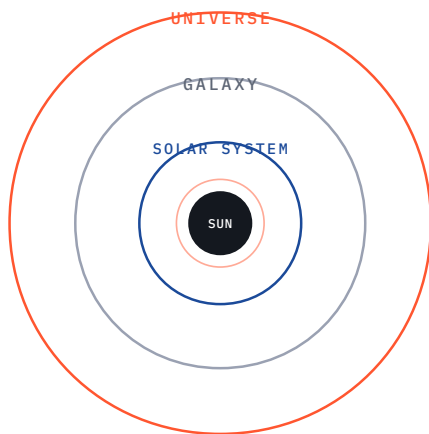


THE COMPASS

The Adjacent Possible Category Compass

Your core problem is the sun. The best category is rarely at the center, it orbits outward. Push your thinking through three rings of adjacency, then decide how far to travel.



Solar System

SAME MARKET, RE-CUT

Adjacent problems inside your current market. Same gravity, just re-cut: reframes of the problem everyone already names. Safe, but crowded.

Galaxy

NEIGHBORING DOMAINS

Problems pulled in from neighboring domains or jobs. You connect your problem to a bigger one next door.

Universe

BLUE-OCEAN EDGE

Problems nobody is naming yet. The "end of software" reframe. Open, but you pay the market-education tax.

the sun = the core problem you start from

GENERATE Push outward

Restate your core problem, then list candidate problem reframes at each ring. Aim for 2 to 3 per ring. Quantity first; you'll converge on the next page.

CORE PROBLEM (THE SUN)

SOLAR SYSTEM

GALAXY

UNIVERSE

Don't compete. Create the conditions to win.



THE COMPASS

How far should you travel?

Further out means more whitespace and less competition, but more cost to teach the market the category exists. Score your candidates, then plant your flag.

NEARER · crowded, safe, easy to sell FARTHER · open, ownable, costly to teach

CONVERGE Score your candidates

CANDIDATE PROBLEM	VALUABLE 1-5	WINNABLE 1-5	EDUCATION COST

Valuable = does someone bleed real money or time over this? **Winnable** = can you credibly lead here, and is it uncontested? The sweet spot is the candidate furthest from the crowded center that still scores high on both.

PLANT YOUR FLAG Commit

THE PROBLEM WE'LL PLANT OUR FLAG ON

RING CHOSEN (SOLAR SYSTEM / GALAXY / UNIVERSE)

WHY THIS DISTANCE IS RIGHT

Don't compete. Create the conditions to win.

