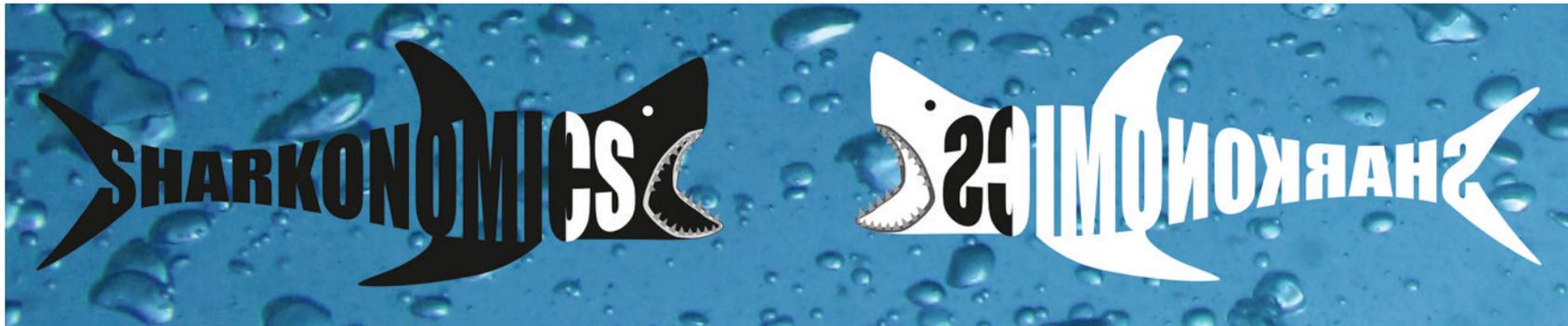


Sharkonomics consultancy services

420 million years of experience



Attack

Defence

"To survive, companies have to behave like sharks
– if they don't keep moving they will drown."

Sir Richard Branson

Praise from CEO Jonathan Royce, Bio-Works



"I have told many colleagues that Stefan is by far the most curious adult that I have ever met. He asks 'Why?' repeatedly until he gets to the real root of a problem, challenge or opportunity. He approaches situations with an unbiased approach, and inspires teams by offering alternative perspectives that challenge the 'truths' that we all develop over time as a result of experience.

Stefan has worked closely with our sales and marketing team at Bio-Works over a 15 month period as an inspirational speaker and coach, helping us to find our inner sharks. Together, we have workshopped a number of ideas on how to identify, attract and retain new customers, and the results speak for themselves. (Just look at Bio-Works Investor Relations page to see our performance.)

I warmly recommend Stefan to any team looking to sharpen its commercial skills. If you cannot honestly answer the question 'Are you a shark?' with a 'Yes', invite Stefan to a meeting and hear what he can offer."

CEO Jonathan Royce, Bio-Works

Sharkonomics starter package

Analysis, workshop, evaluation, implementation

Consultancy contribution	Value	Small	Medium	Large
<i>Move or Die</i> : Find the right level of evolutionary balance (development/change).	Innovation		√	√
<i>Move</i> : Move the organization. Evaluate the speed of development.	Positioning			√
<i>Die</i> : Stop doing the wrong things. Assess which values are going to die and how quickly.	Resources			√
Implementation of <i>Sharkonomics' attack and defence strategies</i> .	Growth		√	√
<i>Focus</i> is on getting all parts of the whole organization to work together towards the same goal in the same way as the shark's muscles, fins and teeth work together and move the body in a co-ordinated way towards a clear goal with the purpose of creating growth and dynamism.	Power		√	√
<i>Efficient</i> move towards the goal of the company: Focus and relevance create an efficient organization. By letting rationality and not emotion guide the organization, fat will turn to muscles which will help the organization move ahead.	Movement		√	√
<i>The sonar identifies</i> what's in the water (the market), maps the total picture and draws relevant conclusions. Risk analysis and environment analysis, find possible holes to fill in.	Awareness	√	√	√
<i>Jaws</i> : Aggressive monitoring of the environment, actively search for and assess threats and opportunities.	Active change			√
<i>Shadowing</i> : Shadowing of competing organizations with a defensive monitoring of the environment.	Predict movements			√
Half day workshop		√		
Full day workshop			√	
Two days workshop				√
Investment (in Euro, with reservation for currency changes and local conditions).		3.700	7.800	From 12.000
<i>Continuous consultancy contributions (continuation after the starter package)</i> .	Change	Tender	Tender	Tender
<i>Cage diving</i> : Meet the great white shark live in South Africa	Experience	Tender	Tender	Tender

Exclusive of VAT and external costs.

Team



Stefan Engeseth

CEO

Innovative swimmer forward. Founder of Detective Marketing and guest professor. Author of four books on business administration. 20 years' experience as a consultant with both small companies and 500 Fortune companies. First class International lecturer. Speaks the language of sharks.



Zozan Bozarслан

COO

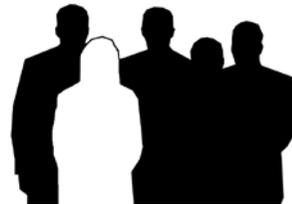
Focused swimmer forward. Long experience of entrepreneurship, communication, marketing, project management. Realized international projects. Speaks 7 languages.



Mats Andersson

Advisor

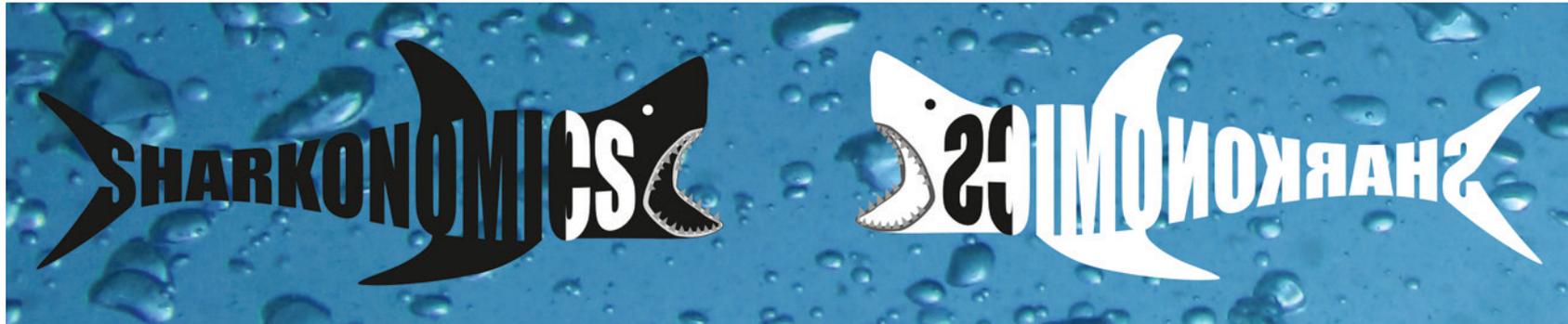
Swims towards concrete results. Works as CEO, Chairman of the board and Head of company group – focus on growth and profitability. Realized mergers and stock market introductions in the USA, Britain and Sweden. Speaks the language of results.



Network

Swimming together. We work in networks with consultants, experts and researchers in fields like business administration, innovation, psychology, shark experts depending on the customer and the project.

We speak the language of development and result.



Contact

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www.Sharkonomics.com

www.DetectiveMarketing.com