



BEAGLE BLUE OCEANS STRATEGY FOR VALUE CREATION

BEAGLE proposes an innovative methodology for value creation from the uptake of the research results applying the Blue Ocean strategy.

It explores new market niches by fostering sustainable value chains in untapped markets, while promoting disruptive synergies and innovation.

Strategic Objectives & Innovative Methodology

Over the three years of the BEAGLE project, emphasis will be placed on three key strategic objectives:



Discovering

Discovering opportunities through co-creation activities



Co-creating

Co-creating 20 innovation proposals



Investment

Consolidating 20 new innovative market niches to attract investment

Blue Oceans Strategy

To achieve these objectives, the consortium will employ a co – creation experiment for disruptive innovation known as the Blue Oceans Strategy.

This innovative methodology involves companies pioneering new demand in previously untapped markets, as opposed to competing within saturated markets with existing demand. By adopting this approach companies stand to realize a higher return on investment, thereby driving the creation of sustainable value.

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