



THE WORLD'S LARGEST BLUE OCEAN STRATEGY
CONSULTING COMPANY

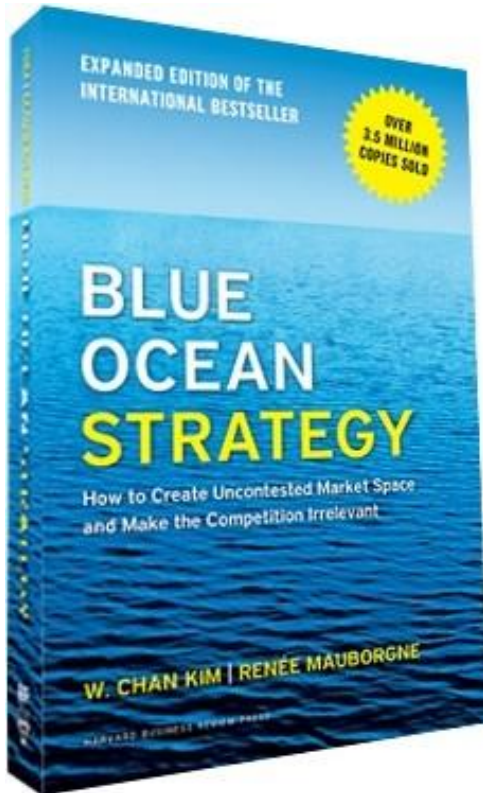
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DAMSON Group is the world's largest Blue Ocean Strategy consulting company with highest number of most senior and acclaimed Blue Ocean Strategy consultants from around the world and highest number of 50+ geographical locations in 6 continents. We design, 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.

WHAT IS BLUE OCEAN STRATEGY?

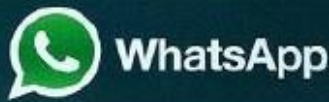


- Blue Ocean Strategy is a new way of thinking - a movement away from a competitive mindset – that contends that lasting success comes, not from battling competitors in the red oceans, but by creating blue oceans of untapped new market space ripe for growth
- Developed by W. Chan Kim and Renée Mauborgne 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 \$3 trillion company by market cap (Apple)
- Two \$2 trillion companies by market cap (Microsoft, Alphabet)
- Three \$1 trillion companies by market cap (Amazon, Meta, Tesla)
- World's first centi-billionaire and double-centi-billionaire (Jeff Bezos, Elon Musk \$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: Became 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 Bill & Melinda 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)
- Commercial uncontested market space created by ChatGPT, Southwest Air, Netflix, Uber, Airbnb, Starbucks, Red Bull, Wikipedia, Viagra, Gillette, BP, Petrobras, Novo Nordisk, Whatsapp and many more.

BLUE OCEAN STRATEGY – UNCONTESTED BRANDS





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

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