

Integral Transparency in Economics

The Imperative

INSEDE

Management Summary

- Fundamental change in economic understanding – huge economic opportunities for professional early adapters [in economic education (base and advanced), bookkeepers, consultants, lawyer, chartered accountants]
- Ready to apply
New hybrid value generation model that takes into account tangible and intangible assets as well as monetary and non-monetary valuation metrics.
- Solution that respects intellectual property rights – and that sets its own claims.
- Good for individual and proprietary solutions.
- Several years beyond crowd.

Actual situation / challenges

- Growing awareness that theory no longer fits reality
- Strong efforts from individuals to Governments, from:

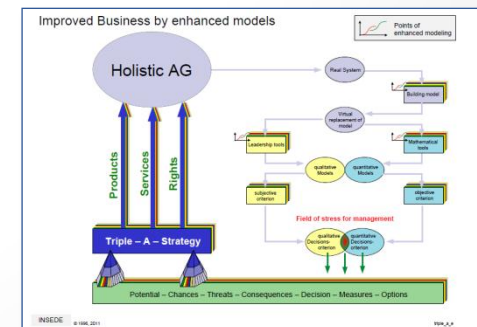
[HRH Prince of Wales \(Integrated Reporting\)](#) to [David Phillips \(PWC UK\)](#)
to [Soros \(ineteconomics\)](#) to [SEC \(Disclosure Initiative\)](#) to [GRI](#) to EU.....

- Other forerunners in economic mindsetting:
Click at picture right opens PDF with respective links.
- Problem they face:
Thinking outside of their cage and
develop transdisciplinary models and tools.



Benefits for clients

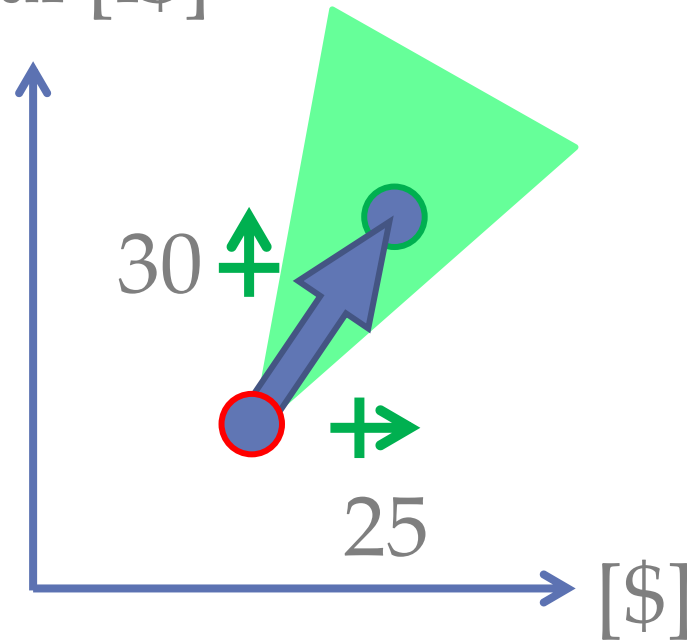
- lower tax
 - Enhanced transparency
 - Integral valuation
 - new strategic options
 - new products
 - new jobs, growth
(tangible & intangible; monetary & nonmonetary)
 - new solutions in business improvement
 - Risks and opportunities are more transparent
 - Decisions are based on real facts & figures
 - Triple A strategy
-
- Additional holistic views/maps
 - Mastering complexity



Benefits for Ernst & Young

Potential [i\$]

Implicit
Intangible
Knowledge
Reputation



beconomic
Ernst & Young

Project started 2000

Project ended 2001

2011 still years ahead of the crowd

Beyond classic Advisors' Focus

Business Plan BEconomic

Center eBusiness Innovation (CBI)

Switzerland

Version 0.901

Peter Bretscher

October 18, 2000

rev. November 15, 2000

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FROM THOUGHT TO FINISH™

[Link for download ppt](#)

[Link for download ppt](#)

BEconomic @ Ernst & Young

Center of eBusiness Innovation (CBI)

Switzerland

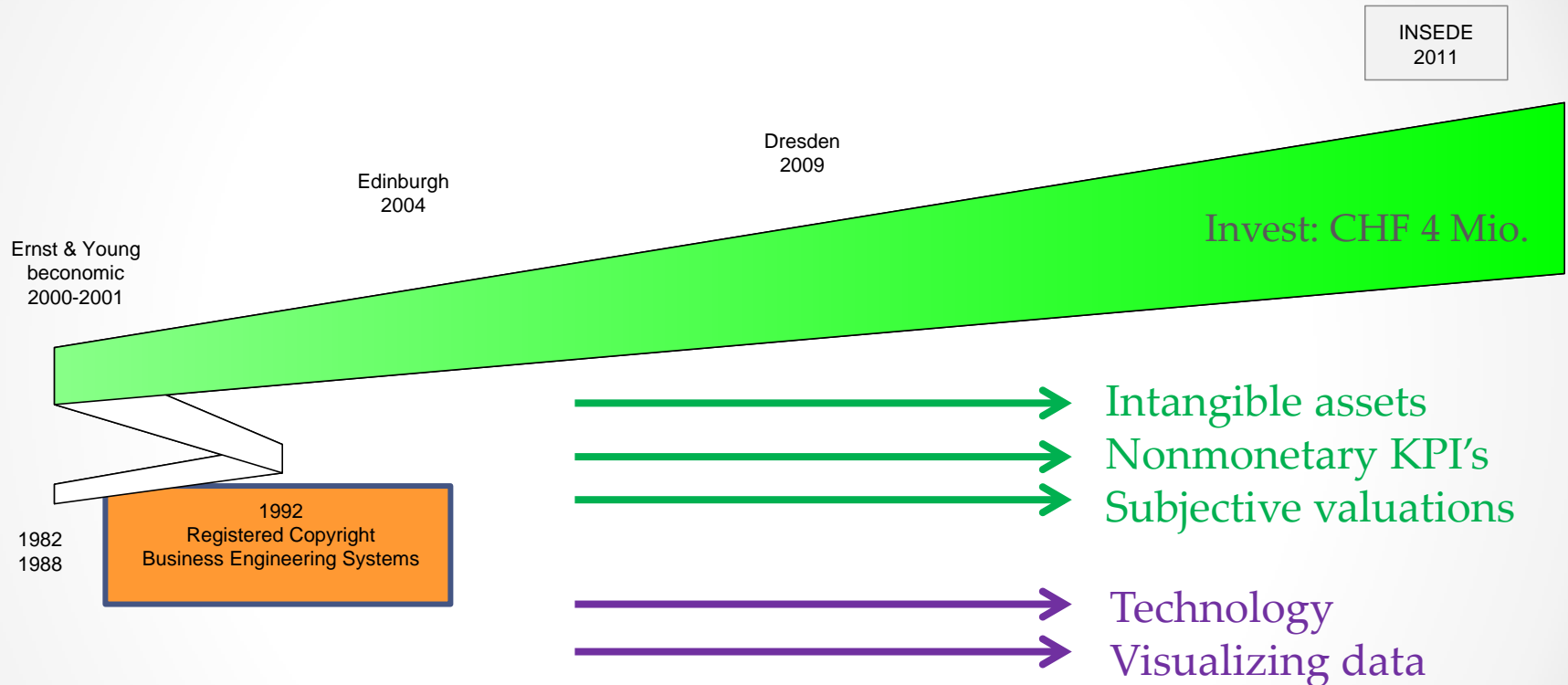
Version 1.0

Adolf Dörig

February 22, 2001

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Track 2001 to 2011



2004
Measuring Performance in a Knowledge Economy: Linking the Subjective and Objective Dimension into one System of „Vector-Based“ Performance Measurement.

2009
Advanced Tools for Visualizing, Measuring and Managing Intangibles.

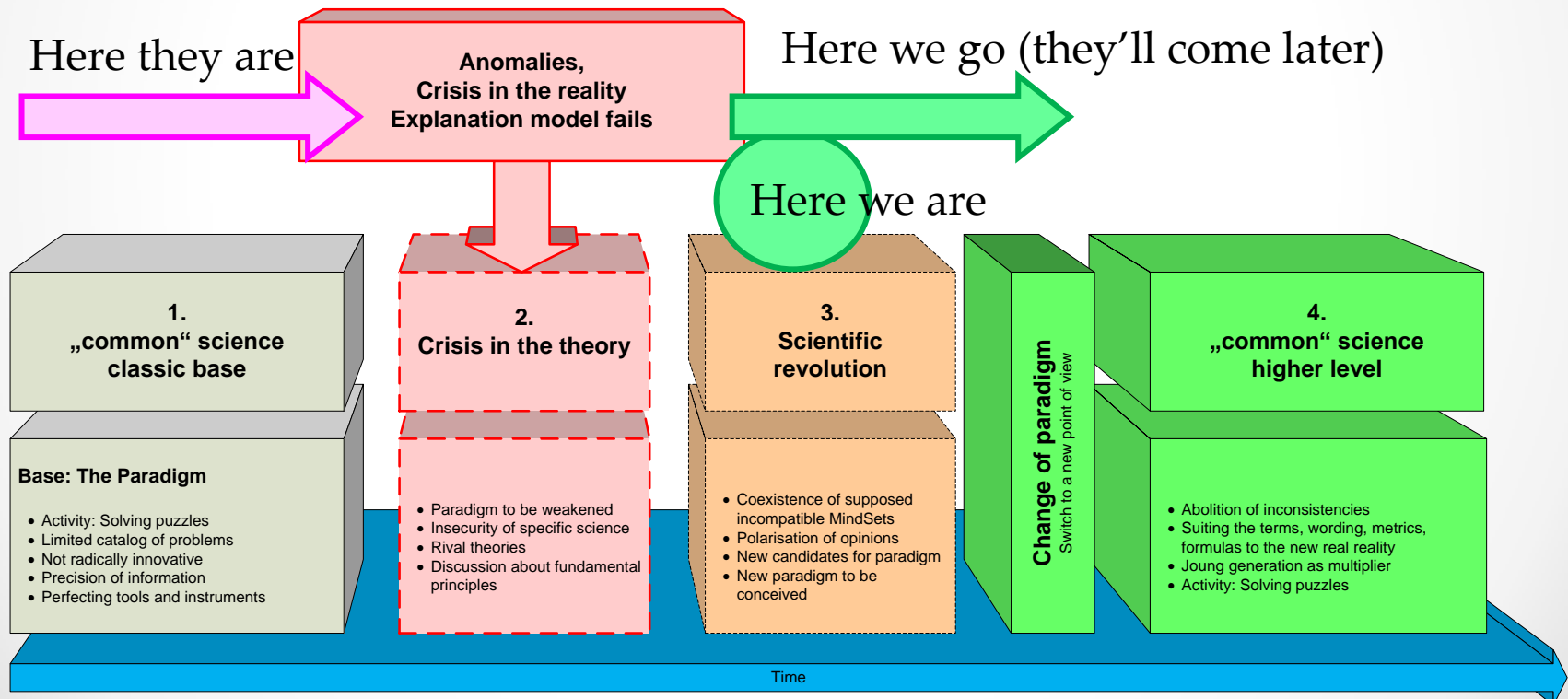
Paper: http://www.bengin.net/dresden/Dresden_revised_2010.05.05_e.pdf

Powerpoint: http://www.bengin.net/dresden/dresden_016beta2_20100421_e.ppt

From obstacles to insights to solutions

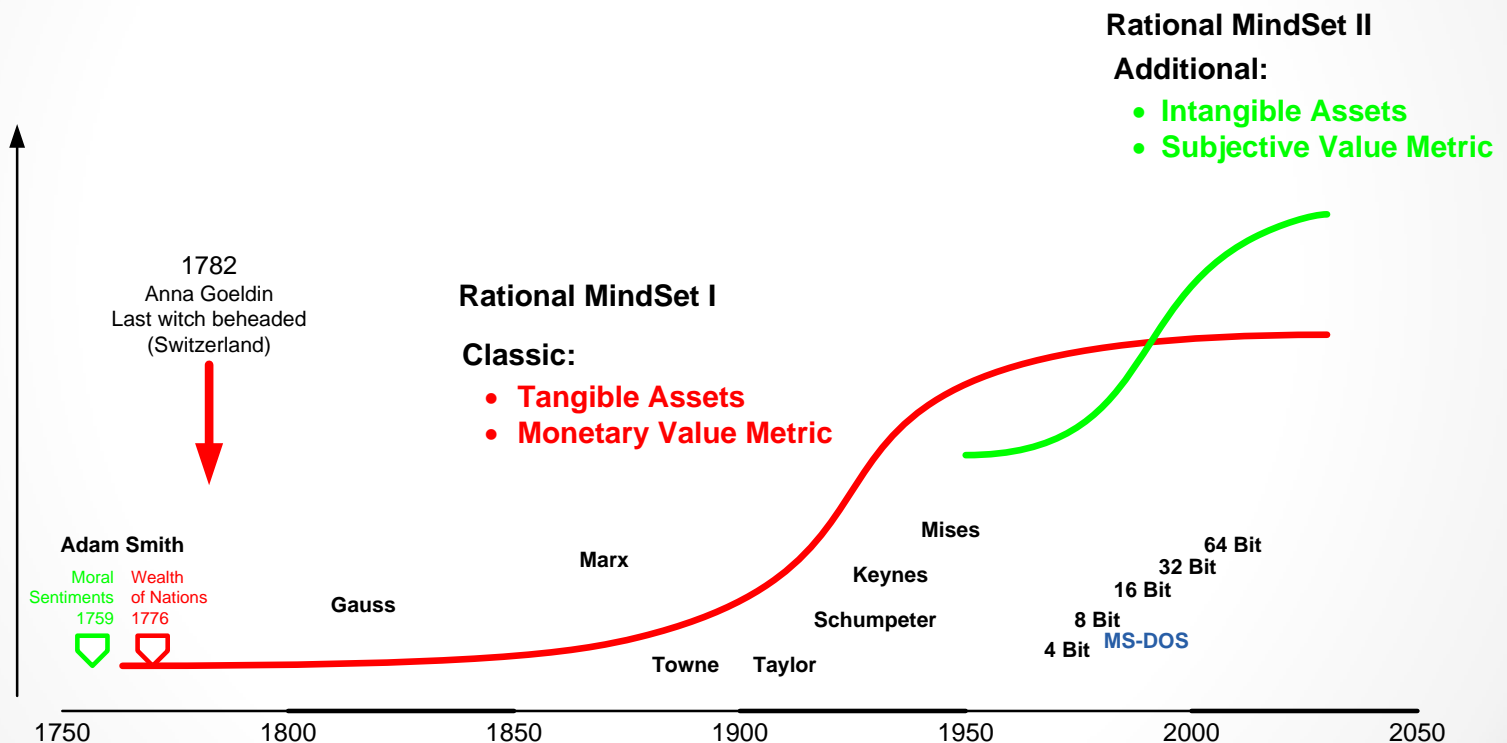
Paradigm shift in economic understanding

(Steps in mindware development)



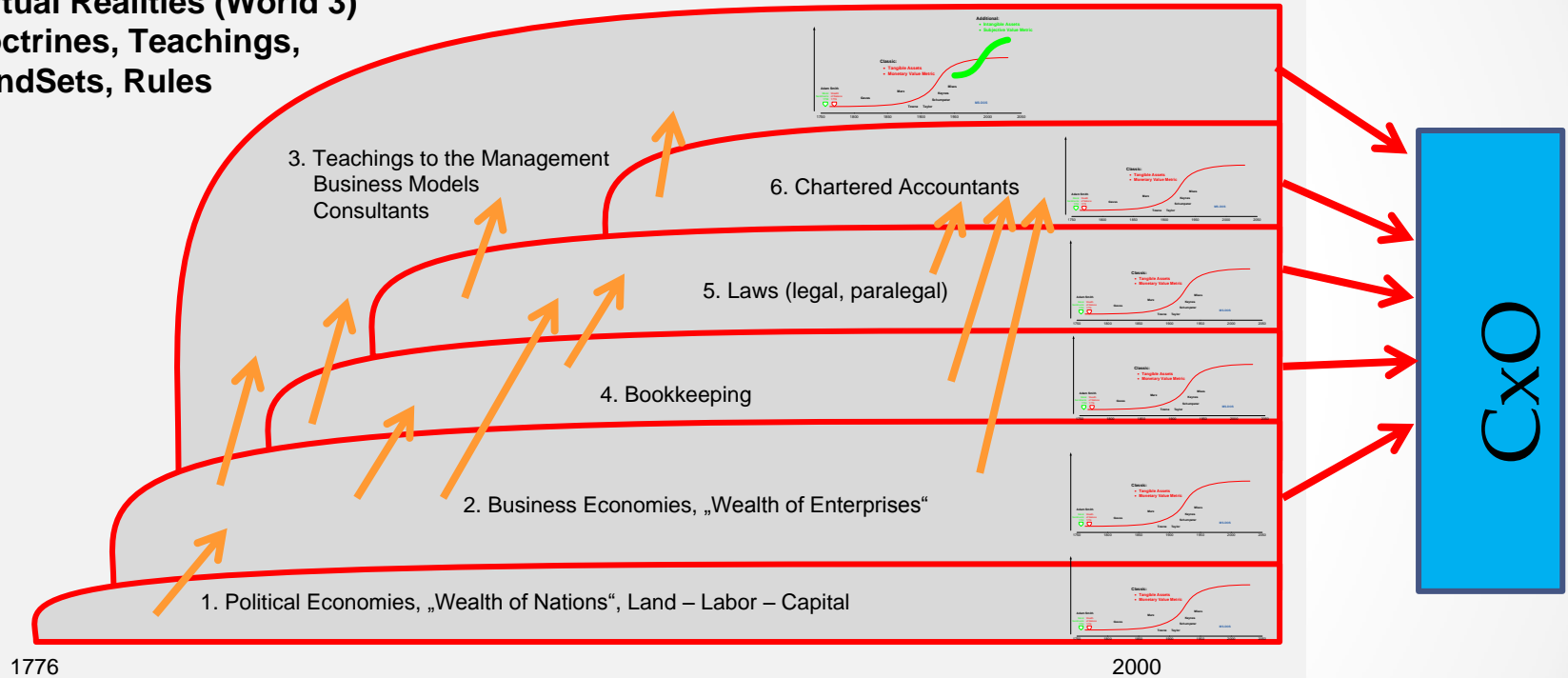
What Transformation?

Development of Business Theory
(S-Curve of Product Development)



Influencer to Transform

Virtual Realities (World 3) Doctrines, Teachings, MindSets, Rules

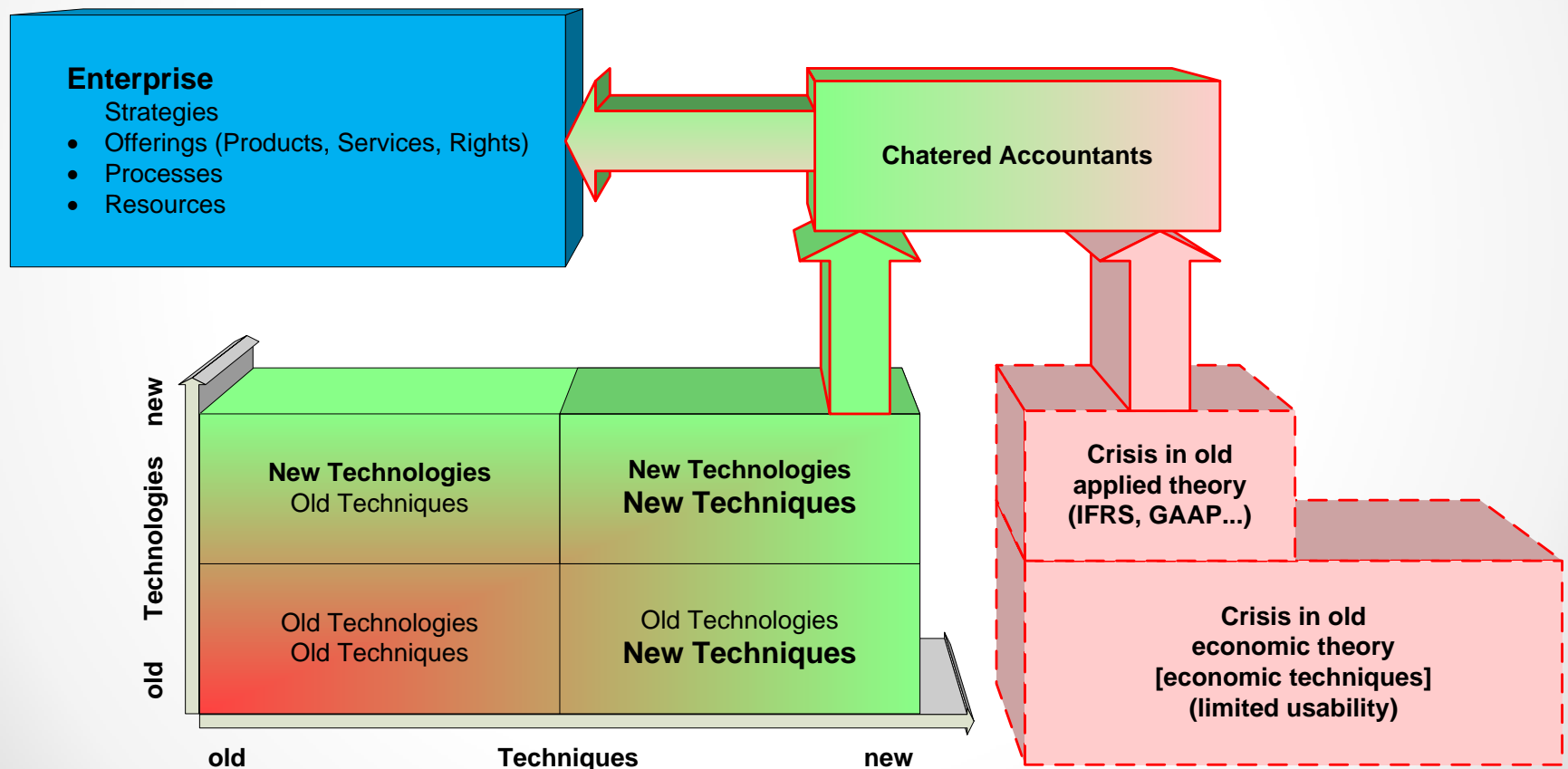


Real Reality (World 1)



Clarity – Transparency – Security

Business Options by enhanced economic mindset (transdisciplinary)



Next steps

- Professional legal base
- To do's:
Basically the same as proposed 2001 to E&Y
(see Business Plan Project BEconomic)
- Enhanced by other professionals from other service organizations.
- Already on track.

INSEDE options
for Ernst & Young
...shape economic future as....

...

Application Partner
Development Partner
Investment Partner

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Sustainable Economic Development

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