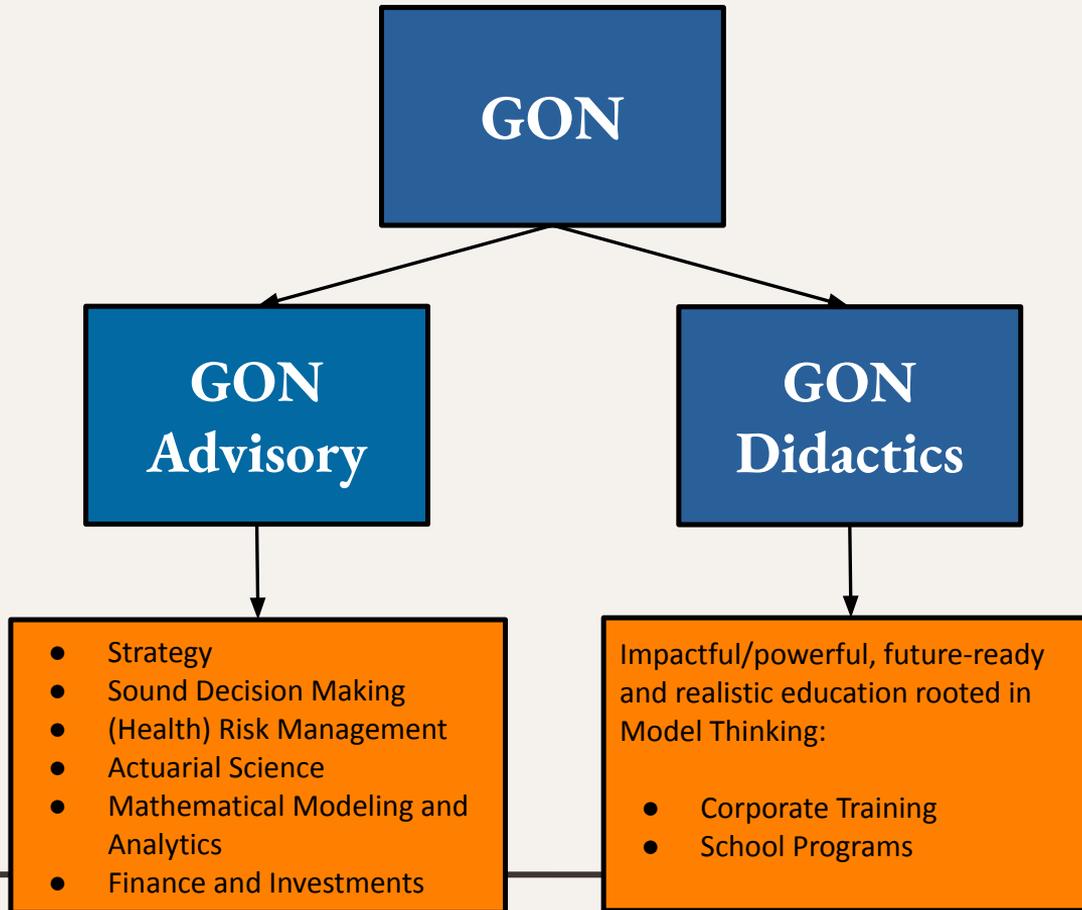# Capabilities Deck

GON

2026

About GON

- Founded in 2018, our HQ is in Amsterdam Zuid

- Established in Netherlands, served most major financial institutions
  - Examples of clients are ING, NN, Achmea

- Our team brings a strong analytical foundation, with backgrounds in mathematics, physics, actuarial science, and econometrics

- Branches:
  - **GON Advisory**
  - **GON Didactics**

- Innovative company, many concepts developed in-house

- Addressing social challenges with our frameworks:
  - What is future-ready education?
  - How to manage well-being within organizations?

- GON PL is in start-up phase and will receive increasingly more focus
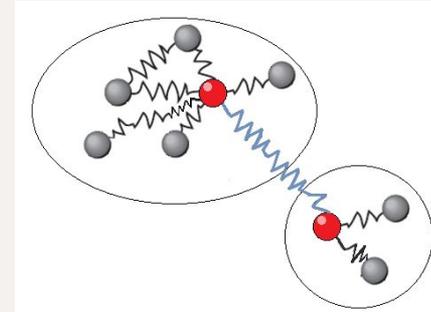
- Further International ambitions

Company structure and branches

GON

GON Advisory

GON Didactics

- Strategy
- Sound Decision Making
- (Health) Risk Management
- Actuarial Science
- Mathematical Modeling and Analytics
- Finance and Investments

Impactful/powerful, future-ready and realistic education rooted in Model Thinking:

- Corporate Training
- School Programs

Advisory branche (I)

- Core areas:
  - (Business) Strategy
  - Sound Decision Making
  - (Health) Risk Management
  - Actuarial Science
  - Quantitative Finance
  - Finance and Investments

- While our expertise spans a wide range of fields, our approach is always rooted in **Model Thinking** as the use of conceptually sound models outperforms human judgement.
- We offer **comprehensive solutions**—from (strategic) advisory and modeling to process optimization and the development of practical, data-driven tools.
- We always aim to innovate, as reflected in our slogan "Success Through Ingenuity." This also aligns with the traditional Dutch spirit of **practical ingenuity**: Solving complex problems with clarity, creativity, and resourcefulness.
- A frequent pattern we observe in the market—and in decision-making more broadly—is the underestimation of randomness. As a result, judgement should rely on scenario-based thinking and likelihoods wherever possible, rather than deterministic expectations.

Advisory branche (II)

- We excel in applying our philosophies of **Model Thinking** and **practical ingenuity** to introduce **elegant** and **innovative** solutions to issues companies face. For example:
  - Developed an Expected vs Actuals framework for insurance claims to incorporate stochasticity, offer standardization and elevate the reporting process to a higher level.
  - Built a risk control framework to streamline processes and effectively address operational risks.
  - Introduced a novel approach to valuing illiquid liabilities , which generated a significant impact on company results.
  - Developed an in-house enterprise solution for the administration of all models within the organization to support model risk management. Additionally delivered training to teams (in Netherlands and the U.S.) on how to use the environment effectively

- In most cases we both **propose new approaches** and **build the solutions ourselves**, for example
  - Bicycle insurance: (Solution developed in Databricks using SQL and Python)
    - I.   We introduced a new scraping data to modeling approach
    - II. We built scrapers to collect data from competitors
    - III. Developed an understanding of risk factors in market
    - IV. Built a mathematical model for premium structure of bicycles in Netherlands.

Didactic branch (I)

- Our educational branch was informally started in 2004 and officially established in 2013 (Edutat, ATOZ), initially focusing on children and later expanding to students and post-graduates.

- We believe most self-development programs and courses fail to make a real impact

- Objective is to offer **impactful**, **future-ready** and **realistic** programs

- Unique angle to didactics:
  - Focus on modes and systems of thinking over attitudes.
  - **Model Thinking** to adequately assess and understand contexts
  - **Sound Decision Making** (based on own frameworks)
  - Many concepts and frameworks **pioneered** by ourselves
  - Inspiration from **Dutch traditional school**

- (Separate) Programs developed for both **Corporations** and **Schools**

- Applying our own methods we have developed frameworks to address social challenges:
  - Challenge of job security --> Future-readiness main objective in offered programs
  - Well-being within organizations --> **Health Risk Management** (HRM)

Didactic branch (II)

- Our approach is unique and is poses a departure from what is common in the market. Going past a dichotomy of hard and soft skills we **focus on modes of thinking** that can be applied in any setting.

- Thinking is a mental process of making sense of the external world, observations, and experiences by forming thoughts, ideas, judgments, and plans.

- Where many people rely on **ad-hoc** or **linear thinking**, **Model Thinking poses a more sophisticated and realistic way of thinking** that is rooted in **models, frameworks, and systems** to better understand how the world works and is the basis of sound decision making.

- We knowingly or unknowingly make hundreds of decisions each day—ranging from small to highly impactful—and **decisions are ultimately the biggest difference-makers**. The decision-making process itself can also be formalized and approached as a model.

- A key strength of models is that they can be back-tested: we can evaluate their performance, adjust them, and enhance them. As a result, they continuously improve and compound in value.

- With continuous training in refined thinking and modeling, individuals are able to develop practically ingenious prescriptive models and build more adaptive, resilient organizations.

- Our courses are second to none in the market—but we don't expect people to take our word for it. We invite them to experience it for themselves!

Thanks