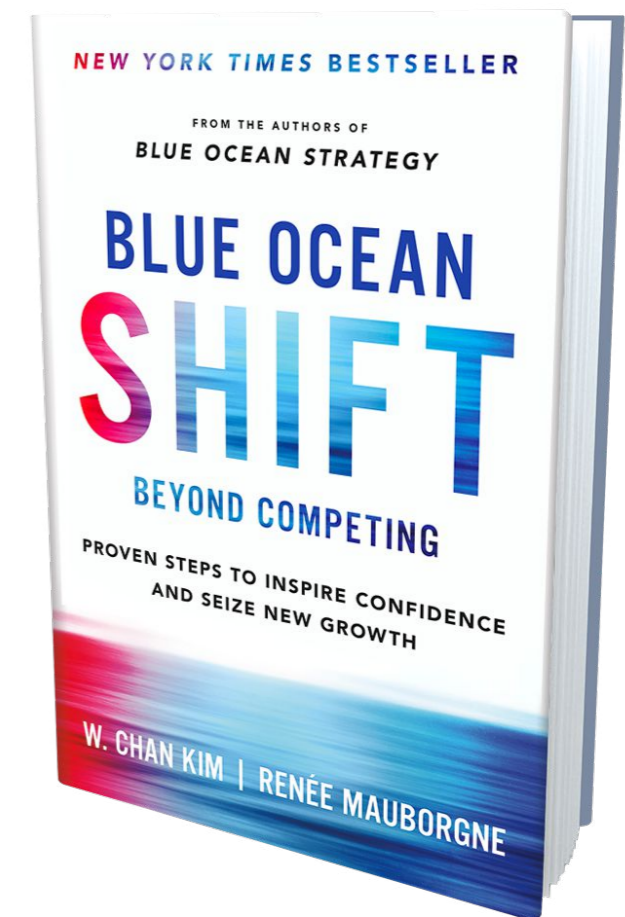


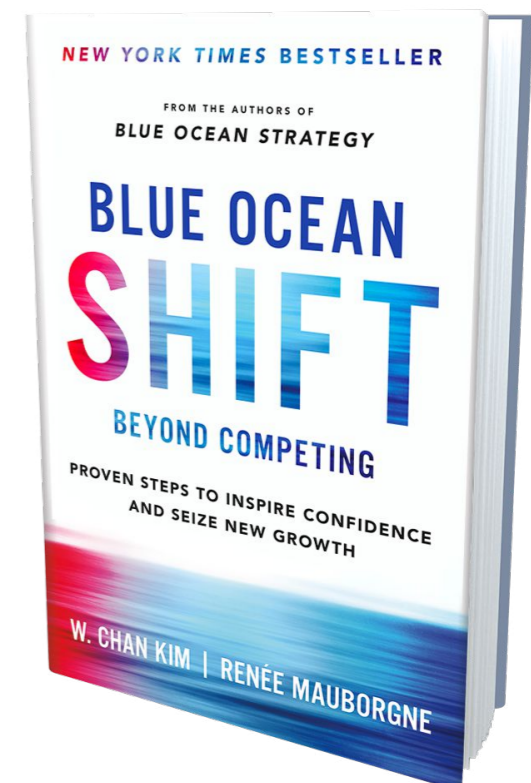
Plotting Your Pioneer-Migrator-Settler Map

Exercise Template



Overview: Plotting Your Pioneer-Migrator-Settler

- [BLUE OCEAN SHIFT](#) outlines the process of how to plot your Pioneer-Migrator-Settler Map and interpret the results
- [BLUE OCEAN SHIFT](#) presents sample completed Pioneer-Migrator-Settler Maps for your reference
- To aid you in completing this step and all the other steps in [BLUE OCEAN SHIFT](#) we strongly recommend using the [online BLUE OCEAN STUDIO](#).

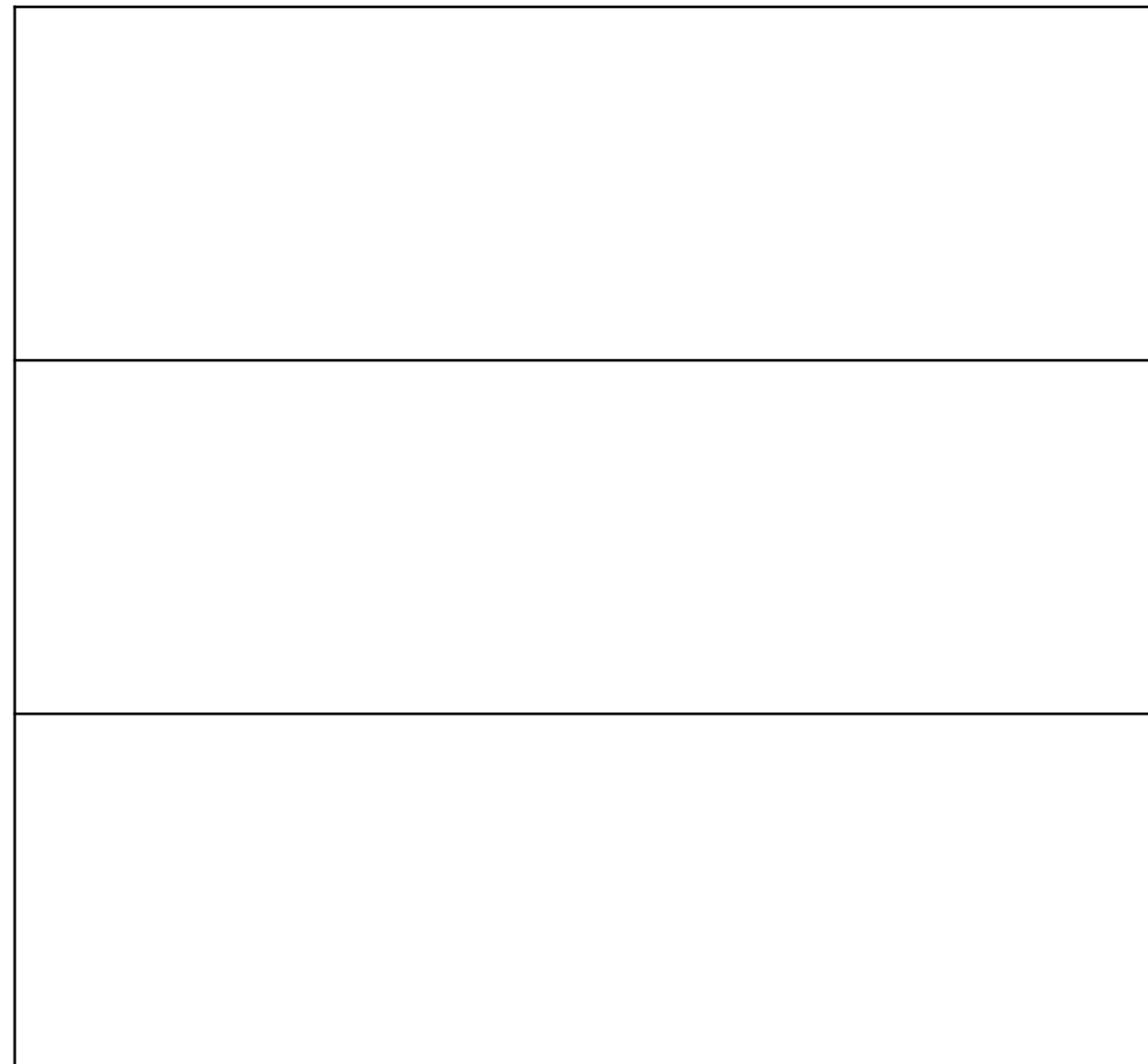


The Pioneer-Migrator-Settler Map

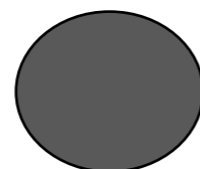
Pioneer
Value Innovation

Migrator
Value Improvement

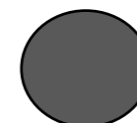
Settler
Value Imitation



Key for plotting:



Large revenues



Small revenues

The Pioneer-Migrator-Settler Map

	Current Portfolio	Planned Portfolio
Pioneer Value Innovation		
Migrator Value Improvement		
Settler Value Imitation		

Key Insights

