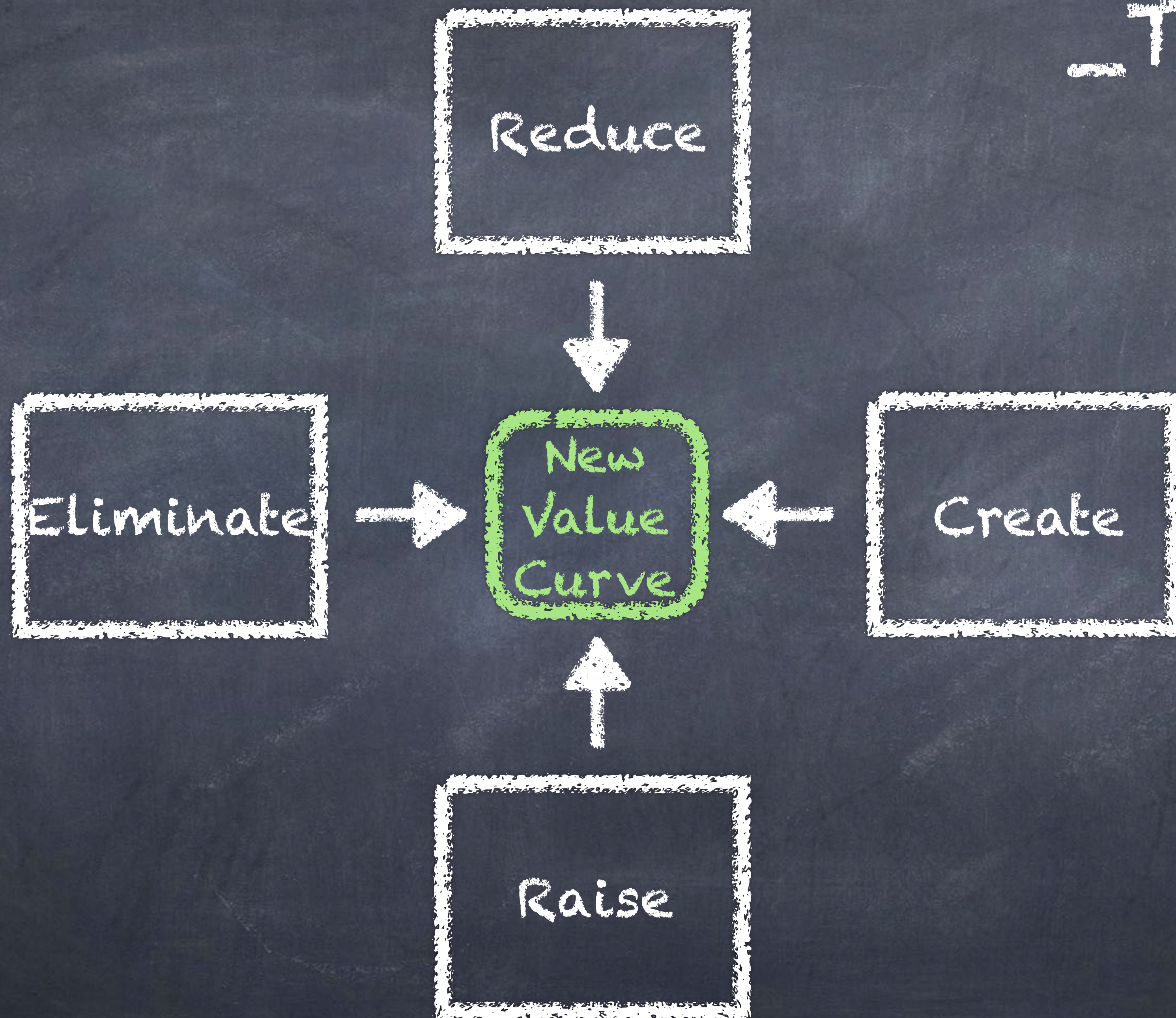
[4AF]

The Grid



[4AF]

The Grid



[4AF]

The Grid

The Grid Provides info to companies to:

[4AF]

The Grid

The **Grid** Provides info to companies to:

- Simultaneously pursue differentiation & low cost

[4AF]

The Grid

The **Grid** Provides info to companies to:

- Simultaneously pursue differentiation & low cost
- Identify if only raising & creating thus raising costs

[4AF]

The Grid

The **Grid** Provides info to companies to:

- Simultaneously pursue differentiation & low cost
- Identify if only raising & creating thus raising costs
- Make easier for managers to understand & comply

[4AF]

The Grid

The **Grid** Provides info to companies to:

- Simultaneously pursue differentiation & low cost
- Identify if only raising & creating thus raising costs
- Make easier for managers to understand & comply
- Scrutinise every factor the industry competes on

[4AF]

The Grid

Eliminate	Raise
Enological terminology/distinctions Aging qualities Above-the-line marketing	Price versus budget wines Retail Store involvement
Reduce	Create
Wine complexity Wine range Vineyard prestige	Easy drinking Ease of selection Fun & adventure

[4AF]

The Grid

Exercise

In groups find a blue ocean strategy for a beer 🍺

Apply all blue ocean tools & get ready to present 1'

[4AF]

Social Blue Ocean

Can Social Biz be a Blue Ocean?



[Wrap up]

[Wrap Up]

The Wrap Up

- Social Value Proposition

[Wrap Up]

The Wrap Up

- Social Value Proposition
- Social Business Model

[Wrap Up]

The Wrap Up

- Social Value Proposition
- Social Business Model
- Blue Ocean Strategy - Strategic Canvas

[Wrap Up]

The Wrap Up

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- Blue Ocean Strategy - Strategic Canvas
- Blue Ocean Strategy - 4 Action Framework



Questions & Comments

Dr. Loïc Pedras

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