

**bengin**

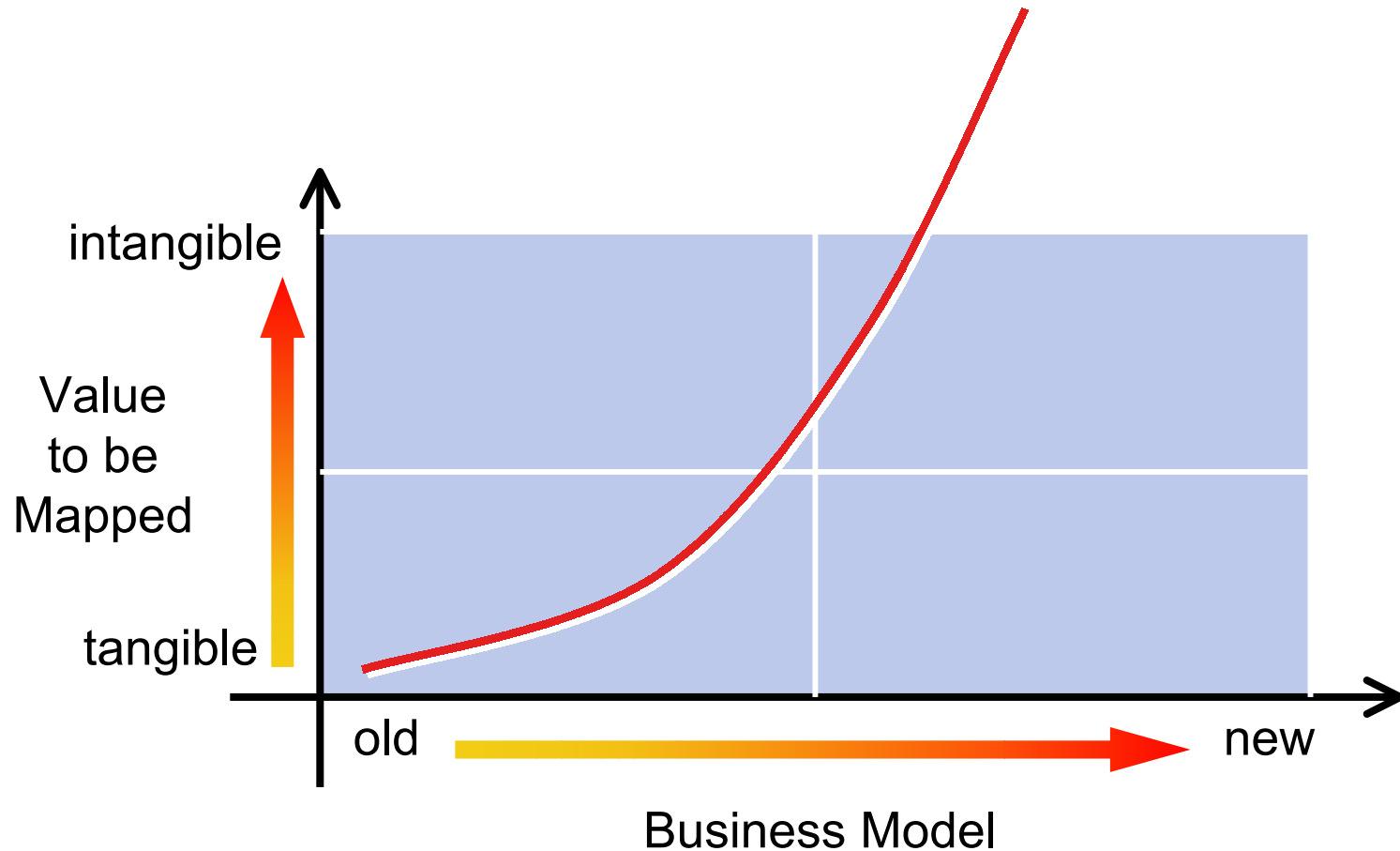
# **The Project**

**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 1<sup>st</sup> choice for worldwide customers for innovative solutions for the complex Business World

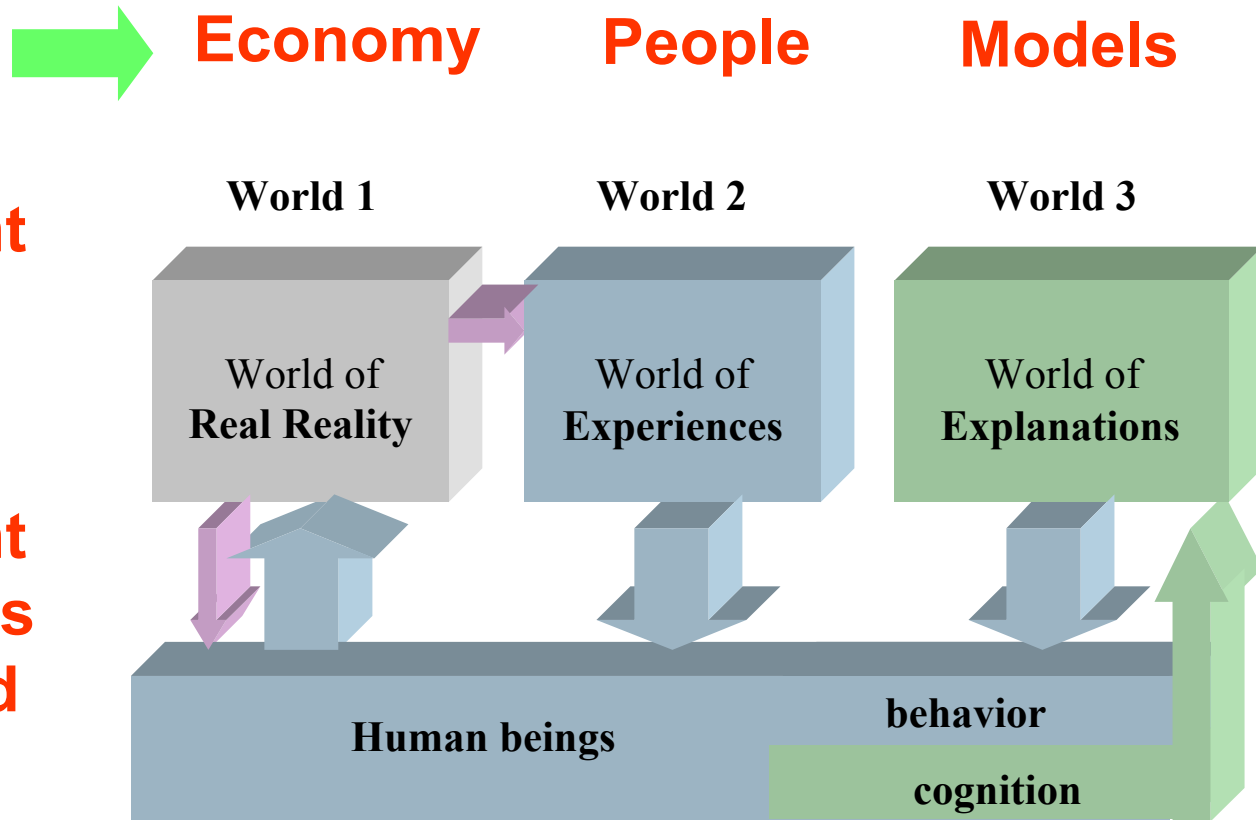
# Complexity of the **new Business World** rises and the Business Models have to reflect this



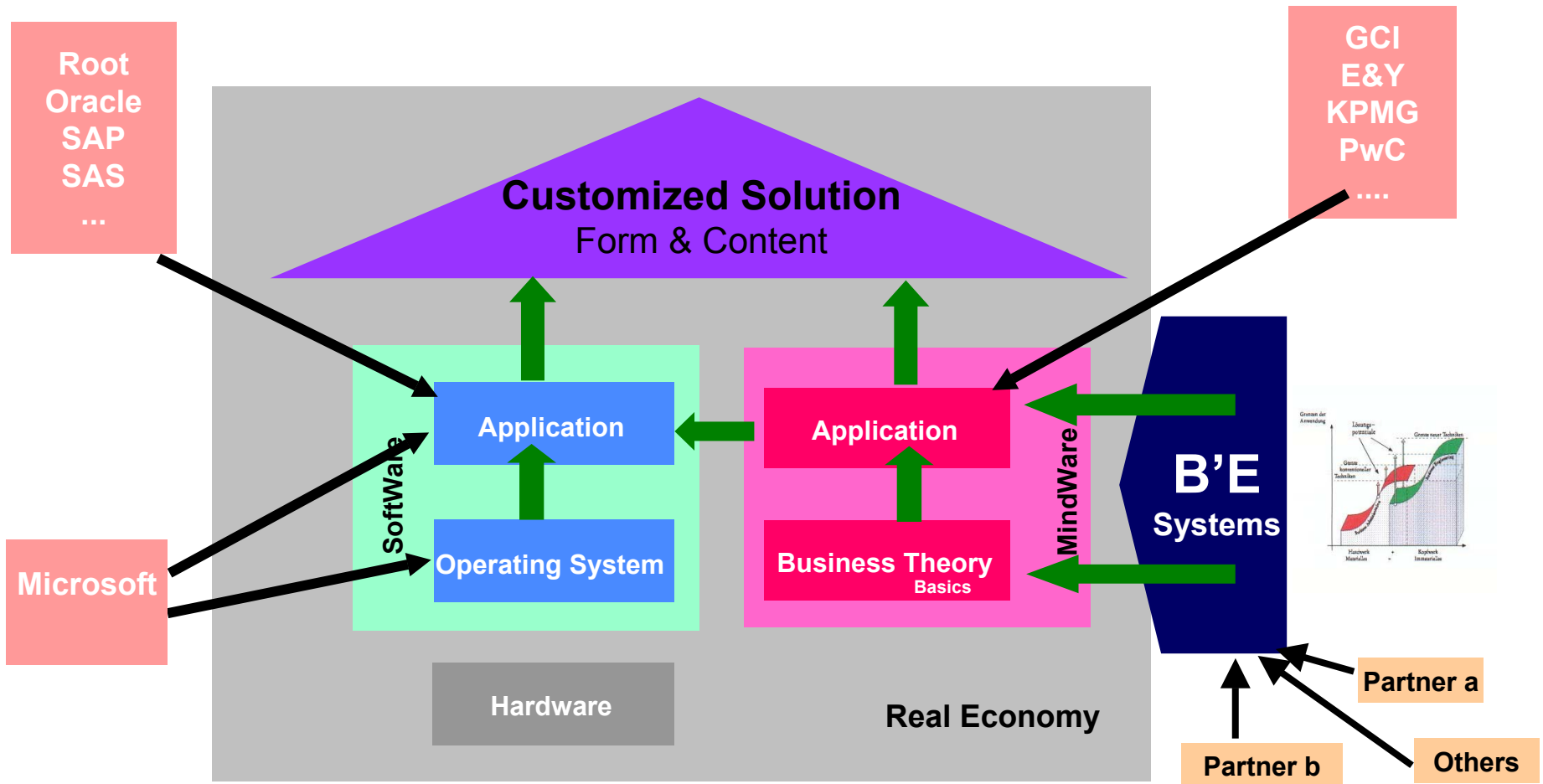
# The art of being profitable is first to understand the new Business World .....we do!

**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:

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

## FOR THE CONSULTANTS:

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

<b>Universities:</b>	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

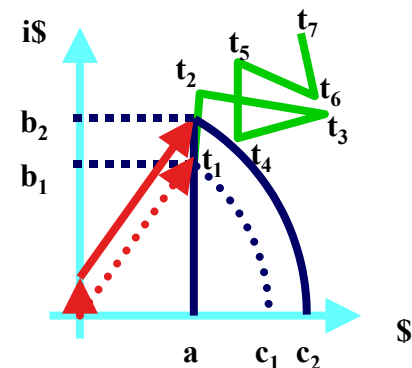
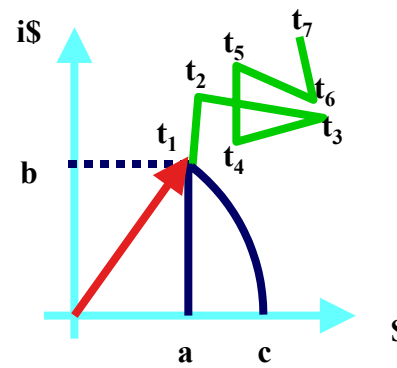
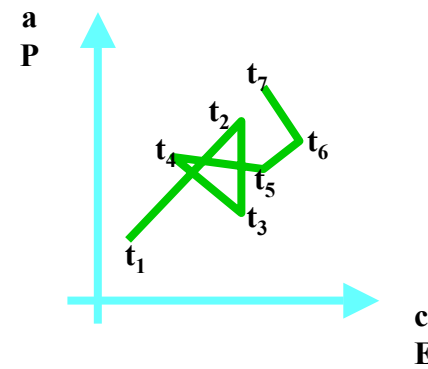
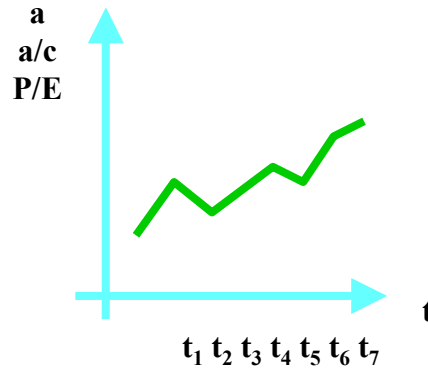
## Numbers

## Graphics

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

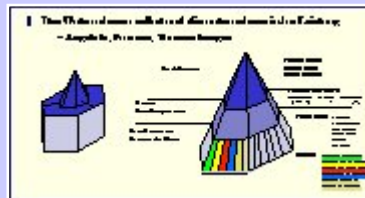
**Relation:**  
a/b, a/c.....

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

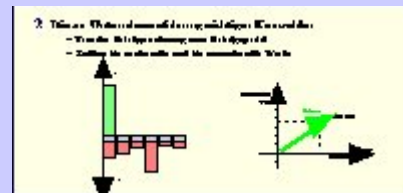


# We developed the original know-how, the procedures and the instruments to analyze the new Business World and to find the needed Solutions.

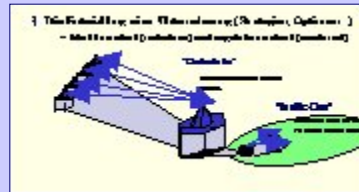
## 1. Structure



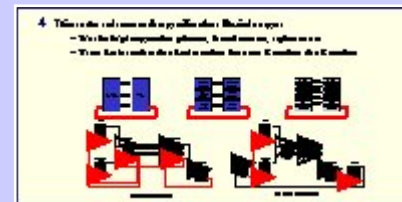
## 2. Quantity



## 3. Direction



## 4. Optimization



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