

bengin

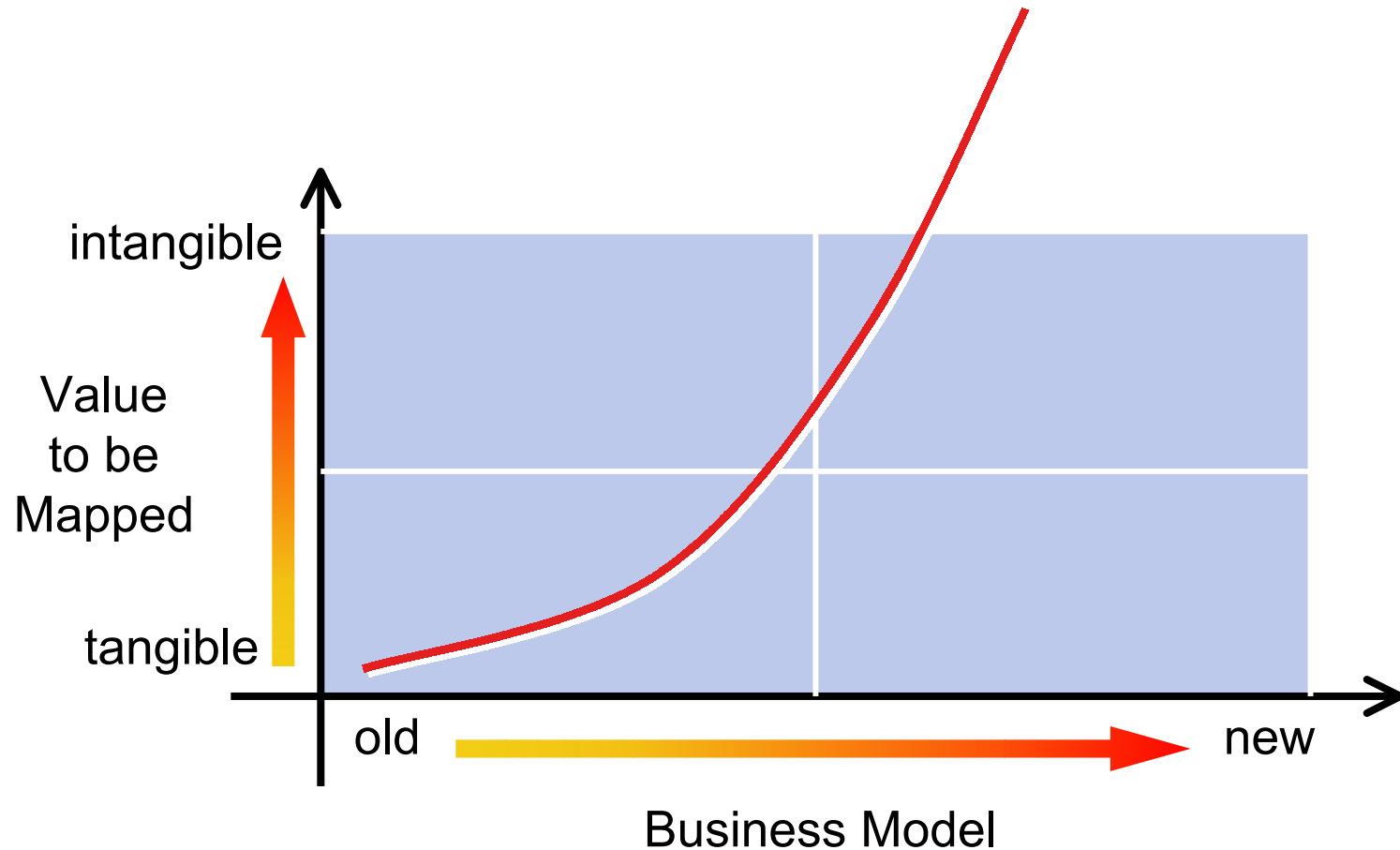
The Project

Version 1.0

Our goals are

- To earn money!
- To be the leader in establishing new standards in structuring and quantifying tangible and intangible assets
- To be the 1st choice for worldwide customers for innovative solutions for the complex Business World

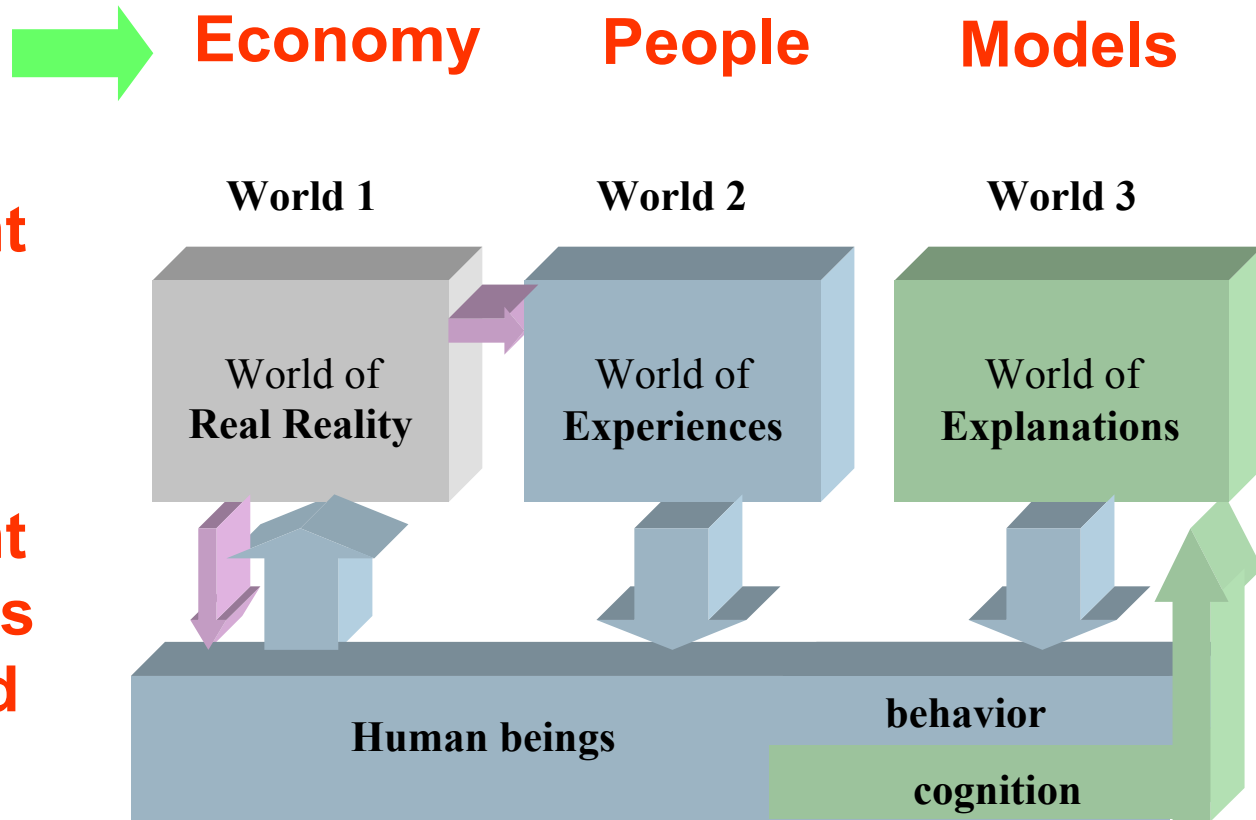
Complexity of the **new Business World** rises and the Business Models have to reflect this



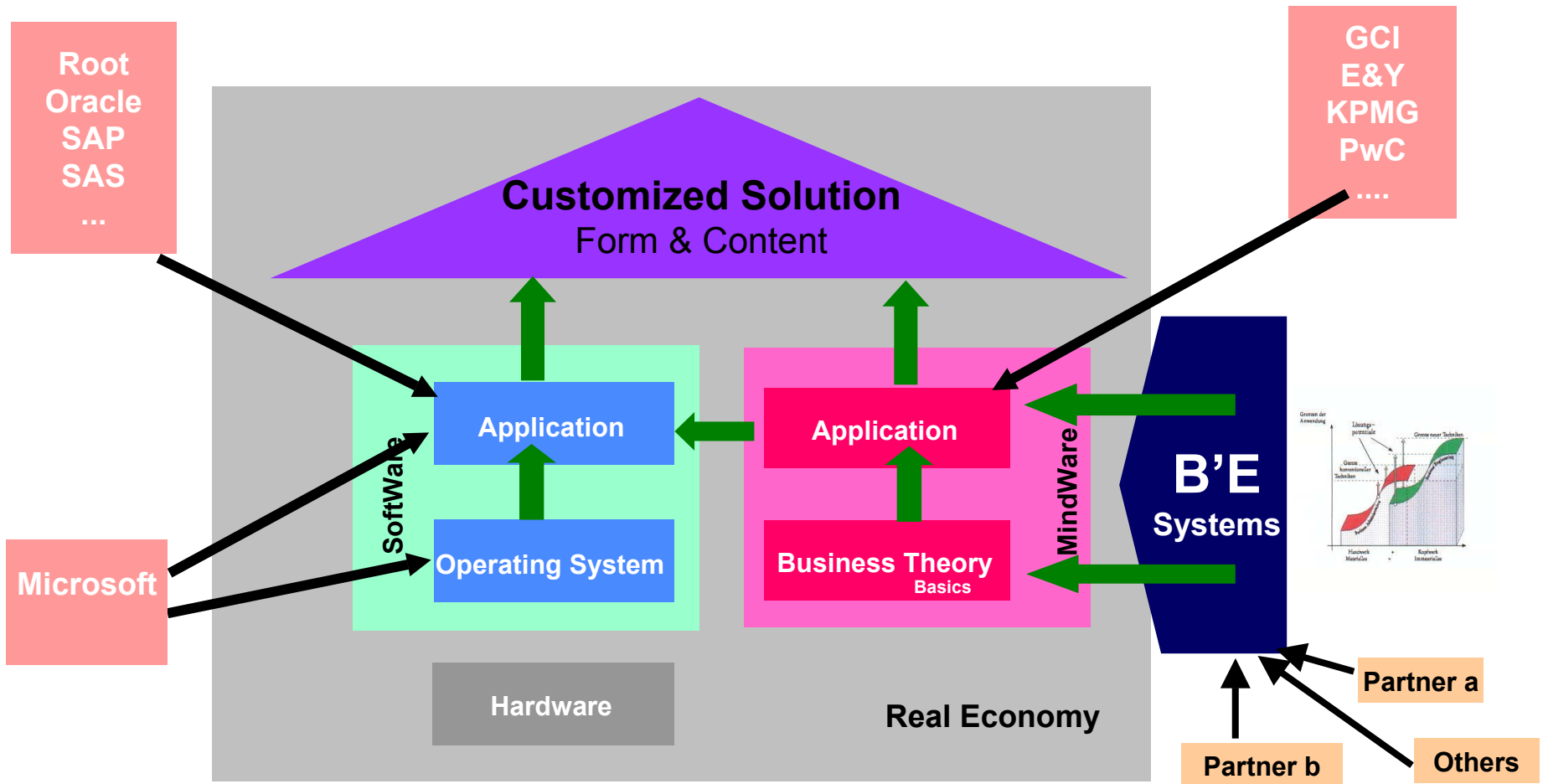
The art of being profitable is first to understand the new Business Worldwe do!

Business Real World is in a fast development process.

The development of the Models is far behind the needs.



We have developed new models for the new Business to deliver new solutions



The market has new needs and is looking for new solutions

FOR THE „TYPICAL“ CUSTOMERS:

Old economy companies: (banks, production, etc.)	Models and Tools to analyze and optimize asset management (tangible and intangible)
Investment companies:	Models and Tools to understand what assets they are buying (tangible and intangible)
Start up companies:	Models and Tools to explain what assets they are building up (tangible and intangible)

FOR THE CONSULTANTS:

Consulting firms:	Licence of Models and Tools to implement added value services at their client site
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FOR THE INSTITUTIONS:

Universities:	A new methodology to understand and value the new complex Business World
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Our competitors deliver structures. We go further! delivering models, quantifying elements, the metrics and the intellectual property to use it!

	Structure	Quantify	
Arthur Andersen	+	-	Cracking The Value Code
Boston C G	0	-	Real Asset Value Enhancer
CG EY / EY	+	-	Value Creation Index
PwC	+	-	Value Reporting
Skandia (IC Visions)	+	-	Tobin, „Intellectual Capital“
Stern Steward	-	-	MVA, EVA
Sveiby	+	-	Intangible Asset Monitor

Our contacts show strong and rising interest and need for several reasons.....

Ernst & Young:

they need better methodology for nonfinancial audit.

D....z:

they need new visual models to monitor their KPIs

N.....s:

they need to understand their intangible assets.

S.... L....:

likes the basically holistic Value-Solution.

European call center:

they need a visualizing system for their Balanced Scorecard

We set up a base for developing, servicing and licensing solutions for the new Economy. Three Basics.

1) We are wide open for *200%* committed people

2) We work on an international Resource Base:
people
money
infrastructures

3) We rely on Respect, Trust and Truth

Back up slides

Today's multidimensional Business World can only be represented through a graphical interface

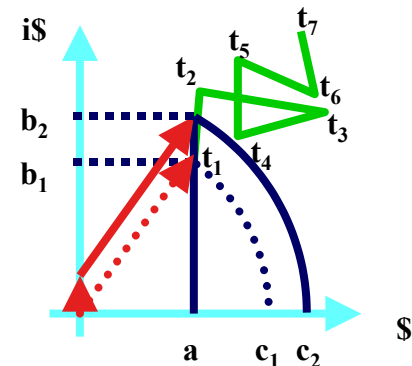
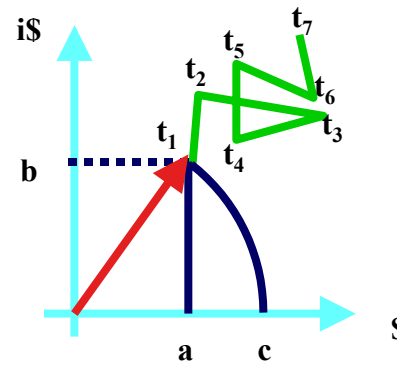
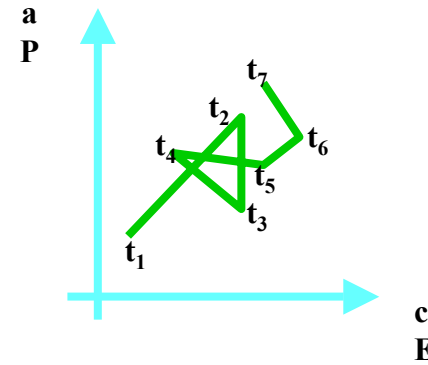
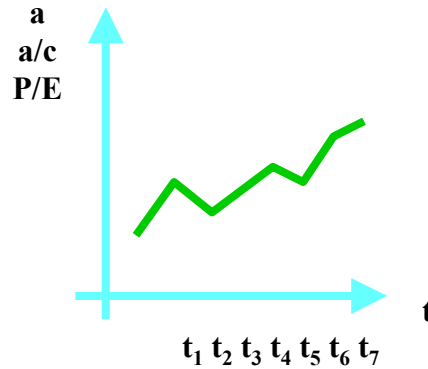
Numbers

Graphics

Absolute:
a, b, c.....

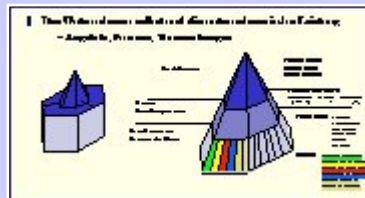
Relation:
a/b, a/c.....

**Vectors/
complex Number:**
 $z = a + bi$

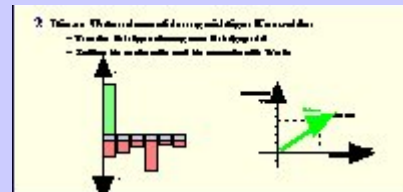


We developed the original know-how, the procedures and the instruments to analyze the new Business World and to find the needed Solutions.

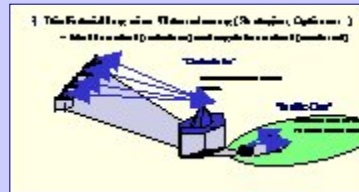
1. Structure



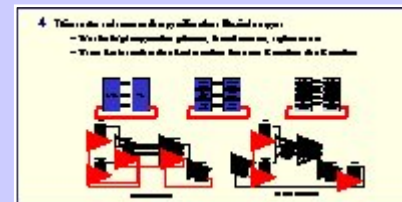
2. Quantity



3. Direction



4. Optimization



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