

# Business Plan Bconomic

Center eBusiness Innovation (CBI)

Switzerland

Version 0.901

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October 18, 2000

rev. November 15, 2000

# Management Summary

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

1<sup>st</sup> 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.

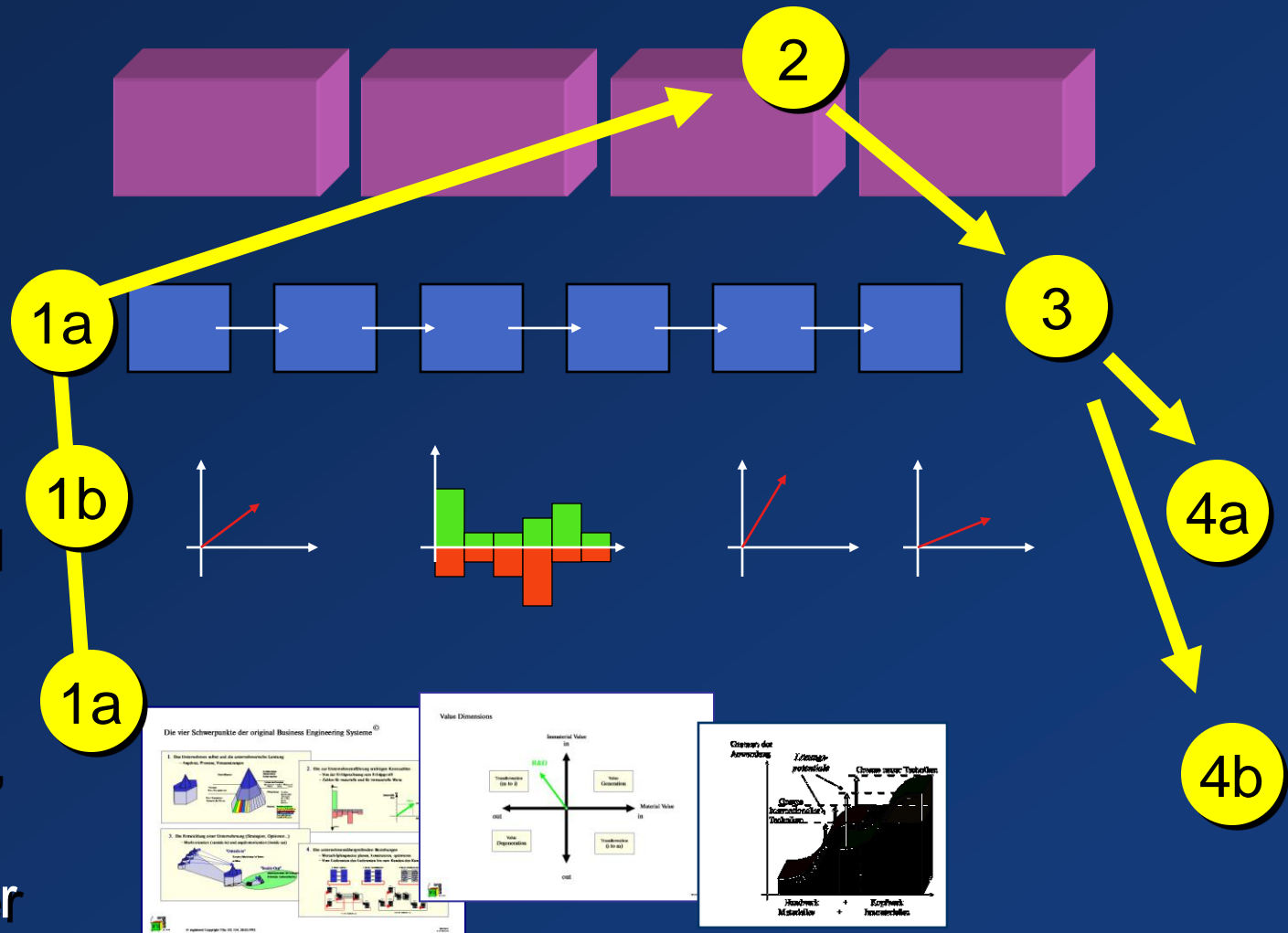
# Strategy option 1 (1<sup>st</sup> move)

Primary  
Clients

Mapping  
process

Customized  
Tools, Sets

Basic Tools,  
Models, C-  
Ware, Paper



# Strategy option 1 (2<sup>nd</sup> move)

5

R&D-  
Partners

6

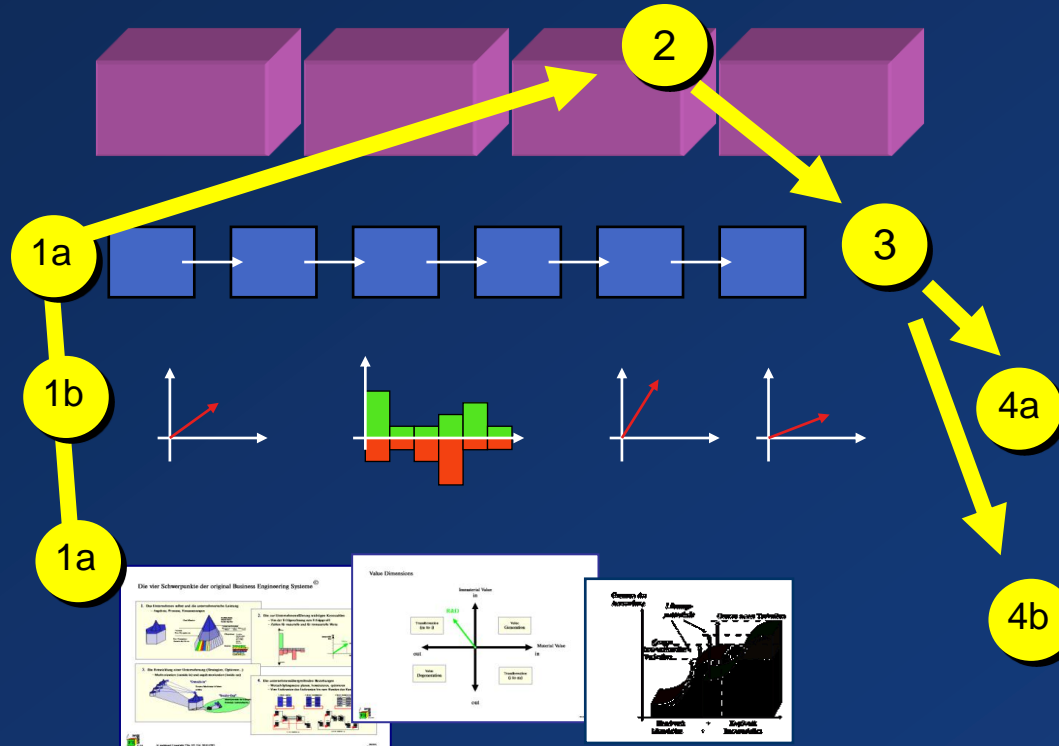
Competitors

Primary  
Clients

Mapping  
process

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Ware, Paper



# 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 Market		Global 1000 Old – change - new	Financial Services	Future Power Comp
Production	Invest 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

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Nov. 2000: 3P

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6/2001: 5P 12/2001: 15P

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12/2002: 30P 12/2003: 45P

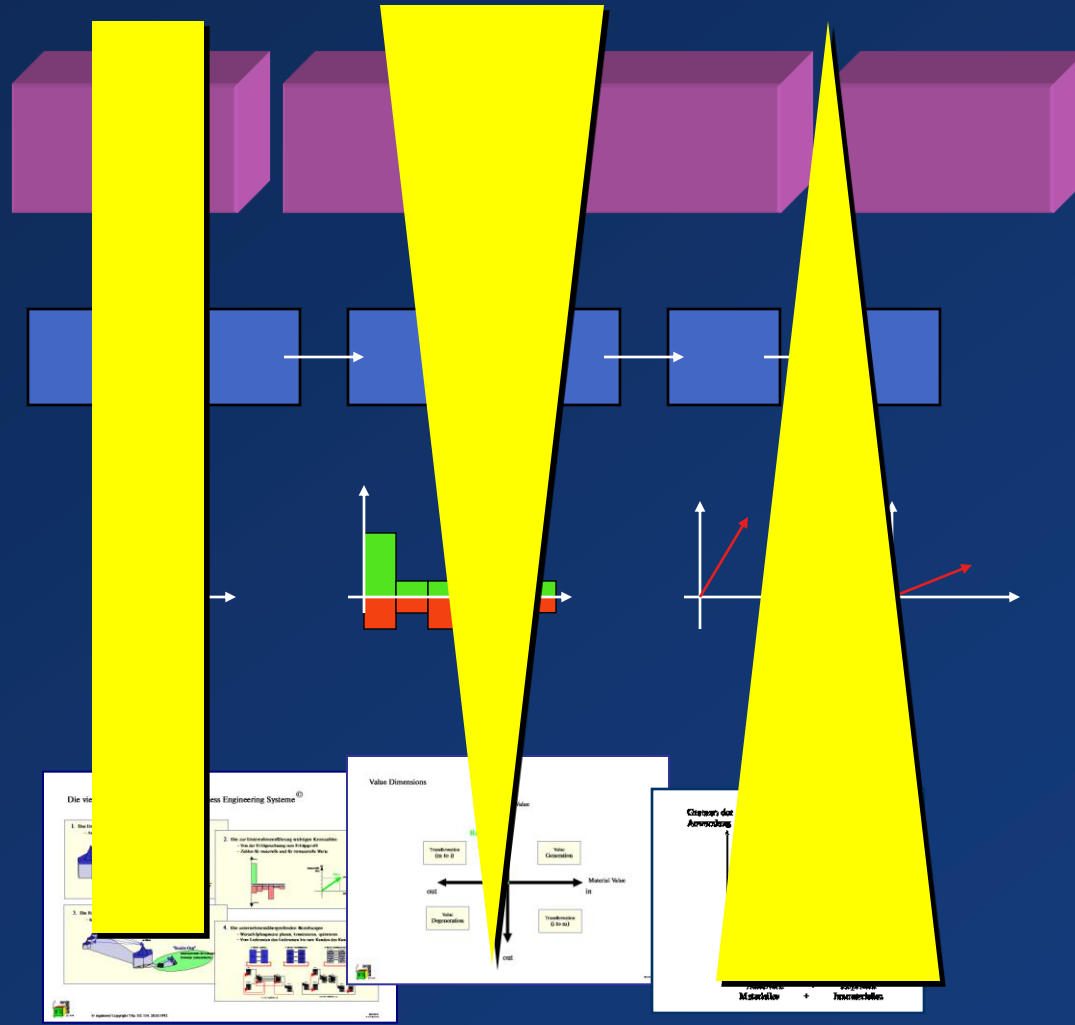
# Main focus of team (3 People/End 2000)

Primary  
Clients

Mapping  
process

Customized  
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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		0	0					
Products				0.1	0.1	0.1	1	2
Services				0.4	0.4	0.4	3	4
Licences				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

