

# **bengin**

Expanding classic mindset

# **bengin**

**Where we start with our solutions**



About the world,

how it is,

how it is experienced,

how it is explained and

where we start,

improving the explanation models.

... tools for better economic decisions.

# Agenda

**1.**

**Worlds**

**2.**

**Men**

**3.**

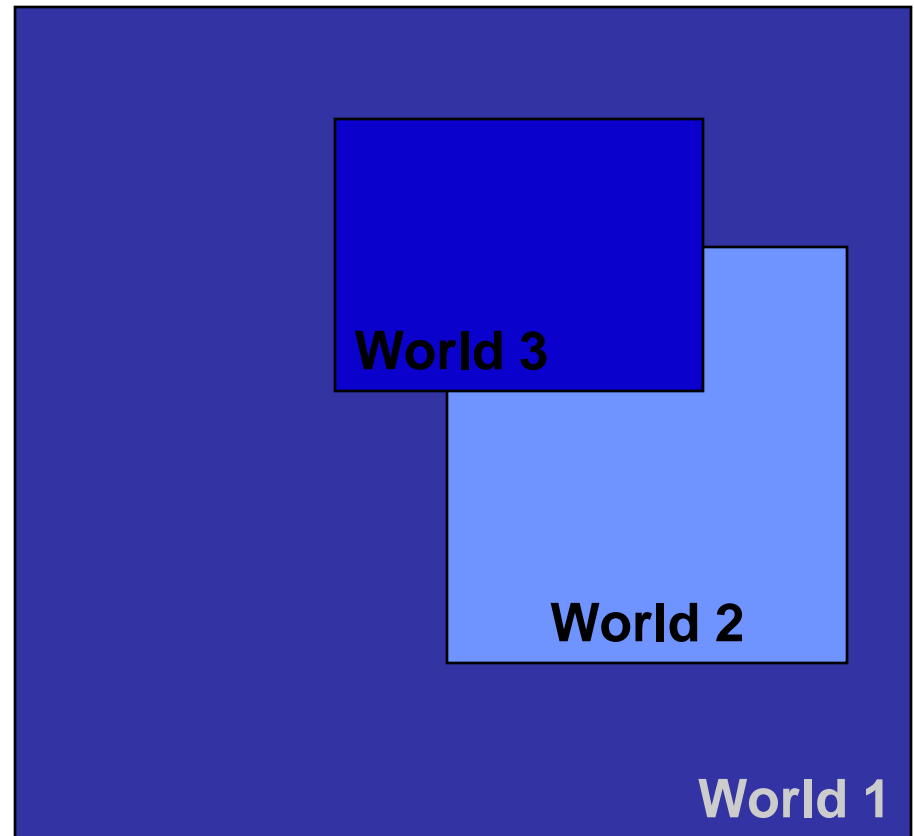
**Where we  
start**

# Three worlds

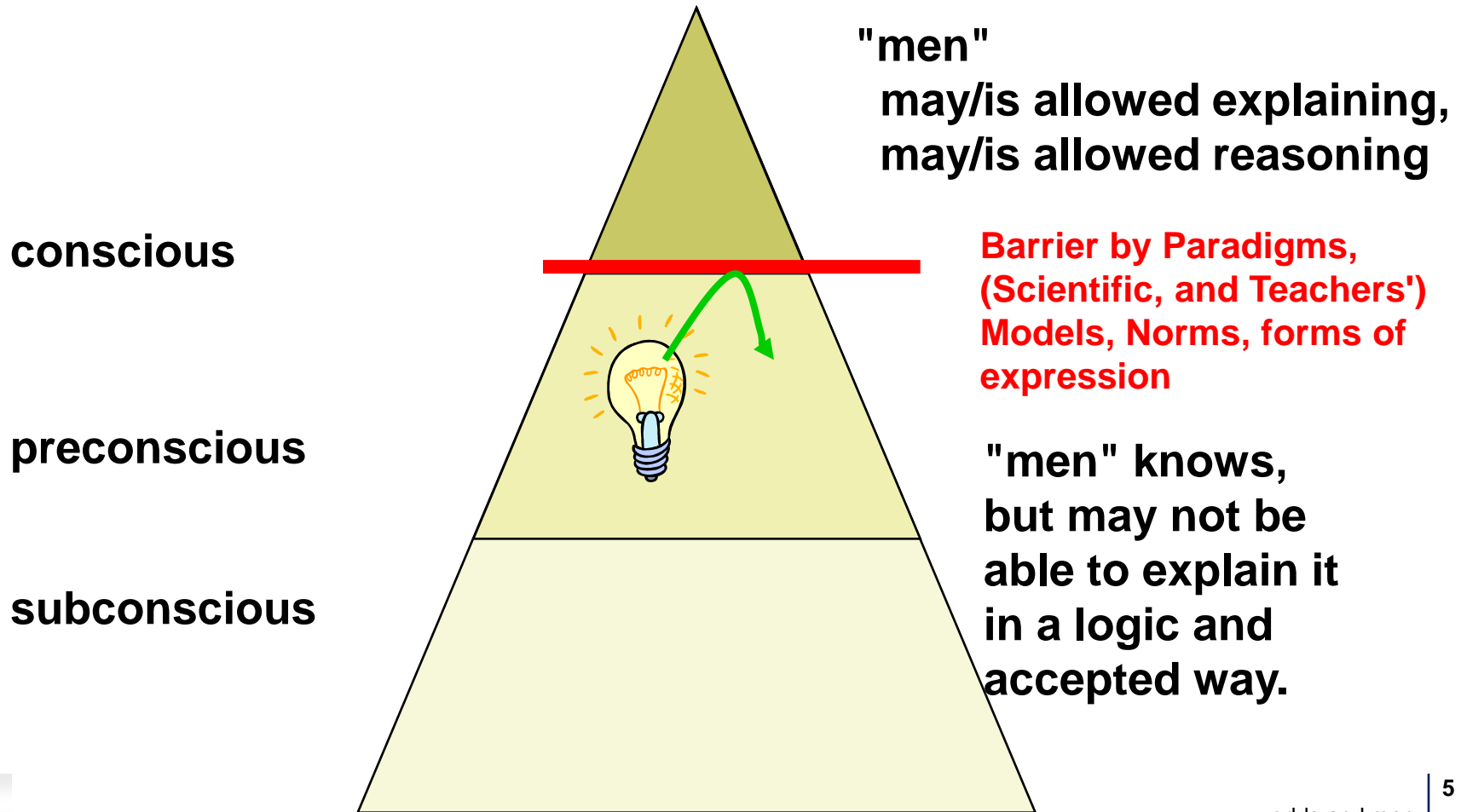
Explained world → World 3

Experienced world → World 2

Real world → World 1



# Men and layers of conscious

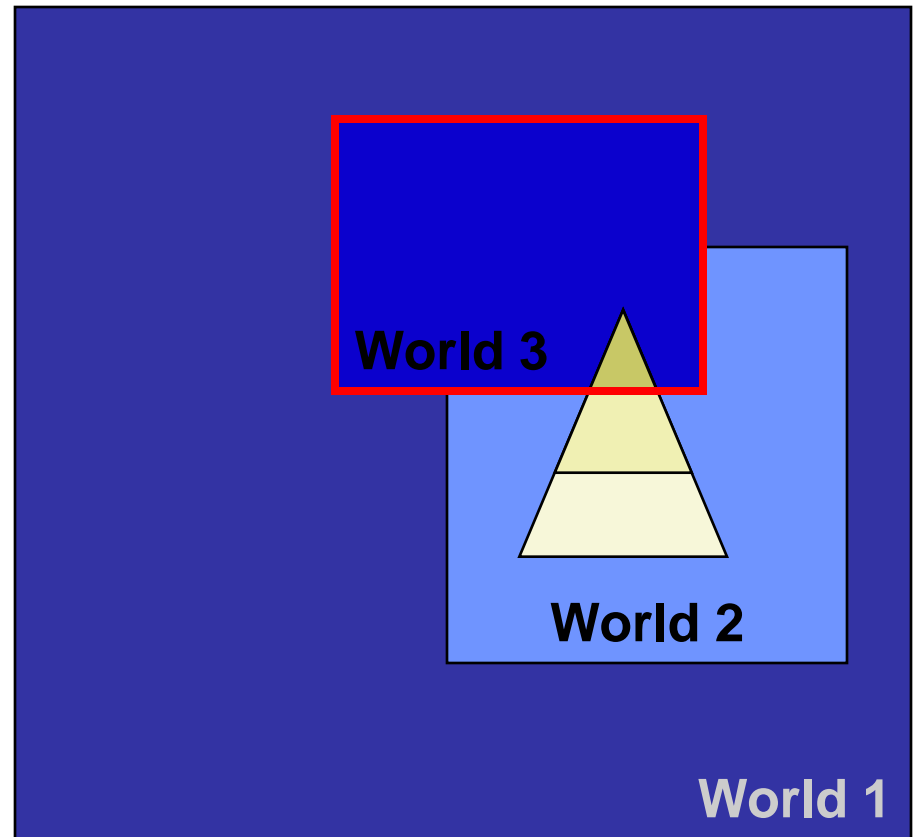


# Three worlds and men

Explained world → World 3

Experienced world → World 2

Real world → World 1

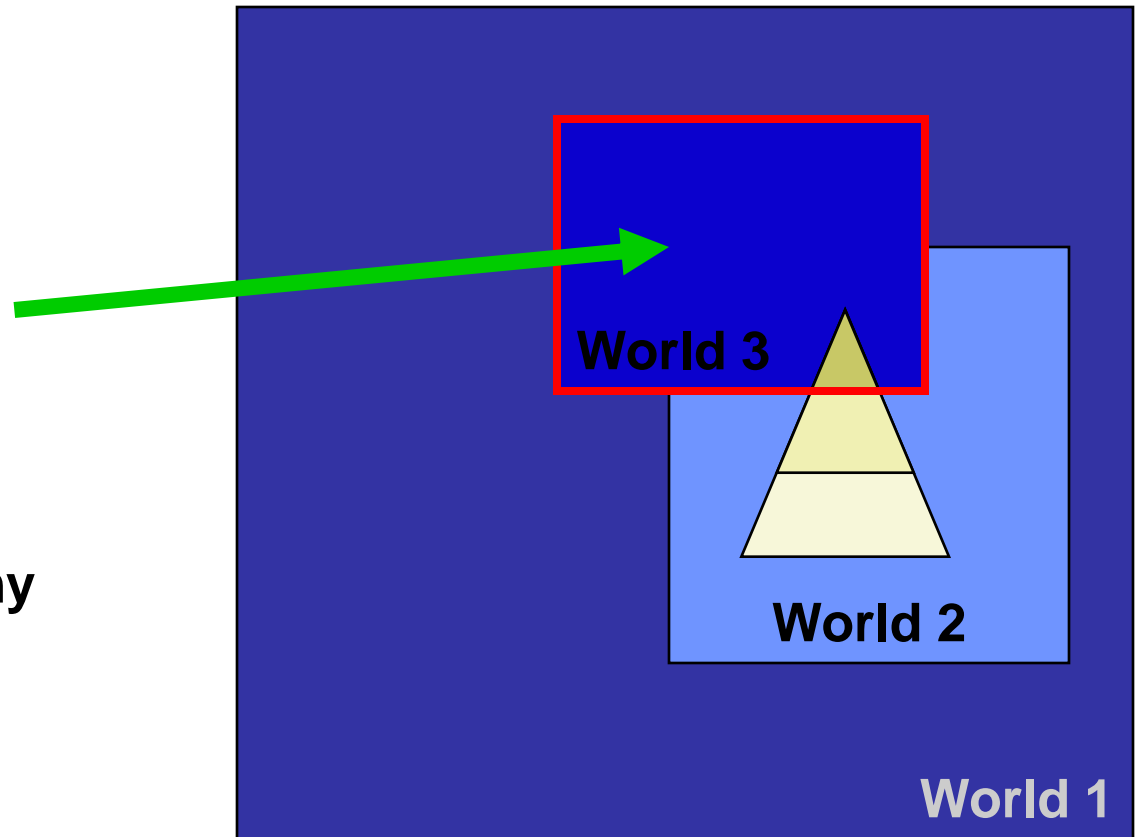


Where we start

Explained economy

Experienced economy

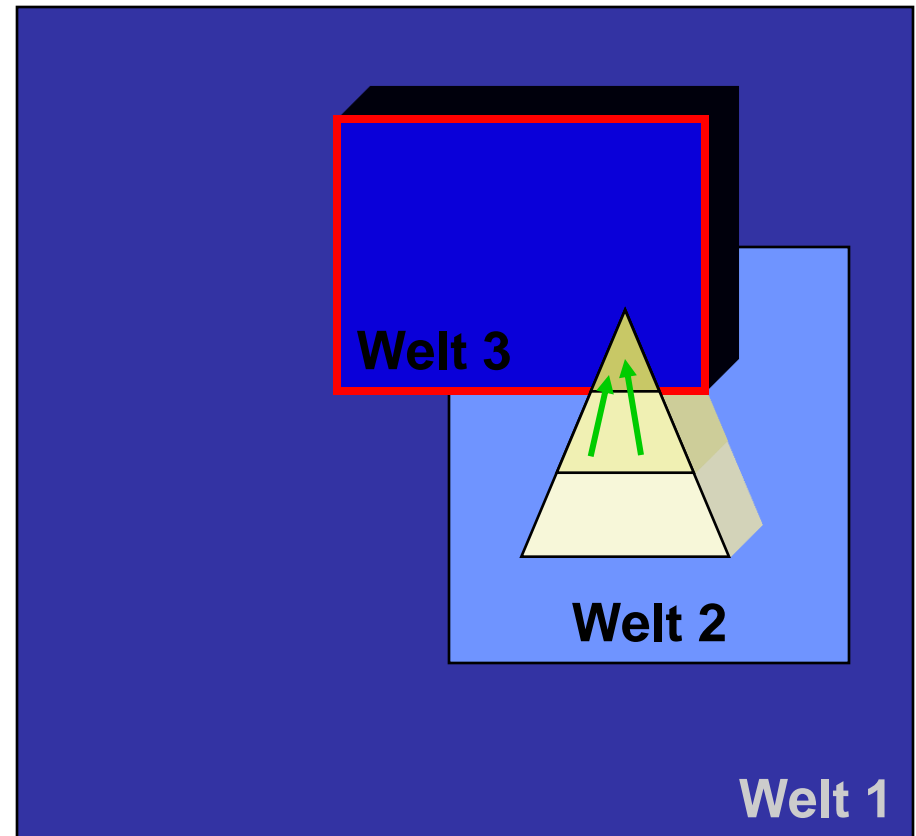
Real economy



# About our solution

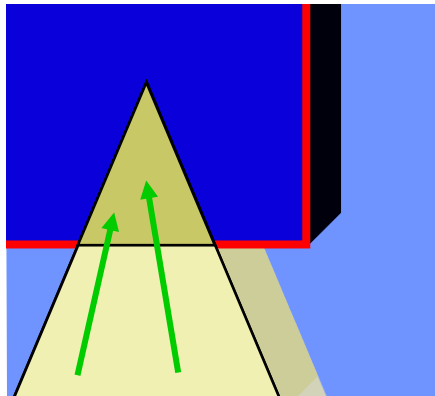
## Explained economy

We expand the logic of the classic business explanation models at its generic base and show qualitative and quantitative solutions for better articulating, visualizing, measuring and communicating experience.





# Where does bengin expand the economic mindset?



- At the **base of economic theory**:  
Economic goods, kind of business, production factors, accounting system, value measures, indicators, enterprise models, potentials, compensation and barter, resources and finance, value adding net.....
- In the **orientation of management**:  
Governance, factor time, Focus on tasks AND interdependencies, top-down- AND bottom-up-strategies, intellectual property as an asset.....
- **Human resources**:  
Three subjective pillars, three levels of consciousness, Know-How and Know-How-Transfer, discover and make use of potential.....
- **Marketing**:  
3D-Ansoff, the seven markets, what customer needs....
- In many other corporate and cross-sectoral tasks and processes, such as innovation management (Time to market), balance of intangible assets, make better use of existing potential, .....

Let us inform you without obligation about the new possibilities and the opportunities that result from it.

In the application, in the consulting, in the education.

Or visit our [download page](#) (part German, part English)

# Project NEMO

## **Project NEMO**

Project NEMO (New/Next Economic Model) is an "open" project for practical development and dissemination of economic insights and knowledge.

It was founded by entrepreneurs from the insight that in the classical economic doctrines - among other things - neglect the intangibles in an improper way and that it is important to not only identify defects, but pragmatically to develop tools with which some weaknesses of the classical economic paradigms have to be wiped out.

A growing community supports "Project NEMO" in the development, dissemination and the use of the new generation of economic models.

More at <http://bengin.net/nemo>

«We have to  
develop an economic theory, wherein  
knowledge is an economic key resource.»

Peter Drucker

We have it – and more.

bengin

# Thank you

**[bengin.com](http://bengin.com)**

Values – recognising, developing, using.

German Reference:  
welten\_und\_mensch010\_d