

DAMSON.

THE WORLD'S LARGEST BLUE OCEAN STRATEGY
CONSULTING COMPANY

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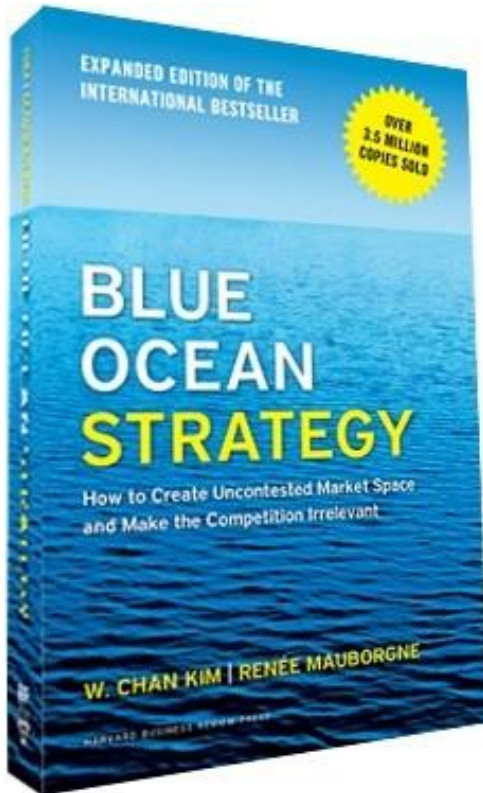


DAMSON Group is the world's largest Blue Ocean Strategy consulting company with highest number of most senior and acclaimed Blue Ocean Strategy consultants from around the world and highest number of 50+ geographical locations in 6 continents. We design, develop, and implement Blue Ocean Strategy projects focused on Value Innovation, Creation of new market space, Achieving profitable growth, Reconstructing industry boundaries, Turning noncustomers into customers, and Breaking the value-cost tradeoff. Over the years, we have helped numerous organizations all around the world systematically applying blue ocean strategy.

Our Enterprise BOS Consulting has helped multi-business enterprises in exploring blue ocean strategic options across multiple strategic business units, Executive BOS Consulting has helped large companies by inspiring and guiding them through the systematic methodology of blue ocean strategy, and Express BOS Consulting has helped SMEs and autonomous units of larger organizations in exploring innovative strategies in simplified consulting process offering a cost-effective way to formulate in-house blue ocean strategy.

Damson Group Ltd. is registered with Companies House in UK as Company No: 14809674.

WHAT IS BLUE OCEAN STRATEGY?



- Blue Ocean Strategy is a new way of thinking - a movement away from a competitive mindset – that contends that lasting success comes, not from battling competitors in the red oceans, but by creating blue oceans of untapped new market space ripe for growth
- Developed by W. Chan Kim and Renée Mauborgne of INSEAD, it is based on a decade-long study of more than 150 strategic moves spanning more than 30 industries over 100 years
- It is based on the simultaneous pursuit of differentiation and low cost and focuses on a win-win approach to create a win for buyers, the company, and for employees and stakeholders
- It offers systematic tools, frameworks and methodologies to bring structure to what has historically been an unstructured problem in strategy – how to innovate and create new markets while minimizing risk
- Blue Ocean Strategy has helped numerous companies, organizations and governments across the globe to create new market space and achieve profitable growth
- It is an international bestseller that has sold more than 4 Million copies and has been translated in 46 languages

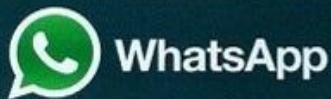
BLUE OCEAN STRATEGY – MILESTONES

- Thinkers50 ranked No. 1 thought leaders (Blue Ocean Strategy founders Dr. W. Chan Kim & Dr. Renée Mauborgne) - world ranking of greatest business thought leaders of today
- World's first \$5 trillion company by market cap (Nvidia)
- \$4 trillion companies by market cap (Microsoft, Apple)
- \$3 trillion company by market cap (Alphabet)
- \$2 trillion companies by market cap (Amazon, Meta)
- \$2 trillion companies by market cap (Tesla, Broadcom)
- World's first multibillionaire & double-centi-billionaire (Elon Musk \$600 billion, Jeff Bezos \$200 billion)
- Justin Trudeau: Surprise landslide victory in 2015 Canadian Federal Elections (184/338 seats)
- Malaysia: Landmark 59% increase in Gross National Income, 78% increase in GDP Per Capita, with creation of 2 million new jobs
- Thailand: World's No. 1 medical tourism destination (\$4.3 billion) by beating Singapore (\$3.5 billion)
- 1-country cement company Cemex (Mexico, revenue \$18 billion) beating 45-countries global leader Lafarge (revenue \$14 billion)
- 1-country medical research non-profit Novo Nordisk Foundation (endowment \$59 billion) beating 130-countries global non-profit leader Gates Foundation (endowment \$46 billion)
- Apple Inc: Unbeatable blue oceans (iPod, iPhone, iPad, iTunes, iOS, Apple Watch)
- Alphabet Inc: Unbeatable blue oceans (Adwords, Gmail, Youtube, Google Maps)
- Amazon Inc: Unbeatable blue oceans (Amazon.com, AWS, Alexa, Kindle, Amazon Advertising, Amazon Prime, Kiva Robots, Scout, BoxOfficeMojo, IMDB, Goodreads, Ring)
- Elon Musk: Unbeatable blue oceans (Paypal, Tesla Motors, SpaceX, Hyperloop, Neuralink, OpenAI, Boring Company, Optimus. X.com)
- Commercial uncontested market space created by Southwest Air, Netflix, Uber, Airbnb, Starbucks, Red Bull, Wikipedia, Viagra, Gillette, BP, Petrobras, Novo Nordisk, Whatsapp and many more.

BLUE OCEAN STRATEGY – UNCONTESTED BRANDS



WIKIPEDIA
The Free Encyclopedia



JCDecaux



CIRQUE DU SOLEIL

Google Maps



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DAMSON executives and consultants have worked at senior positions in the following elite corporations:

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DAMSON executives and consultants have worked at senior positions in the following eminent organizations:

World Bank, Asian Development Bank, G7 Summit, UNESCO, UNDP, UNOPS, European Parliament, European Commission, NATO, USAID, U.S. Air Force, U.S. Marine Corps, U.S. Department of Justice, U.S. Department of State, U.S. Department of Defense, Defense Advanced Research Projects Agency (DARPA), Swedish Armed Forces, IEEE, Royal Saudi Air Force, Pakistan Air Force, Japan International Cooperation Agency (JICA), Japan Aerospace Exploration Agency (JAXA), European Space Agency (ESA), Canadian Space Agency (CSA), China National Space Administration (CNSA), United States Geological Survey (USGS), Japan Bank of International Cooperation (JBIC), The Organization for Security and Co-operation in Europe (OSCE), Dutch Relief and Rehabilitation Agency (DRA), Mercy Corps, Catholic Relief Services, Care International, Plan International, Chemonics International, Green Frontier Institute, Millennium Challenge Corporation, The Drucker Institute, Aspen Institute, International Crisis Group, Ministry of Law & Economics (Czech Republic), Ministry for Social Policy & Health (Bosnia & Herzegovina), Ministry for Urbanism, Spatial Planning & Environment (Bosnia & Herzegovina), Ministry of Tourism (Brazil), Ministry of Mines & Energy (Brazil), Ministry of Education (China), National Gymnastics Association of China, World Grand Prix Series, Paris-Dakar Rally, Lebanese Red Cross, Inter-American Development Bank (IADB), International Bank for Reconstruction & Development (IBRD), Overseas Security Advisory Council (OSAC), Royal Aeronautical Society, Washington State Criminal Justice Training Commission, MENSA, PwC Foundation.



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UNIVERSITIES

DAMSON executives and consultants have studied or taught in the following prestigious universities and institutions:

INSEAD, MIT, Harvard University, Stanford University, UCLA, Michigan State University, Arizona State University, University of Pennsylvania, Columbia University, University of Miami, University of Missouri, University of Minnesota, University of New Orleans, Syracuse University, Webster University, Villanova University, Georgetown University, Southern Illinois University, Central Missouri University, Johnson & Wales University, Purdue University, McGill University, American Marketing Association, Chartered Institute of Marketing, Chartered Institute of Public Relations, London Business School, University College London, Henley Business School, Kingston University, University of Edinburgh, University of Surrey, Cardiff University, University of the West of Scotland, Cranfield University, Victoria University, University of Munster, Berlin School of Creative Leadership, TU Berlin, Sorbonne University, University of Gothenburg, Lund University, Norwegian University of Life Sciences, University of Orebro, Stockholm School of Economics, IMD Switzerland, Copenhagen Business School, University of Turin, Università Bocconi, European School of Economics, Moscow State Institute of International Relations (MGIMO), Peter the Great St. Petersburg Polytechnic University, IESE Business School, SGH Warsaw School of Economics, University of Malta, University of Sarajevo, University of Maribor, University of Tirana, Comenius University, Rhodes University, University of Pretoria, Alexandria University, American University of Beirut, Wuhan University of Technology, University of Witwatersrand, UCSI Malaysia, Multimedia University Malaysia, Central University of Brasilia, Brazilian Institute of Training (IBF), CPA Canada, IFBL, Singapore Institute of Management, Philips Academy.



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