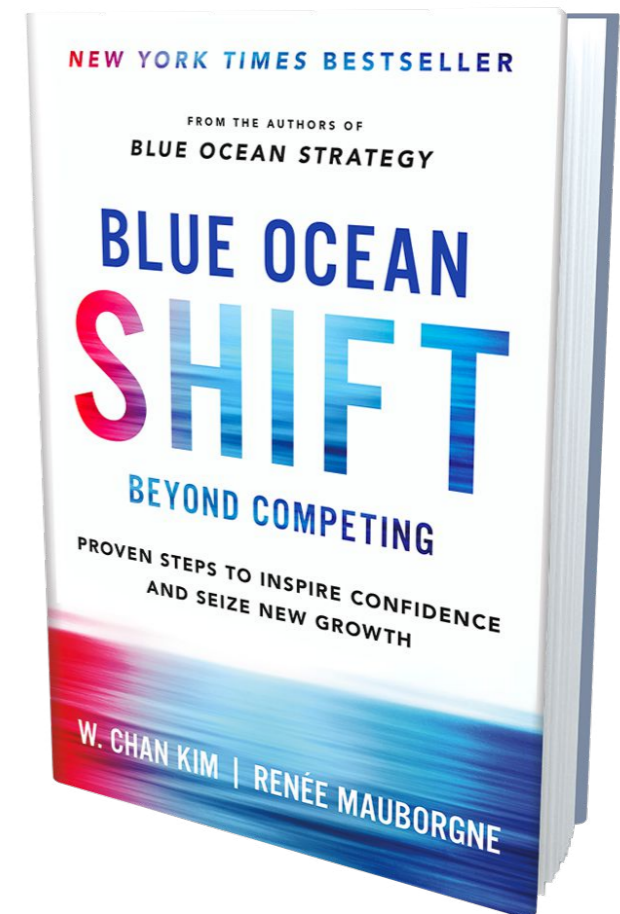


# The Blue Ocean Fair

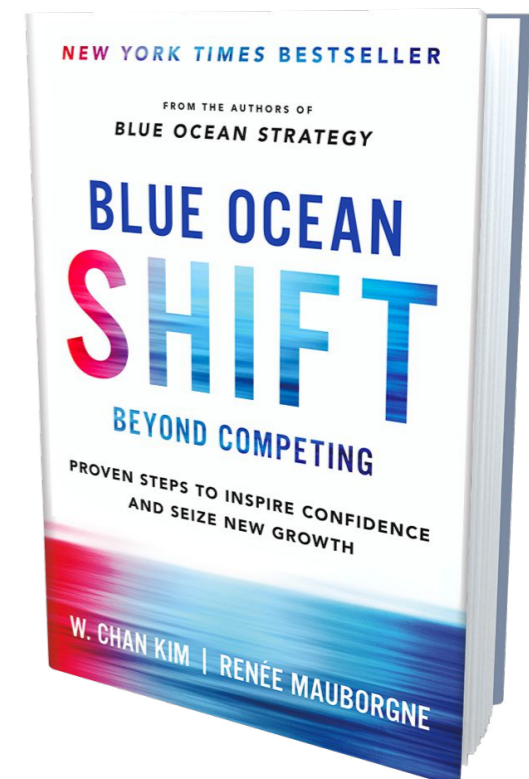
## *Recording Sheets*



## Overview: The Blue Ocean Fair Recording Sheets

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- [BLUE OCEAN SHIFT](#) outlines the dynamics of the blue ocean fair, what to expect, and the process of voting and making the final selection
- [BLUE OCEAN SHIFT](#) walks you through an actual blue ocean fair for you to get a good sense of how a fair unfolds from start to finish
- 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](#).



# Blue Ocean Fair Recording Sheets (1/3)

Attendees should receive a separate recording sheet for each blue ocean option presented at the fair

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**What specifically captured your imagination about the offering?**

**What did you like most about the offering? Be specific.**

**What did you like least? Be specific.**

# Blue Ocean Fair Recording Sheets (2/3)

Attendees should receive a separate recording sheet for each blue ocean option presented at the fair

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**What do you see as the offering's greatest drawback? Be specific.**

**Is it priced to unlock the target mass of buyers or too expensive or too cheap and, if so, by how much?**

# Blue Ocean Fair Recording Sheets (3/3)

Attendees should receive a separate recording sheet for each blue ocean option presented at the fair

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**What in the offering's value or profit proposition should be sharpened? Be specific.**

**Additional observations or comments**