

Business Plan BEconomic

Center eBusiness Innovation (CBI)

Switzerland

Version 0.901

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rev. November 15, 2000

Management Summary

1st Mover in constructing and launching proprietary mind sets and computer tools for modeling and optimizing enterprises and their interactions.

1st Driver in launching an „open system base“ Standard for future mind sets.

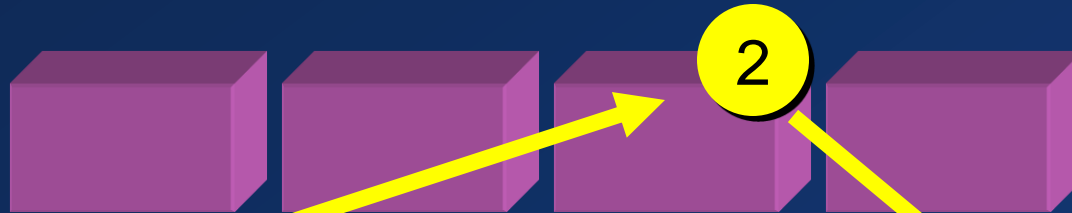
Leader in profitable increasing tangible and intangible stakeholder value in the smart economy.

Vision and Strategy

- Highly profitable organization.
- Leader, Driver in developing and spreading innovative mind sets and computer Programs for mapping and modeling economic systems.
- Establishing new standards (creating forces of circumstances) in structuring and quantifying tangible and intangible values.
- Start with premium clients, developing customized offerings. Highly exclusive services.

Strategy option 1 (1st move)

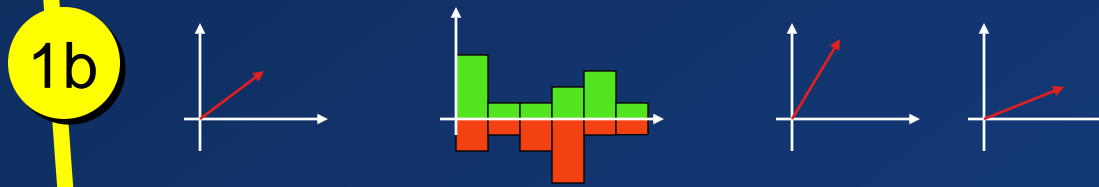
Primary Clients



Mapping process



Customized Tools, Sets



Basic Tools, Models, C-Ware, Paper



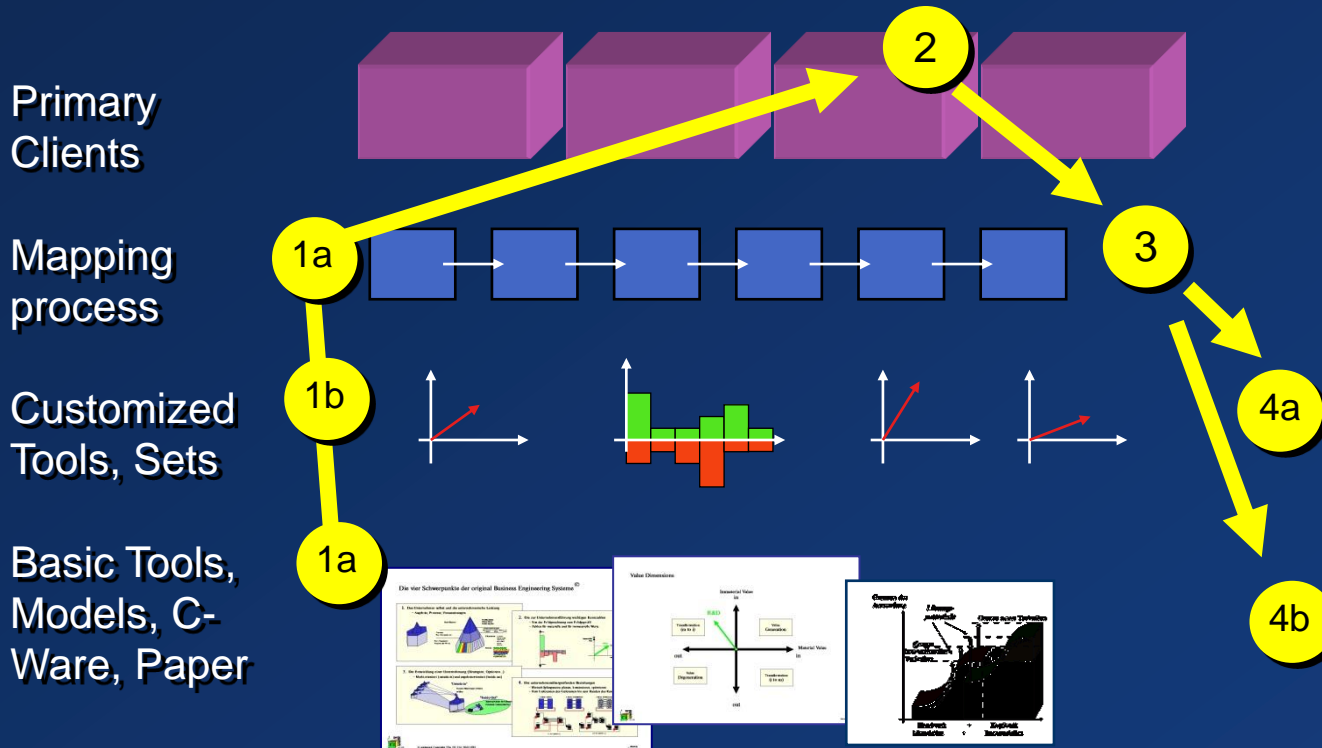

Strategy option 1 (2nd move)

5

R&D-
Partners

6

Competitors



Offerings (Products, Services, Rights)

Products

- Models and tools (all media) for visualizing reality (for entrepreneurs, managers, consultants, teachers, students)

Services

- Advisory (Consulting)
- Teaching

Rights:

- License (user, consultant, teacher, developer)

Markets, Customers, Offerings

		<i>Rights</i>		
		<i>Services</i>		
		<i>Tools</i>		
		<i>Offerings:</i>		
Customers		Global 1000	Financial	Future
Market		Old – change - new	Services	Power
Production	Invest			Comp
	Consumer			
Services	Education			
	Consulting			
Licensors				

Competitors

	Struc- turing	Quanti- fying	
Arthur Andersen	1	2	Cracking The Value Code
Boston C G	2	3	Real Asset Value Enhancer
CG E&Y	1	3	Value Creation Index
PwC	2	3	Value Reporting
Skandia (IC Visions)	1	2	Tobin, „Intellectual Capital“
Stern Steward	3	2	MVA, EVA
Sveiby	1	2	Intangible Asset Monitor

Marketing

1. Exclusive relations with premium clients.
2. Holding Products and Services rare/scarce.
3. Selective information at top events for example WEF (counting on mouth to mouth propaganda).
4. Preparing internal workforce - support the grass roots movement by visualizing the blind spot of classic business theory – show the basic solution – offer customized solution – make contract.
5. Licences to schools, competitors.

Suppliers and production

1. As far as possible with E&Y-People, alternatively with good contracts (especially in R&D).

Management and organization

- Project oriented management.
- Management by Structured Chaos.
- Transparency in tasks and finance.

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- Project Manager for Start-up: Peter Bretscher
- Nov. 2000: 3P
- 6/2001: 5P 12/2001: 15P
- 12/2002: 30P 12/2003: 45P

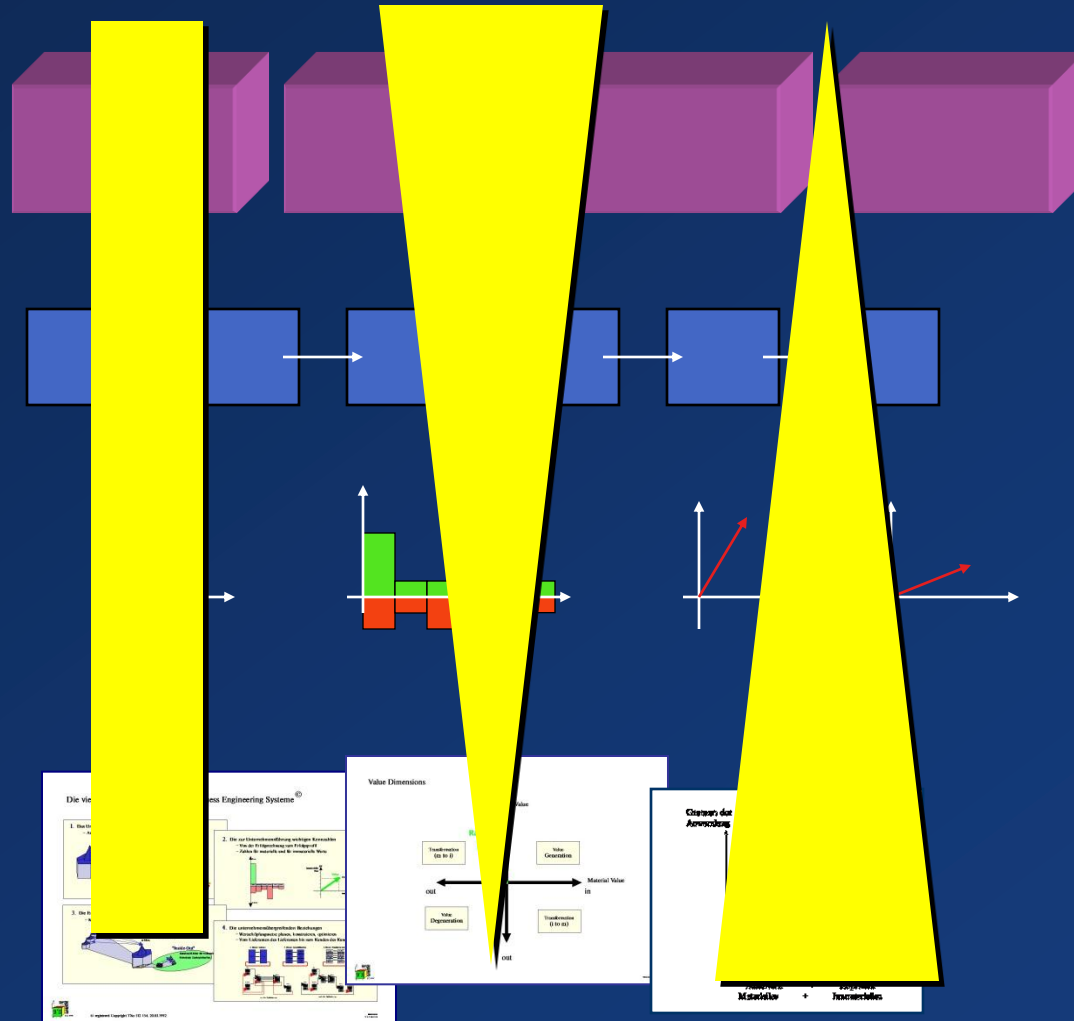
Main focus of team (3 People/End 2000)

Primary Clients

Mapping process

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Chance and risk

Chance

Good chance to bypass competitors by turbo.

Good chance to set up the flanks.

Risk

Risk to be too late because of small resource base.
(could be reduced by partnerships -> strategic task)

Finance (Draft for discussion)

	Prev	4Q 00	1Q 01	2Q 01	3Q 01	4Q 01	2002	2003
WorkForce		3	3	5	8	15	30	45
Out R&D Marketing		0.15	0.2	0.3	0.5	0.5	4.5	9.5
In Products Services Licences		0	0	0.1	0.1	0.1	1	2
				0.4	0.4	0.4	3	4
				0.1	0.2	0.2	1	5
Sum T	2	2.15	2.35	2.15	1.95	1.75	1.25	0.25
Sum P	0	0.15	0.35	0.15	0.05	0.25	0.75	2.25

Implementation plan & milestones

