

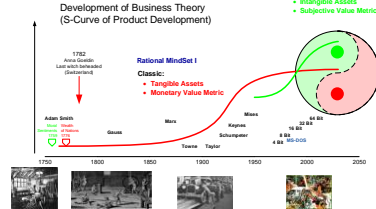
# Enabling Next Level of Economic Reasoning



## Project NEMO ...

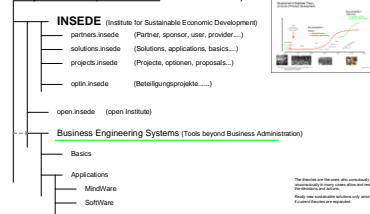
### Project NEMO (New/Next Economic Model)

The combination of both worlds



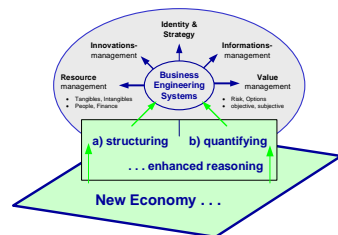
## ... with its INSEDE ...

### Projekt NEMO (New/Next Economic Model)

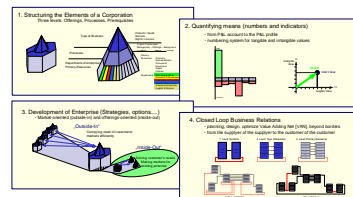


## ... and the Business Engineering Systems ...

Reality of Business has changed – new models/maps needed

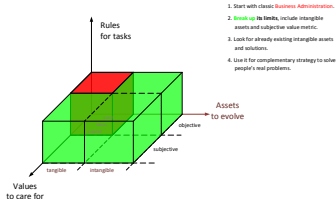


Four main components  
Structure – Measures/Metrics – Orientation – Relation

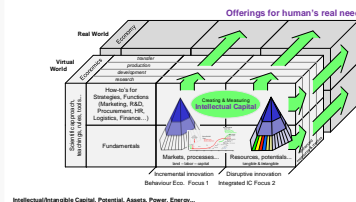


## ... eliminating systemic limits and gives way for sustainable solutions.

Clever solutions waiting outside old red box-thinking



Debug and re-invent Economics – Intellectual Capital is a good start  
(based on human's real needs & potential, integrate intangibles (knowledge...) and postulate adequate metrics)  
Physicists and engineers have already developed several times in the last 300 years, qualitative and quantitative models with which intangible realities can be explained.



99% compatible with traditional rules and tools.

## Areas of impact

### Annex 1 ... of agreement UBS & UNIZH, 22 May 2012

#### Thematic Foci of Chairs

The Chairs shall focus on topics related to economics and financial markets. Particular emphasis will be placed on funding and establishing chairs in interdisciplinary and innovative areas of research that promise important scientific insights. Chairs that examine the following themes in an integrated and interdisciplinary manner will be considered:

- the macroeconomic and financial foundations of economics,
- the legal and institutional foundations, and
- the entrepreneurial, organizational, and management bases of economic life.

The graph below and the subsequent detailed description illustrate important potential topics that may be covered by the planned chairs.

The new chairs will cover three central areas of economics.

- Macroeconomic and financial foundations of economics
- Legal and institutional foundations of economics
- Entrepreneurial, organizational and management bases of economics

The Chairs strive to solve fundamental problems beyond disciplinary boundaries and perform innovative research that has a positive and sustainable effect on the economic dynamics and competitiveness of Switzerland.



# Project NEMO (New/Next Economic Model)

The combination of both worlds

Development of Business Theory  
(S-Curve of Product Development)

1782  
Anna Goeldin  
Last witch beheaded  
(Switzerland)



Adam Smith

Moral Sentiments 1759  
Wealth of Nations 1776



Gauss

Marx

**Rational MindSet I**

**Classic:**

- Tangible Assets
- Monetary Value Metric

Towne Taylor

Schumpeter

Keynes

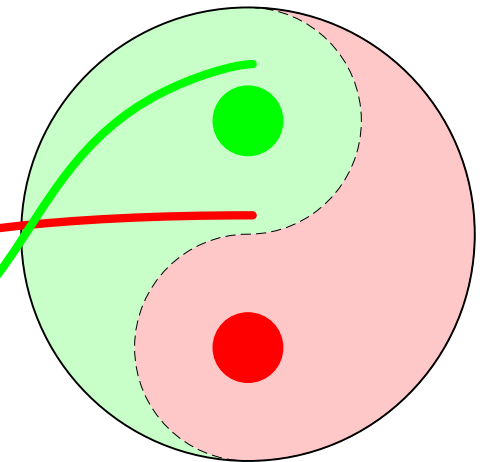
Mises

4 Bit  
8 Bit  
16 Bit  
32 Bit  
64 Bit  
MS-DOS

**Rational MindSet II**

**Additional:**

- Intangible Assets
- Subjective Value Metric



1750

1800

1850

1900

1950

2000

2050



## New freedoms

**INSEDE** (Institute for Sustainable Economic Development)

partners.insede (Partner, sponsor, user, provider....)

solutions.insede (Solutions, applications, basics....)

projects.insede (Projecte, optionen, proposals...)

optin.insede (Beteiligungsprojekte.....)

open.insede (open Institute)

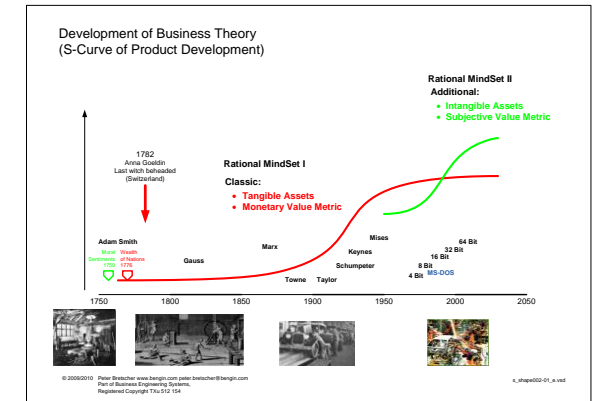
## Business Engineering Systems (Tools beyond Business Administration)

# Basics

## Applications

MindWare

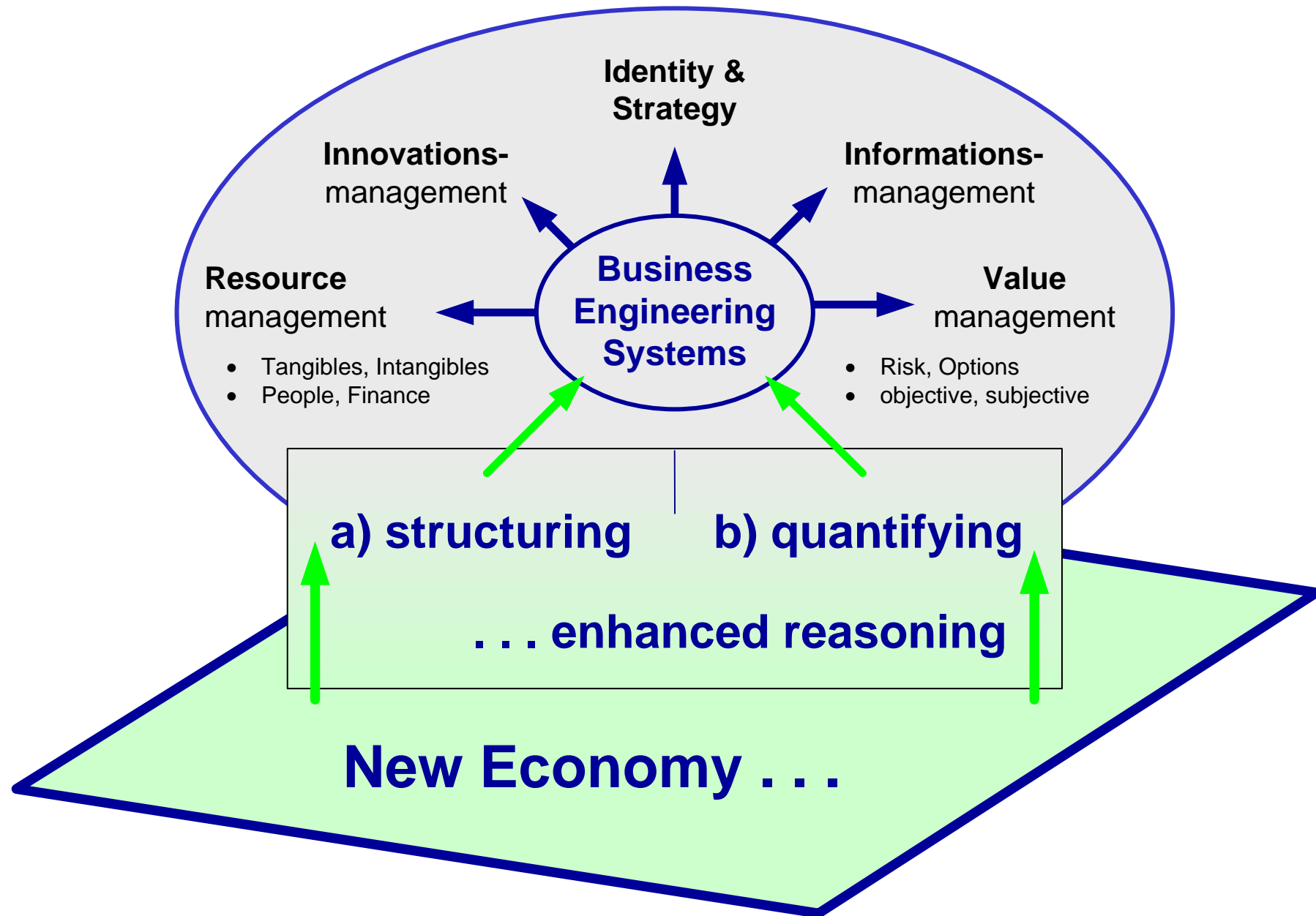
# SoftWare



The theories are the ones who consciously and unconsciously in many cases allow and restrict the decisions and actions.

Really new sustainable solutions only arise if current theories are expanded.

Reality of Business has changed – new models/maps needed

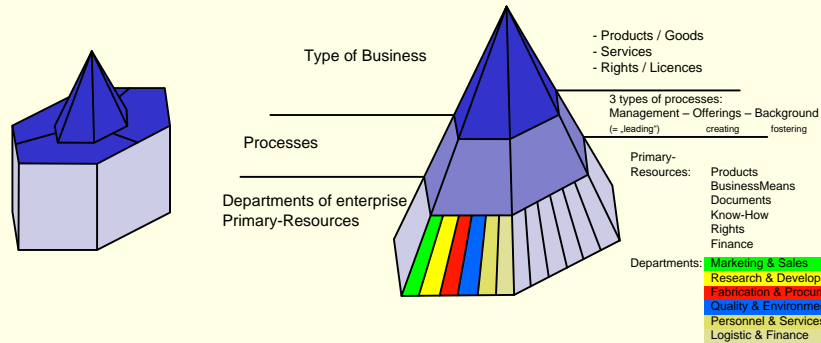


# Four main components

## Structure – Measures/Metrics – Orientation – Relation

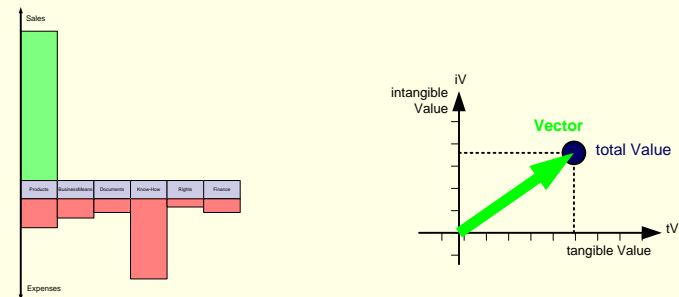
### 1. Structuring the Elements of a Corporation

Three levels: Offerings, Processes, Prerequisites



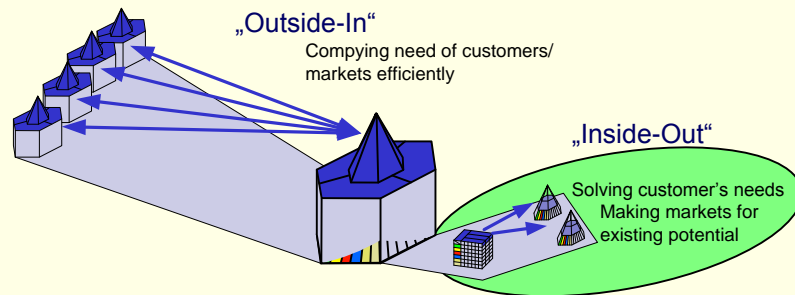
### 2. Quantifying means (numbers and indicators)

- from P&L account to the P&L profile
- numbering system for tangible and intangible values



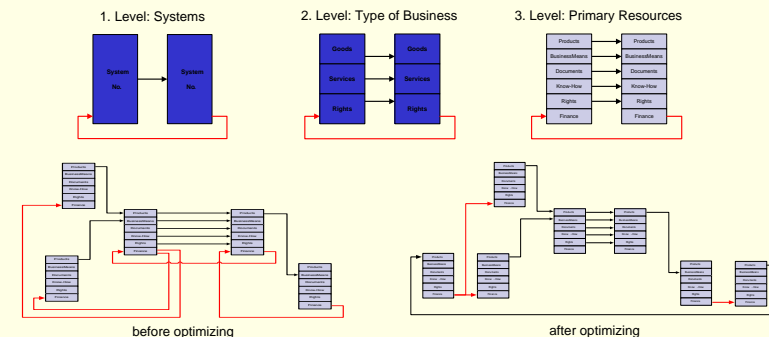
### 3. Development of Enterprise (Strategies, options....)

- Market-oriented (outside-in) and offerings-oriented (inside-out)

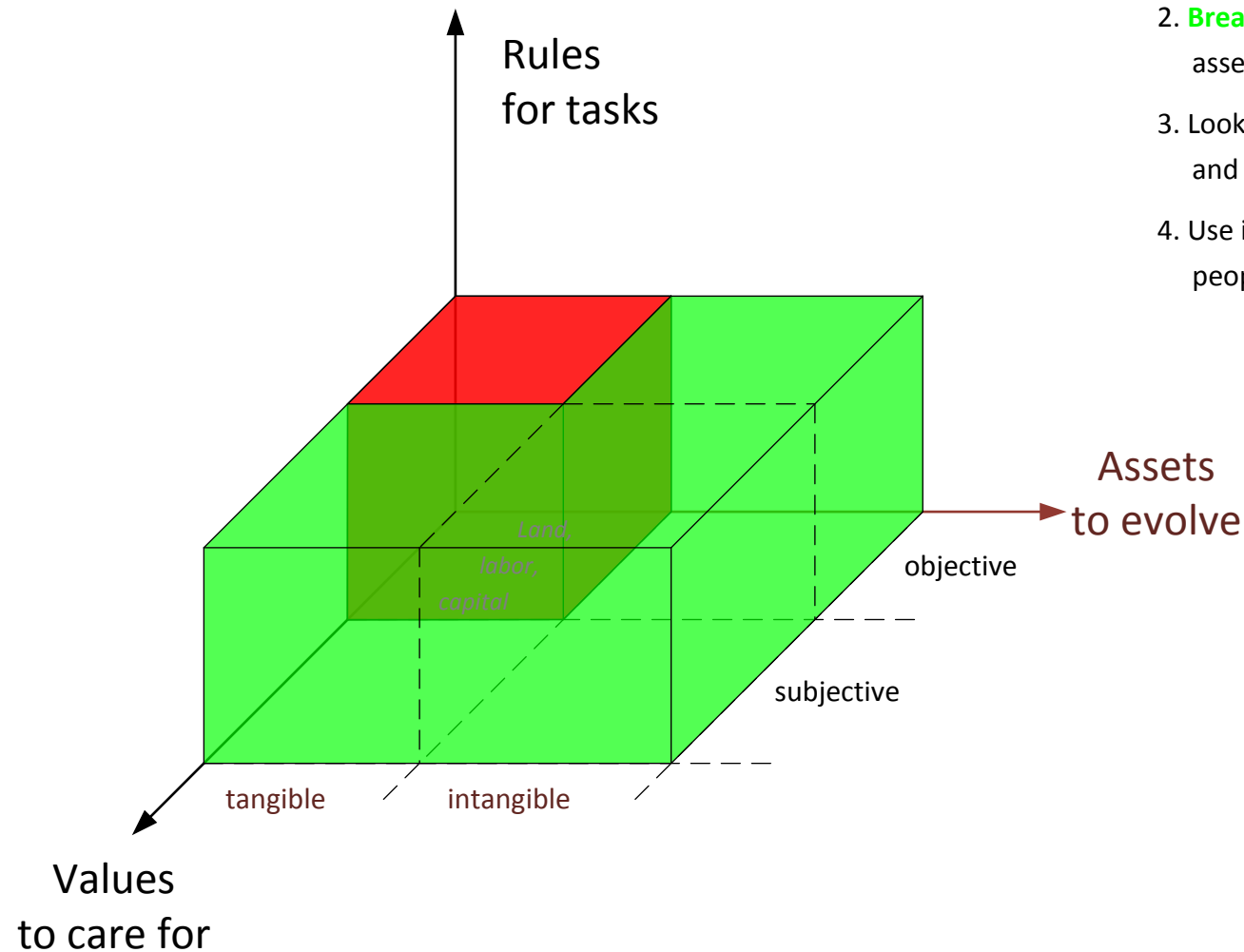


### 4. Closed Loop Business Relations

- planning, design, optimize Value Adding Net [VAN], beyond borders
- from the supplier of the supplier to the customer of the customer



# Clever solutions waiting outside **old red box-thinking**

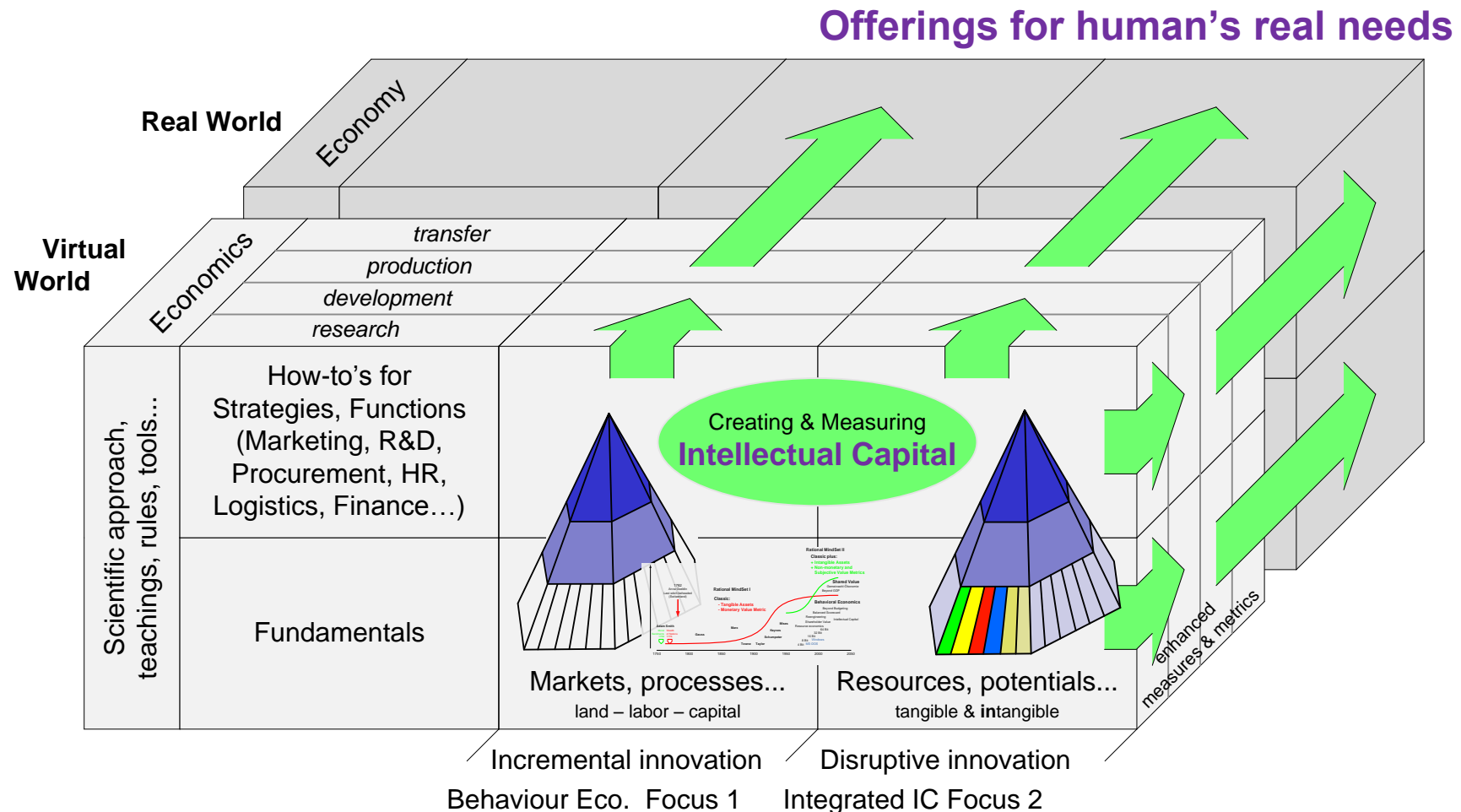


1. Start with classic **Business Administration**.
2. **Break up its limits**, include intangible assets and subjective value metric.
3. Look for already existing intangible assets and solutions.
4. Use it for complementary strategy to solve people's real problems.

# Debug and re-invent Economics – Intellectual Capital is a good start

[based on human's real needs & potential, integrate intangibles (knowledge...) and postulate adequate metric]

Physicists and engineers have already developed several times in the last 300 years, qualitative and quantitative models with which intangible realities can be explained.



**Intellectual/Intangible Capital, Potential, Assets, Power, Energy...**

# Further information (stay tuned)

Web:

<http://insede.org>

<http://bengin.net>

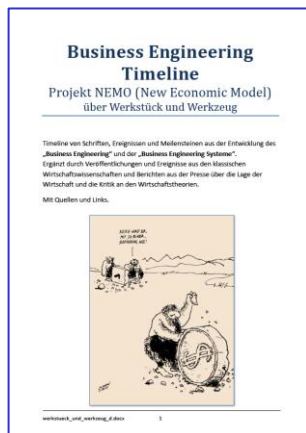
<http://google.com/+PeterBretscher>

<https://twitter.com/peterbretscher>

<http://www.linkedin.com/in/peterbretscher>

<http://www.facebook.com/peter.bretscher>

Timeline of Business Engineering Systems  
(with links to original papers and other papers)



This paper QR Code & link

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