

# **BEconomic The Intangible Evaluation**

## **The procedure**

Version 1.0

On work

# How do we proceed together?

1. The Target will be defined together with the Customer:
  - The area (e.g. company, department, process, etc.)
  - The type of Analysis (Market Value vs. Stock Market Value, or Turnover vs. Total costs, benchmark, etc.)
  - The time frame
  - The Intangible calibration (the E&Y Benchmark will be customized)
2. Data collection and analysis
3. Draw of Vector(s)
4. Analysis of results and other considerations
5. Proposals for the next steps

# What are our deliverables?

First project:

- The Vector analysis on paper and electronically
- Our proposals for the next steps

Afterwards, if requested:

3. The license to use the Mindset and the Tool by your own
4. The possibility to learn how to expand the analysis within the company (e.g. for other departments, for other processes, etc.) or over time (repeating it every x months to analyze the development, etc.): training and workshops