BEconomic
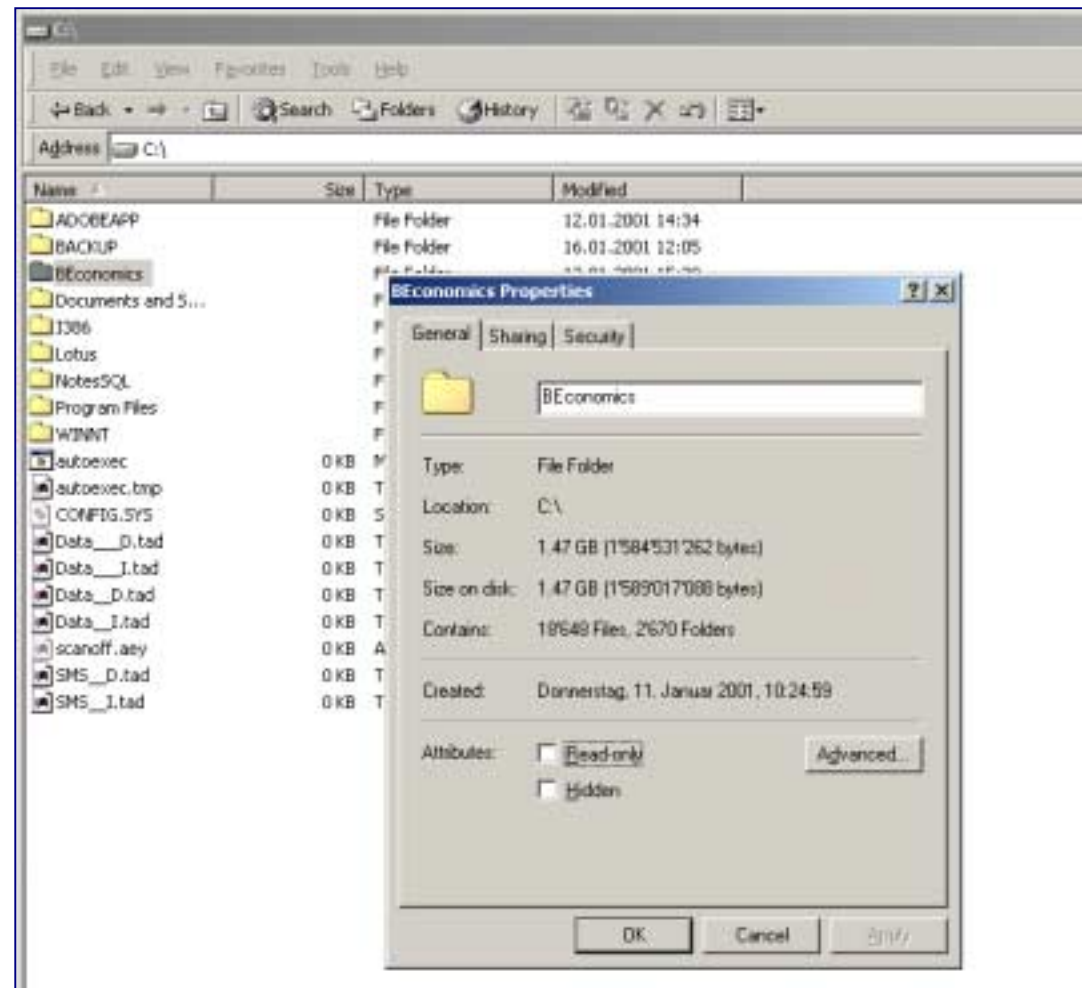
- Entwicklung Realität und Abbildung

- **BEconomic, das Projekt**

- Softwarekonzept, Demo

Business and Product Development Meeting

22. Januar 2001

BEconomic

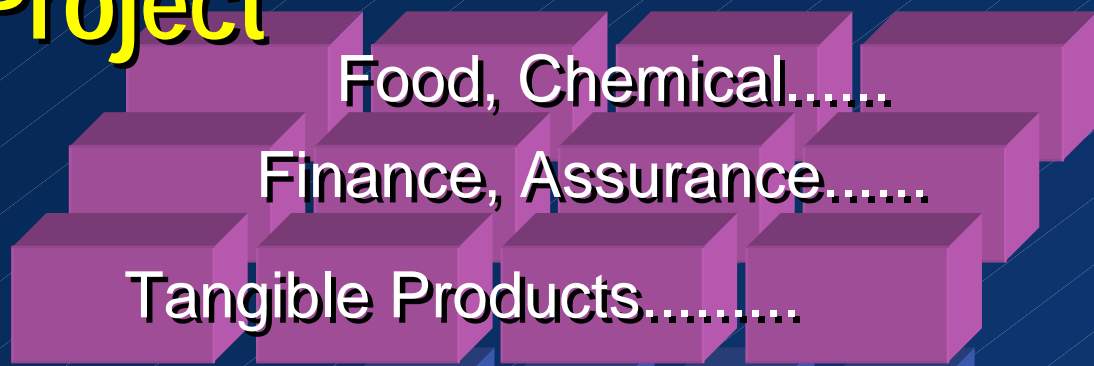## Datenvolumen: 18'648 Files, 2'670 Folders, 1.47 GigaBytes

Vorleistungen: > CHF 2 Mio

4 Layers of Project

1 Primary Clients, Groups

Food, Chemical.......

Finance, Assurance.......

Tangible Products.........

2 Mapping processes

Innovationen

Strategien

Analysen

3 Customized Tools, Sets

4 Basic Tools, Models, C-Ware, Paper

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ERNST & YOUNG

FROM THOUGHT TO FINISH.™

BEconomic Framework

BEconomic Offerings

BEconomic Products — Models / C-Ware / Newsletter

BEconomic Services — Advisory / Consulting / Teaching

BEconomic Rights — End User Licence / Consulting Licence / Teacher Licence / Developers Licence

BEconomic Services

BEconomic Partner

BEconomic Systems

Basics

Mapping Modules

Mapping Process

Industrial Partner

Implementation Partner

Academic Partner

BEconomicFramework001

Business Plan BEconomic

Center eBusiness Innovation (CBI)

Switzerland

Version 0.901

Peter Bretscher

October 18, 2000

rev. November 15, 2000

Management Summary

1st Mover in constructing and launching proprietary mind sets and computer tools for modeling and optimizing enterprises and their interactions.
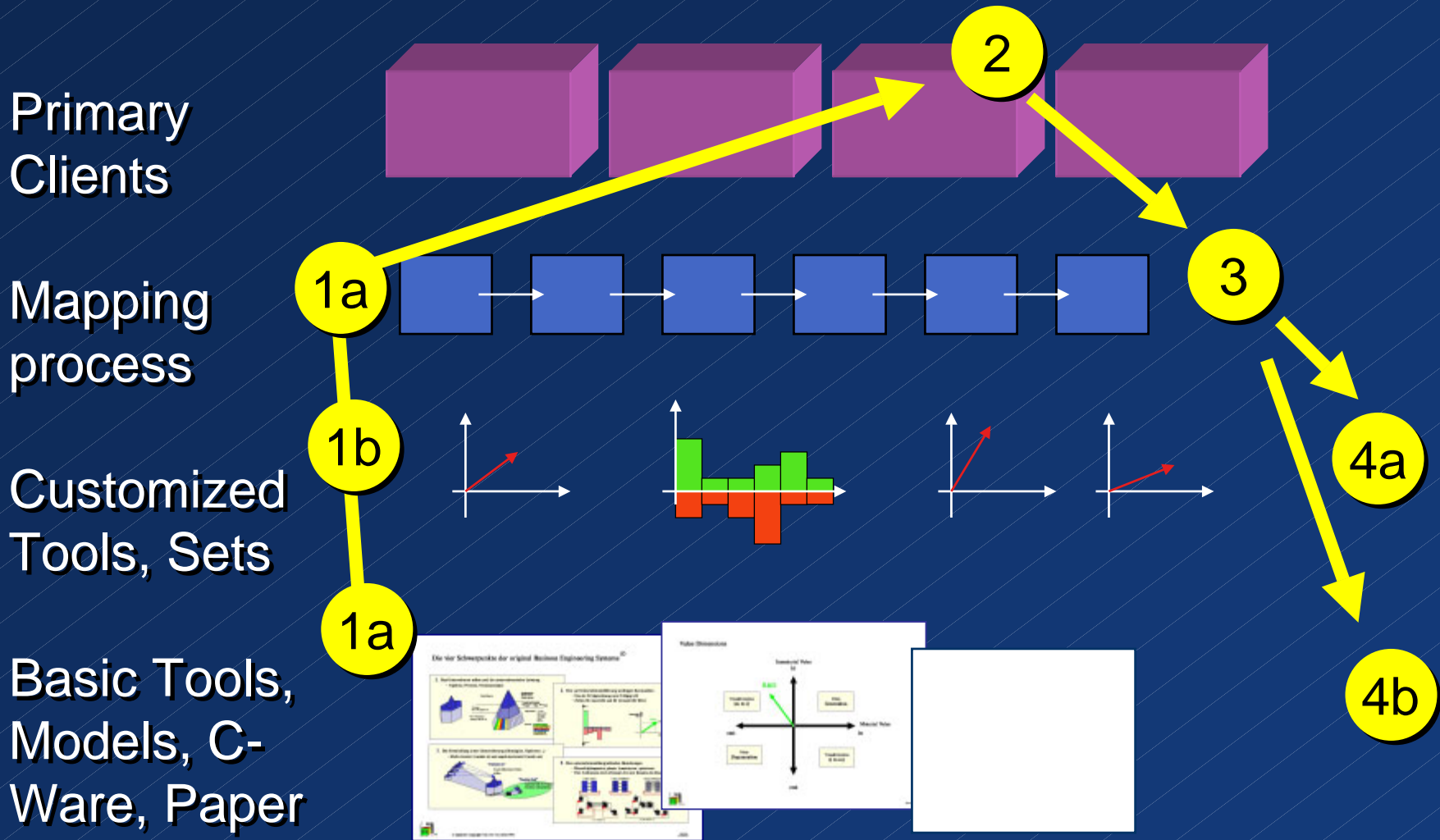
1st Driver in launching an „open system base" Standard for future mind sets.

Leader in profitable increasing tangible and intangible stakeholder value in the smart economy.

Vision and Strategy

- Highly profitable organization.

- Leader, Driver in developing and spreading innovative mind sets and computer Programs for mapping and modeling economic systems.

- Establishing new standards (creating forces of circumstances) in structuring and quantifying tangible and intangible values.

- Start with premium clients, developing customized offerings. Highly exclusive services.
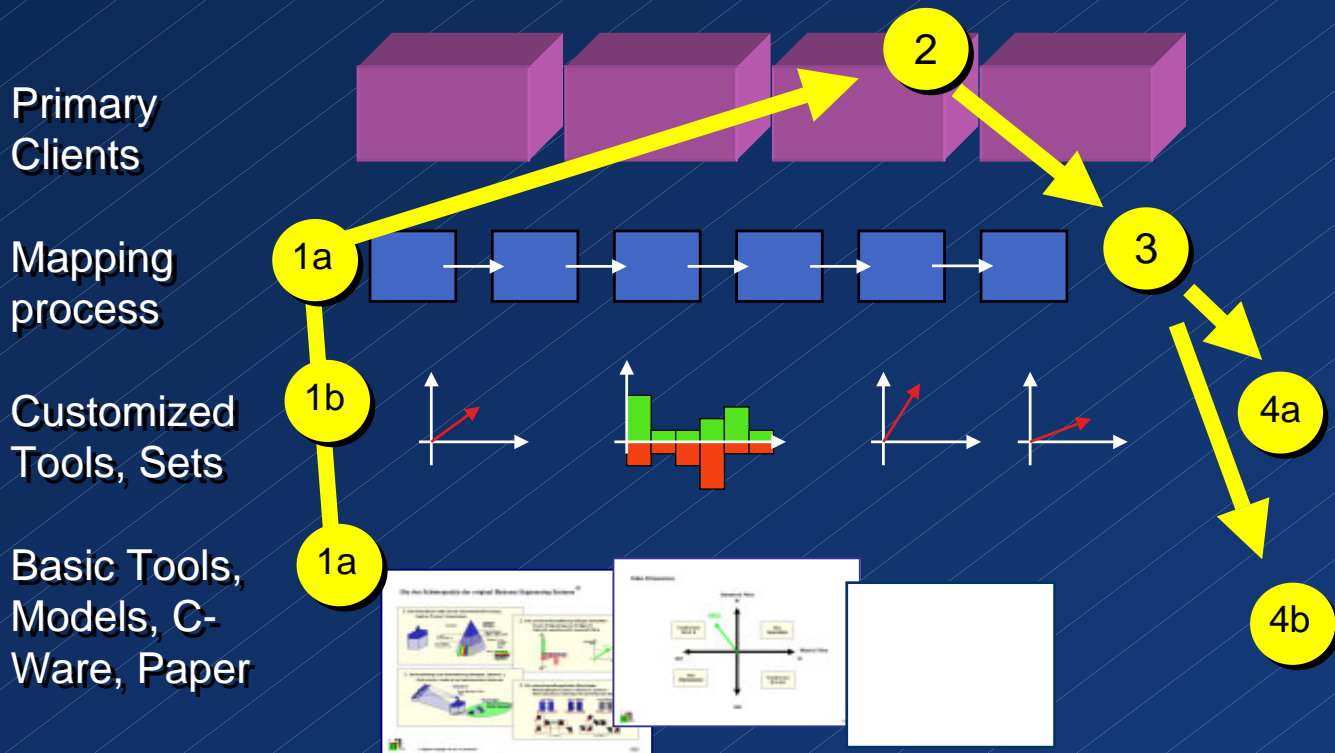
Strategy option 1 (1st move)

Primary Clients

Mapping process

Customized Tools, Sets

Basic Tools, Models, C-Ware, Paper

Strategy option 1 (2nd move)

5 R&D-Partners

6 Competitors

Primary Clients

Mapping process

Customized Tools, Sets

Basic Tools, Models, C-Ware, Paper

1a 1b 2 3 4a 4b

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Offerings (Products, Services, Rights)

Products

- Models and tools (all media) for visualizing reality (for entrepreneurs, managers, consultants, teachers, students)

Services

- Advisory (Consulting)

- Teaching

Rights:

- License (user, consultant, teacher, developer)

Markets, Customers, Offerings

Offerings: Tools Services Rights		Global 1000 Old – change - new	Financial Services	Future Power Comp		
Customers Market						
Production	Invest Consumer					
Services	Education Consulting					
Licensors						

Competitors

	Struc-turing	Quanti-fying	
Arthur Andersen	1	2	Cracking The Value Code
Boston C G	2	3	Real Asset Value Enhancer
CG E&Y	1	3	Value Creation Index
PwC	2	3	Value Reporting
Skandia (IC Visions)	1	2	Tobin, „Intellectual Capital"
Stern Steward	3	2	MVA, EVA
Sveiby	1	2	Intangible Asset Monitor

Marketing

1. Exclusive relations with premium clients.
2. Holding Products and Services rare/scarce.
3. Selective information at top events for example WEF (counting on mouth to mouth propaganda).
4. Preparing internal workforce - support the grass roots movement by visualizing the blind spot of classic business theory – show the basic solution – offer customized solution – make contract.
5. Licences to schools, competitors.

Suppliers and production

1. As far as possible with E&Y-People, alternatively with good contracts (especially in R&D).

Management and organization

- Project oriented management.
- Management by Structured Chaos.
- Transparence in tasks and finance.
-

- Project Manager for Start-up: Peter Bretscher
-                                   Nov. 2000: 3P
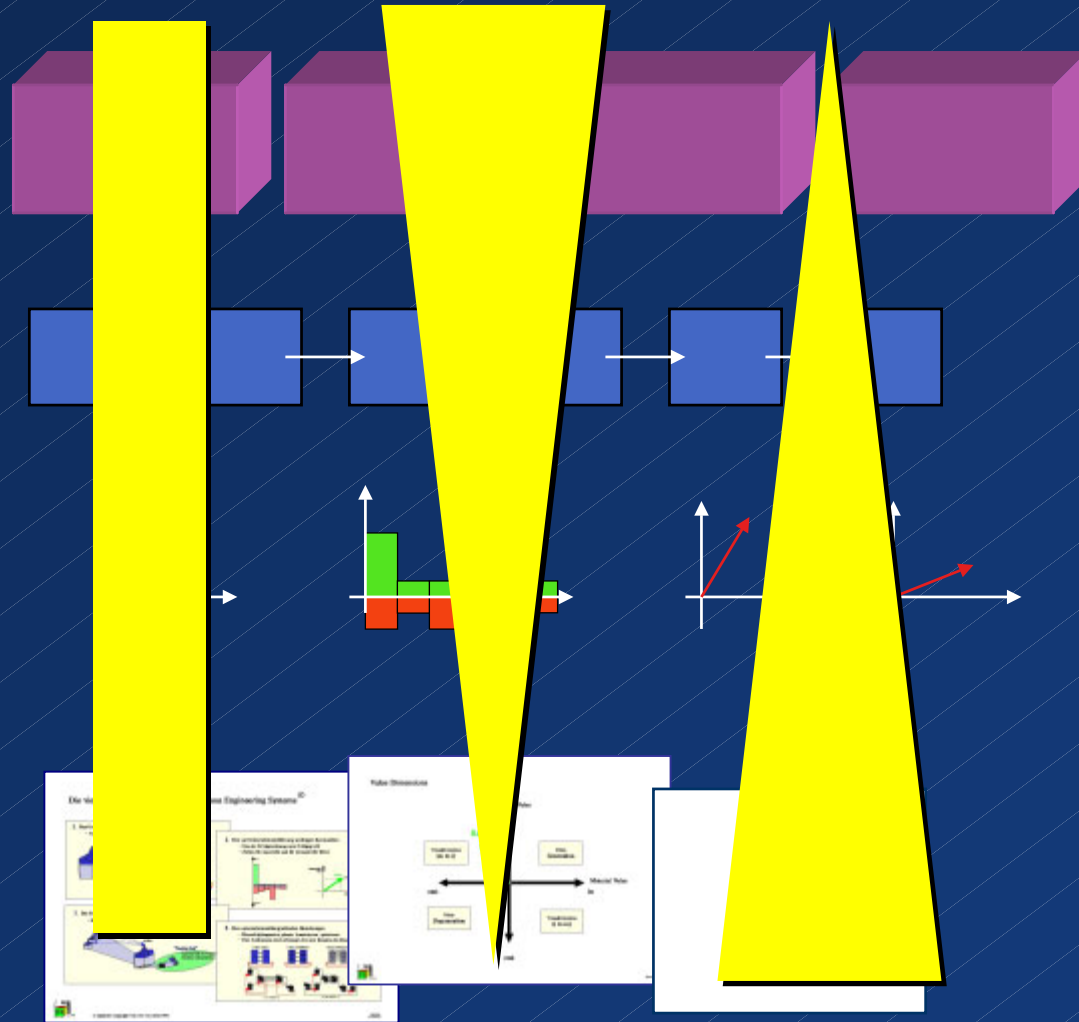-   6/2001: 5P   12/2001: 15P
-                                   12/2002: 30P12/2003: 45P

Main focus of team (3 People/End 2000)

Primary Clients

Mapping process

Customized Tools, Sets

Basic Tools, Models, C-Ware, Paper

Chance and risk

Chance

Good chance to bypass competitors by turbo.
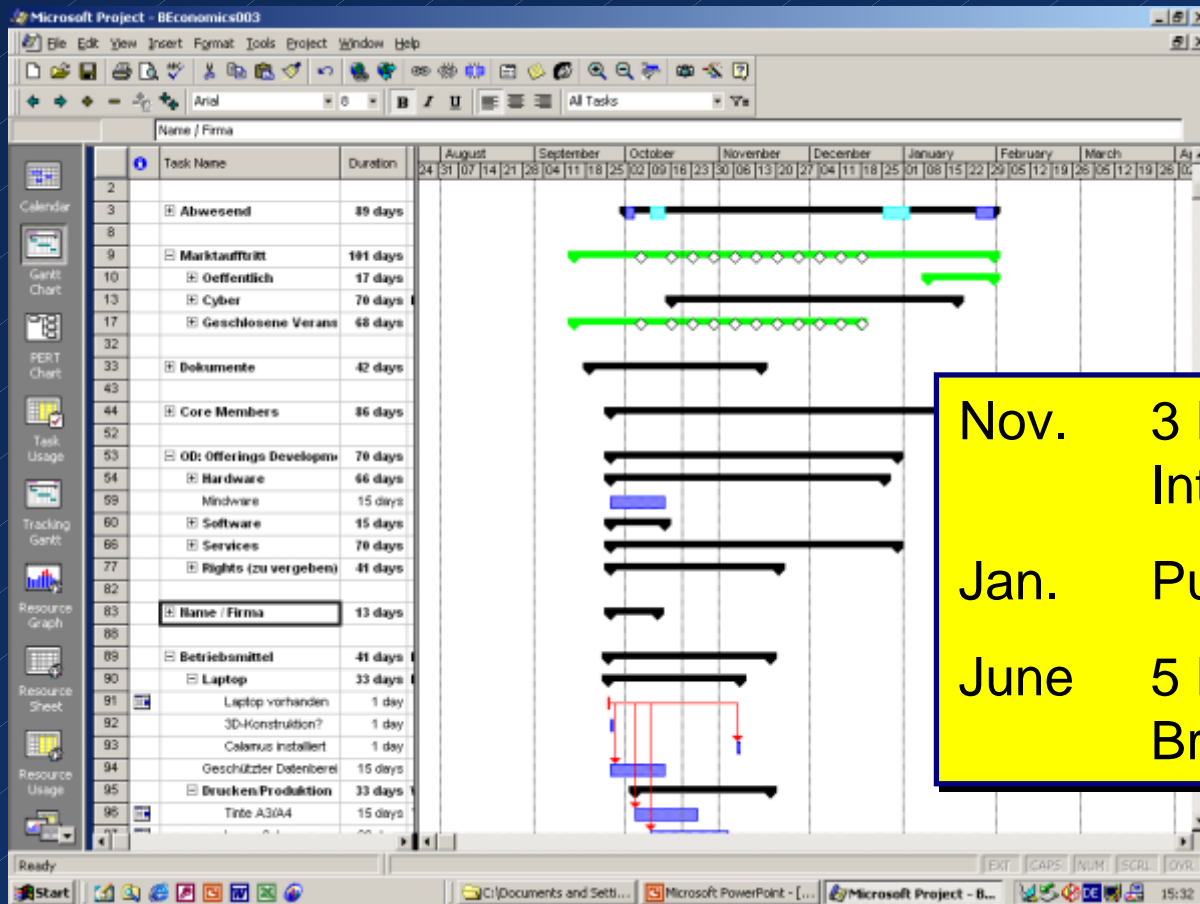
Good chance to set up the flanks.

Risk

Risk to be too late because of small resource base.
(could be reduced by partnerships -> strategic task)

Finance (Draft for discussion)

	Prev	4Q 00	1Q 01	2Q 01	3Q 01	4Q 01	2002	2003
WorkForce		3	3	5	8	15	30	45
Out R&D Marketing		0.15	0.2	0.3	0.5	0.5	4.5	9.5
In Products Services Licences		0	0	0.1 0.4 0.1	0.1 0.4 0.2	0.1 0.4 0.2	1 3 1	2 4 5
Sum T Sum P	2 0	2.15 0.15	2.35 0.35	2.15 0.15	1.95 0.05	1.75 0.25	1.25 0.75	0.25 2.25

Implementation plan & milestones

Nov.	3 People
	Internal awareness
Jan.	Public announcement
June	5 People
	Break even

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