

# Blue Ocean Canvas

## Key Competing Factors

Blue Ocean Shift outlines the process of how to draw your As-Is Strategy Canvas and interpret the results.

Blue Ocean Shift presents sample completed Strategy Canvases for your reference.

Key Competing Factors	Your Company's Offering Level	Your Competitor's Offering Level
List the key factors the industry currently competes on	Rate on a 1-5 Likert-type scale	Rate on a 1-5 Likert-type scale