

What is it about

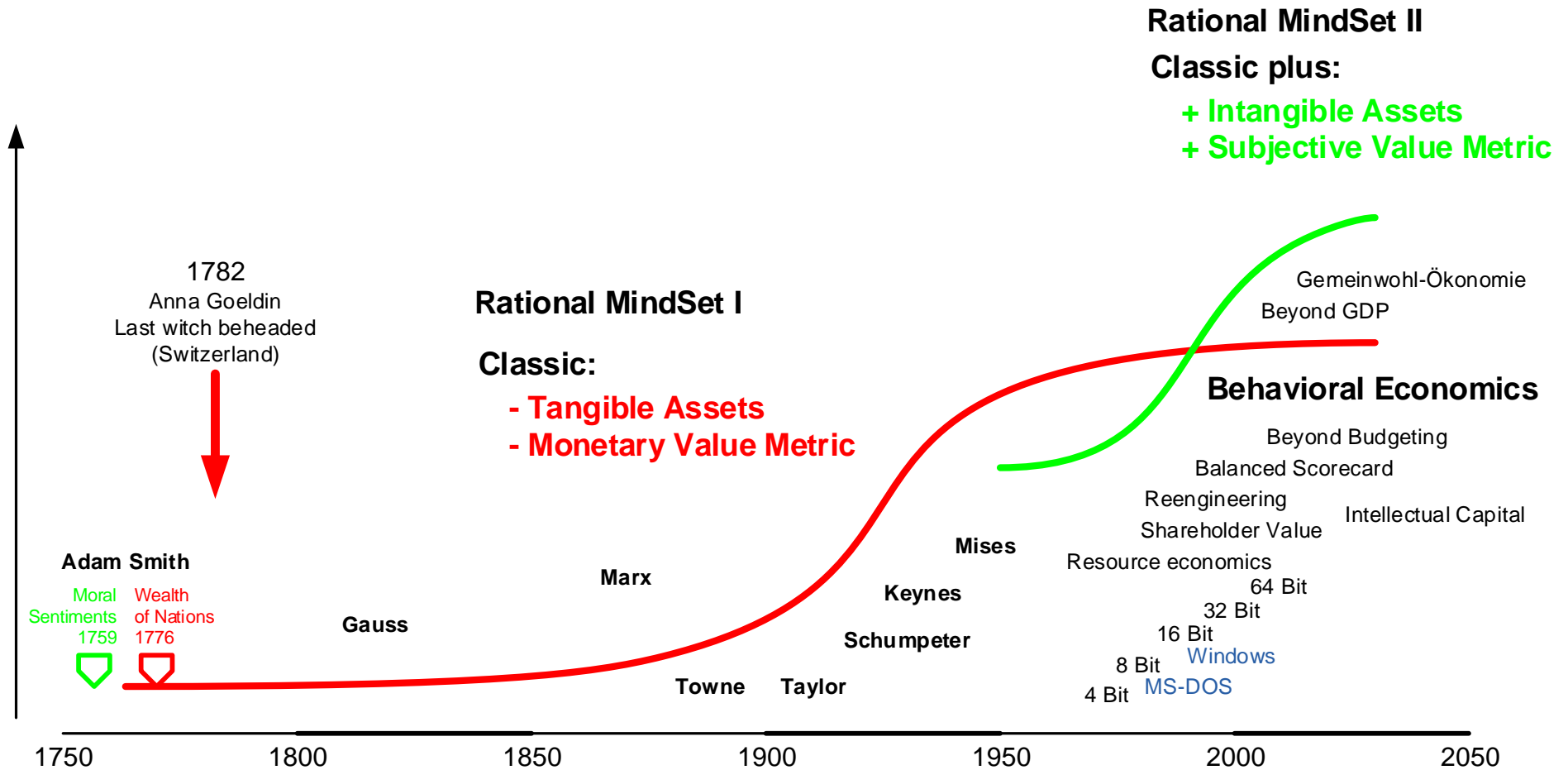
1. **Mounting tensions in economy and society, are visible result of an economic doctrine whose primary indicators for orientation, targets and outcomes leaves out today's essential human needs, abilities and potential.**
2. **If the implicit needs and potential of man is to be better taken into account in economics and politics, a new economic concept has to be developed in that these systemic shortcomings are eliminated at its roots.**
3. **"Project NEMO"** is the umbrella project for the professional development of an expanded "New / Next Economic Models." For this purpose use is made of the results from the project **"Business Engineering Systems"**.
Therein some basics of classic paradigms already so extended that systemic errors of the 1776 model (Adam Smith, Wealth of Nations) are corrected. This creates new freedoms in the rational of economic reasoning and decision-making for today's real world. And in addition it enables compatibility with the existing teaching program. Similar to the introduction of the "energy" in physics, or the step from 32 to 128 bits computer with all the results only achievable by disruptive progress.
4. At present, we realize an operational unit with **INSEDE** (INstitute for Sustainable Economic DEvelopment).
An international, real and virtual community as an open (open.INSEDE) organization to an application-oriented development of instruments (mindware, software, teachware) for sustainable design of business, politics and society. The "business model" allows a self-financed operation by a balanced license model for the commercial applications of developments.

Informationen und Links

- Meta:<http://bengin.net/meta>
- Project NEMO:<http://project-nemo.org>
- INSEDE:<http://insede.org>
- Business Engineering Systems:.....<http://bengin.net/bes>

Development of Business Theory

(Theory as a product; standard S-Curve of incremental and disruptive innovation process)



Four main views

1. Structuring the Elements of a Corporation

Three levels: Offerings, Processes, Prerequisites

- Type of Business
 - Products / Goods
 - Services
 - Rights / Licences
- Processes
 - 3 types of processes: Management – Offerings – Background (= „leading“)
 - creating
 - fostering
- Primary-Resources:
 - Products
 - BusinessMeans
 - Documents
 - Know-How
 - Rights
 - Finance
- Departments:
 - Marketing & Sales
 - Research & Development
 - Fabrication & Procuring
 - Quality & Environment
 - Personnel & Services
 - Logistic & Finance

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)

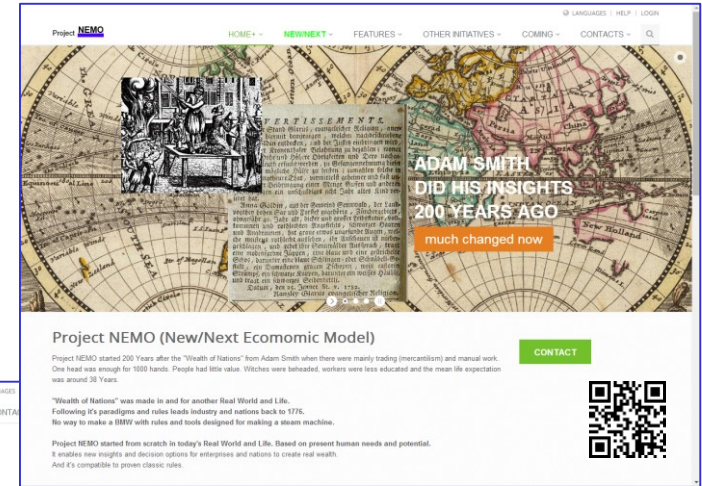
4. Closed Loop Business Relations

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

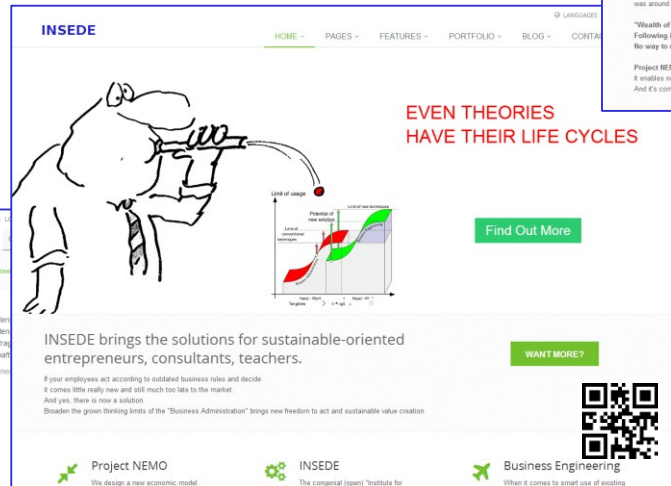
Three smart steps for clever real world solutions.

Combining Tangible and Intangible Assets and Wealth, incl. Intellectual Capital and Integral Value Metric

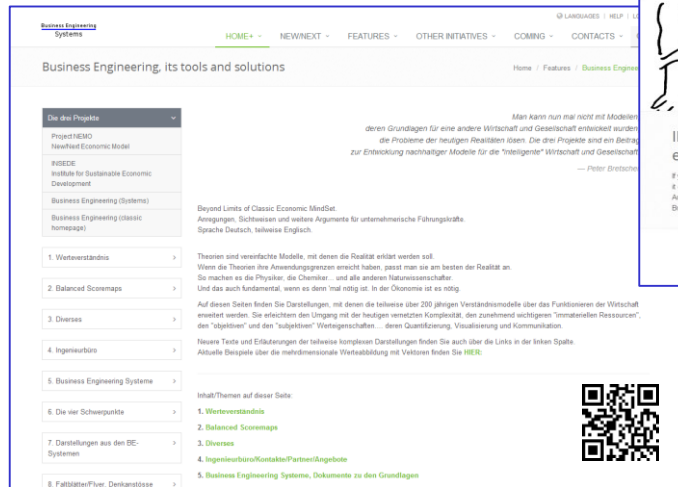
- **Project NEMO**
The project that realizes the «New/Next Economic Model»
- **INSEDE**
Clever solutions for the smart real world
- **Business Engineering Systems**
Modular, new options beyond old systemic traps



Project Nemo (New/Next Economic Model)
<http://project-nemo.org>



INSEDE (Institute for Sustainable Economic Development)
<http://insede.org>



Business Engineering Systems (Tools for decisioners in a smart economy)

<http://bengin.net/bes/>

There's nothing more practical than a good theory.
Albert Einstein