



**ClieNFarms**  
Climate Neutral Farms

## ClieNFarms Scaling Toolbox

# Ocean of Opportunities

### Ideation and Strategy

This ideation tool is aimed at identifying gaps in the market or in the system which might be turned around into becoming chinks of opportunity. It is a very useful tool if you are needing to concoct new solutions or ideas for a problem. As a visioning tool, it does require creativity - however, as visioning tools go less than others - it therefore also serves as a good warm up tool before doing other visioning exercises. We must add that for systemic problems, solutions in silo are rarely successful, solutions which crop up in this exercise might feel like silver bullets - but a silver bullet will not heal a problematic system. The solution must be considered in terms of the wider system to avoid unforeseen consequences and we would advise further investigating and socialising any ideas created.

Ocean of opportunities is a tool from the from [The Visual Toolbox for Systems Innovation](#).

The tool is inspired in the Growth Share Matrix (Henderson, 1973), the Blue Ocean Strategy (Kim and Mauborgn, 2005), and the White Spots (Carleton et al, 2013)

### Purpose

The tool is useful in helping a group imagine radical innovations or alternative solutions for a current problem and need a hand with the ideation process.

## Expected outcomes of applying the tool

A visual map of the current technologies and solutions for your challenge, mapped out according to a couple of variables. Consequently, you can spot the spaces for those variables with no solution in the market. Those spaces might provide a window of opportunity to your project.

## Preparation

What needs to be in place for the tool to work properly (ingredients list)

The tool requires a basic idea of your challenge and the current solutions

Step-by-step guide to using the tool (Recipe)

The tool leads you through 6 steps:

STEP 1. Draw the canvas and pick out variables

STEP 2 - 4. Define extreme values

STEP 5. Try it out with different variables

STEP 6. Debrief

## Suggested follow up steps

A natural next step would be to move on to envisioning a future in which the solution comes from some of those empty solution spaces you spotted.

## Links and references

The steps and templates related to the Pentagonal Problem are described on pages 112-117 in the Visual Toolbox for System Innovation which can be accessed here: [Visual Toolbox for System Innovation - Observatory of Public Sector Innovation \(oecd-opsi.org\)](https://www.oecd-opsi.org/publications/visual-toolbox-for-system-innovation/)