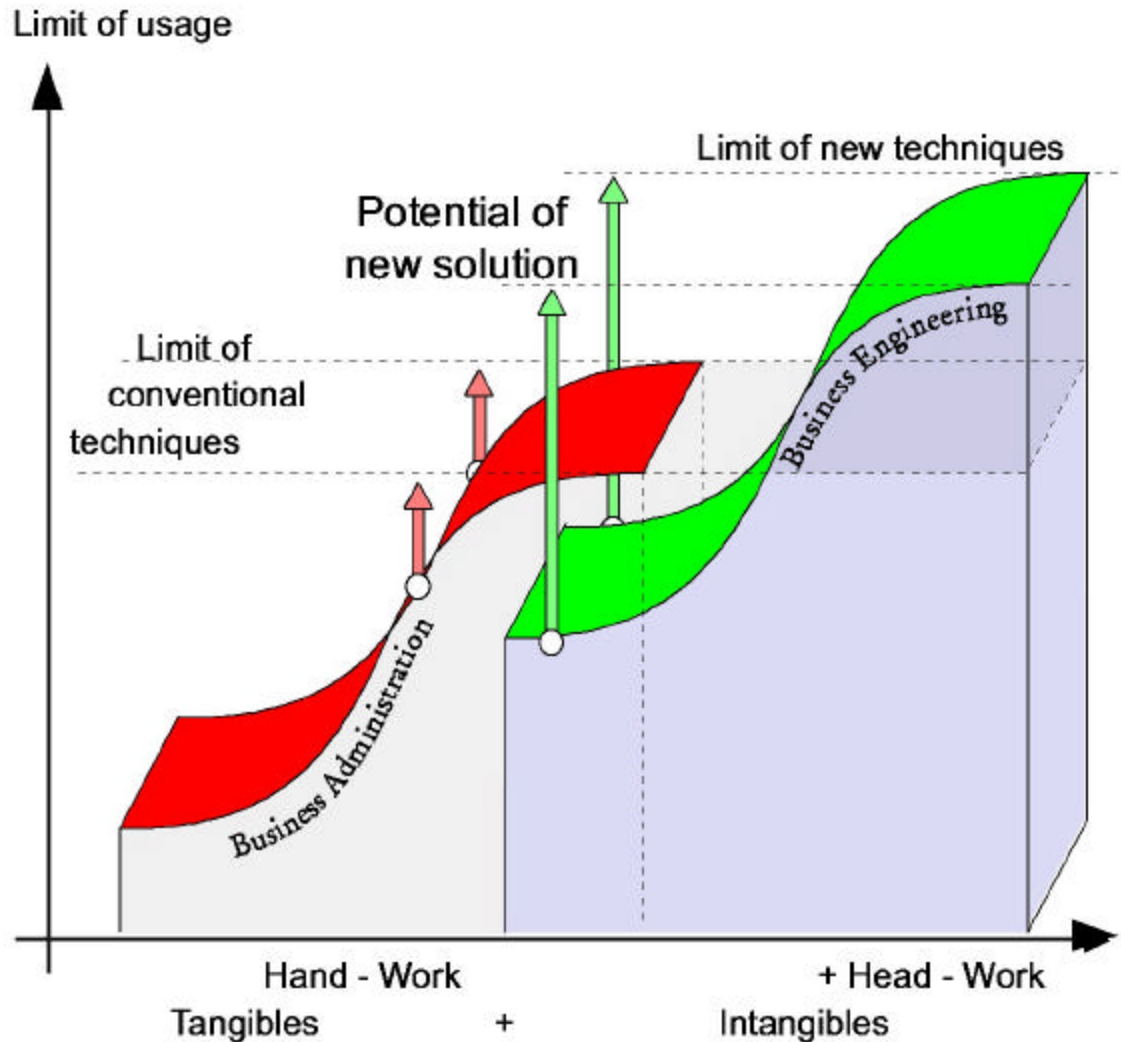
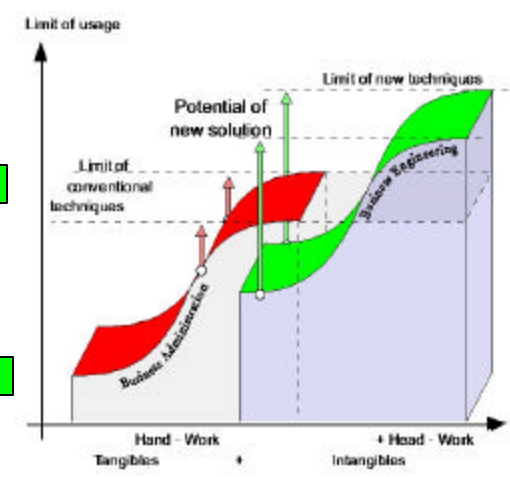
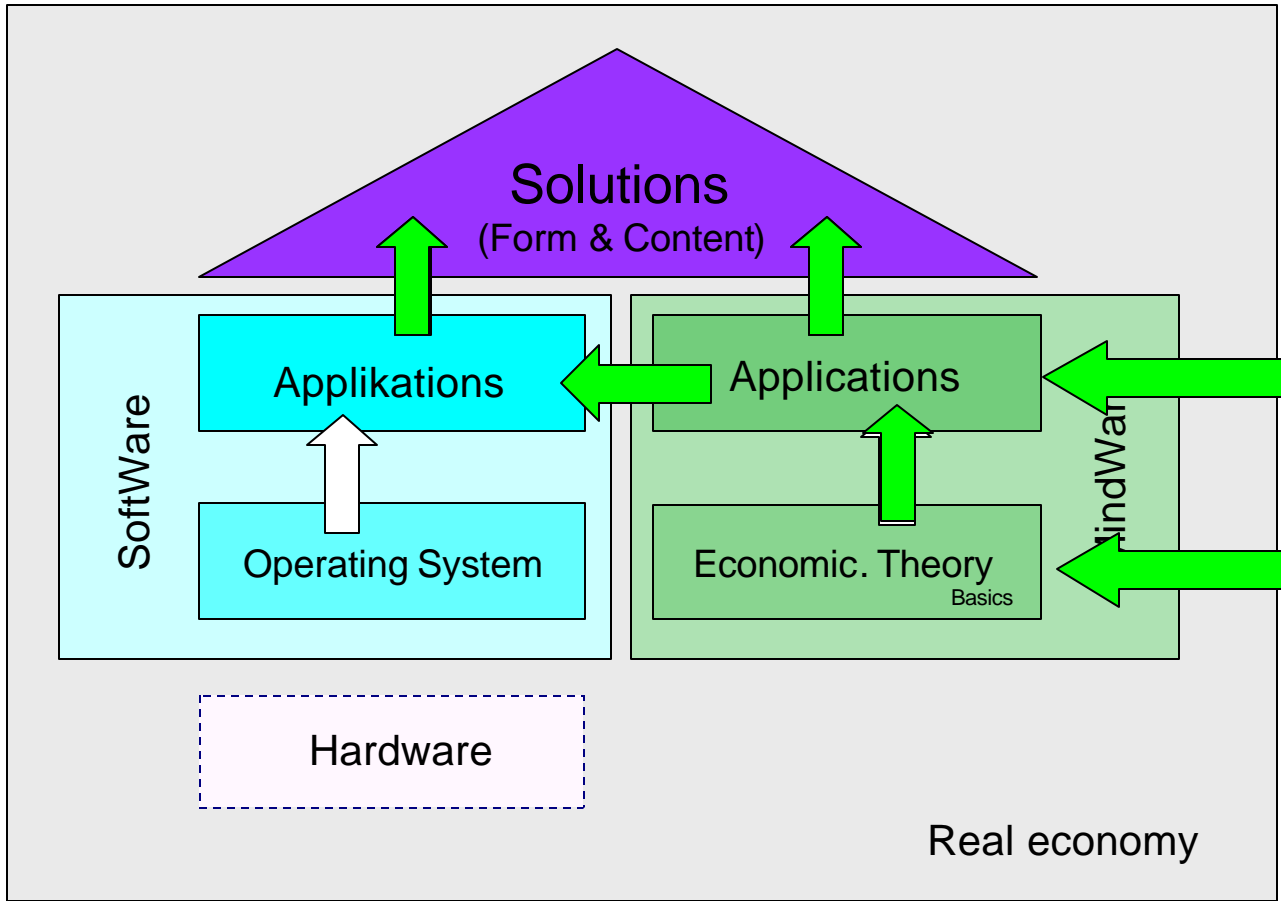


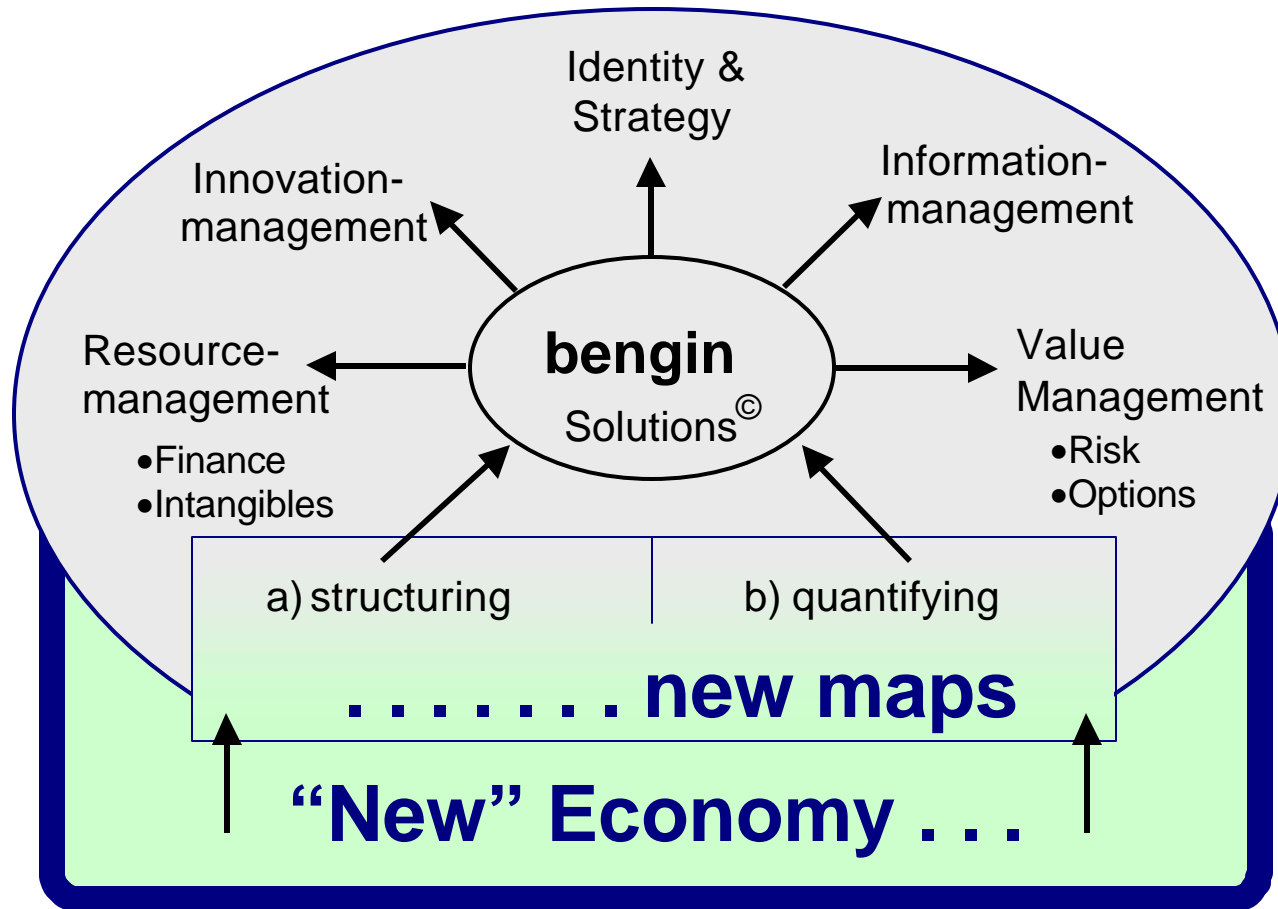
# Next step: Focus on economic MindSetting / Paradigms



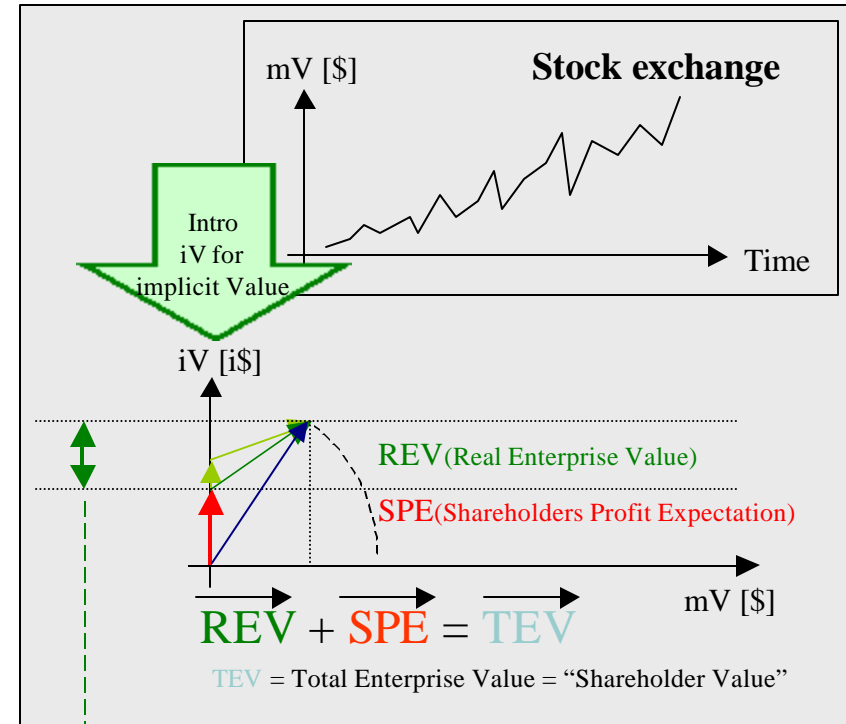
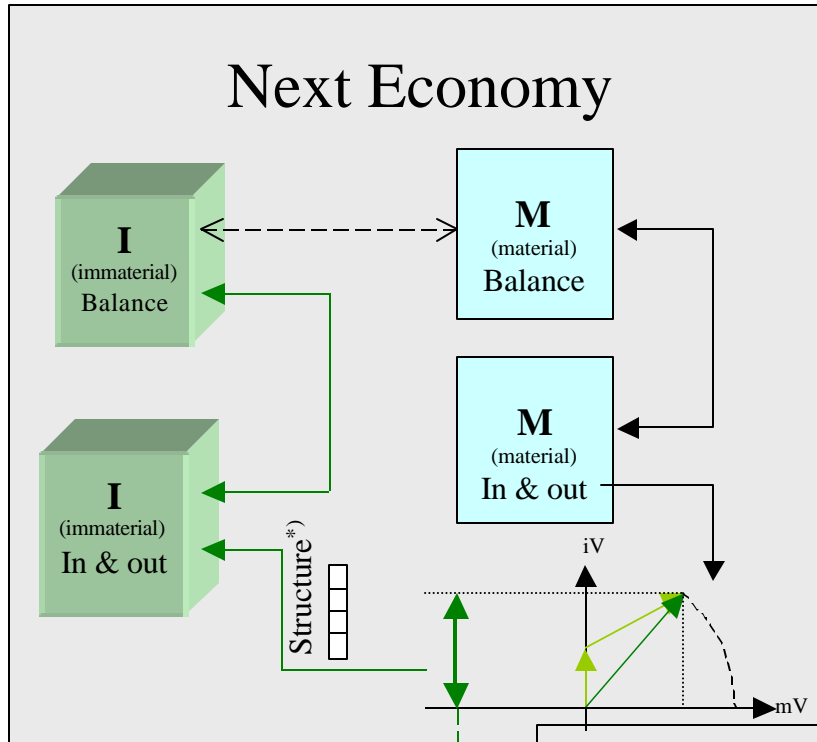
New MindWare & SoftWare → quantum leap in the simulation and planning of today's economy.



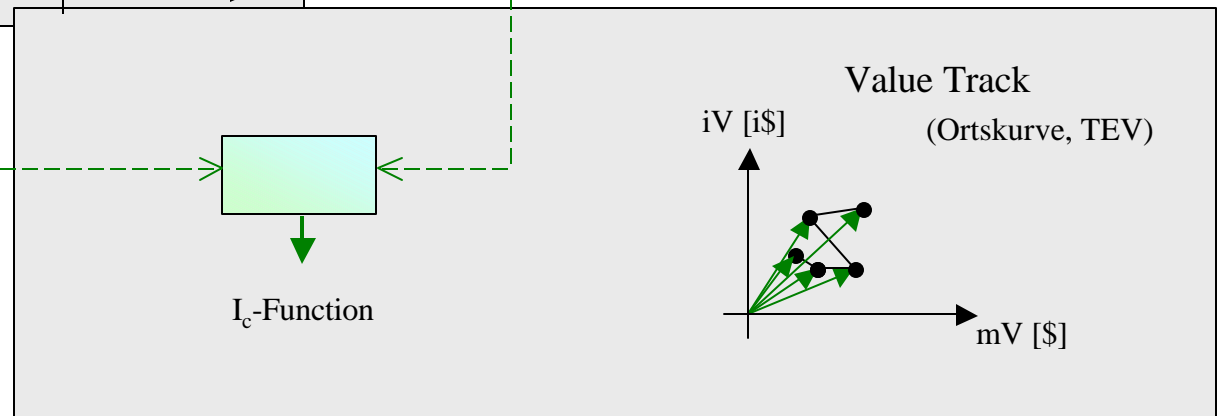
# Reality of Business has changed – models have to be....



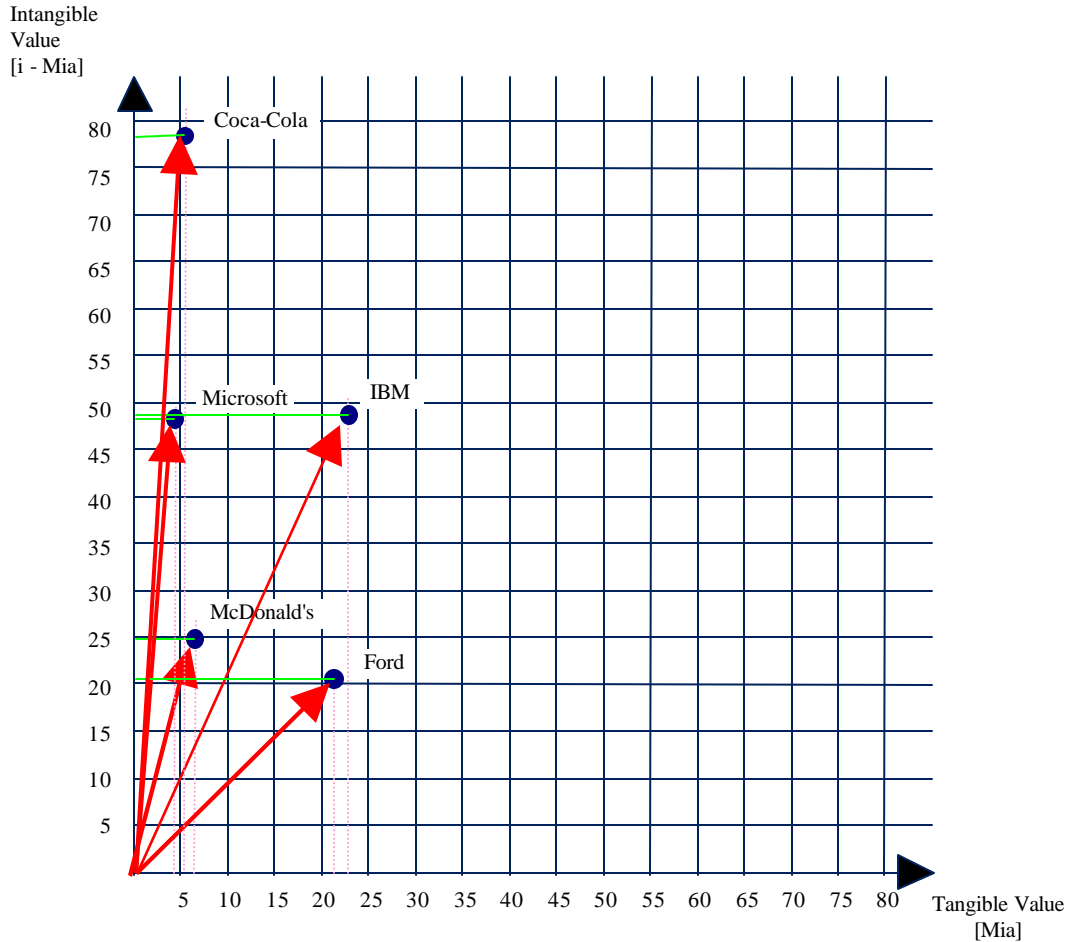
# Economic Value Architecture & Engineering



\*) Structure as proposed by:  
Balanced Scorecard and other  
existing Solutions for structuring  
(intangible) Assets.  
We recommend BE-Systems.



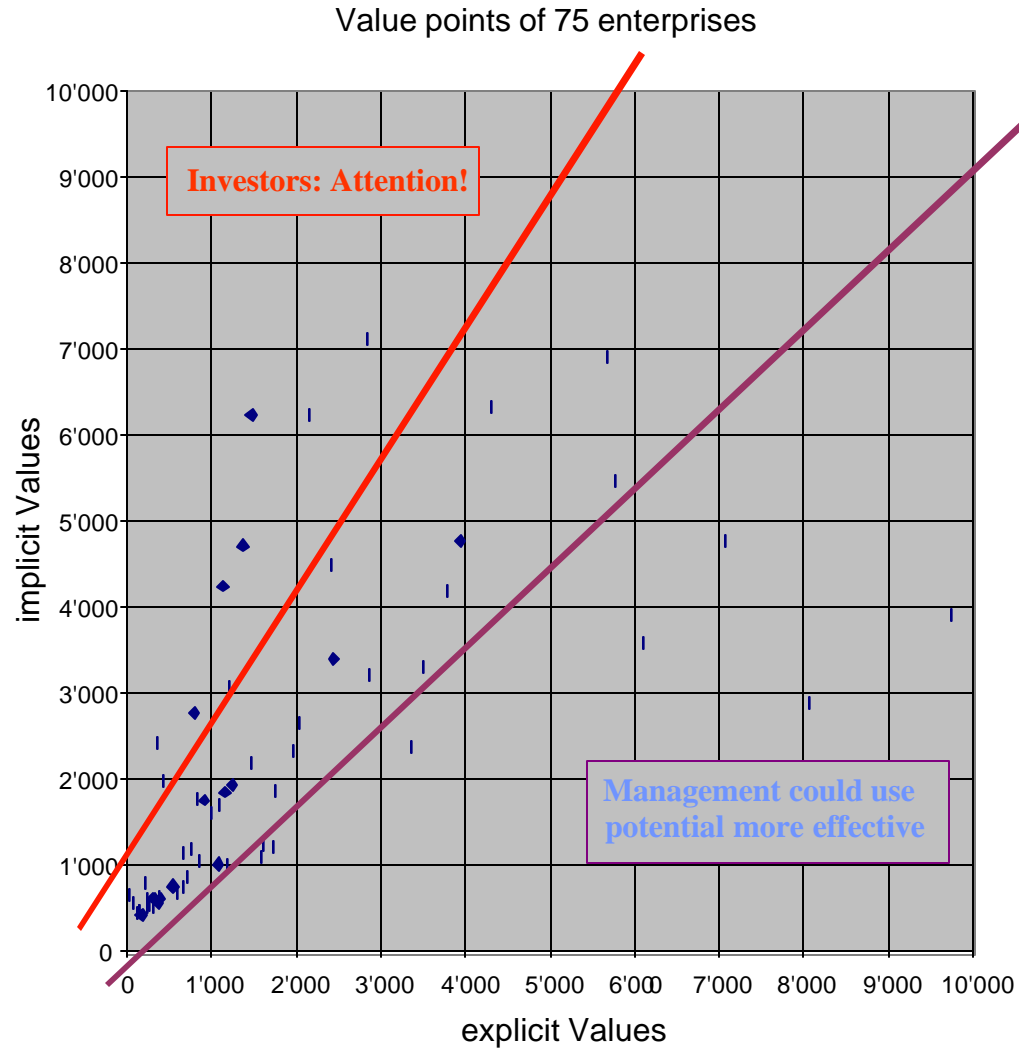
# Intangible Assets or Shareholder Value Expectation?



The explicit Value and the implicit Value together draw a complete picture about the company's value and its development.

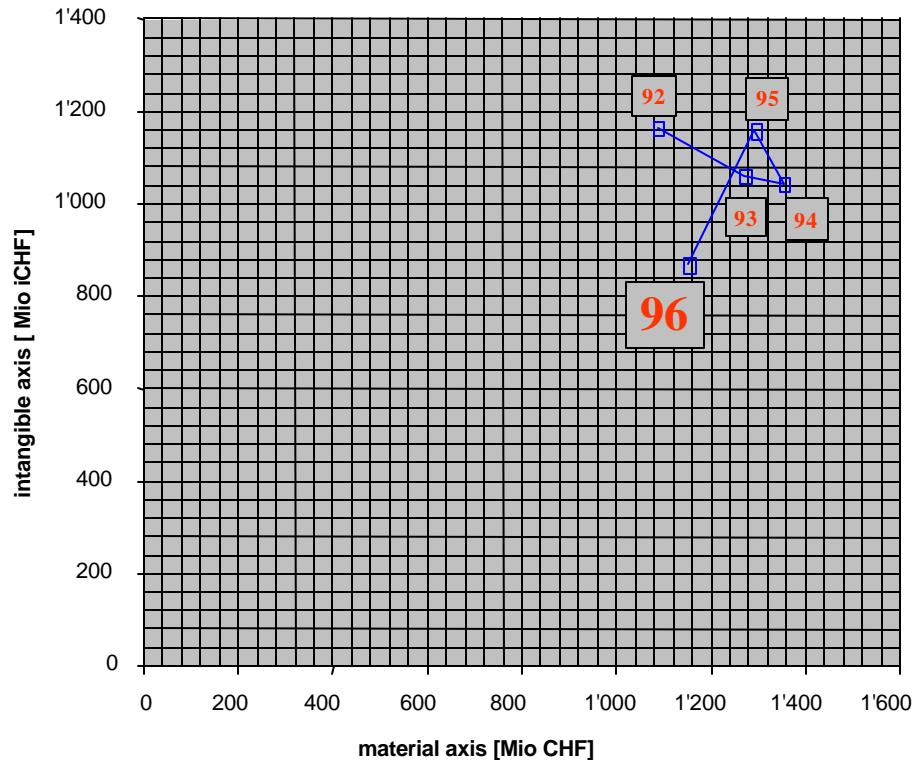
The question remains:  
Is the implicit Value given by the Value of the company?  
Is it given by some marketing tricks?  
Which part of it is made by the Shareholders Value Expectation?

# A better model for new decisions



# Track the development of an enterprise

Pointer of vector for five years



Question:

"What happened in the year 1996?"

Answer:

Part of enterprise sold.

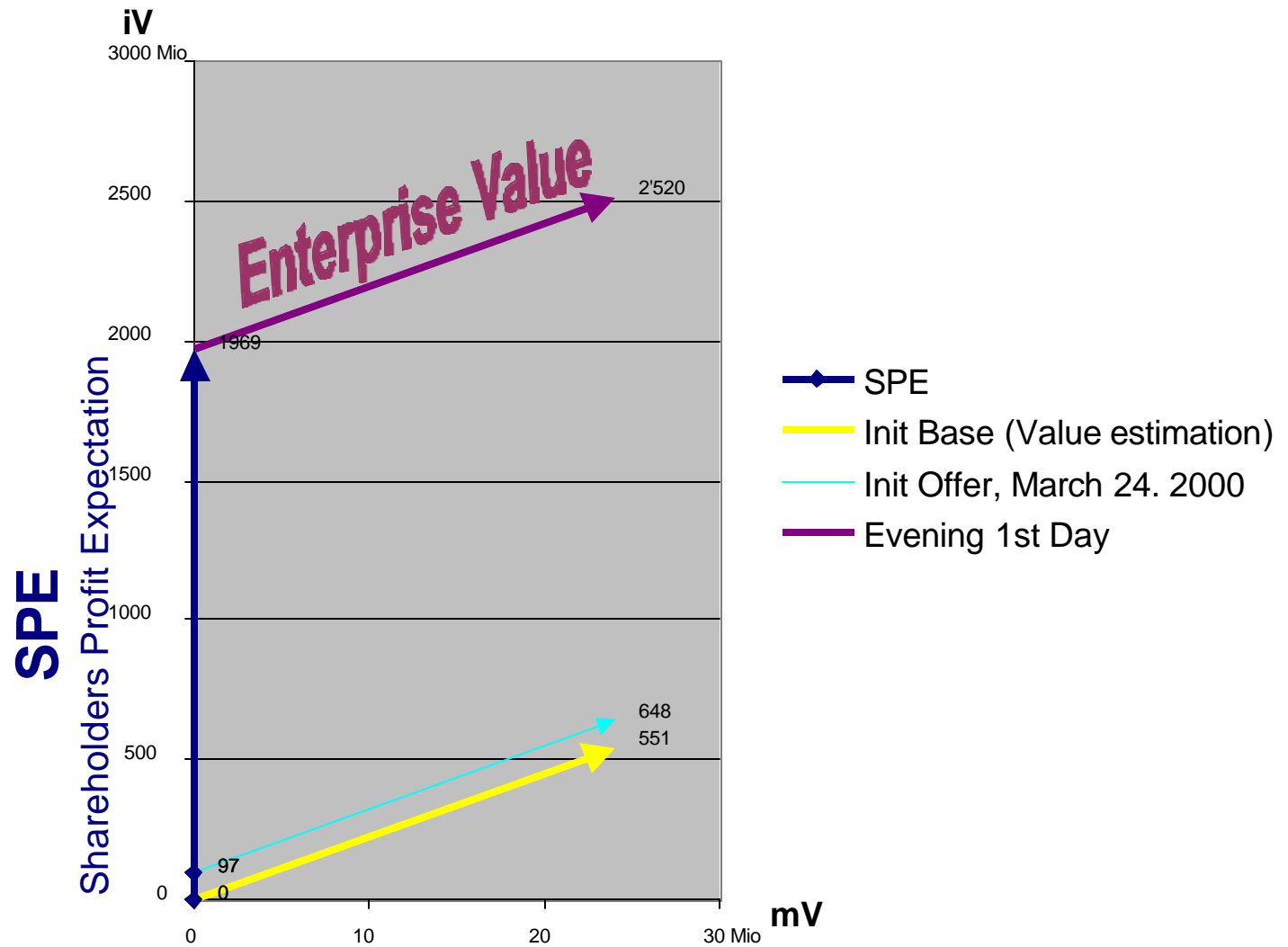
2<sup>nd</sup> Question:

Is this loss of intangible values compensated by the price received for the sold part of enterprise.

Answer: ?

→ Ask Auditor – if he's still available....

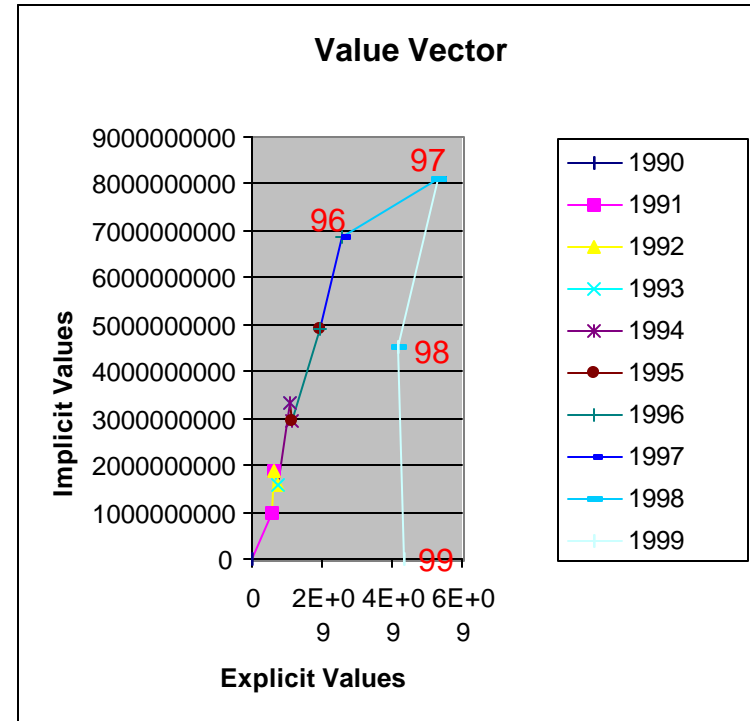
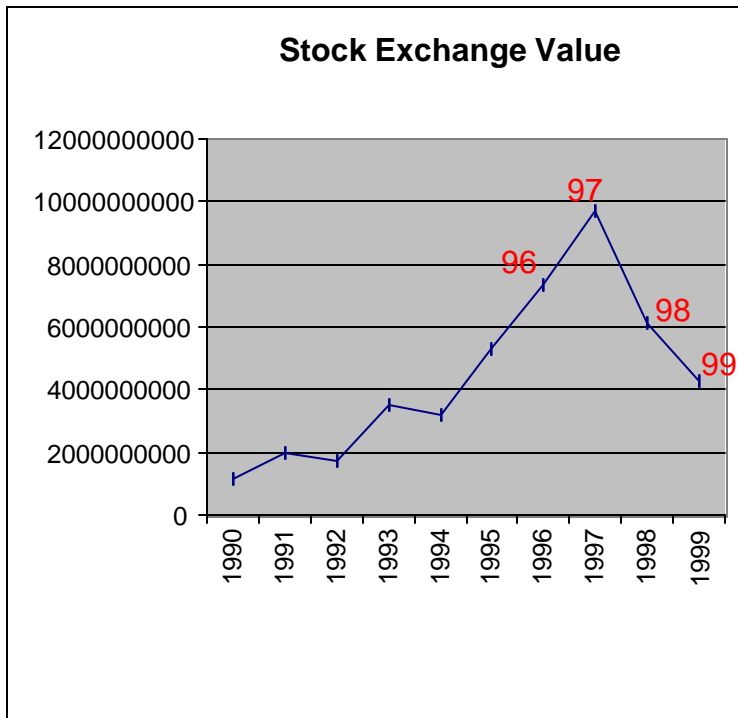
# Value Development



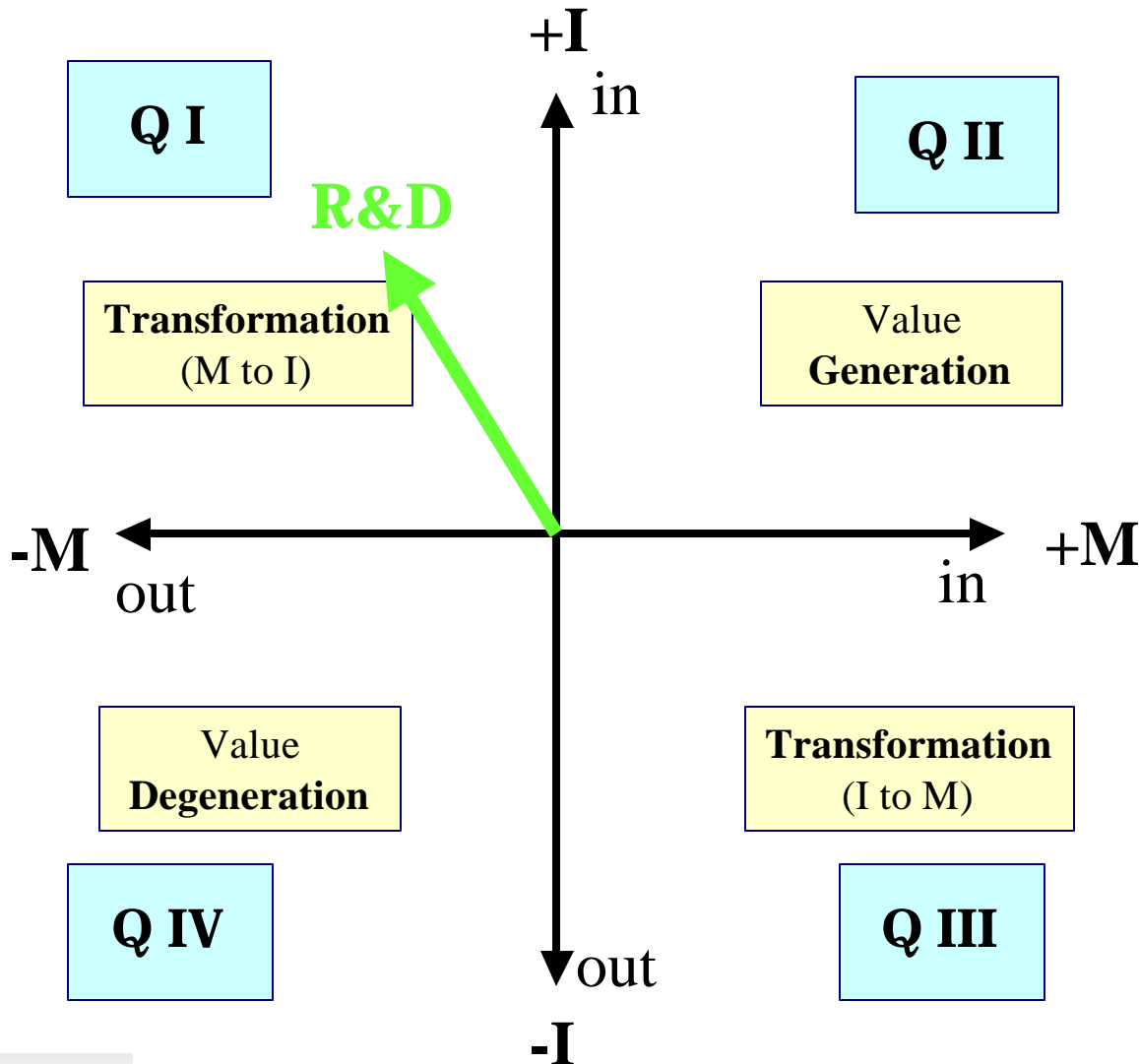


# Overpriced Papers?

....a year before the classic Market Analysis,  
the Vector map showed a change by Coca Cola Amatil.....



# The four Quadrants of Value generation



## Q I: Transform -M / +I

- New projects
- Revisions of Offerings
- Insourcing/merging
- 

## Q II: Generation +M / +I

- Daily business
- Selling, dispatch
- (Re)Production
- 

## Q III: Transform -I / +M

- Outsourcing
- leaner
- 

## Q IV: Degeneration -I / -M

- Graveyard
-