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Proposal

Support of 4 well defined tasks as part of a large scale project called INSEDE (Institute for Sustainable Economic Development). Short description of INSEDE below.

Tasks:

1. Problem 1:

Classic MindSet uses mainly financial indicators for quantifying economic reality. This linear measure is no longer enough because it leaves out all assets that cannot be measured in money. (It is likewise the physicians would try to measure all colors in red units.)

Task:

Study of existing relevant nonfinancial metrics, nonfinancial assets, possible clusters for nonfinancial assets.

Result:

Overview about people, organizations and solutions that exist in order to map and quantify intangible assets and subjective valuations.

2. Problem 2:

There's no scientific approved definition of wealth. Classic view takes the GDP as the main measure despite it shows only a small and filtered part of real wealth / real reality.

Task:

Develop a solution. A better approach for definitions of wealth and values as the base for the next generation of GDP+.

Result:

Operable indicators as next step of <http://www.beyond-gdp.eu/>

3. Problem 3:

While developing a vector based value paradigm (vector type 2, part of IINSEDE / Business Engineering Systems) it has been found, that this approach could be a far better solution compared with the classic prognostic tools (worked in case Coca Cola Amatil).

Task:

Approve with data of other enterprises

Result:

Hopefully next set of tools for determining the potential of an enterprise and its valuation for stake- and shareholders.

4. Problem 4:

Papers of the Business Engineering Systems are mainly in German language. Few people are aware of that approach to map and measure real reality.

Task:

Professional translations of the Business Engineering Systems to English language.

Result:

Accelerating enhancement of classic MindSet with a solution that integrates a bottom up resource based view and metric.

Resources:

Each of above tasks should be finalized in about one man-year with costs of about \$ 100'000. Most preferably the tasks should be carried out by students with at least a background in physics or engineering – like ETH (Zurich) or MIT or University of Oxford (The James Martin 21st Century School).

Allocation of resources will be made – together with forethinkers / Academic Partners of INETECONOMICS – after considering this four projects as candidates for founding.

INSEDE (Institute for Sustainable Economic Development)

During 1982 to 1988 Peter Bretscher had to develop tools for management (strategic and operational) of a large scale international company (Wild Heerbrugg, now Leica) to handle

[i] simultaneous engineering (R&D),

[ii] integrating intellectual property rights (license business) and

[iii] rules and means for realizing know-how and technology transfer to less developed countries, enhancing the whole business model of that company.

At that time there were neither academic papers nor practical hints available. So we had to develop a fundamentally own approach to handle the tasks in order to realize this projects.

Not surprisingly we had to invent a practical model to map and structure the resources (tangible and intangible), the processes and the offerings in a mostly self explaining manner. While that work we found a possibility – and necessity – to enhance the economic value paradigm with an additional metric for the implicit and subjective values (About the same approach that enabled physicians to implement intangible objects as energy, alternate current... into their old MindSet 200 years ago).

That gave us more transparency to the assets of an enterprise the possibility to use these assets in a more clever way – and to bridge the gap of understanding between academics and practitioners.

Looking back, we found that we surveyed and mapped white fields of the classic economic map. We were not even aware before that those white fields in the classic economic theory existed.

Academic MindMaker found no necessity to enhance their base and bridge the silos. So I decided to document and develop further – based on the practical insights – these solutions as "tools for mind". This in the same manner as one professionally develops other products. Label "Business Engineering Systems" (Tools for Business Administration).

But now, time has come that some individual rise their voice – it could well be, that this work will be of some help to map the unmapped, brings more transparency into complexity and enables the development of our economy in a more sustainable manner.

Short history: (long: <http://www.bengin.net/permalink/bestp.pdf>)

- 1987 Preparation
- 1988 Start – Business Engineering (Partner, Systems, Services)
- 1992 Copyright Registration
- 2001 Nonfinancial audit (Ernst & Young)
- 2002 SwissRe: International Peer Discussion about Intangible Values
http://bengin.ch/paperse/expanding_value_paradigm_v12_e.ppt
- 2004 Vector Based Performance Management (Edinburgh)
Measuring Performance in a Knowledge Economy: Linking Subjective and Objective Measurement into a „Vector Based“ Concept for Performance Measurement.
Text: http://www.bengin.net/paperse/daum_bretscher_pma2004_v1.01.pdf
Powerpoint: http://www.bengin.net/paperse/daum_bretscher_pma2004a.ppt
- 2009 „5th Workshop on Visualizing, Measuring and Managing Intangibles and Intellectual Capital“ - University Dresden
Advanced Tools for Visualizing and Managing Intangibles (Dresden)
Text: http://www.bengin.net/dresden/Dresden2009.09.27_final_e.pdf
Powerpoint: <http://www.bengin.net//dresden/dresden%20016beta.ppt>
- 2010 Newest document – preliminary and incomplete
Advanced Tools for Visualizing and Managing Intangibles V 2.0
A necessity for overcoming the obstacles of the outdated economic MindSet.
http://www.bengin.net/permalink/atvmmi_e.pdf

Further info about project INSEDE:

Now we are (re)connecting people that helped developing the MindSet and software to have a sound base and casting a lasting business model that respects individual ownership (intellectual property right) of coworkers. Set up task-forces.

Assets and investment 'til now:

- > CHF 4 Mio. private funds
 - > 1000 documents
 - ~ 10 GBytes
 - > 300 licenses
- Registered Copyright TXu 512 154, trademark, several domain names

Further content of project may be downloaded from:

- Website: <http://www.bengin.net>
Blog: <http://www.bengin.net/wp/>
Twitter: <http://twitter.com/peterbretscher>
Deeplinks: <http://www.bengin.net/downloads.htm>
<http://www.bengin.net/zbu/spec.htm>
http://www.bengin.net/e/index_beta_e.htm

Project owner and founder:

Peter Bretscher, Engineer (study of precision engineering; mechanic, optic, electronic),
16. April 1950;
Experiences from very base of factory floor (piecework) to design and realizing new strategies
and ventures of an international enterprise.
Ingenieurbüro für Wirtschaftsentwicklung (Engineering Office for Business Development)
since February 1988

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Option:

Presentation of the project INSEDE with its intention and business plan to INETECONOMICS.

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This paper and possible revisions may be downloaded from:

http://www.bengin.net/permalink/ineteconomics_insede_proposal_20100727.pdf