

New 2015 - this content is now part of:

- Project NEMO (New/Next Economic Model) <http://project-nemo.org>
- INSEDE (Institute for Sustainable Economic Development) <http://insede.org>
- Business Engineering Systems (MindWare, Basics, Structures) <http://bengin.net/bes/>

You are welcome to take advantage of progress, support us and be part of this voyage of discoveries.

# bengin

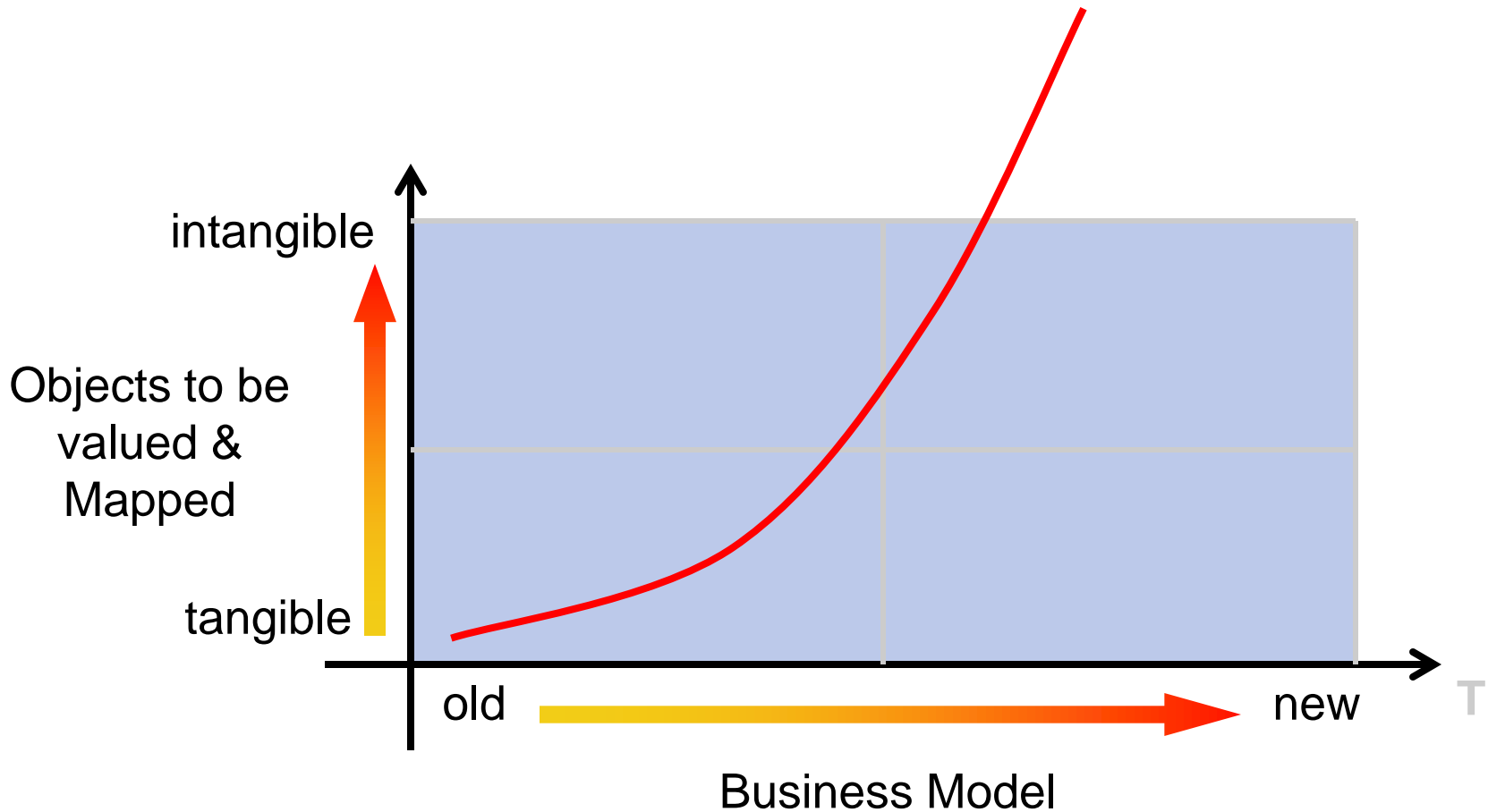
## The Project



## Our goals are...

- Delivering 1<sup>st</sup> quality services and earning money for further R&D and growth.
- 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.

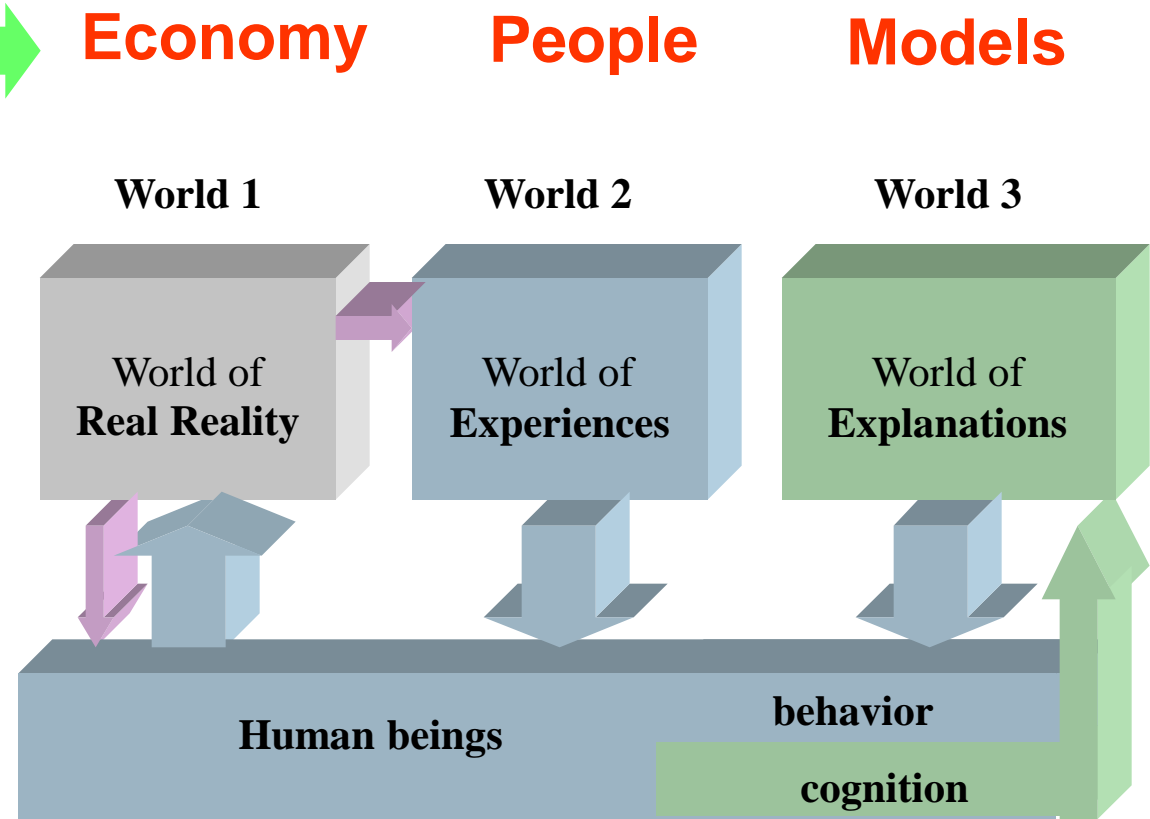


Our Investment:

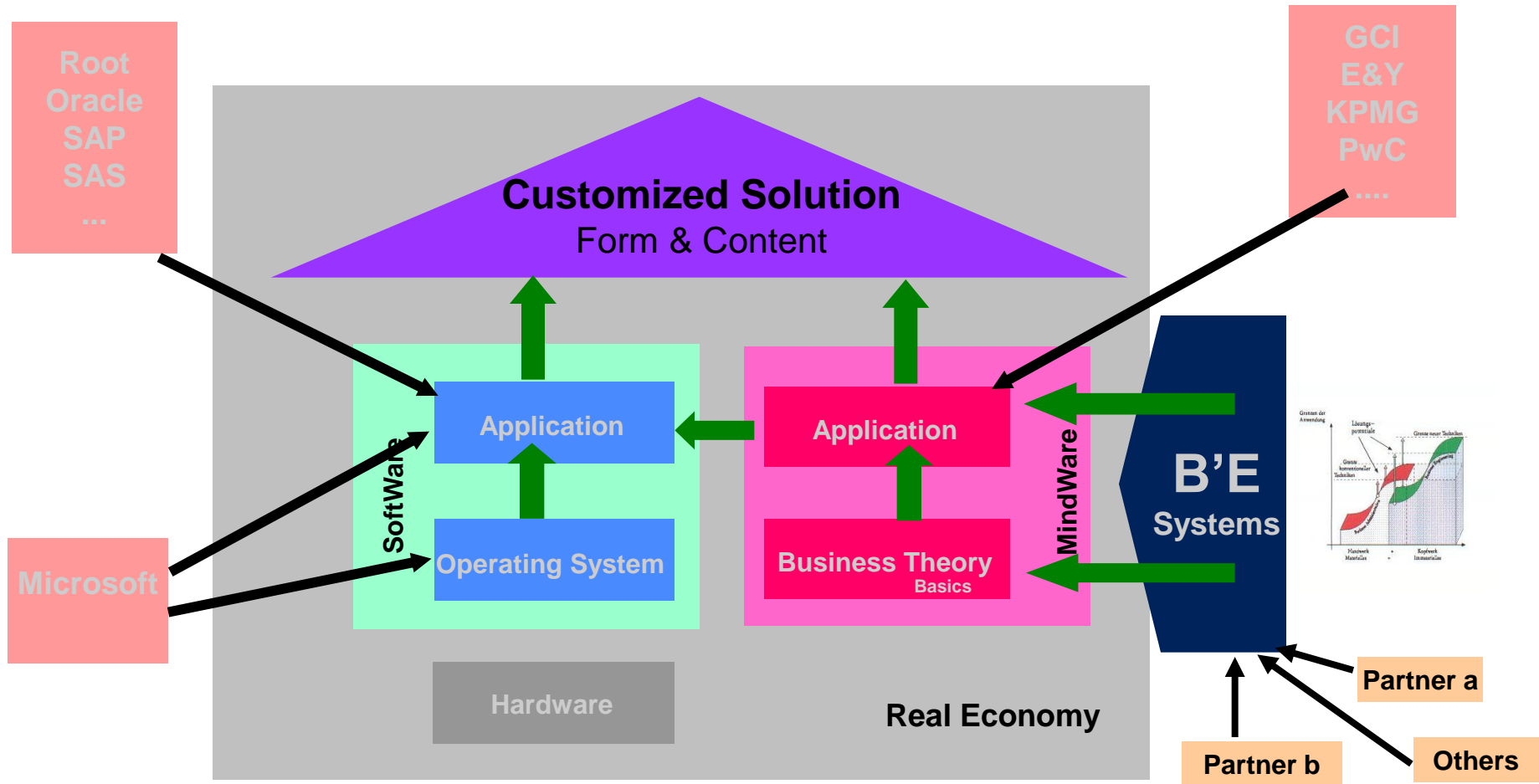
> CHF 3 Mio in R&D of new Measures, Maps & Models

**Business  
Real World  
is in a fast  
development  
process.**

**The  
development  
of the Models  
is far behind  
the needs.**



We have developed generic new Models for the new Business to deliver excellent solutions



The market has new needs  
and is looking for sustainable 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>	License of Models and Tools to implement added value services at their client site
--------------------------	--

## FOR THE INSTITUTIONS:

<b>Universities:</b>	A new methodology to understand and value the new complex Business World
----------------------	--

Classic methodology has no solution for Value metrics.  
 We developed a **basic Solution** & 3-d Models & property

	Structure	Quantify	
<del>Arthur Andersen</del>	+	- +	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 are setting up a base for developing, servicing and licensing lasting solutions for the next Economy

1) We welcome *200%* committed people

2) We work on an international Resource Base:  
people, techniques, technologies, rights, money

3) We rely on Respect, Trust and Truth

# bengin AG (founding stage)

Brought what to jubilation and misery once,  
must and can give way to the knowledge now.

## **bengin AG**

is the legal entity for the practice oriented further development and distribution of economic looks and knowledge. It was founded by businessmen from the look that in the classic economic teachings, among other things the immaterial values in inadmissible way are neglected.

And that it is important not to use the old wrong tools but to develop instruments with which some defects of the classic business economic paradigms are weeded out quite pragmatically.

A fast growing community supports bengin at its activities.

For questions you may contact:

Engineering Office for Economic Development

Peter Bretscher, Alpsteinstrasse 4, CH 9034 Eggersriet, Switzerland

Tel.: +41 71 877 14 11

e-mail: [pb@bengin.com](mailto:pb@bengin.com)

We look forward to your contact.

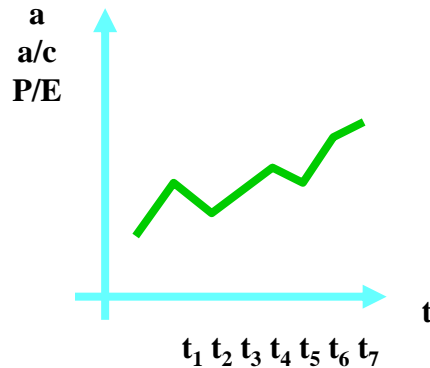
**Back up slides**

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

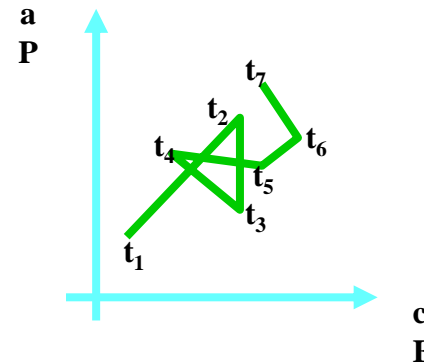
## Numbers

## Graphics

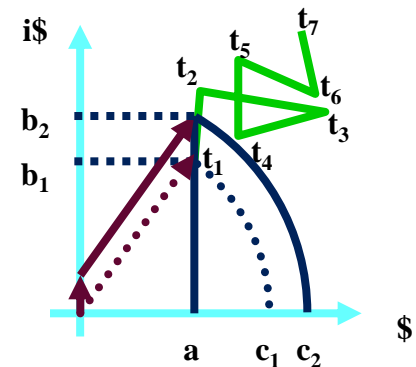
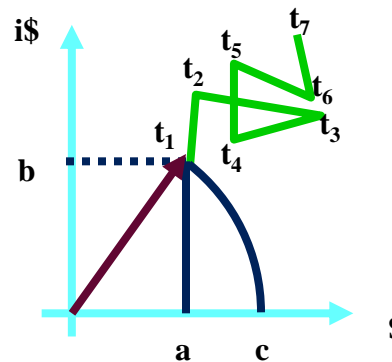
**Absolute:**  
a, b, c.....



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

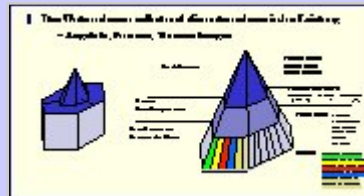


**Vectors/  
complex Number:**  
 $z = a + bi$

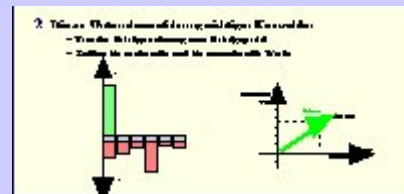


We developed the original know-how,  
 the procedures and the instruments  
 to analyze the new/next Business World and  
 to find the needed and lasting Solutions.

### 1. Structure



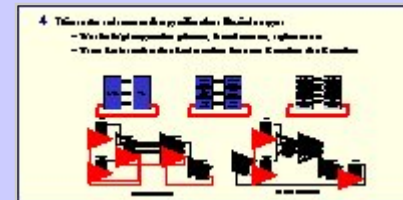
### 2. Quantity



### 3. Orientation/Direction



### 4. Optimization



# **bengin**

Beyond Limits of Classic Business Paradigms

**bengin.com**

(re)cognising Values, developing, using....