

being **GOOD**  
isn't **GOOD**  
**ENOUGH**

become a  
**MARKET LEADER**

karl  
**DEETER**  
operations manager



andrew  
**TOWNLEY**  
managing director



Archistry<sup>TM</sup>

U.S. POSTAGE



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*understanding*

# Blue Oceans

Speed of an airplane  
+ economy & flexibility

= air travel utility &  
low cost business model



A close-up photograph of a Cirque du Soleil performer. The performer has their face and neck painted in shades of blue and green. They are wearing a large, elaborate collar made of white, ruffled fabric that resembles petals or leaves. The background is dark and features intricate, swirling patterns in shades of blue and black, suggesting a stage set or a digital backdrop.

Cirque du Soleil

No animals  
No stars  
One arena

Unifying theme  
Refined venues  
Artistic acts  
Better margins

Unquestionably unique

*finding your*

# Blue Oceans

- 1. What do you take for granted?  
Eliminate it!*
- 2. What is industry standard ?  
Reduce something significantly, &  
Raise something significantly!*
- 3. What's never been offered?  
Create it!*

How?

A person with long hair, wearing a dark jacket and pants, stands on the edge of a rocky mountain peak. They are looking out over a vast valley with rolling hills and a layer of clouds below. The sky is a clear, bright blue.

Alternative markets

Go beyond existing groups

Redefine your buyers

Complementary offerings

Shift emotion vs. utility

Lead vs. follow



*don't forget to*

**Execute**