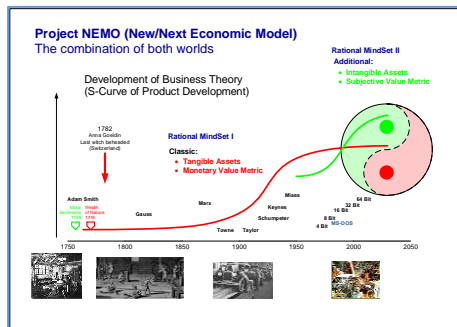


1. Goal

Re-Invent economic theory, model and respective ICT means so, that...



- the skills, knowledge and needs of people are in the core of any economic reasoning and decision making.
- its integral view includes a metric system that enables to quantify “Economic Energy/Power”, subjective (implicit) values and intangible assets.
- it provides a specific Balance and a P&L statement for the intellectual/intangible resources/assets.
- it enables the ICT-Industry to provide new hardware, software, services and licences enabling the integration of the next economic model for smart people, economies and nations.

2. Success metrics

Number of supporters, R&D Partners, Licensees, Licenses, Investors, reduction of unemployment, rising profit (and investment), rising sense and work satisfaction in administration and industry, rising non-financial audit, rising aggression and attacks from short sighted linear (money-metric) minded experts...

3. Current research

Current research and development (of mindware for economic modeling and reasoning) is mainly driven by Universities. And it is **focused on improving (debugging)** mainstream economics in order to be **compatible with** earlier development going back to **roots from 1776** (red curve).

This proposal deals with a disruption (green curve) that has its **roots** on the need for an operational economic model to manage complex transfer of **techniques and technologies** from our “**smart industry**” into less developed nations. It **eliminates some blind spots of old paradigms and opens new dimensions for rational sustainable decision making**.

4. Role of submitter, other organizations desired (required)

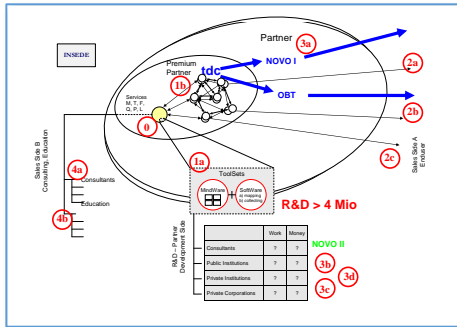
A professional project management is needed to reach the goal (1.). Submitter could bring in contacts and the experiences with the development until now. And we could determine R&D clusters for specific applications for the design and operation of smart economies and nations.

Numerous of such clusters would make sense. For example for developing a basic framework for structuring and measuring the skills and knowledge. Another example could be a software for optimizing six levels of flow of resources (values) in a circular economy that goes beyond the borders of enterprises. Submitter’s role should be determined according to the priorities of involved parties.

Desired organizations are preferably linked to corporate practice in industry, consulting, advisory, lawyers with all “functions” as marketing, R&D, production, quality, HR, logistics, finance...

Some links to standard setters from universities and professional organizations could also be valuable (reducing time to market acceptance).

5. How to be funded, organized?



Basic R&D (> 4 CHF Mio.) with sound Intellectual Property Rights is already done.

Interested parties (hardware, services, software...) may use it for improvement of their classic offerings. They may develop specific applications and generate own derivative rights. Useful if they'd like reducing payback time of their R&D effort or/and get an advantage to competitors.

With the right partner (PwC, EY, BC, Accenture...) pay back for specific app development would be < 6 month.

How to organize? No special. MindWare-Industry is similar to SoftWare-Industry. Only the part of intellectual property rights needs more attention because of "easy" derivative rights. But with the help of "block chain" techniques/technologies such type of "rights management" is solvable.

6. Background Material:

Websites:

"Project NEMO" (New/Next Economic Model)

<http://project-nemo.org>

INSEDE "Institute for Sustainable Economic Development"

<http://insede.org>

"Business Engineering Systems" (New Tools for Business Administration)

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

Some papers, presentations:

Business Engineering Timeline (PDF) http://bengin.net/permalink/werkstueck_und_werkzeug_d.pdf

"Vector-Based" Performance Measurement:

<http://bengin.net/pmappt02.htm>

Elements of Business Engineering Systems:

http://insede.org/gallery_0011_e.html

YouTube

https://www.youtube.com/user/peterbretscher/videos?sort=dd&shelf_id=0&view=0

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PS: In PDF you may zoom-in to enlarge pictures.