

# *American Butterfly*

Part One

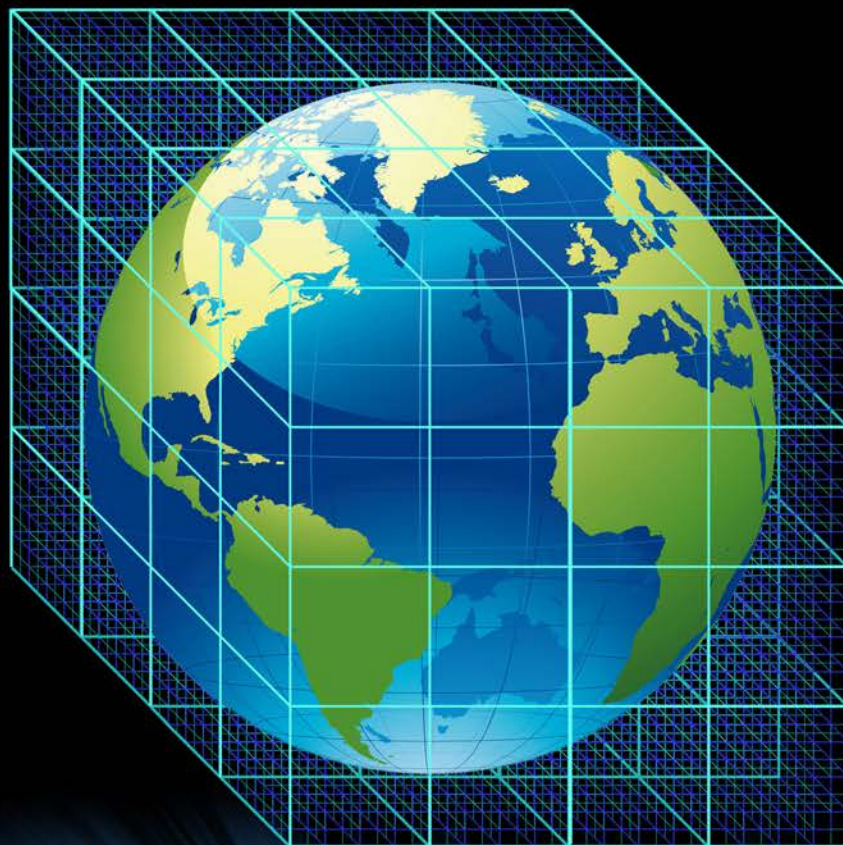
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The Theory of Every Business

46,816 Words

# One Planet ,One Network

Be the change, you want to see in the world



2014 2018 2022 2026 2030 2034 2038 2042

# INDEX

## *Introduction*

### *“Einstein Says....”*

Page 5: General Summary

## *Chapter 1*

### Economics, S-World & the Core Network

Page 11: US Economic Analysis

Page 18: S-World Virtual Business Network

Page 24: The Core Network

## *Chapter 2*

### The Suppliers Butterfly

Page 27: The Suppliers and Manufacturing Butterfly

Page 38: A Brief introduction to POP

## *Chapter 3*

### The Theory of, just a little bit more than we know now

Page 41: The Universities & “Spartan Contracts”

*“The Theory of Just a little bit more than we know now”*

Page 50: Super University Resort Hospitals “SURH’s”

*“The Theory of more than we know now”*

Page 52: Alternate Energies

*“The Theory of a lot more than we know now”*

## *Chapter 4*

### The Locations Butterfly

Page 56: Location, Location, Location

Page 59: The Locations Butterfly

## *Chapter 5*

### Economic Stimulus & Investment

Page 65: Economic Stimulus and Investment

Page 70: Phase one Investment

## *Chapter 6*

### Facebook Business Development

Page 75: Facebook Business Development

Page 78: Facebook Gifts

Page 82: "Lx."

Page 85: Facebook Stores

Page 89: Cities of Science

Page 99: All Facebook Profits Condensed

## *Chapter 7*

### S-World

Page 101: Sienna's World

Page 104: S-World Virtual Social Network

Page 110: S-World Virtual Business Network and Software

## *Chapter 8*

### S-World UCS (Universal Colonization Simulator)

Page 106: S-World UCS History

Page 127: Facebook Travel – Tutorial Game

Page 132: S-World UCS -QE & EEE Scores

Page 143: S-World UCS Game play

Page 151: S-World UCS – Special Projects

Page 154: Garret Lisi's "The Theory of Everything"

Page 159: Quantum Time

Page 162: S-World UCS Logistics



# American Butterfly

## *The Theory of Every Business*

Introduction

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## Einstein Says

Page 5: General Summary

# **“Einstein Says....”**

## **General Summary**

**9.50 pm: Monday, 16<sup>th</sup> April 2012**

Dear Tanya

Welcome to “American Butterfly” and the 43<sup>th</sup> Chapter of “The Spartan Theory”.

Part business plan, part hypothesis, on the one hand we have a business development plan destined for Facebook, on the other a hypothesis as to how such a plan could assist the US and Eurozone economies. We shall start with this sub-chapter’s name: “Einstein Says...”

Until August 2011, all I knew of Einstein was “big hair”, “clever bloke”, and I probably knew he wrote the equation  $E=MC^2$ , I really can’t remember.

I can remember not knowing what the “C” stood for, and being surprised to learn it was “The Speed of Light”, which in my eyes made the equation cool and interesting. Since then I’ve done some research, which I’ll not get into right now; I prefer to cut to the chase about the title.

Einstein says: **“If you can’t explain something simply, you don’t know enough about it.”**

As such, if I can’t explain the “American Butterfly” thesis to all, I don’t know enough about it.

“American Butterfly” is not traditionally academic; its workings are not influenced and are not an extension to university-based teachings. Attempting to present the work in a “hi brow” manner akin to a government report, or a business plan made by a collection of academics, seems deliberately off-putting. Hence the thesis is written in a simple manner, so as to be clearly understood by all.

### **The Project’s Ambitions:**

“American Butterfly” seeks to create a global network of qualified businesses and to use part of the money raised to assist economies. In the case of the USA, the network will absorb the federal Medicare and Medicaid liabilities, which combined with a few other initiatives, will evoke long term confidence, and with long term confidence restored, growth will return.

### **The Core Network:**

The project inspiring this thesis was started in 2000. By 2004 it was a world’s first in virtual low bandwidth technology combined with a global distribution network to be displayed on the internet and TV. Since then, many have assisted, creating components added in various areas. In April 2011 two lightning bolts of inspiration saw the project change to a 24/7 operation, A few thousand man hours and hundreds of pages of details later, “American Butterfly” is presented.

Already with a next generation on-line global networking concept that had attracted the interest of a major conglomerate, the first lightning bolt was for the network to be owned by the companies on the network, like the internet where no single company benefits, but instead, all that use it receive the benefits. In addition it was decided the profits which normally would be destined for its creator, should be used for philanthropic endeavors and economic stability initiatives, increasing brand awareness, generating good PR and safeguarding the very structure which is key to all businesses successes, both on and off the network.

The second lightning bolt was to make the thousands of local operations' centre's needed to support the network independently profitable. Basing them in resort-styled property developments would result in all the building companies and suppliers morphing into the core network. Closely followed by the companies and suppliers already involved in the trade within, all to be synchronized by the same financial and business software, and all eligible for assistance from the Operation Centre.

Investment comes from such companies, alongside big business and technology firms, including investing in and owning the network, this would result in the companies jointly owning the resort, thus hedging investment with a capital asset, and so making the resort development's success not reliant on selling property.

## Chaos Science:

On the 1<sup>st</sup> of May 2011, theoretical sciences were introduced to the project; they are now a key ingredient. You will not find "Chaos Science" in the dictionary. For all intents and purposes, I made it up. I needed a name for the projects' mathematical inspirations and "Order Theory" sounded like a dark Orwellian novel.

The basic principle is to use a mathematical sequence of numbers that are not infinite, and with the aid of software create an economic framework which can support long term predictions. This is achieved by boxing profits from each resort company network at a fixed figure, such as \$2Billion. Profits are then injected into the next resort network, which has the immediate advantage of seeing a new set of tenders and consumers.

Where this principal really makes a difference is within what is called: "The Pressure of Profit" (POP). Once two resort company networks simultaneously reach their profit limit, the flow of capital into the third has greater force, therefore the more companies, the higher the pressure, and the faster new resort networks are created. This principal sees the first (parent) resort company, owning stake in all future sibling companies, as their cash injections are returned in the form of real estate, industry, or commercial buildings alongside a new income generating business.

## Economic Black Holes:

The "American Butterfly" business model, concentrates on the "Profit vs. Revenue" ratio of all networked companies and employees.

For instance, if a resort development spent a total of \$3Billion on construction, half of which went to suppliers, current estimates show a 59% "Profit vs. Revenue" ratio, for every dollar spent, 59 cents are returned to resort companies as profit. In comparison the Fortune 500 has an average of just 7.5%, as this ratio is not important to them, as long as they make a profit and return dividends to shareholders, then all are happy. It is, however, an economically poor business model, as for every cent they make, someone else loses the same amount.

Adding all taxes with the exception of corporation tax, results in an average of 18%; as such the real "Profit vs. Revenue" ratio goes up to 77%, leaving an economic black hole of 23%. A software initiative called the "PQS" (Predictive Quantum Software) is specified to monitor and decrease the black hole percentage.

## American Butterflies:

To our right, we see the first "Butterfly Effect" graphic, throughout "The Theory of Every Business" three such butterflies are presented, alongside 16 individual questions about the specific topic.

These questions form an integral part on the American Butterfly business plan, and the PQS probability software design. They also assist the reader in focusing on important features within American Butterfly,

In general the questions should be answered only after reading through The Theory of Every Business, as all chapters are related. If you chose to answer the questions please do so objectively, we are currently at an early stage, and questions answered in the negative are extremely useful.

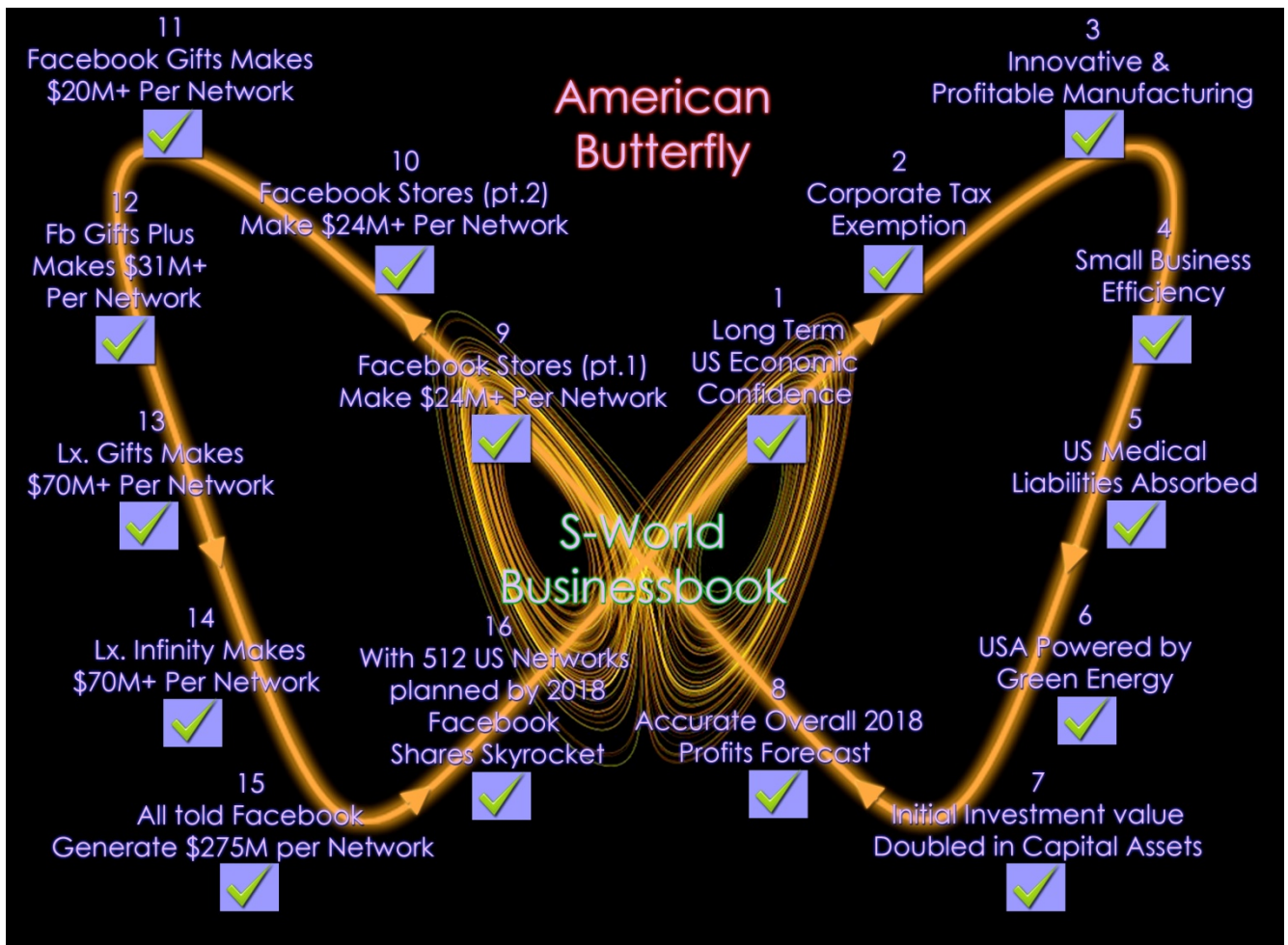
On the other side of the coin, if you feel the esteemed presented is too low, please advice. For instance the first question in the "Suppliers Butterfly" describes the financial software and suggests it will make a 5% saving before asking:

Is the 5% improvement reasonable? Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

If you feel such a system would save 20%, please write in 20%

Please answer and consider the questions under the premise that both Facebook and the US Government offer their full support.

The butterfly as seen to our right is a compilation of two question sets, points one to eight are general questions asked periodically throughout all the American Butterfly books. The second question sets are specific to Facebook profit centers.



Before moving on to an analysis of US long term economics, it seems appropriate to mention the four names of this project:

1. **S-World / businessbook** is the name of the main product & business network. Pre development is found on [www.s-world.biz](http://www.s-world.biz),
2. **"The Spartan Theory"** was originally written between the 4<sup>th</sup> and 26<sup>th</sup> of April 2011, all that has been written since are the details. It is currently in 3 parts: "S-World", "Sparta Rises Again" and "American Butterfly"
3. **EEE** stands for the "Ecological Experience Economy", which is the name for the economic theory, an extension to the current Experience Economy.
4. **"American Butterfly"** is the science, network, business and economic plan applied to the USA. The word "butterfly" is in respect of an interpretation of "the butterfly effect" as applied to business and economics: circular events evolving from action and reaction

## “Chaos Theory”

Chaos theory is a field of study in mathematics, with applications in several disciplines including physics, engineering, economics, biology, and philosophy.

Chaos theory studies the behavior of dynamical systems that are highly sensitive to initial conditions, an effect which is popularly referred to as “the butterfly effect.”

Small differences in initial conditions (such as those due to rounding errors in numerical computation) yield widely diverging outcomes for chaotic systems, rendering long-term prediction impossible in general.

“Does the flap of a butterfly’s wing in Brazil,  
cause a tornado in Texas?”

## “Chaos Science”

“Solving the problems identified by “Chaos Theory”



# American Butterfly

## *The Theory of Every Business*

### Chapter One

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## Economics, S-World & the Core Network

Page 11: US Economic Analysis

Page 18: S-World Virtual Business Network

Page 24: The Core Network

# “US Economic Analysis”

To find a solution one first needs to understand the problem. The popular reported problem is over-borrowing by the US, Western governments and their citizens. This certainly was a trigger. However a very current problem is “confidence,” the chief economists and bankers in the USA have no confidence in the future due to Medicaid, Medicare & Social Security payments. (The US equivalent of the UK National Health Service and government pensions)

In 2010 these liabilities (payments that need to be paid) cost about \$1.5 trillion; this year the USA received \$2.2 Trillion in federal tax revenue, leaving \$700 Billion for all the rest of its commitments, which cost a further \$2.2 Trillion, resulting in a loss of about \$1.5 Trillion, which needed to be borrowed to balance the books.

It's an election year in the USA and as such there is not a lot of talk about austerity, however next-term austerity will be introduced, as the large tax cuts President Bush made just before 9/11 are due to end, as such whichever party is in power need not make a policy to increase tax, but rather they should make no policy to extend the tax cuts in full.

*(Retrospective Note: This event happened and was well publicized, however somehow the US managed to entangle this decision with other tax initiatives, and it got dubbed “the fiscal cliff” where it was considered allowing all taxes increases and budget cuts to apply at the same time would force a recession. As such only a tax rise for the super rich was implemented. Which considering the circumstances was a fair decision, however it has enacted the CBO's Alternative Fiscal Scenario, as seen to our right, this scenario is no longer speculation, rather fact)*

Since the beginning of the 20<sup>th</sup> century governments have calculated both growth and stagnation in their economies. In general the USA has seen steady growth for about 10 years, then a recession for a year or so, followed by more growth. So considering histories, many presume the current stagnation will end in due course. If so, the US would increase its tax income by about \$500 billion, thereby lowering the amount needed to borrow to about \$1Trillion.

If one considers the USA austerity policy in terms of not necessarily lowering this figure, but rather not increasing it, then the concept changes. \$1 trillion a year, at an interest rate of say 3% would mean an increase in cost to the USA of \$30 billion each year.

Over the last 10 years despite 4 years of stagnation, if we factor in inflation and currency values, all the businesses in the USA increased their sales by an average of 1.8% each year. Last year all the US businesses generated \$15,294 trillion, 1.8% of that figures equals \$275 billion. A good growth time federal tax yield is 18%, as such on a good year the US federal government, in business terms, increase their tax yield by an extra \$50 billion each year.

So if the USA austerity measures manage to keep borrowing at \$1 trillion incurring a \$30 billion expense, while increasing its tax yield by \$50 billion, effectively year on year the US will be \$20 billion better off. So one could rightly ask, why are the economists saying there is a problem, why is there no confidence?

The problem is that in about 10 to 15 years, due to the increase of the aging population, the increasing cost of medical technology and pharmaceutical bills, Medicaid, Medicare & Social Security costs, are going to double, as such the idea that the USA austerity measures can freeze borrowing at \$1 trillion a year is not possible, as in 10 to 15 years an extra \$1.5 trillion is required, which if borrowed at 3% would add an additional \$45 billion, resulting in the USA making an effective annual \$25 billion loss. This loss in academic terms is called an increase in Public Debt vs. GDP (Gross Domestic Product). (Computations are based on all the goods and services sold). This ratio is the yardstick for economic success or failure.

Here is a graphic that sums it up nicely, the light blue dotted blue line representing the CBO's (Congressional Budget Office's) predicted scenario, the dark blue representing their politically toxic austerity recommendations and tax increases. (The tax increases that did not happen on the 1<sup>st</sup> January 2013)



I say politically toxic as any government enacting a decrease in Medicare & Social Security spending would effectively be breaking the law. The law says they can increase taxes to pay for it, but they can't decrease payments, as Medicare & Social Security are for all intents and purposes pension retirement plans. In essence US Citizens have been forced to pay a considerable amount of money into a pension plan all their lives, only to discover the pension company has invested the money carelessly and is going bust.

### Where was the money invested?

It was invested into itself: The USA total debt is \$15,670 trillion, however the USA public debt (owed to countries, banks and private investors) is only about \$11 trillion. The balance of about \$5 trillion is the pension fund spent on wars and electioneering (making promises to win elections to the long term detriment of the country).

An interesting website to look at is the USA debt clock: <http://www.usdebtclock.org/> at the bottom it really spells out the trouble the USA has with Medicare: Medicare Liability = \$84 trillion, Prescription Drug Liability = \$21 trillion and climbing. Social security however is only \$16 trillion, which sounds like a lot, but in

comparison to the combined medical liabilities it's close to insignificant. Solve the medical problems and all else will fall nicely into place.

In 2007 Ben Bernanke, Chair of the Federal Reserve was asked: How urgently should the U.S. put plans in place to address its budget challenges? His reply: "The longer we wait, the more severe, the more draconian, the more difficult the objectives are going to be. I think the right time to start was about 10 years ago"..... Now it's 2012 and it's crunch time,

**America Butterfly Question, AB1:** Under the premise that the information presented is accurate, do you feel, if the US Medical liabilities were absorbed via corporate responsibility and in addition by the 2040's another initiative was enacted that resulted in the US becoming far less reliant on fossil fuel it would restore confidence in the US long term economy?

Definitely \_\_\_\_\_Probably \_\_\_\_\_Unlikely \_\_\_\_\_?

## So what is the solution?

The American Butterfly solution is simple enough in theory. It's only a matter of time before there is an on and offline trade goods and services network as popular as Facebook's social network. In the new era of the communications age, no one can stop this, all one can do is try to get there first and use the money responsibly. Whoever owns such a network will have more power than any financial institution, or for that matter, any government. However, unlike Facebook, the network to be entitled S-World/Businessbook is not owned by any one company, it is effectively owned by all companies connected to the network.

If that network were to make a sophisticated plan to cover the USA Medicare and prescription drugs liabilities, it would be doing a great service to the USA. As such, if acclaimed by economists and loved by the masses, the network could ask for and be awarded a few legislative concessions, which would guarantee success. Two concessions are currently put forward.

First, with the promise of a carbon footprint improvement, a relaxation of property development zoning conditions occur, including the ability to rezone farmland for residential and commercial purposes.

Second, corporate tax exceptions for all that use the network's financial software. This may at first seem like a big consideration, however if you go back to the USA debt clock and look in the top right corner, you will see corporate tax accounts for less than 8% of the US federal tax yield, and under 4% of all tax revenues. It makes little money and many argue it is a deterrent to making profit. Certainly it encourages both tax avoidance and evasion, which in time lowers returns on the more profitable payroll and income taxes. For all intents and purposes corporation tax is a false economy; testament to this is the fact that governments across the world are currently reviewing its need. As soon as one major economy relaxes it, businesses will *en masse* move to that country, until the rest follow suit.

The corporate tax scenario is what I call "a circular event" influenced by my interpretation of "The Butterfly Effect". In essence, analyzing the cause and effect of one action on another, then another, looking for a

path leading back to and enhancing the initial event or transaction. In this scenario: The network takes care of the US Medical bills, in exchange the USA offers corporate tax exception to companies on the network, so more companies join the network, as such, the network makes more money and can afford to pay for the US Medical bills, the cycle repeats going round and round, more companies, more capital to absorb the cost of US federal medical liabilities.

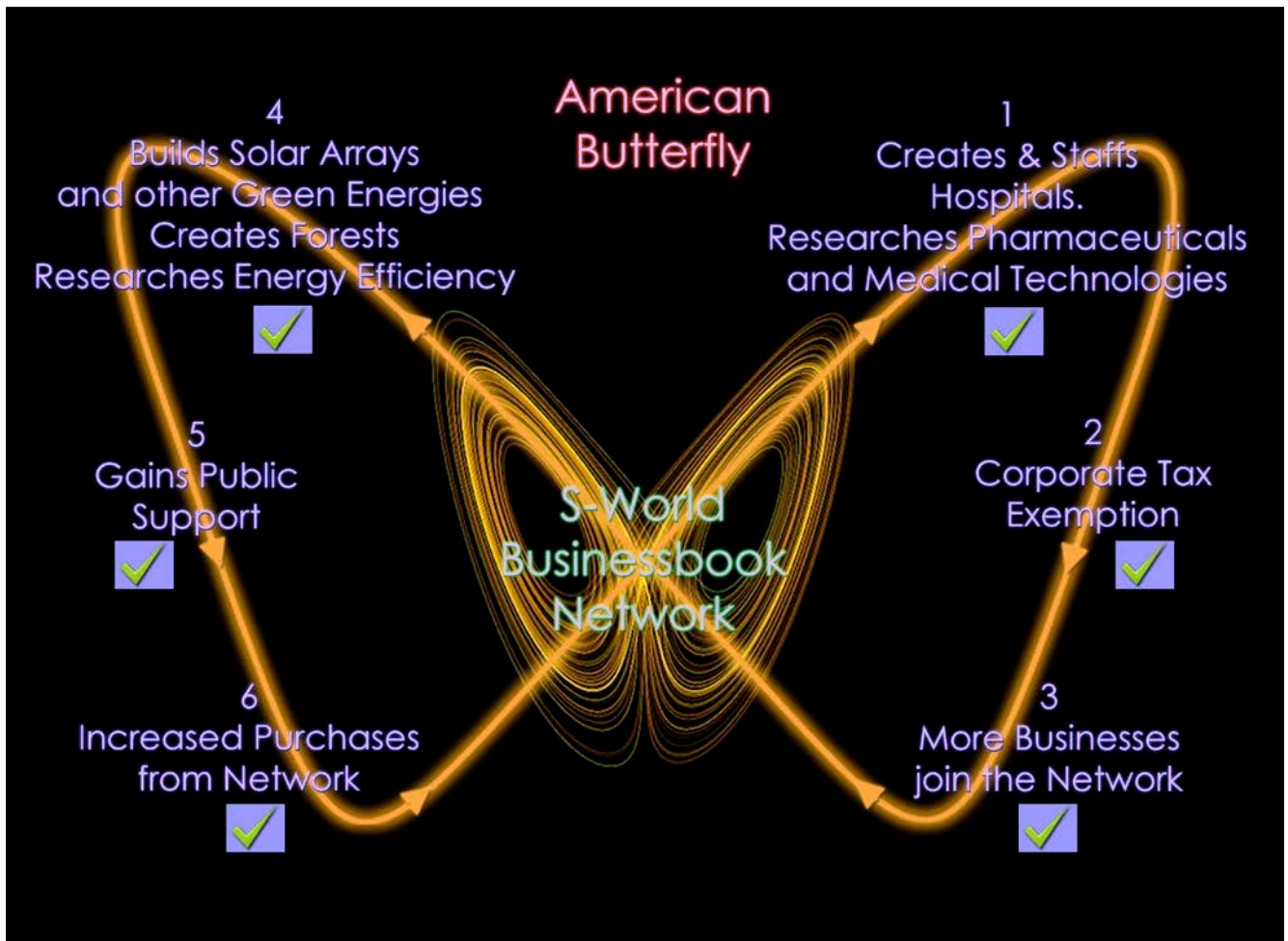
While fossil fuel dependence is rarely mentioned as an economic threat by the CBO and leading US economists, it is an equal or greater threat. Initially as global usage increases so will its price, as the stocks start to deplete, its price will rise again, and when it's gone, it's gone. Talk of nuclear fusion is a gamble, possibly even a dangerous gamble; the process of sustained large investment in solar and other alternate energy sources needs to start immediately.

If for 16 years a 33% higher investment than is required for the annual US Medical liabilities was invested into alternate energy, and electronic cars were popularized by the 2040's, enough energy would be generated to run the USA. After which the income generated from said energy would be enough to pay for all US medical liabilities and many other items.

An initiative to cover the USA's medical bills will see immense gratitude from their government and will of course be popular with the people, its popularity, however, tainted by the need for it in the first place. Green energy however not only solves economic problems, it helps to solve Global Warming, and as such the initiative will gain public support en masse. As such a second circular event intertwines with the first:

The network takes care of the building of Solar Arrays, in exchange the global public sees the benefit from buying from brands and companies on the network, so companies on the network make more money, as does the network itself, thus increasing its ability to build more solar arrays and hospitals.

Here is a graphic that highlights the two continuous circles, the first of five implanted over a “butterfly effect” graphic



**America Butterfly Question, AB2:** Considering in 2010 corporate tax only generated 4% of US tax revenues whilst Medicaid and Medicare cost 34% of the Federal Budget, would it make sense to give a corporate tax exception to companies that absorbed the 34% cost?

Definitely \_\_\_\_\_ Probably \_\_\_\_\_ Unlikely \_\_\_\_\_?

To the right we see a more complex circular image of “the butterfly effect”, a fundamental building block for the PQS economic software (Predictive Quantum Software). Imagine if you will as above, a two-dimensional representations of millions upon millions of companies and their staff plotted in such a manner as to optimize the flow of money, and objectives we wish to achieve.

Then imagine a three-dimensional image similar to that shown below, the third dimension representing time, the future, so one can look to the future and assess the future objectives one wishes to achieve in relationship to current events, the most obvious example being good PR.



Given the opportunity, one of the first brainstorming exercises will be to make a huge blow up of the image below and have everyone start sticking post-it notes on it, looking for other circular events.



In Cape Town 2009 at my team's regular work shops with the "En Lighten" braining group we used this method, to inspire "The Facebook Gift's Application". A simple option added to Facebook's happy birthday reminder, offering a gift service and the further option via a year planner to send gifts automatically.

One can see the prototype via this link <http://www.s-world.tv/Facebook/home.html> which is well worth following as it demonstrates how, given a competent supplier network one simple idea generates much profit. All who have seen it said they love it and would use it, as such due to its popularity it opens the door to Facebook opening a full e-commerce service.

By adding a direct retail division and including the profit made by the suppliers' significant profits are forecast, as are presented in the penultimate chapter.

The "S-World Virtual Business Network" is expected to eclipses such figures.

# S-World Virtual Business Network



Alongside Facebook Gifts, the following S-World software, travel and real estate concepts are covered in detail within the concluding two chapters of this book, and various chapters on the [www.s-world.biz](http://www.s-world.biz) website.

Much like Facebook gifts, the S-World environment S-World VSN (Virtual Social Network) is at its heart a simple concept, in essence the internet viewed via a 3D simulation of the world, popularized by the ability to see where your friends are via their cell phones GPS's, and the ability to "teleport" (zoom) to their location seeing their Avatar within a 3D virtual representation of their location, where one can look and walk around seeing all that can be seen. If one's friend is lost, one could even give them directions.

In S-World, everything is as it should be except the shops, which change to the S-World and Businessbook's member's shops. Once a shop is entered one can interact with the company's sales staff, via their Avatar or Skype. Or just browse a sophisticated display of the company's services or stock displayed, photographed, filmed and rendered in a superior fashion, for little or no cost by the media teams that support the network. In retail, for instance, instead of a photograph of a dress, movie clips on the catwalk and various locations are presented. For travel and Real Estate, a detailed 3D walkthrough of the venue is available alongside photographs, reviews, client ratings, engineer's and architect's plans.





Whilst the gimmick of the virtual world is walking into the shops, the shops could be accessed by many portals, Facebook, websites, search engines, smart TV's and smart phones to name but a few.

All goods sold on the network via S-world, Facebook gifts, S-Web or other internet portals, are rated by clients. Poor ratings see product lines or accommodation venues dropped, thus the network becomes and incorporates a "per human experience" search engine.

The voting panel is accessed via the S-World profile page, which can come in many forms, its default a 3D room with various doors for various actions, once inside one has access to all products and services purchased presented in a engaging manor. As an attractive incentive, members S-World retail credits are given each time a vote is cast. In addition to this, many staff and companies on network are impressed by profit share and dividends, which are paid in the form of network credits, and can be used to buy anything from houses to ant farms. To further incentivize the voting until previous votes have been cast new credits can not be used.

There are many factors making the voting system very hard to hack and manipulate. The most obvious being, if one does not buy a product, one can't vote on it. Voting is often a tiresome process thus votes will not be detailed, just a simple choice of, poor, good, or excellent. Various safeguards protect against "luck of the draw" votes, negative people vs. upbeat people's votes averaged over time.

All search engines are desired as primary partners, who receive payment for each purchase made via their introduction. As goods are rated by humans, search engines can happily and fairly rank high vote scoring S-World & S-Web affiliated websites above all others.

While S-World is designed to replace the e-commerce on the internet, stand alone websites for retail, travel, real estate, and services are far from ignored.

S-Web provides attractive database-driven free websites, offering many formats and designs. Clients simply upload product pictures, write a description and add prices. If a company already has a database- driven website the databases are synchronized. The main financial advantage for all is the ability to add complimentary stock and services from any other company on the network, taking a commission each time someone makes a purchase. The process also works in reverse; other companies on the network can choose to display and sell your goods and services.

There is another contingent to the S-World e-commerce family: S-World UCS was first envisaged in 2004 it combining a tutorial simulation, in the form of a colonization game, which, when mastered, allows one to conduct real business.

*(Retrospective Note: S-World UCS has now become the central part to the S-World software and takes centre stage within the fifth part to American Butterfly "Quantum Time")*

Put together Facebook gifts, S-World VSN, S-Web, S-World UCS and the "per human experience" search engine and one has every right to say the combination will take a big bite out of e-commerce market's

share, especially considering the good PR and branding. The internet is a hit or miss unmonitored device, there is little point reinventing the wheel, unless the wheel is square. The internet is like a square wheel. S-World & S-Web improves the experience and representation. The “per human experience” search engine monitors and so improves the quality of goods and services for the consumer, making the square wheel circular, with the exception or rogue traders and cowboy films, every one wins.

S-world is not designed only as an internet and smart phone device. Over the next few years smart televisions will become the norm. S-world is designed to become the industry standard operating environment. Not only is S-World a great product, the overall network from the start has made provisions for the creation of many localized TV series, and high-budget series and films each year. The larger the network, the more media created.

Current Media Company’s essential to both positive PR and the goal of becoming the industry standard operating environment for smart TV’s are included in the share options available for ownership of S-World alongside the technology companies and electronic communication devices manufacturers.

There is no individual company that will own S-World. S-World will be owned by all that help to build and promote it. All that is sold on the S-World network is from partners, so the financial aspect is simple; the exact mark up/levy/commission varying from industry to industry, profits to be split between the partner companies that create S-World and the referring entity, be it a search engine, a media company, a TV manufacturer, or the browser on a computer or smart phone.

## S-World - Global Travel Systems

Currently about 20% of holidays are booked on line. About 50% of people choose their destination via the internet, then book through a high street operator, largely for safety reasons.

Tourism accounts for about \$900 billion each year, and business travel seems to be higher. It certainly is in the USA, total global travel estimates are about \$2.5 trillion, 3.5% of Global GDP, a percentage not to be taken lightly. Once again, there is no point introducing a system if it is not an improvement. A number of initiatives help to do just that.

**First, Safety:** As S-World is part of a major organization, travelers can book without concern for false representation as assisted by the “per human results” search engine.

**Second, the Agent Initiative:** knowing the industry intimately, first-hand knowledge is a very important factor. High street travel agents and large travel agencies have staff who usually have never been to the country they are recommending, let alone the venue, and are usually offering the venue that offers the highest commissions. S-world travel seeks to recruit individuals from the towns that clients wish to visit. The system offers the venues, thus S-World travel reps and agents only need refine the clients’ choice.

Different representatives will be available to clients. For instance, if a group of fun-loving twenty something’s wishing a lively holiday, choose a “nearly made it” model or actor, it makes sense as they can

recommend villa parties, lively beaches, advise on the best nights to go to clubs and indeed in most cases get themselves on the guest list. However if one wished a cultured holiday experience mixed with visiting some wine estates, the customer can choose a representative with similar interests.

**Third, S-World 3D Virtual Representations:** Simple photographs and write-ups rarely tell the whole story, especially if wide angle lenses are used. While one can be relatively sure a top-end hotel is fairly well represented, small hotels, guest houses and villas are not so particular.

By taking a walk through the venue, one ascertains the entertainment flow, size of the swimming pool, view from windows, indeed one could feasibly pick a particular room because of the view. Throughout the 3D walkthrough, icons are available that show real pictures and a collection of guest comments and general blurbs are available.. The option to walk around the venue, seeing how far it is to local attractions, and indeed see what local attractions are available, is an influencing bonus.

How exactly is S-World going to map much of the world in 3D when Google has been trying for a year and has mapped only a very small proportion would be a fair question, the first key is simplicity, preferring to partner and use "The Simms" technology where an 8-year-old can design and furnish a house within twenty minutes is a good starting point.

The operation centers have a large staff contingent called "Spartans" who can assist. S-World travel representatives will render accommodation venues and local surroundings as their name will be attached. Some tourism boards will pay to be rendered alongside venues that wish a level-two representation. The largest factor however will be the gamers playing S-World UCS. All one needs is a pen laser and a camera and hey, presto, that street in "Call of Duty" is your street.

## S-World - Global Real Estate Systems

The same advantages presented in travel, also can be used in real estate, not that many people would ever buy a house they have not seen. However via the S-world representation they can eliminate properties that are not suitable. Knowing the industry well, it is strongly advised if a client is looking in a certain area, be it a specific town or general area, it's best to see every house from every agent, maybe over a hundred, with a few hours on S-World and a task that less than 1% of people ever perform is achieved with ease.

Location, location, location is a major factor within the business plan, adding percentages to houses due to enhancing or detracting local features. It's simple enough to attain the land registry document of houses sold in any area, which gives a baseline price for different house types, both in bedrooms and size, adding the location factors, and further tightens up an estimate. Add an agent's personal opinion, where they are penalized for exaggerating and one has an accurate base line sale price.

For sellers that are not duly fussed over and coached, the sale price maybe 10% more as, purchasers will perform what is known as a love buy, based on their emotions only. On the other hand if a client is in a hurry to sell, they can price the property under the estimate. Banks and financial institutions selling a repossessed property can offer even lower prices, and in this case, one could see property moguls buying on



the S-World representation alone. Once a critical mass of Real Estate is displayed on S-World, most would assume if a property was not represented, it was overpriced. Alongside suggested selling prices will be suggested prices for remodeling the property and upgrading where needed.

S-World VBN > Real Estate Viewing > Billiards Room

S-World VBN

My S-World

Property Map

Virtual Walkthrough

Video Presentation


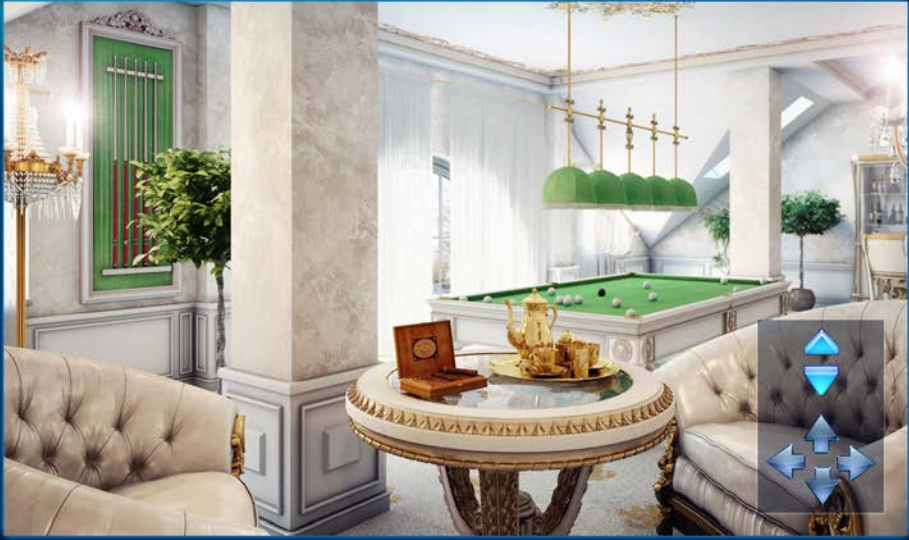
House Price Index

Reviews

Facilities

Local Area

Architectural Plans



Julie

Now we enter the Billiards room, the Billiards table was custom made, to include the same moldings as are found throughout the house..

Dene

I Like this room a lot Julie, but it looks a little tight around the Billiards table?

Julie

The back pillar that you see does interfere a little, and requires a shorter cue, other than that, its unobstructed.

# The Core Network

American Butterfly is far from just an internet-driven solution, looking at the longer forecast of 2036, commissions and levee's made from internet sales are not the main profit centre, the majority of the profits come from the suppliers, not just their internet sales, but all their sales.

To get there one must take one step at a time. Creating a global network is far more complex than a social network, for one. Hundreds of thousands of databases need to be synchronized, the greater challenge however is all small companies (under 500 staff) must use the same financial software, and in certain areas concede financial control of their businesses to the network.

Taking one step further back will explain why they would do this.

## Operation Centers / Resort Town's

The initial creation of the network is dependent upon the connection of approximately 500,000 mainly small businesses by 2016 in such a way that businesses are comfortable to concede a fair degree of financial control. This requires many one-on-one meetings by software, marketing and financial staff.

Said manpower needs bases and operation center's, from which staff can spread out and meet with the businesses, whereby business can come and visit and discuss, whatever it is they would like to discuss, bringing their products to be photographed and filmed at the operation center's media studios.

If one had to pinpoint the single most important consideration within all the work, the idea to make the operation centers independently profitable, is probably the one most would choose.

The concept was first documented on the 15th April 2011 in a letter to "The Corniche Group." It is indeed what many would say, the major factor that changed the business plan into an economic plan.

As such bases became resort towns and operation center's universities, the beauty of it all arises when the companies that build the town then the companies that trade in it, become the core network.

One can't start trading in a resort until it's built, and even with preferential planning permission, I expect we are looking at 2016 before inner resort business starts. Besides the technology companies and suppliers to the S-World Network, we start with the businesses involved in the building of the town. Not the builders and developers, that task is mainly performed internally by dedicated department within the operation center's themselves, but the suppliers, all the suppliers, many levels deep, until one gets to the raw supplies such as sand and clay, around 250 separate businesses per development.

Each resort initially sees investment from Big Business, to the tune of \$1 billion plus, 75% going directly to construction, 25% pro-rata over 4 years funds the operation center. Alongside the good PR, access to S-World, license to trade and shared access to all that will come from research and development, investors own the property and industry that is built, whether it is real estate, retail or office space, attractions or

industry, and so investments are hedged by a capital asset, indeed an asset forecast to be worth twice the company's initial investment.

Small companies in the 6000-square mile local catchment area, invest a further \$1 billion plus, which due to the property hedging can come from finance companies, if necessary.

Over the first two years, all company's profits are pro rata collected to the tune of \$1 billion which in turn is used to bolster the resort construction fund. In total, in the region of \$2.5 billion goes into the construction process, of which after contractor and labor fees 50% is destined for supplier companies. If there are 500 such companies, each on average has guaranteed orders of \$1.5 million over 4 years, companies that produce goods that are used more, receiving more.

Next we have an example in the form of a windows manufacturer called "The Window Factory". Windows are a more expensive part of the building process than say, light switches, as such in the example we will work on a yearly guaranteed order of \$2.5 million.

# “Οικονομία”

## **The Beginning of Economics**

Greece 350BC

The word economics stems from the Greek word “Οικονομία” defined as: The management or a household,  
or the building of a home

“Οικονομία: The management of a household”

# American Butterfly

## *The Theory of Every Business*

### Chapter 2

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## The Suppliers Butterfly

Page 27: The Suppliers Butterfly

Page 38: A brief introduction to POP

# The Suppliers Butterfly

To our right, we see the second circular events butterfly including 16 factors. This example is presented to demonstrate how much profit the first wave of building supply companies can look forward to.

To assist the understanding of the process this presentation is interactive, as you can see, under the 16 headings on our butterfly there are check boxes. Over the following page is a spreadsheet that suggests an increase or decrease in profitability assigned to each box, alongside a brief explanation. Please read the explanation and its predicated increase or decrease and write your opinion in the each box.

## **This serves three purposes:**

**First:** Answers will assist the process, and may lead to an increase or decrease in the forecast or result in a more detailed explanation presented.

**Second:** Correct answers become a validation exercise.

**Third:** The exercise is designed to engage the mind, and make the reader appreciate the mathematics, it's one thing to read a profit forecast summary suggesting a 5174% return on investment, it's another to have looked at and agreed with its every detail.

As a general rule, with all questions, due to a large degree of leeway, most, if not all estimates have been set lower than most would forecast. For instance in the authors personal experience, the loss of all financial staff and accounting costs, alongside the correct financial data presented and advice from a dedicated operation centre would have led to a 50% rise in profitability, however for cautions sake only a 5% rise in profitability is recorded. When answering questions, please do not follow the authors caution, please give a genuine estimate, not guarded or over exaggerated, writing in higher or lower percentage rises where applicable.

## **Before getting into specifics, the resort expansion program needs to be highlighted:**

In the last section we heard that \$2 billion plus, is directly invested into each resort, where after the first \$1 billion in profit from all networked companies is reinvested, in theory creating capital assets worth twice the investment price. The time it takes for the initial \$1 billion in profit to be made and reinvested is estimated at just over two years.

After which by the end of the fourth year another \$1 billion in profit is projected to be generated, this \$ 1 billion is matched or increased by a new set of mainly small businesses, thus enough capital is available to start another resort and operation center, within a 6000 square mile radius of the initial resort.

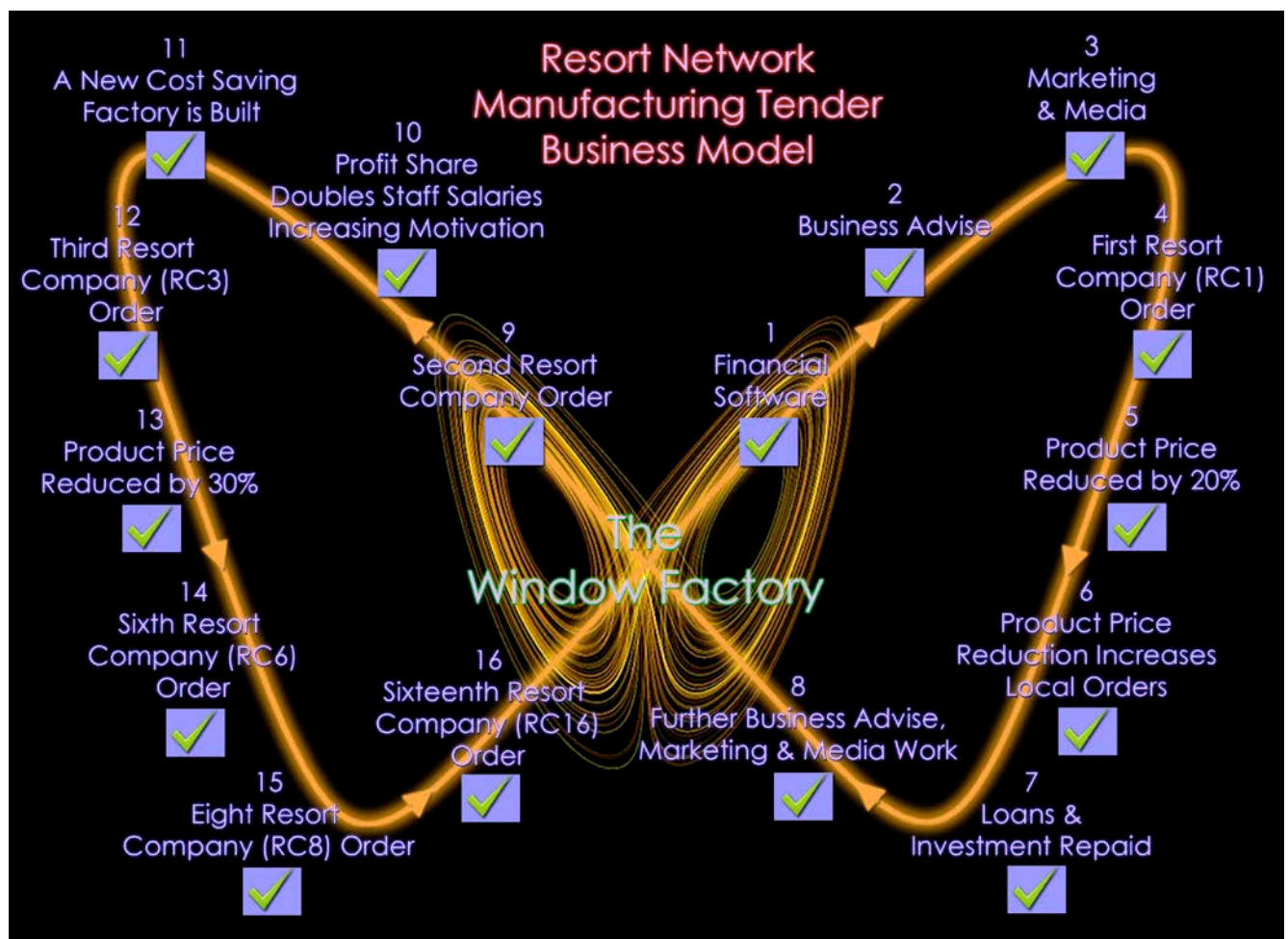
After which, via the "Baby POP" cash injection process, this procedure repeats over 22 years until 16 resorts and operation centers are created within the 6000 square miles, approximately one every 28 miles.



All told, including home building, shops, offices, malls, marina's, attractions, hospitals, university campuses, municipal buildings, a sports village and infrastructure over the first four years 2014 to 2018 upwards of \$2.5 billion is spent. For this excursive we will assume half goes to the contractors and laborers and the balance on supplies, bricks, mortar, roofing, bathrooms, tiles, windows and the like.

For this example I have created a fictitious window manufacturing company entitled "The Window Factory" specializing in residential aluminum windows. To supply all the homes in a resort "The Window Factory" receives an annual order worth \$2.5 million.

Like many or even most US small businesses in the construction industry, we shall suggest the currently this company is simply treading water, making enough to cover costs only. To start proceedings "The Window Factory" will take out a \$2.5 million loan, supplied by a network bank, paying interest only, as such "The Window Factory" starts its network life making a 6% annual loss.



	1	2	3	4	5	6	7	8	9	10
	The Window	2012	2014 +	2014 +	2014 +	2014 +	2014 +	2014 +	2014 +	2018 +
	Factory		CE 1	CE2	CE3	CE4	CE5a	CE5b	CE6	CE7
	Investment	Operations	Finance	Business	Marketing	Resort 1	Product	Suppliers	Local	Loans
	\$2,500,000		Software	Advice	Media, PR	Order 1	Discount	Discount	Orders	Repaid
a	Owner Salary	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$125,000
b	Staff Salaries	\$250,000	\$250,000	\$250,000	\$250,000	\$350,000	\$350,000	\$350,000	\$350,000	\$350,000
c	Total Salaries	\$350,000	\$350,000	\$350,000	\$350,000	\$450,000	\$450,000	\$450,000	\$450,000	\$475,000
d	Social Taxes 1	\$21,700	\$21,700	\$21,700	\$21,700	\$27,900	\$27,900	\$27,900	\$27,900	\$29,450
e	Loans	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$0
f	Investment Load	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$0
g	Accounting	\$100,000	\$0							
h	Advertising	\$125,000	\$150,000	\$150,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
i	Miscellaneous	\$328,300	\$328,300	\$275,000	\$275,000	\$300,000	\$300,000	\$300,000	\$350,000	\$350,000
j	Operations Cost	\$1,150,000	\$1,075,000	\$1,021,700	\$971,700	\$1,102,900	\$1,102,900	\$1,102,900	\$1,152,900	\$954,450
k	Local Sales	\$2,500,000	\$2,625,000	\$2,887,500	\$3,320,625	\$3,320,625	\$2,656,500	\$2,656,500	\$3,320,625	\$3,320,625
l	Local Sales +/-		105%	110%	115%	100%	80%	100%	125%	100%
m	Resorts Orders					\$2,500,000	\$2,500,000	\$2,500,000	\$2,500,000	\$2,500,000
n	Total Sales	\$2,500,000	\$2,625,000	\$2,887,500	\$3,320,625	\$5,820,625	\$5,156,500	\$5,156,500	\$5,820,625	\$5,820,625
o	Sales Tax	\$250,000	\$262,500	\$288,750	\$332,063	\$582,063	\$515,650	\$515,650	\$582,063	\$582,063
p	Materials Cost	\$1,250,000	\$1,312,500	\$1,155,000	\$1,328,250	\$2,328,250	\$2,578,250	\$2,320,425	\$2,619,281	\$2,619,281
q	Materials %	50.00%	50.00%	40.00%	40.00%	40.00%	50.00%	45.00%	45.00%	45.00%
r	Total Costs	\$2,650,000	\$2,650,000	\$2,465,450	\$2,632,013	\$4,013,213	\$4,196,800	\$3,938,975	\$4,354,244	\$4,155,794
s	Profit Before (PS)	-\$150,000	-\$25,000	\$422,050	\$688,613	\$1,807,413	\$959,700	\$1,217,525	\$1,466,381	\$1,664,831
t	Profit Share (PS)	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%
u	Staff Bonuses	\$0	-\$3,125	\$52,756	\$86,077	\$225,927	\$119,963	\$152,191	\$183,298	\$208,104
v	Social taxes 2	\$0	-\$194	\$3,271	\$5,337	\$14,007	\$7,438	\$9,436	\$11,364	\$12,902
w	Total Profits	-\$150,000	-\$21,681	\$366,023	\$597,199	\$1,567,478	\$832,300	\$1,055,899	\$1,271,719	\$1,443,825
x	Profit vs. Revenue	-6%	-1%	13%	18%	27%	16%	20%	22%	25%
	Investment	\$2,500,000								
	2036 Return	\$123,207,106								
	4800%	\$120,000,000								
	2036 Profits	\$129,356,130								
	Return %	5175%								
	Annual Interest	19.65%								

Above we find the suppliers and manufacturing butterfly spreadsheet, the blue squares indicate a profitable event, the orange representing an event that increases costs, pink squares indicating money in, and grey indicating expenses.

Column 2, row (n) "Total Sales" indicates The Window Factory is receiving \$2.5Million a year. In row (r) "Total Costs," including the interest on the investment loan, are at \$2.65Million: As such row (w) "Total Profits" is equal to -\$150,000, beneath this, row (x) indicates the company's profit vs. revenue ratio is at minus 6%.

**SB is short for "Suppliers Butterfly Question"**

11	12	13	14	15	16	17	18	19	20
2018 +	2018 +	2018 +	2021 +	2021 +	2021 +	2021 +	2026+	2028+	2036+
CE8	CE9	CE10	CE11	CE12	CE13a	CE13b	CE14	CE15	CE16
Advisory 2 Marketing 2	Resort 2	Staff	New	Resort 3	Product	Supplier	Resort 6	Resort 8	Resort 16
	Order 1+1	Efficiency	Factory	Order 2+1	Discount	Discount	Order 3+3	Order 4+4	Order 4+12
\$125,000	\$125,000	\$125,000	\$150,000	\$150,000	\$150,000	\$150,000	\$200,000	\$250,000	\$250,000
\$350,000	\$350,000	\$350,000	\$350,000	\$350,000	\$350,000	\$350,000	\$450,000	\$550,000	\$600,000
\$475,000	\$475,000	\$475,000	\$500,000	\$500,000	\$500,000	\$500,000	\$650,000	\$800,000	\$850,000
\$29,450	\$29,450	\$29,450	\$31,000	\$31,000	\$31,000	\$31,000	\$40,300	\$49,600	\$52,700
\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$400,000	\$500,000
\$350,000	\$350,000	\$350,000	\$225,000	\$300,000	\$300,000	\$400,000	\$500,000	\$600,000	\$700,000
\$1,154,450	\$1,154,450	\$1,154,450	\$1,056,000	\$1,131,000	\$1,131,000	\$1,231,000	\$1,490,300	\$1,849,600	\$2,102,700
\$4,150,781	\$4,150,781	\$5,188,477	\$6,485,596	\$6,485,596	\$4,539,917	\$6,809,875	\$8,512,344	\$10,640,430	\$15,960,646
125%	100%	125%	125%	100%	70%	150%	125%	125%	150%
\$2,500,000	\$2,750,000	\$2,750,000	\$2,750,000	\$5,250,000	\$5,250,000	\$5,250,000	\$8,250,000	\$11,000,000	\$13,000,000
\$6,650,781	\$6,900,781	\$7,938,477	\$9,235,596	\$11,735,596	\$9,789,917	\$12,059,875	\$16,762,344	\$21,640,430	\$28,960,646
\$665,078	\$690,078	\$793,848	\$923,560	\$1,173,560	\$978,992	\$1,205,988	\$1,676,234	\$2,164,043	\$2,896,065
\$2,826,582	\$2,932,832	\$3,175,391	\$2,770,679	\$3,520,679	\$4,405,463	\$4,823,950	\$6,704,938	\$8,656,172	\$11,584,258
42.50%	42.50%	40.00%	30.00%	30.00%	45.00%	40.00%	40.00%	40.00%	40.00%
\$4,646,110	\$4,777,360	\$5,123,688	\$4,750,238	\$5,825,238	\$6,515,454	\$7,260,938	\$9,871,472	\$12,669,815	\$16,583,023
\$2,004,671	\$2,123,421	\$2,814,788	\$4,485,357	\$5,910,357	\$3,274,463	\$4,798,938	\$6,890,872	\$8,970,615	\$12,377,623
12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%
\$250,584	\$265,428	\$351,849	\$560,670	\$738,795	\$409,308	\$599,867	\$861,359	\$1,121,327	\$1,547,203
\$15,536	\$16,457	\$21,815	\$34,762	\$45,805	\$25,377	\$37,192	\$53,404	\$69,522	\$95,927
\$1,738,551	\$1,841,537	\$2,441,125	\$3,889,926	\$5,125,757	\$2,839,778	\$4,161,879	\$5,976,109	\$7,779,766	\$10,734,493
26%	27%	31%	42%	44%	29%	35%	36%	36%	37%

**SB1. Colum 3 - Financial Software:** The first blue box in row (g) indicates a decrease in costs, as all financial tasks from bookkeeping to auditing, are handled by the staff at the operation center.

The second blue boxes (k & l) are as one, the lower (l) indicating a 5% rise in financial efficiency. The software is directly linked to the bank removing most human interaction. Instead of one check and balance system, the software has four running concurrently, due to the financial systems, cash handling aside, human error and fraud become all but impossible.

Due to the increase in financial efficiency, is the 5% rise in revenue recorded in row (l) justified?

**Please indicate your answer in the fields below, if higher or lower write in the percentage**

Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**SB2. Colum 4 – Business Advise:** Over the first 4 years a team of a hundred or so senior analysts, logistics experts, engineers, software developers, network officers and industry specific business persons will spend six months working on the task of making all the window companies on the network more efficient, from cost savings, to sales techniques, to sourcing cheaper suppliers.

Over time, with hundreds of window companies on the network, each company's triumphs and failures are recorded and analyzed, the information used to assist others.

At The Window Factory's home resort & operation center, dedicated analysts gather all the data from the think tank, tweak the software and share the knowledge and findings. As a result, a 16% reduction in miscellaneous expenses is forecast (from energy to staples), a 10% increase in sales is predicted and material costs are expected to be reduced from 50% of total sales to 40%.

Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**SB3. Colum 5 - Marketing Media & PR:** Initially the dedicated Media & Marketing division working from the operations center make the S-World & S-Web applications, including photographing, filming & 3D rendering of the products, alongside the S-World presence, S-Web creates a state of the art website for The Window Factory, that alongside their own windows and accessories, offers many different types of windows from the other companies on the network, alongside many other building services, patio's, bathrooms, kitchens, etc., which when sold generate extra revenue.

One also needs to factor in, the general good will of the people in the catchment area knowing that a purchase from "The Window Factory" is securing their pensions, healthcare and indeed helping to save the planet.

All factors combined increase sales by 15%, Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**SB4. Colum 6 - Resort Order 1:** The main advantage for The Window Factory and all other manufacturing companies is guaranteed orders from the networks to which it is affiliated.

SB4 is not a question field, as it is a definite action within the business plan. The first order from a resort network is placed; an increase in materials, sales tax, salaries and miscellaneous spending increases costs to \$4Million, while sales increase to 5.8Million, after the staff profit share bonus, "The Window Factory" is now making over \$1.5Million in profit.

**SB5 a. Colum 7 - Product Discount:** With profit up from zero to \$1.5Million plus, a profit vs. revenue ratio of 27%, The Window Factory can afford to reduce the cost of its products by 20% as is desired by the resort network. However the resort does not reduce its \$2.5Million order rather orders more, this effects the price of materials which rises from 40% to 50%. Overall profit is halved. (This is not a question field)

**SB5 b. Colum 8 - Product Discount:** However as the suppliers to "The Window Factory" are applying the same system their costs have also been reduced, but as more raw materials are used, not to the same factor as such the price of materials lowers from 50% to 45%. (This is not a question field)

**SB6. Colum 9 - Local Orders:** Due to the 20% discount in price it is forecast that local orders increase by 25%.

Is this a reasonable assessment? Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**SB7. Colum 10 - Loans Repaid:** Between 2018 and 2021 all loans are repaid. (This is not a question field)

**SB8. Colum 11 - Advisory 2, marketing 2:** With over 4 years spent at the operations centre on business analysis, network growth, improvements in software alongside continued marketing and internet work , material costs are expected to fall by 2.5% & and 25% increase in local sales is forecast?

Is this a reasonable assessment? Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**SB9. Colum 12 - Resort Order 2 (1+1):** In 2018 construction in the second resort is destined to begin, however the large investment into RC1 has been spent, and whilst a continued housing and retail operation is expected for cautions sake, only a small operation is forecast at 10% of previous costs, hence one sees an increase of \$250,000 in (m) the Resorts orders row. Please note the (1+1) this indicates, one big order (first 4 years) and one continued operation. (This is not a question field)

**SB10. Colum 13 - Staff Efficiency:** Please note row (u) "Staff Bonuses" and the row above (t) "Profit Share", 12.5% of the profit made by the company is shared amongst the staff. By 2018 after 5 years staff salaries have effectively doubled, if the company had made more sales their salaries could have tripled. Staff are offered first phase property purchase options in future resorts and subsidised eco friendly automobile purchases at 30% below manufacturing costs with a 4 year 50% buy back, making a \$10,000 car cost \$52 a month, the same cost as one would pay for a day's hire.

As such wastage of raw materials is expected to be reduced lowering material costs from 42.5% to 40% and local sales are forecast to increase by 25% as all, especially the sales staff are motivated to increase profitability.

Note this increase in sales and efficiency is factored over five or six years.

Is this a reasonable assessment? Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**SB11. Colum 14 - New factory:** By 2021 enough profits have been made to build a new efficient factory and dedicated alternate energy power source, lowering miscellaneous spending (including electricity) by \$125,000 a year and lowering materials costs, as some materials that were purchased from suppliers can now be made at the factory. Material costs are predicted to lower from 40% of revenue to 30%. Increased quality is expected to increase local orders by 25%.

Is this a reasonable assessment? Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**SB12. Colum 15 - Resort Order 3 (2+1):** In 2021 two resorts are building within their 4 year initial investment cycle, as such an additional \$2,500,000 a year in orders is placed, due to the factories efficiency no other staff are needed, however miscellaneous spending increases by \$75,000  
(This is not a question field)

**SB13 a & b. Colum 16 & 17 - Discount 2:** Product price can now be lowered by 30%, The Window Factories products are now 50% lower than its 2014 price, material costs rise back up to 40%, miscellaneous spending increases by \$100,000.

As products are now 30% cheaper alongside continued work from both the media and business advisory departments a increase in local orders of 50% is forecast.

Is this a reasonable assessment? Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**SB14. Colum 18 - Resort Order 6 (3+3):** In 2026 three resorts are being built simultaneously generating orders of \$2,5Million each, alongside three others are expanding and providing orders of \$250,000 each.

Over the 5 years due to the media department, business advisory service, staff motivation and increased good will within the local community as the medical and ecological initiatives become more visible local orders are expected to rise by 25%.

Is this a reasonable assessment? Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**SB15. Colum 19 - Resort Order 8 (4+4):** In 2028 orders from the resort increase again, there are now 4 resorts in their initial hi budget phase and 4 in their continued lower budget phase. More staff bills and miscellaneous expenses are incurred.

Along with two years progress by the various departments at the operation centre, a further increase in local good, the marketing budget is raised by 25%, all told over two years a 25% increase in sales is forecast.

Is this a reasonable assessment? Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**SB16. Colum 20 - Resort Order 16 (4+12):** By 2036 the 16<sup>th</sup> and final resort begins, by this point staff bonuses are now double their basic salary, this alongside the extra 8 years of marketing, business analysis and by this point earth changing PR as the combined resorts across the USA attend to all Medicaid and Medicare liabilities, alongside producing green energy for over half of the USA.

Due to the above, over the final 8 years a 50% increase in local orders is forecast.

Is this a reasonable assessment? Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

## End of Suppliers Butterfly Questions

**Note:** The 2014 to 2036 figures do not include, building contracts offered to the operation centre's building company for building developments, infrastructure and private housing outside the resort. The local sales row only forecasts sales to other building companies and individuals within the 3000 square mile local area. A fair to large amount of private and government contracts are expected further, increasing income.



Investment	\$2,500,000
2036 Return	\$129,356,130
Return %	5175%
Annual Interest	19.65%
Adjusted Annual Interest	22.65%
Bank Interest Rate	3.30%

Summing up, for a \$2,5 million arranged investment, working on a guarded (low) estimate the building company should expect to have accumulated \$130 million by 2036 a 5175% return, the equivalent of putting the \$2,5 million in the bank at a 19.65% interest rate. However this model does not include inflation as such 22.65% is more accurate.

**America Butterfly Question, AB3:** Has the case been made that within manufacturing the window factory business model is innovate and profitable?

Defiantly \_\_\_\_\_ Probably \_\_\_\_\_ Not Really \_\_\_\_\_?

On the subject of inflation, in general terms it makes little difference to the model as under normal economic circumstances expenses and product prices would increase at the approximately the same rate.

However the desired effect of the "American Butterfly" solution is to see inflation level out, and in some areas decrease while GDP (what the USA sells) and salaries increase, thus the money in everyone's pockets increases while products stay the same price, or decrease as in the case of products from "The Window Factory"

A typical example is in energy, the process of digging or drilling for fossil fuel then transporting it, then processing it is expensive, and as it is a limited commodity, supply and demand further raises its cost. Once manufactured, Solar Arrays and hydro power save on maintenance and have no such cost implications, added to that eclectic, cars' prototype batteries can power a car 300 miles on a single charge costing only \$10.

A more specific example of this is in the cost of housing. At first, it is hoped for resort property values will increase making investments more attractive. By 2036, with supplies at half the price they are now, and in general after 22 years, with many improvements in building economics and logistics created at the research centers, one would expect the cost of construction to be greatly reduced.

For example if in 2014 a property costs \$300,000 to build (including land and infrastructure) if building supplies cost are reduced by 50%, in 2036 the same property will cost \$225,000. At the same time, today the average post tax household income is \$50,000; if by 2036 it rose to \$75,000, the same house will cost three years household income, as opposed to six.

This brings the American Butterfly solution back to the core of economics, as the word economics was invented by the Greeks, who called it *Oikonomia*, and it was defined as: the management and building of a household. Building houses since the beginning of democracy has been the foundation of economics.



At first this may present a quandary. Since all citizens would effectively have twice what they have now, it might be difficult to comprehend. Many would think, if it was that simple, why is it not so now?

There are many additional factors that will be illustrated throughout the thesis; the spreadsheet below looks at the, "Profit vs. Revenue" ratio, which is further highlighted on the bottom row (x) of the main "Window Factory" spreadsheet presented a few pages back.

An analysis performed on the Fortune 500, (the top 500 revenue making companies in the USA), including their global operations, showed their combined revenue in 2011 was \$10.8 trillion with average profits at \$750 billion. As such their "Profit vs. Revenue" ratio is 7%. For every \$1 they take in they make 7 cents profit.

Below is the "American Butterfly" supplier's model "The Window Factory" in 2018 showing a 31% "Profit vs. Revenue" ratio (c). As such for every \$1 they take in, they make 31 cents in profit, making "The Window Factory" four times more financially efficient than the average Fortune 500 company.

However, as all networked companies work as a unit the "EEE" (Ecological Experience Economy) economic model assisted by the "PQS" (Predictive Quantum Software) looks deeper, factoring the suppliers of "The Window Factory". All told for every \$1 "The Window Factory" receives the combined primary network companies make 58 cents. A financial efficiency increase of just under eight times the Fortune 500 companies if considered as a collective. This ratio rising as the years go on.

	The Window Factory	2018		Staff			Total Profits
a	Company Revenue	\$7,938,477	l	Bonuses	\$330,034	w	<b>\$4,641,010</b>
b	Company Profit	<b>\$2,441,125</b>	m	Salaries	\$445,550		(a+f+j+q+u)
c	Profit vs. Revenue (b/a)	<b>31%</b>	n	Sub Total	\$775,584		Total QE Score
	Suppliers		o	Payroll + Income tax	\$179,505	x	<b>58%</b>
d	Spent	\$3,175,391	p	Income after tax	\$596,079		(w/a)
e	Suppliers QE Score	<b>54%</b>	q	Staff QE Score	29%		Total Tax
f	Profit from Suppliers (d*e)	<b>\$1,706,772</b>	r	Profit from Staff (o*p)	\$172,863	y	<b>18%</b>
g	Profit vs. Revenue (f/a)	<b>22%</b>		Actual Figure	<b>\$221,703</b>		(estimated)
	Media		s	Profit vs. Revenue (q/a)	<b>2.8%</b>		Total QE Tracking
h	Spent	\$300,000	t	Miscellaneous		z	<b>76%</b>
i	Media QE Score	61%	u	Spent	\$225,000		(x+y)
j	Profit from Media (h*i)	<b>\$183,000</b>	v	Miscellaneous QE Score	61%		Economic Black Hole
k	Profit vs. Revenue (j/a)	<b>2.3%</b>		Profit from Miscellaneous	<b>\$137,250</b>	a1	<b>24%</b>
				Profit vs. Revenue (u/a)	<b>1.7%</b>		100%

Going further as "American Butterfly" is an US economic solution, in financial efficiency terms one includes government tax yields (t), thus for every \$1 paid to "The Window Factory," 76 cents is accounted for, leaving what is commonly known as an "Economic Black Hole" factor of 24%, which by the time the PQS has received 22 years of development the "Economic Black Hole " is desired to drop to zero, as that is the specific function of the PQS.

The above spreadsheet alongside the influences from physics that inspired the profit vs. revenue approach to American Butterfly are later presented in great detail within the American Butterfly part 3.

## David vs. Goliath – Small vs. Big Business

Physics aside, there is a very practice explanation as to how small companies can outperform established global companies in such a fashion.

**First:** As far as big companies are concerned, it matters little to them what their profit ratio is as at the end of the day. The only thing their shareholders care about is profits and dividends. If we take a look at Walmart, the USA's largest revenue-making company, last year it took \$420 billion in at its registers, and made \$16.4 billion in profit, a "Profit vs. Revenue" ratio under 4%. The company makes profits, share prices go up and dividends increase. The share holders are happy, so the board is happy, so the CEO is happy.

However, this business model is not a good economic model as for every dollar they make, another company does not. The "American Butterfly" model works differently. For example, initially the primary source of income is the construction of the resorts, from a \$1.5 billion order (tender) to supplier companies; one seeks to generate as much profit as possible. In the case in question: "The Window Factory" vs. "Walmart". The Resort Company Network profits would be \$1 billion vs. Walmart Corporate profits at \$58 million.

**Second:** Loyalty, drive, and the communal desire to make as much profit as is humanly possible. If one told all employees at Walmart that they would be paid regardless of whether they came to work or not, few would turn up the next day. By the same token, offer the executives double the money to work at a rival firm, few would stay put.

The resort suppliers business model consists of many small business owners who are of course loyal to themselves and staff on profit share, thus regardless of basic salary, every day is seen as another day to make more profit, and so increase profit share.

**America Butterfly Question, AB4:** Has the case been made that given competent operation center management and next generation business & networking software, an alliance of many small businesses can be more efficient than a single large business?

Definitely \_\_\_\_\_ Probably \_\_\_\_\_ Unlikely \_\_\_\_\_?

# A (very) Brief Introduction to POP

The “POP” (Pressure of profit) process describes the network growth structure, the result of attempting to create mathematics that is not susceptible to rounding errors. It is extremely powerful, and presented in great detail within American Butterfly part 3. We start with BABY POP, the investment process which creates the 15 baby resorts from which “The Window Factory” and the other suppliers receive their orders. Without the guaranteed orders, “The Window Factory” could not create the necessary profits to promote growth.

These 15 resorts cannot all benefit from the construction suppliers tender process. The second and third resorts will pick up contracts after which the other resorts will manage the building contract, but not benefit from the suppliers model within construction. There are however many manufacturing models in different industries that will follow the same process benefiting baby resorts. Most profits made from e-commerce, are largely exclusive to the parent resort. This action is deliberate as the first resort needs to be economically unbreakable, thereby becoming “the anchor” for all other resorts in its league.

The “POP” process maybe best described as a continuous cash injection, companies are required by 2018 to make at least 40% profit in relationship to their initial investment. In the case of the window factory their initial investment was \$2.5 million and their 2018 profit is forecast at \$2.44 million i.e. 98%. In general if a company’s forecast is lower than 40%, their investment will need to be increased, while their property returns remain the same.

As such the minimum first phase resorts will make in 2018 will be \$800 million as that is 40% of the (base) investment price. However due to over-performance expected from the technology companies, building suppliers, and retail suppliers to the technology company’s e-commerce endeavors, a figure in the region of \$2 billion is forecast for each of 512 first (2014) and second (2016) mother resorts.

The graphic middle right shows the timeline for the creation of the first 8 resort networks created by Baby POP, after which new networks are created each year until a league of 16 is completed. Underneath we see a sample of the Baby POP spreadsheet, which is shown in full over 8 pages within American Butterfly part 3. Please note the pink squares displaying the annual \$350 million investment from the parent resort (Resort Company 1= RC1) into its baby company, thus bolstering the baby’s (RC2’s) profits.

The profit target for (RC2) is lower at \$700 million; in 2021 RC2 is expected to meet its profit target, once met, as before a new resort is funded (RC3), at which point the \$375 million from RC1 goes into RC3 - this time however RC3 also has \$300 million from RC2 generating a total of \$675 million a year. As this process continues, the more baby resorts in the league, the higher the “POP” (Pressure of Profit) and the greater the cash injection, by 2036 the 16<sup>th</sup> resort network receives \$2.7 billion from Baby POP.

From the 4<sup>th</sup> resort onward the profit target reduces to 25%, in addition over 10% will be generated via the operations center where-by the profit goes straight to Baby POP, so the actual profit target in comparison to investment is but 15%, as such Baby POP acts as a fail safe, an “at the worst we will achieve this”.

"This" however is significant, as this fail safe has enough financial power to cover all US Medical liabilities and generate half the USA's energy needs via alternate green energy sources as by 2038.

Lastly, it is important to understand the companies that fund the cash injection, own the developments that are built, alongside new income generating business, as such; all initial companies within a mother network have a presence in all 16 resorts in the league.



RC	Year	In vest	Profit	POP over	POP 1	POP 2	POP 3	Rein vest	New RC	Cash	Bank	GHB	Other	Sub Total	POP 75%	Div 25%
1	2014	1000	200							200	200					
1	2015		400							400	600					
1	2016	500	600					1000		-400	200					
1	2017	500	800						1000	-200	0				0	0
1	2018 +		800									237	63	500	375	125
2	POP 17			0						0	0					
2	2018	2000	200		375					575	575					
2	2019		400		375			1000		-225	350					
2	2020		550		375				1000	-75	275				206	69
2	2021		700							700	350				263	175
2	2222+		700									237	63	400	300	100
3	POP 20			206												
3	2021	2000	200	263	375					1044	1044					
3	2022		400		375	300		1000	1000	-925	119				89	30
3	2023		500							500	500				375	125
3	2024		600							600	600				450	150
3	2025+		600									237	63	300	225.0	75

# “The Theory of Everything”

The “Theory of Everything” (TOE) in terms of physics is the search for unity within the mathematics of Einstein’s Theory of Relativity and the other pillar of modern physics Quantum Mechanics

A number of candidate theories of everything have been proposed by theoretical physicists during the twentieth century, but none have been confirmed experimentally.

“The most popular Theory of Everything is  
String Theory.”

## *“A TOE Philosophy”*

An evolution of: “The Theory of Everything” (TOE)

“The Theory of, what we know now”

“The Theory of, just a little more than we know now”

“The Theory of, more than we now know”

“The Theory of, a lot more than we now know”

“The Theory of, most things”

“The Theory of, just about everything”

“The Theory of Everything”

# American Butterfly

## *The Theory of Every Business*

### Chapter 3

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“The Theory of, just a little bit more, than we know now”

Page 41: The Universities & “Spartan Contracts”

*“The Theory of Just a little bit more than we know now”*

Page 50: Super University Resort Hospitals “SURH’s”

*“The Theory of more than we know now”*

Page 52: Alternate Energies

*“The Theory of a lot more than we know now”*

# The Universities & “Spartan Contracts”

*“The Theory of, just a little bit more than we know now”*

The desirability of resort towns is a curial factor; from the outset it is important for those that invest to see an immediate benefit. For instance, if “The Window Factory” invests \$2.5 million knowing that before any profiteering they will be receiving a capital asset worth \$5 million, not only will they see great value in investing, banks will see the opportunity to finance them as a safe investment as their loan is hedged by a capital asset.

“American Butterfly” is of course quite a story and will be a popular initiative, indeed very popular, however one can’t rely on a good story and branding alone. As such, by any and all means necessary the popularity and desirability of each resort needs to increase.

Soon we come to another interactive butterfly, listing 16 reasons why the resort towns will increase in desirability, first however, a few key factors found within the “Resorts Butterfly” will be detailed: The Operation Center/University, the hospitals created, & the Alternate Energy initiatives.

Before an analysis of the breakdown of the operation center departments is presented, the concept of “Spartan Contracts” is explained.

## “Spartan Contracts”

The concept of “Spartan Contract’s” was first considered within the original “Spartan Theory”, it detailed the concept that football players improve with experience, and potential can be realized at any age.

The desire of “Spartan Contract’s” is to employ largely non-graduate workers, identified via the “S-World I see you” and “S-World UCS” aptitude and character traits programs. Contracts are 16 years long and hedged to property offering a salary just over \$30,000 plus profit share. At first this salary may not seem like much, however as their property valued is effectively worth double its base cost, a \$12,000 a year bond/mortgage is equivalent to paying \$24,000 in the local area, add a free car and medical insurance and effectively the salary in real terms is worth \$47,000 although it is taxed only on \$33,000, thus \$50,000. If a “Spartan” boy should meet a “Spartan” girl and start a family, their effective household income would be near double that of the average American family. Add the opportunity to double one’s salary via profit share and suddenly Spartan Contracts look most attractive.

The concept of “Spartan Contracts” is a mixture of work, education, and sport; we have all heard the phrase “the best way to learn is to teach” please consider: Who is more likely to think of a new idea to improve the construction process, the logistics officer crunching the numbers in an office, or a man or woman in the field? Maybe it’s an even playing field, however put them in a classroom and perform a brainstorming session and great innovation can be found.



The "Spartan Contracts" concept is in itself as much an economic improvement as it is social, saving the federal government much revenue in both Welfare and Medicaid. Reaching farther in all industries in the long term, particularly with doctoring, it is essential to reduce excessively high basic salaries.

**Universities/Operation Centers:** Initially paid for via 25% of investment capital, then after 4 years paid for via a \$125 million a year levy on combined Network profits. A breakdown of "suggested" spending and departments sees the following

\$37.5 million: S-World Businessbook (Network support and software development)

\$31.2 million: Sports, Media, Film & Advertising

\$18.7 million: Construction (In house building and property development company)

\$12.5 million: Research & Development (To be increased via Special Projects funding)

\$12.5 million: Nursing, Service & Doctoring (Training Academy only)

\$12.5 million: University & Operations Management.

Detail are offered and a staff budget for all departments is detailed, the S-World/Businessbook breakdown is presented as an example, please remember due to Economic Stimulus, many will have their salaries matched with a similar amount of Network Credits.

*(Retrospective Note: When looking at the following breakdowns of university and operation centre departments, please note the actual staff numbers and salaries are simply their as a guide, these will change to a degree. The point of the exercise, besides seeing the creation of many jobs, is to help in understanding just how much back up and assistance network companies will enjoy)*

# University & Operation Centre Departments

The largest department is S-World/Businessbook, suggested staff salaries, positions and numbers are below. In this case the 256 "Spartan Contracts" which are mainly in client liaison roles, with each employee becoming the direct liaison for 16 of the 4096 company sectors found in each individual network.

In all cases there are always more senior staff than Spartans, as such each Spartan is mentored by at least one senior staff member.

## S-World/Businessbook

<b>S-World / Businessbook</b>	\$37,500,000		
Operations	\$7,500,000		
Staff	\$30,029,415		
Actual Operations	\$7,470,585		
Managing Director	\$488,281	1	\$488,281
Senior Analysts and Logistics	\$244,141	4	\$976,563
System Architects	\$244,141	8	\$1,220,707
Financial Analysts	\$152,588	16	\$2,441,413
Senior Programmers	\$152,588	16	\$1,953,132
Accountants	\$122,071	16	\$1,708,991
Advanced Programmers	\$106,812	16	\$1,708,991
Business Sector Specialists	\$106,812	16	\$1,464,851
Network Programmers	\$91,553	32	\$1,464,857
Programmers	\$61,036	32	\$1,953,139
Sales Reps	\$61,036	64	\$3,906,277
Book Keepers	\$45,777	64	\$2,929,715
Spartan Contracts	\$30,518	256	\$7,812,500
		<b>541</b>	<b>\$30,029,415</b>

# Sports, Media, Film & Advertising

The second largest department desired to create film clips, superior photography, and 3D rendering for the various on line portals, alongside TV series and in some cases films adding a glamour contingent to each resort.

One film specific resort "New Hollywood" will be created and additionally funded by a \$2Million levee on each Sports Media division. Further to this, indeed much further to this when resort networks reach POP1 (generate over \$1Billion a year) \$100 Million a year is invested into Film & Media, effectively generating over \$50 Billion a year in the US alone come 2018. There are strategic reasons for this colossal investment detailed later.

Sport and other digressions are very important in life, "healthy body healthy mind," not to mention the saving of medical bills created from a healthy nation. All Spartans will play competitive sport. Sports leagues created, between resorts; indeed initially the number of resorts was specific to the creation of a knockout soccer competition.

In this department the Spartans will be full time athletes, models, actors, or musicians all of whom will learn and assist with all other department operations.

Like the Film department Sports also receives \$100 Million a year from POP1 networks, mainly awarded as prize money in network credits, stimulating the economy of the network. This exercise becomes a profit centre and come 2036 should see half of all Americans offered places in local sports leagues that offer an average of \$2,000 in prize money for participants, inspiring a nation into fitness in mind, body and soul.

Sports / Media / Advertising	\$31,250,000		
Operations	\$6,250,000		
Staff	\$24,705,167		
Actual Operations	\$6,544,833		
Managing Director	\$488,281	1	\$488,281
Senior Directors	\$244,141	2	\$488,282
Senior Managers	\$122,070	4	\$488,281
Sports Professionals	\$122,070	16	\$1,953,125
Advertising & Marketing Staff (Av Salary)	\$76,294	32	\$2,441,420
Film Making & Editing Staff (Av Salary)	\$76,294	48	\$3,662,130
Coaching Staff (Av Salary)	\$76,294	32	\$2,441,420
Photographers	\$76,294	32	\$2,441,420
Graphic Designers	\$76,294	32	\$2,441,420
3D Renderers	\$76,294	32	\$2,441,420
Spartan Sports and Film Contracts	\$30,518	128	\$3,906,250
New Hollywood	\$2,000,000		\$2,000,000
		<b>359</b>	<b>\$24,705,167</b>

# Construction

The construction department is a profitable department; it is in essence both the developer and building company attached to the resort, making a flat 20% fee in the region of \$500Million, as much as all university costs combined.

Additional and sustainable profits will come from private building projects in the local area, government infrastructure projects, alongside network initiated private developments often initiated by a variety of staff in a specific area's desire to have local housing for them to live in taking advantage of the off plan nature of any such developments lowering costs substantially.

In the same vein as above within the Middle 8, the concept of Super String Networks and Quantum Networks are detailed, which in essence see's the network invest substantially into the local communities towns and villages. This process will not start in any feverish way until a network resort is firmly established; however once it starts the construction department will be working flat out, generating more independent income and creating a greater demand for materials and supplies.

Construction	\$18,750,000		
Operations	\$3,750,000		
Staff	\$15,533,506		
Actual Operations	\$3,216,494		
Managing Director	\$305,176	1	\$305,176
Senior Directors	\$183,106	2	\$366,212
Building Economists	\$179,291	4	\$717,165
Logistics Specialists	\$179,291	4	\$717,165
Architects / Engineers	\$118,256	32	\$3,784,193
Site Managers (Master Builders)	\$118,256	32	\$3,784,193
Craftsmen	\$61,036	64	\$3,906,277
Spartan Contracts	\$30,518	64	\$1,953,125
		<b>203</b>	<b>\$15,533,506</b>

# Research & Development

The research and development departments will initially concentrate on pharmaceuticals, solar energy, building economic and logistics, improved agriculture, electronic cars, and the "Theoretical Sciences". As the network and number of resorts grow, new subjects will be championed.

The generous salary awarded to the Leading Scientist and Academic is indicative of building the team around the man.

As with the Sports Media division a \$2Million is levied to each research and development division destined for a dedicated "City of Science".

Further to funding comes the general idea that science budgets are seen in a similar way Western Governments treat defense budgets, in other words, if the scientists want more, if justified they will get more.

On top of fixed and discretionary budgets come "Special Projects" funded by POP1 investment and in general staff who may need to pay part of their profit share to such projects as part of the S-World UCS system called EEE points. A typical example being a staff member, who wishes to have many children, needs to pay for the ecological and recourse footprint, so a fixed figure is diverted from their profit share to a suitable Special Project, in this case one of:

"Rain Africa" which see's the Northern and Eastern deserts turned back to their pre Roman state of fertility.

"Under World" which see's the creation of underground woodland cities, or

"Mission Gliese" Which sees's man, woman, beast and many a plant heading to the star's and in so doing safeguarding earth's complexity.

Research & Development	\$12,500,000		
Operations	\$2,500,000		
Staff	\$8,835,938		
Actual Operations	\$3,664,063		
Leading Scientist	\$976,563	1	\$976,563
Leading Academic	\$976,563	1	\$976,563
Scientific Researchers	\$122,070	16	\$1,953,125
Academics	\$122,070	16	\$1,953,125
Spartan Contracts	\$30,518	32	\$976,563
City of Science	\$2,000,000		\$2,000,000
		66	\$8,835,938

## Nursing, Service & Doctoring

The Nursing / Service / Doctoring department is a dedicated teaching department, its initial aim to train the Nurses to staff the SURHs (Super University Resort Hospitals)

Nursing / Service / Doctoring	\$12,500,000		
Operations	\$2,500,000		
Staff	\$10,009,800		
Actual Operations	\$2,490,200		
Senior Director	\$244,141	1	\$244,141
Directors	\$122,071	4	\$488,283
Administrators	\$61,036	8	\$488,285
Doctors Teaching	\$244,141	4	\$976,564
Nurses Teaching	\$61,036	32	\$1,953,139
Service Teaching	\$61,036	32	\$1,953,139
Spartan Contracts	\$30,518	128	\$3,906,250
		<b>209</b>	<b>\$10,009,800</b>

## University & Operations Management

Desired to be on par with Fortune 500 companies the CEO is awarded \$2Million basic salary with profit share options increasing to \$8Million.

The Dean's salary at just under \$1Million is twice that of the Dean of Harvard, sending a strong message for all Universities to be academically likened to Ivy League schools, colleges and universities.

University & Operations Management	\$12,500,000		
Operations	\$2,500,000		
Staff	\$10,742,188		
Actual Operations	\$1,757,813		
CEO	\$1,953,125	1	\$1,953,125
Dene	\$976,563	1	\$976,563
Directors	\$488,281	4	\$1,953,125
Administrators	\$244,141	8	\$1,953,125
Teachers	\$122,070	16	\$1,953,125
Spartan Contracts	\$61,035	32	\$1,953,125
		<b>62</b>	<b>\$10,742,188</b>

## Summing Up

University & Operation Centre Staff	
Initial Investment over 4 years	
\$500,000,000	
\$125,500,000 per year	
\$100,000,000 Salaries	
\$25,000,000 Operations	\$15,625,000.00

Here are some employment statistics for the operation center and University employees paid for from stage 1 funding. The exact make-up of how the University will function as a teaching institution for all ages will be worked out at a later juncture; all staff have the opportunity to double their salaries in profit sharing once a resort has reached its profit target of \$1 Billion. (Expected between 2 and 3 years).

Actual numbers will increase with stage 2 funding and the increase due to POP1 Sports Media & Research funding, alongside corporate paid employees and S-World UCS professionals.

Spartan Contracts		640
Total Staff Contingent		1,440
Staff with Salaries over \$150,000		80
Staff with Salaries over \$400,000		10
Highest Staff Salary	\$1,953,125	1
Resorts in 2040	512	16
Total Staff in 2018	737,280	
Total Staff in 2040	11,796,480	
Staff with Salaries over \$150,000 in 2018		40,960
Staff with Salaries over \$400,000 in 2018		5,120
Staff with Salaries over \$150,000 in 2040		655,360
Staff with Salaries over \$400,000 in 2040		8,1920

**America Butterfly Question, AB5:** Discounting Class structures, assuming all professors and academics assist, has the case been made if student numbers are small the equivalent of an Ivy League education could be expected?

Definitely \_\_\_\_\_ Probably \_\_\_\_\_ Unlikely \_\_\_\_\_



# Super University Resort Hospitals “SURH’s”

*“The Theory of more than we know now”*

The first direct investment phase anticipates 5 resorts per state, then after a couple of years is followed by a second phase, creating catchment areas slightly larger than the Bahamas. As later presented in the BABY POP analyses by 2040 each resort will create a league of 16, thus creating a critical mass of 8,192 resorts and indeed hospitals, and it is this critical mass that enables the “American Butterfly” solution to absorb the US Medicare and Medicaid costs.

The “American Butterfly” medical solution is part of a global initiative, first on the addenda is pharmaceuticals and medicines. In the previous section we saw the research and development departments focusing on pharmaceutical and medicines research, these are destined to be patent free for all “SURH’s”, global Medicaid and Medicare equivalent programs, and all third world countries.

From the onset it is desired for current pharmaceutical companies to relax their patents for all above mentioned areas. In exchange they will have the rights to sell all new discoveries and advances to those that can afford it, plus they are offered of “easy industry” investments that on paper will in the long term generate more profit that they currently make. In general it is expected that as soon as one sees merit, the rest will follow; the wagons are currently circling around “Johnson & Johnson” who will lose all but two of their major income generating pharmaceutical patents by 2014.

With pharmaceuticals well considered one needs to concentrate on facilities, operations, medical technologies and staff. Facilities are constructed within the first investment phase and added to as the years go on, electricity is free and medical technologies will in time be created within the supplier butterfly structure; as such the main expense is staff.

Currently Medicare caters to around 40 Million retirees; this figure will double to 80 Million within 20 years, Medicaid largely deals with the unemployed and their children; this figure is not expected to rise, indeed due to “Spartan Contracts” it is expected to be reduced by half, as such in total 100 Million citizens need to be assisted.

In 2010, Medicare spending was \$453 billion & Medicaid \$290 billion, as such  $(453 \times 2 + 290 \times 2 =)$  \$1,050 trillion would be their 2030 annual liability. According to the USA debt clock, 25% of Medicare liabilities are for pharmaceuticals, thus after production costs \$200 billion can be scratched off, further many or most of the hospitals and doctors that treat Medicare Patients do so for profit, so working from a non-profit perspective a figure between \$700 and \$800 billion seems reasonable.

If we set a base annual figure of \$100 million per resort, we achieve \$819 million, on paper an adequate amount, should the US government see merit in offering payroll & income tax exemptions for employees working within the non-profit wings of the hospitals, more than enough.

Here we see a breakdown of staffing levels per "SURH" adequate for 16 bed nights per patient and a high staff to patient ratio, which thus far seems an improvement on the best current care.

Super University Resort Hospitals		Staff Quotas	
2036 Medicare Enrollment	80000000	Doctor Per Patient	25%
2036 Medicaid Enrolement	40000000	Total Doctors	133.7756849
Deduct Spartan Medicaid	20000000	Av Doctor Salary	\$213,623.47
Total Enrolement	100000000	Doctors Salaries	\$28,577,625.85
Max Bed Nights per patient	16	Auxiliary Staff Per Patient	100%
Total Beds Needed	4383562	Total Auxiliary	535.1027397
Resorts by 2036	8192	Av Auxiliary Salary	\$30,518.00
Beds needed per "SURH"	535	Auxiliary Staff Salary	\$16,330,265.41
Nurses Per Patient Ratio	150%	Administrators Per Patient	5%
Total Nurses	802.7	Total Administrators	26.75513699
Nurses Av Salary	\$45,776.79	Av Administrators Salary	\$152,588.31
Nurses Salaries	\$36,742,927.86	Administration Staff Salary	\$4,082,521.20
		TOTAL STAFF COSTS	\$85,733,340.33

Over time it is desired for most if not all hospital staff to have been trained via the "Spartan Contracts" method, as such besides doctoring, all will be trained to the level of skill one would be required to have as an employee in a 5-star luxury hotel. As with S-World, S-Web and the "per human experience" search engines there is little point copying an existing system if one does not desire to improve it.

Destined to be positioned well within the resort, if possible near a lake the hospital experience is well considered, as this generates two income streams, the first being the sale of villas and apartments attached to the "SURH". Second is income from private health care, with the Medicare problem not destined to be an issue for ten years or more. In the critical formative years the SURH's will for the best part act as luxurious private hospitals, generating a profit.

Finally, a word on the price tag of \$100 million: we are yet to fully examine the "POP" (Pressure of Profit) literature and spreadsheets. We do, however, over time the profits pour into the next sibling, as such their will come a time when all are generating over \$1 billion each year, of which currently (depending on the state) around \$350 million would be paid in corporate tax.

In pure capitalistic business terms, if one considers the SURHs simply as the carrot offered in exchange for corporate tax exemptions, then in the long term, it's an exceptional investment, effectively saving each resort \$250 Million each year.

**America Butterfly Question, AB5:** Given each resort can afford the \$100 Million, has the case been made that the combined 8192 resorts can cover the annual US Medicare & Medicaid bills?

Definitely \_\_\_\_\_ Probably \_\_\_\_\_ Unlikely \_\_\_\_\_

# Alternate Energies

*"The Theory of, a lot more than we know now"*

As presented earlier: "While fossil fuel dependence is rarely mentioned as an economic threat by the CBO and leading US economists, it is for all intents and purposes an equal or greater threat than medical liabilities. Initially as global usage increases so will its price, as the stocks start to deplete, its price will rise again, and when it's gone it's gone. Talk of nuclear fusion is a gamble, possibly even a dangerous gamble; the process of sustained large investment in solar and other alternate energy sources needs to start immediately."

On the 19<sup>th</sup> May 2012 President Obama cited high energy prices as a major problem in current economics, in theory a sustained large investment in solar and other alternate energy will lower current energy prices, as the supply and demand - "its going to run out someday"- factor would be reduced.

Besides the clear and present economic threat, fossil fuel usage is a grave ecological threat. Any initiative to solve one problem solves the other, and as such, this solution is presented as "a lot more than we know now". The solution, as with most solutions within "American Butterfly" is simply a matter of finance; with enough finance most goals can be reached.

Fortunately it appears investment in alternate energy is one of the most sensible long term investments any company could make. Currently Donald Trump and Apple are investing in Solar Arrays, suggested to become profitable within 9 years. Presumably that means if one invests \$1 million, in 9 years one will have made \$1 million from selling the power, which equates to an 8% annual interest rate. After which one could have paid for the facility and enjoy a revenue in the region of \$110,000 a year, which considering the only cost is maintenance would generate profit of around \$100,000 a year.

On the 17<sup>th</sup> of May 2012, Spain auctioned bonds for just over \$3.2 billion at an interest rate of 4.8%. With the Euro Zone on the brink of collapse and Spain the second most publicized troubled economy after Greece, which is seriously considering defaulting on all outstanding loans; it's far from a safe investment.

Why anyone would invest in a risky venture for 4.8% when one can invest in Solar Arrays and receive 8% or more is beyond me, especially as the US is currently offering tax exemptions.

Best estimates put the USA as using 2.4Trillion in Energy a year, split roughly into 4 sectors, with a further 7.6% exported

**Industrial usage at 28.2%**

**Transportation at 26.4%**

**Residential at 20.7%**

**Commercial at 17%**

Last year US power consumption fell, due to both increased efficiency and the slowing of the economy. As the "American Butterfly" solution is aimed at bolstering the US economy, one needs to allow for an increase in usage, as such an uninflated (at today's prices) figure has been estimated at \$4 trillion by 2040.

As illustrated earlier, the university research department will be applying a strong and sustained effort in alternate energies, in particular increasing the energy output of each solar panel. On average, every two years the number of chips that can fit in a microprocessor doubles. Given sustained research it is presumed within 12 years, the mass of minds will at the least have doubled energy efficiency.

If \$4Trillion is needed to power the US by 2040 and it currently takes nine years for a solar array to break even, \$36Trillion is needed. However this can be divided in half if the expected doubling of energy output goes into effect.

Thus \$18 trillion divided by 8,192 resorts leaves just under \$2 billion per resort; this figure is split over 16 years, making \$137 million per year. Furthermore, this figure is split in two, half being a BABY POP commitment, the second half covered by POP1. (BABY POP1 always starts after 4 years, POP1 is only enacted after a company is generating over \$1 billion a year.)

So a \$68.5 million Baby POP annual investment per resort added to a later equal "POP1" investment will provide all the USA's power eventually, provided efficiency can be doubled. In total, generating a \$4 trillion income to the network, most likely the single greatest industry income, although due to the "more money in people's pockets" economic stimulus initiative, the price will probably be reduced.

*(Retrospective Note: Renewable energy spending per network has now increased to over \$200 million per network per year, just in case the energy efficiency is not doubled)*

# Electric Cars

Without the popularization of electronic cars, the 26.4% transpiration petroleum usage will still be in effect. Three initiatives are currently being considered.

1. Subsidized cars: Within the BABY POP financial structure \$20 million per network is destined for the purchase of electronic cars. If in the first phase 16 manufacturers are chosen, each of whom can mass produce only one car, production costs become streamlined.

The initial 2018 guaranteed order would be \$320 million per manufacturer. For the sake of easy mathematics a target sales price of \$10,000 per car would require manufacturers to make the cars for \$6,000

At \$10,000 per car each resort will receive 2000 cars a year. Initially a car is given to each Spartan as a part of their salary package. After this, the remaining cars will be sold at a 50% discount to all employees of partner businesses, thus employees pay \$5,000 for their cars, 80% of the cost of manufacturing.

After 4 years, the car can be sold back to the manufacturer for 50% of purchase price being \$2,500, after which the manufacturers can schedule reconditioning and reselling. Netweek employees effectively pay only \$52 a month.

2. Glamorization. There is no logical reason why manufacturers can't make electronic cars look like their concept cars, or their fueled counterparts. The new Volvo C30 looks just like any other car in its class. Whenever possible each resort shall have its own racetrack, where inter resort competitions are held.
3. The biggest problem with electronic cars is the battery: in their weight, their charge and their lifespan. The Volvo travels for up to 93 Miles (150KM's) at speeds of up to 80 Miles (130KM's) an hour with a Torque of 220NM. However "National Harbor" based in Pala Alto (Silicon Valley) has recently created a vastly improved version that will be able to drive a car for 300 (482km's) Miles on a single charge, a charge that costs only \$10.

**America Butterfly Question, AB6:** Given each resort can afford the annual \$137 Million, (*now over \$200 million*) has the case been made that once all have completed their 16 year programs, the combined 8192 resorts can provide most of the USA's energy needs?

Definitely \_\_\_\_\_ Probably \_\_\_\_\_ Unlikely \_\_\_\_\_?

## “Location, Location, Location”

Location, location, location, the real estate agents' mantra: Identical homes can increase or decrease in value due to location, which is the number one rule in real estate, and it's often the most overlooked rule. The Epitome of Location, Location, Location: You can buy the right home in the wrong location and improve it, but you cannot move it.

About.com

What realtors say about residential real estate also applies to many small businesses: The three most important considerations are location, location, location. Location is especially important for businesses in the retail and hospitality trades because they rely a great deal on visibility and exposure to their target markets.

Entrepreneur.com

“The value of a property, will rise and fall, due to its Location”

American Butterfly  
*The Theory of Every Business*

Chapter 4

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“The Locations Butterfly”

Page 56: Location, Location, Location

Page 59: The Locations Butterfly



## “Location, Location, Location”

By the time we have factored in the \$2Billion initial investment from large and small businesses plus overpay for companies which cannot project a 40% return by 2018, and added the initial \$1Billion reinvestment the total investment will be in the region of \$3.5Billion

From this, \$500Million for university operations is deducted, along with roughly the same for building and equipping the university, hospital, sports village and other municipal buildings. Added to this is investment money that goes directly to industry. For example, the energy companies that invest will own the solar arrays they purchased or manufactured.

All told, a figure in the region of \$2Billion will be left, if there is money over, the initial reinvestment will be less, if under the reinvestment will be more, so making an even \$2Billion.

As an example, at a cost of \$100Million a suitable 9 square mile mixed usage plot of land has been identified in Orlando, Florida. Half the land is preserved for nature, added to this roads, mandatory buildings, and car parks need to be accounted for, then the remaining land value is approximately \$50,000 an acre, which may sound inexpensive, as in general like for like developed land in Orlando costs around \$800,000 an acre.

However, budgeting estimates need to allow for infrastructure (roads, plumbing, cycle paths, bridges, CCTV cameras, etc). Infrastructure costs are in the range of \$600Million for the first 4-year phase. Thus the effective land price is \$650,000 an acre, leaving \$1,35 Billion for building homes, malls, retail areas and attractions

Currently in Florida, the average land value as a portion of property value is equal to 30% of the value of the home, therefore the above land + infrastructure costs vs. home construction costs seem as they should be. It is worth noting in strong economic areas such as Washington DC the land value is closer to 75% of the home.

Despite the recent failed property development in Spain and Ireland the reasons for which are unique to their own economies, property developments are still being built all over the world including the USA. If they did not make profit they would not build them, therefore it is reasonable to assume if one spends \$2Billion on a property development one would logically anticipate breaking even. That will be our starting point: a new property development expected to make neither profit nor loss.

Before moving on to “Locations Butterfly”, an important factor needs to be pointed out, which effectively means the resort development is economically sound.

This point will be framed within a question so as to evoke reasoning:

## Have you ever heard of a real estate or resort development, which did not rely on selling houses?

The properties are owned by the companies that invest, long term capital asset investments which are effectively a bonus to the trading rights, shared future technologies, branding and in general not wishing to fall behind.

Two-thirds of the villas are either lived in by their new owners or placed within a subsidized rental pool, and the balance sold at cost to those on "Spartan Contracts." This does not mean people can't buy homes, if there is a demand more will be built, and profited from, but said profits are not an integral factor to success just a bonus, thus if the resort does not sell a single home, it will still be a financial success.

## Welcome to the interactive "Locations Butterfly"

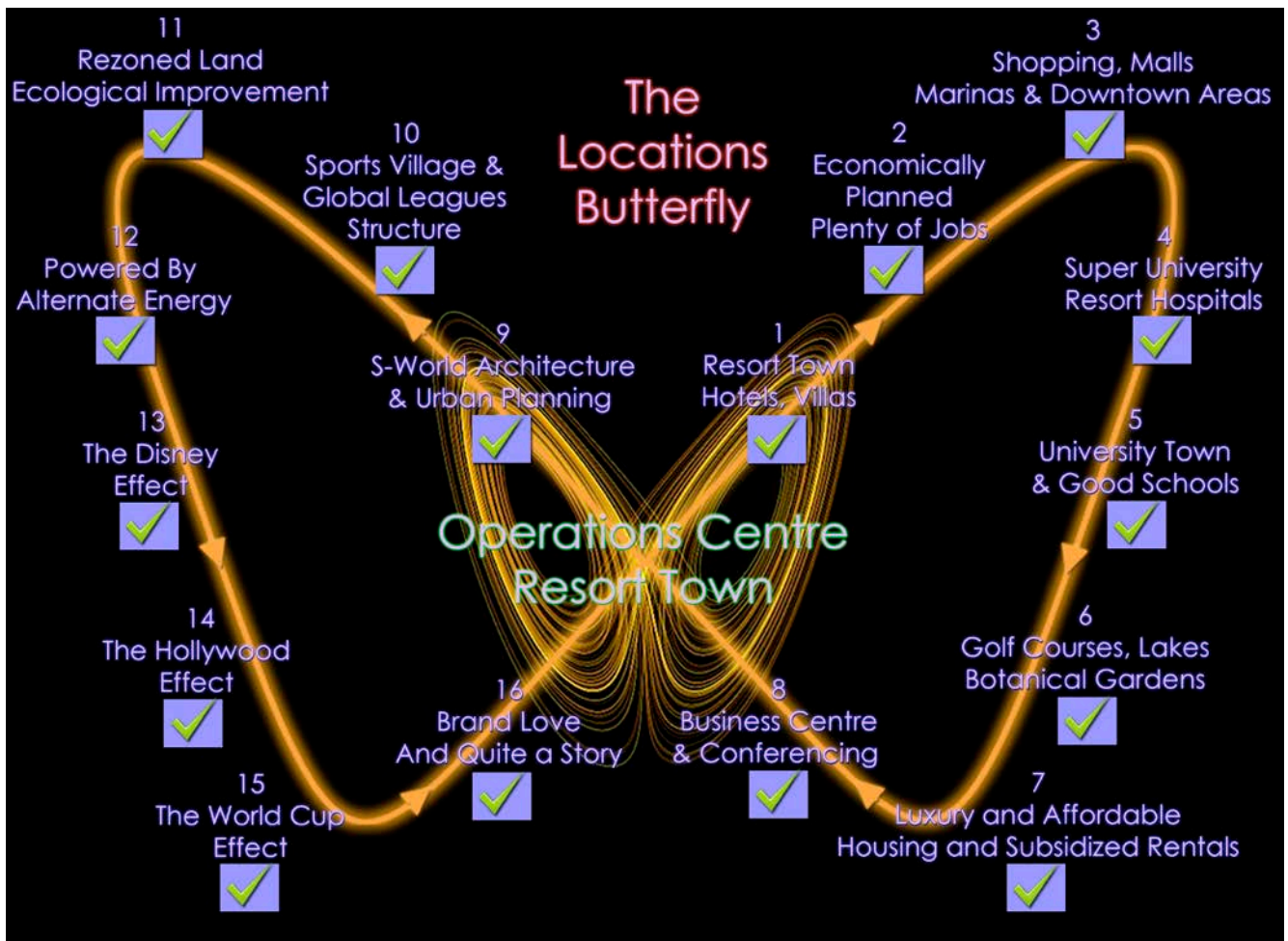
Once again we see our "butterfly effect" circular events model, with 16 more boxes to be filled in. This time it's a simpler exercise as there is no need for a spreadsheet. An explanation of each field is presented alongside the percentage figure indicating an increase in citizens' desirability to live, work, or vacation at the resort, as before a "Higher", "Ok "or "Lower" text field is presented, as before if in disagreement be it higher or lower it is preferred if an alternate estimate is in-putted as opposed to a tick or yes.

In general the Locations Butterfly adds up to 120%, so making a property worth over double its value due to its position. Some questions are more specific to residential tastes; some more specific to attracting local residents to shop and visit.

All combine to make the total as both are as relevant as each other.

Please consider not all location exercises may appeal to all people, and appreciate the resort will be carefully designed so entertainment areas are far away from retreat areas.

## “The Locations Butterfly”



**LB1. Resort Towns:** Having spent 10 years in one of the most beautiful resort towns on earth despite overwhelming literature suggesting economic factors are the biggest factor in “Location, Location, Location”, I put good vibes, beautiful scenery, and fun things to do as my #No1.

From Orlando to Fargo, resorts will be specifically planned as resorts, making the most of natural features and re-constructing geography's where necessary, planting palm tree's a plenty. Including high quality affordable hotels alongside “One and Only” equivalent 6 star luxury hotels, resorts within resorts, continually attracting tourism and local visitors keeping the holiday adrenaline persistently surging.

Location desirability increased by 10%: Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**LB2. Economically Planned, Plenty of Jobs:** Holiday atmosphere and fun vibes aside, most literature suggests the overriding factor in the desirability of a location is a practical one, simply the availability of good jobs. The “American Butterfly” solution starts with five resorts per state partnering with 4,096 businesses each. The University and Operation center generates around 1,500 jobs, the hospital facilities creating a further 1,500 and municipality a few hundred more. Partner businesses trading within the resort will generate a further 4000, resulting in altogether over 7,000 jobs per resort town, including profit share. Over the long haul over 50Million jobs will be created.

Location desirability increased by 15%: Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**LB3. Shopping Malls, Marinas & Downtown Areas:** They don't call them "Mall Rats" for nothing, whether "they" are teenagers or grandmas. Shopping Malls and Marina Developments are in themselves attractions. Downtown areas full of life are also desired, for resort and university workers to unwind and tourists and residents to be entertained. Sophisticated subsidized coach systems will ferry people to and from local towns to increase habitual use and alleviate drunk driving.

Location desirability increased by 5%: Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**LB4. Super University Resort Hospitals:** There are big plans not only to assist with US medical liabilities, but to make the hospital experience as pleasurable as possible, with all medical personnel and auxiliaries having been trained in 5-star services.

Further the desire to position the hospitals well, and design their architecture as close as is practical to resort hotels. This initiative also includes the sale of hundreds of private luxury medi-villas and apartments attached to and serviced by the hospitals. Senior and retirement housing sections could also be an added attraction.

Location desirability increased by 5%: Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**LB5. University Towns & Good Schools:** If a University and good schooling in a town adds prestige. A University town staffed to and above Ivy league schools' standards adds significant prestige.

Location desirability increased by 5%: Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**LB6. Golf Courses, lakes & Botanical Gardens:** It costs \$20Million plus land to build a world class golf course, in resorts where land is plentiful a number will be constructed, where land is scarce, just the one.

Wherever possible locations will be chosen with access to a river from which large man-made sandy beaches bordering on lakes will be created, near which the resort will be centered.

As the general desire is to use land that is not forested, nature will need to be reintroduced; if one is to reintroduce nature, it makes sense to do so in botanical fashion.

Location desirability increased by 10%: Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**LB7. Luxury and Affordable Housing and Subsidized rentals:** With the exception of the medi-villas, private estates and golf estates, as resort profitability comes from the suppliers and the university lead constructing company, there are effectively no developer costs. If there is an obvious demand, one can quite happily build and sell houses without a developer mark-up, effectively making them half the price of similar houses in the local area.

It will however be up to the individual resorts to set prices, if the demand is there and prices rise. The "Location, Location, Location" factor will already be in effect, which will be the case for initial resorts. With the advent of the 14<sup>th</sup> and 15<sup>th</sup> resorts when the story is older news, and is an advantageous move, the ability to sell houses at half their comparable local value is very useful.

To bolster the sales market, most of the properties initially created for investors if not lived in personally or by staff will go into a rental pool for around eight years, where rents will be at 75% of other comparable rents in the area, making resort employees' salaries stretch farther, which indeed has a retail advantage for the shops.

Location desirability increased by 10%: Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**LB8. Business Center, Exhibition Hall & Conferencing:** Business Travel is a \$200Billion a year industry in the US, after "American Butterfly" is enacted, most talk of business in the US will be about S-World & Businessbook. Therefore, plush business centers with large conferencing area and exhibition halls are mandatory projects. Within the exhibition center a permanent hall for all construction supplier companies will be built.

Location desirability increased by 5%: Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**LB9. S-World Architecture & Urban Planning:** S-World 3D Virtual world offers the ability for anyone to simply design their own house and furnish it, or choose from thousands of designs and make adjustments until it's as perfect as can be depicted.

As for the City design, maybe not for the first set of resorts, but certainly for the second, a global competition would be conducted within the S-World platform, with competing individuals and teams presenting the best, most spectacular resort designs. With tens of millions in prize money for the winning designs, it's far more than just a game and would be featured for several months in leading print resources.

Location desirability increased by 5%: Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**LB10. Sports Village & Global Leagues Structures:** The sports village has been placed inside the mandatory buildings contingency alongside the university, hospital and business center. It is not a commercial operation, it is free for all, indeed if one is on a "Spartan Contract", usage is mandatory, and if one is working for and company within the network, usage increases EEE points (to be detailed later)

Further to this the POP \$100 Million economic stimulus per year offered in resort credits, sees competitions and leagues spread out into the local community. With 8 sports championed, offering prize money for all that enter, not specific to the best of the best, each sports league will have 10 subsections, first split 50/50 for women and men then: Under 21's, Any Age, 35 to 50, Over 50 and over 25% body fat ratio. All told, within the catchment area, every person could be playing semi-pro sport. However as the majority of prize money is paid per game in resort credits, all are continually week by week incentivized to visit their local resort to spend their credits.

Quick note: Due to the Quantum Scoring profit vs. revenue system, the \$100 Million in network credits offered to the local community immediately sees around \$55 Million in direct profit alongside \$25 Million in taxes for federal and local governments. Alongside this, comes additional revenue spent in resorts via competitors on their visits, advertising and sponsorship revenue, a colossal saving in long term medical bills,

excellent PR and branding for each resort, improved teamwork, mental skills, and alertness for staff and locals alike. All told, the sports prize initiative becomes a network profit centre.

The various community sports leagues become feeder leagues for professional sports persons on Spartan or other network contracts. From the outset of American Butterfly, or as named then "The Spartan Theory" before the concepts of Chaos Science, POP and compatible finite mathematics, the network make-up was already numerically defined within a knockout league structure. Originally inspired for the "FIFA Global League", concept, a concept they greatly covert. The number set, particularly "16," was specific to the teams in a league playing 30 league matches a year, and still having enough of a break for a knockout competition every odd year.

All resort network leagues will be sub leagues for global leagues, thus giving all global citizens a fair chance at sporting success. If they play well in their community leagues, they will be recruited to the individual network leagues, from which even in the lowest division substantial prize money is offered. For instance, if one was to win the bottom division network league cycling league, one would win far more than the winner of The Tour De France. If one were to win at Golf, they would win more that the winning of the US Open, if one were to win the Tennis, one wins more than Wimbledon. I appreciate this may sound too good to be true, but I can assure you it is easily within budget.

If one gets oneself to higher divisions, say for instance one of the two Central and North American continental network premier divisions, the winning team would win more than the winners of the World Cup and The English Premier League combined, and once one plays for the Global league the prize money starts to get ridiculous.

From these events and for all professional leagues advertising revenue will be substantial, however of equal benefit will be support for one's local network and visitation to the network to watch events.

Please note prize money will always be equal for men and women.

Location desirability increased by 10%: Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**LB11. Rezoned Land for an Ecological Improvement:** While the rezoning of farmland offers a price advantage, the money saved will be used to buy forests due for clearing in developing nations, to be named Sienna's forests and forever preserved.

Research so far has seen all residentially-zoned land abundant with trees, many of which would need to be felled. In an Ecological Economy the felling of many trees is unacceptable, indeed a "not a single tree down" policy is desired. Farmland is already an artificial eco-system, crops giving out little oxygen. The make-up of each resort must primarily express respecting nature, indeed benefiting from its presence, and will in all cases create a carbon footprint improvement.

The main factor however, comes simply from having a larger choice of locations in the first place.

Location desirability increased by 5%: Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**LB12. Powered by Alternate Energy:** The initial investment process projects Oil and Energy companies granted the opportunity to produce Solar Arrays via the suppliers' business model. By 2018 the resorts are desired to be powered exclusively by green energy, with excess energy produced for their local grid. Power will be without cost for mandatory buildings such as the SURH's.

Location desirability increased by 10%: Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**LB13. The Disney Effect:** As resorts are desired to be a place of fun, theme parks will of course be created. However, the "Disney Effect" is an initiative to provide extensive child care facilitates: Crèches, Montessori Schools, and in general good schools for all children.

The formative years of children shape their entire lives, plus mothers and fathers need the flexibility and trust of quality timeless (open 6am to 10pm) schooling and care centers to be able to work efficiently.

Another strong advantage is attracting families to vacation in the resorts

Location desirability increased by 5%: Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**LB14. The Hollywood Effect:** At over \$31 Million in funding per year, the dedicated Sports Film and Advertising departments receive the second highest annual budget of all university operations, employing over 350 staff, with two thirds allocated to film and advertising. A glamorous division attracting glamorous people to the resort and whilst this may mean little to some, fickle or not, celebrity and glamour is a pull for many.

The POP1 media budget will see around \$50 Million a year in additional filming budgets where all business products are photographed and filmed for their websites and S-World virtual shops. Alongside this, documentaries, "Smart Adds" (Ad's that are entertaining and subtle) and, if appropriate, even reality TV shows will be created for, or around, businesses.

Within each resort, a designated area entitled "Little Hollywood" will be built, suitably distanced from all residential areas. "Little Hollywood" will be for all intents and purposes, a resort within a resort, with shops and entertainment venues operating as usual. However filming takes priority. An example would be a Mercedes dealership, where if the street is being used for filming, the dealership could be inconvenienced as it may not be able to take a client for a test drive, but on the other hand, Mercedes will continually see their logo and the dealership in films and series.

Little Hollywood will also have a large film studio and campus alongside a variety of unique outdoor scenes, which can be used by all networks, alongside a downtown area. For many in the local community, particularly the 20 and 30 something's, the little Hollywood resorts within resorts will be the place to be. Little Hollywood's also becomes a significant tourism attraction.

Lastly, of course, comes a large variety of local TV channels, including all sports leagues, often featuring friends, sons, daughters and grandchildren of people within the local community, a continuous advert for the local resort and the wider network.



Location desirability increased by 10%: Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**LB15. The World Cup Draw Effect:** With the first of two initial phases expecting five resorts planned per US State, each within an area nearly three times the size of Jamaica, the benefits to the local community of the first phase of resort networks being situated close by, are substantial as local property values will rise, alongside which, the billions of dollars pumped into the local community will see an economic improvement to the local area in general. All attractions included, most will enjoy the entertainment value of having a new environment to visit.

The actual positioning of resorts will be initially decided upon via the S-World UCS simulation, with many originally planned and virtually built, being refined down to a choice of four, after which a State by State, Weekend on Weekend stadium event and a "World Cup" style-draw will be held to decide the final location.

The general interest in the S-World UCS process and the following draw, assisted greatly by the local, state and national PR machines raising awareness of the resort's existence and location, such awareness in comparison to other developments, increases the amount of people who consider visiting and purchasing property.

Location desirability increased by 5%: Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

**LB16. Brand Love and Quite a Story:** In a similar fashion to "The World Cup Draw Effect", the "American Butterfly" story will in general be big news. Immediate economic benefits appreciating alongside the long term economic benefits, in particular, securing Medicaid and Medicare for all and so protecting all US pensions. Then, of course there are the ecological and philanthropic endeavors.

Location desirability increased by 5%: Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

Total increase in value of property due to increased desirability initiatives: +120%

**America Butterfly Question, AB7:** Has the case been made that the various location factors will enhance the location desirability by at least 100%

Location desirability increased by 10%: Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

On a final note, it needs to be noted since the beginning of the financial crisis in affluent areas, house sales profits have fallen by 40%. If and when the financial crisis ends, which after all is the object of this exercise, real estate should return to 2006 prices. In such an event including location factors, if you are in agreement that the various location enhancing exercises as presented in the Locations Butterfly are equal to 100% including the return of economic growth a \$1,000,000 investment could well return \$3,400,000



American Butterfly  
*The Theory of Every Business*

Chapter 5

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“Economic Stimulus & Investment”

Page 65: Economic Stimulus and Investment

Page 70: Phase one Investment

# Economic Stimulus & Investment

## Resort Network Licenses (RNL's)

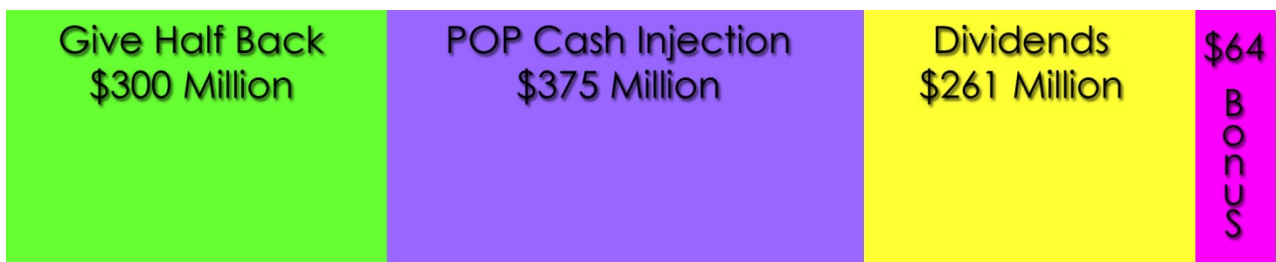
*(Retrospective Note: With the creation of the RES $\Rightarrow$  equation and further development of Economic Stimulus, some of the following has now been super-ceded, it is, however interesting to see the initial development of "Economic Stimulus.")*

In general, with the exception of companies that offer significant PR, ecological, or philanthropic value, companies that wish to invest in the first phase, resort networks are required to present a business plan that suggests their 2018 profits will equal over 40% of the cost of their investment. If we go back to "The Window Factory" we see a \$2,500,000 investment returning \$2,450,000 a 98% profit.

Of course the "The Window Factory" has its growth artificially stimulated by the guaranteed orders from the various sibling resorts. Within the "Economic Stimulus" in a similar fashion, stimulated growth becomes available for other retail and manufacturing industries.

To understand this process we need to look at the dividends and staff bonus structure, and appreciate that in 2018 there will be over half a million companies operating within the network, making and selling goods from bananas to super yachts, structuring dividends and bonuses around network credits, as opposed to hard cash.

Below we see a graphic that demonstrates how the initial \$1Billion in profit within a year is spent.



**Give Half Back (GHB)** is the money that pays for the university, operations centre, solar arrays, medical liabilities, subsidized electronic cars, super computers and contingency items. **POP** Cash Injection is the collective company's investment into the next sibling resort. **Dividends** are network credits given to network companies and **bonuses** are network credits given to university and operation center staff.

However the "GHB" cost returns a profit of \$150 Million which is used to increase the POP Cash injection, alongside which, profit share for all network companies staff is paid in network credits, bolstering staff bonuses by about \$100 Million. As both dividends and bonuses are paid in network credits, both are economic stimulus and equal \$425 Million. So the actual model looks like this.



So for each \$1,000,000 in profit a network company generates, they receive \$261,000 in network credits, and see \$525,000 invested into the construction of the next resort, which, due to the “locations butterfly” has the potential to return a \$1,800,000 capital asset. In addition, the company has the right to set up a business in the next resort, so creating an additional income stream.

Each succeeding year, \$425 Million is spent on a continuous stimulation in the resort network, in so doing protecting the system that generates the profit in the first place, continually stimulating the economy, in a similar manner to rain falling, drying, and evaporating up into the skies, only to form clouds and rain again. One is not sure exactly where the rain will fall, but as night follows day, it will.

It is this network economic stimulus that gives retail stores and their suppliers an edge over companies outside the network. Unlike the window factories “suppliers’ butterfly” it is not a guaranteed order system as those who receive network credits can spend them where they choose, albeit many contingencies to encourage an even spread will be in place.

If we consider within a resort there may be 250 retail and entertainment venues, who, on average, initially invest \$1,000,000, if half of the available network credits were spent within these stores, each store will see an additional \$850,000 in revenue. If a store works on a 50% mark-up after sales tax, their turnover will be increased by \$255,000. As this extra revenue is paid on top of existing revenue and operational costs, the majority will be pure profit; so on average 65% of each retail company’s 40% RCL profit target is generated by the economic stimulus initiative. Furthermore, 70% of the economic stimulus money goes to the retail company’s suppliers, as such the network credits system continually breathes a breath of life throughout the resort networks economies.

On average standard businesses make between 7.5% and 15% profit after tax, the spreadsheet below presents high, medium and low resort network advantages. There are many variations to this model, for instance, a retail business may currently be making 20% annual loss whilst paying 40% of its turnover in rent, removing the cost of rent dictates 20% profit, to which additional benefits are added.

	Manufacturing	Low	Med	High	Retail & Entertainment	Low	Med	High
1	Current Profits	0%	15%	25%	Current Profits	5%	15%	25%
2	Accounting & Regulations	5%	10%	15%	Accounting & Regulations	5%	10%	15%
3	Advertising	5%	10%	15%	Advertising	5%	10%	15%
4	No Rent	0%	10%	20%	No Rent	0%	25%	40%
5	Controlled Competitiveness	15%	25%	40%	Controlled Competitiveness	10%	20%	30%
6	Stimulus	15%	25%	35%	Stimulus	15%	25%	35%
7	Facebook Orders	Bonus	Bonus	Bonus				
8	S-World Orders	Bonus	Bonus	Bonus				
		40%	95%	150%		40%	105%	160%

1. **Current Profits:** A company's general profitability, before network benefits.
2. **Accounting & Regulations:** Saving costs on financial staff, accountants and auditors. Elimination of human error and fraud. Improved financial reporting. A decrease in regulatory costs.
3. **Advertising & Media:** Increased effectiveness due to the operations centre's media and advertising departments
4. **No Rent:** Illustrates the saving of rent as retail, entertainment and office based operations receive retail or office space in exchange for their initial investment.
5. **Controlled Competitiveness:** From Thai Restaurants to Electronic Goods Stores, with the exception of Apparel, (clothing) in general a maximum of two competing retail outfits will be chosen per retail space.
6. **Economic Stimulus:** Dividends and profit share being returned as network credits.
7. **Facebook:** The combined sales orders from Facebook e-commerce, concierge and stores.
8. **S-World:** The combined sales orders from S-World e-commerce, concierge and stores.

All in all, it would seem difficult for any company to generate a profit margin of less than 40% of its initial investment value. However, if after crunching the numbers a lower forecast is predicted, the practice known as RCL Overpay is enacted.

**RCL Overpay:** is for companies unable to present a business plan that will generate a 40% return on their initial investment by 2018.

For example in a retail store, if the cost of purchasing a shop in a mall and out-fitting is \$1,000,000, but 2018 returns are only estimated at \$300,000, this suggests a 30% RCL profit return. To compensate, their companies RCL value will be lowered to \$750,000, in as much as that figure generates a 40% return.

Our retail company will have paid \$1,000,000 and received \$750,000 of cost price retail property with an assumed value of \$1,500,000, possibly rising to \$2,550,000 on return of US economic growth. As a safeguard to overestimates, should a company underperform without due reason, their RCL value will be adjusted down. However should this happen, assuming the company offers an adequate service or produces adequate goods, there are various measures that can be taken to bolster the company's future sales, such as increased attention from the operation centre, an increase in Economic Stimulus, increases in orders from other Network companies, increasing their higher EEE score, and so on, and so on.

**Energy RCL's:** Initially, energy would seem the most expensive type of RCL, however in the long term alongside Facebook Gifts, and S-World, it will be one of the most profitable.

Currently energy sees an 11% return from solar arrays, an investing company would need to pay 3.7 times the price of a standard RCL. However, the model for companies who wish to invest is not to buy solar arrays, rather to develop the solar array "Suppliers Butterfly" in the same fashion as "The Window Factory" (the initial investor taking exclusive tenders for all sibling resorts). With over \$1 Billion in orders from each of the 15 sibling resorts, the profits will be substantial; in addition they receive a management fee from the power generated.

To sum up, in 2018 each of the first phase Mother Networks are desired to generate a 40% (\$800 Million) annual return from its initial \$2Billion flat rate RCL investment. We have seen the construction supplier's model forecasting a 98% return, a 40% to 150% forecast for other suppliers and a 40% to 160% forecast for retail and entertainment.

Please note, these figures do not include orders for products from the various e-commerce platforms, which are expected to deliver substantial orders. The next chapter illustrates Facebook generating a 2018 ROI of 3500%.

Added to this, within the follow up American Butterfly Books the stage is continually being prepared for figures showing significant profits made from the combined technology, media and device manufacturers.

**America Butterfly Question, AB8:** Has the case been made that technically the minimum any resort network can collectively make in 2018 is a 40% profit margin. Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

# Phase 1 Investment:

*(Retrospective Note: due to the RES equation and American Butterfly part 4, the following has now been enhanced)*

Below we see a “starter point” from which to consider the distribution of first phase investment options. A second phase is set after two years later, after which there will be no more options to invest into a US Mother (Anchor) Network.

Investment is split into five groups: Essential Partners, Big Business, Small Business, Governmental Investment and Foreign Businesses.

## 1. Essential Partners

	Company Type	Companies in Sector	Split	Total RNL Investment Cost	RNL Cost Per Resort	Companies Per Resort	RNL Cost Per Company	5 Year RCL Profit Target
	<b>Essential Partners</b>			<b>\$512,000,000,000</b>	<b>256</b>			<b>40%</b>
1	Facebook	1	1.000%	\$5,120,000,000	\$20,000,000	1	\$20,000,000	\$8,000,000
2	Microsoft & Apple	2	1.563%	\$8,000,000,000	\$31,250,000	2	\$15,625,000	\$6,250,000
2	Big Technology	13	6.250%	\$32,000,000,000	\$125,000,000	5	\$25,000,000	\$10,000,000
3	Technology	90000	3.125%	\$16,000,000,000	\$62,500,000	64	\$976,563	\$390,625
4	Devise Manufacturers	32	3.125%	\$16,000,000,000	\$62,500,000	8	\$7,812,500	\$3,125,000
6	Big Media & Film	16	3.125%	\$16,000,000,000	\$62,500,000	1	\$62,500,000	\$25,000,000
7	Media & Film	50000	1.563%	\$8,000,000,000	\$31,250,000	64	\$488,281	\$195,313
8	BIG Pharmaceutical	8	3.125%	\$16,000,000,000	\$62,500,000	4	\$15,625,000	\$6,250,000
9	Pharm. + Medical	50000	1.563%	\$8,000,000,000	\$31,250,000	32	\$976,563	\$390,625
			<b>24.438%</b>	<b>\$125,120,000,000</b>		<b>145</b>		

To create maximum effectiveness for the various S-World software products and initiatives, the products need to be owned collectively by

1. The companies that control information technology.
2. The technology companies who will assist with the software design.
3. Essential patent holders.
4. Device manufacturers, in particular television manufactures as Smart TV's which are expected to gain an ever increasing share of on line sales.
5. Creative and administrative Media companies (broadcasters and film makers)

Its early days within this proposal to imagine the scale of S-World commerce; indeed, two more books are yet to be written before any detailed forecasts are offered. However, if one considers everything that could possibly be sold on line over the next century, and halve it, this is the ambition.

The mechanics would work something like this: In Travel for instance, a client purchases a family holiday for \$4,000, whereby usually the travel agency would take 20% with their sales agent taking 3%. Instead the sales agent is independent and takes 10% whilst the system (S-World) takes 10% (\$400) which it splits between the essential partners.

For instance, if one was on a Dell PC, on a Windows Operating System, using Facebook then Dell, Microsoft, and Facebook may receive \$200. Alongside this, the companies that created and continue to create the software and applications receive the other \$200.

In basic E-Commerce a 50% mark-up is more common, but the price of goods lowers. This time, if a client is reminded to buy a \$150 gift whilst watching "SKY News" on a Sony Smart TV, then Sky and Sony may share \$25. Alongside this the companies that created and continue to create the software and applications receive the other \$25.

The same applies to search engines, or for that matter any possible way one could buy anything via the internet. The point is that all essential partners see the revenue from S-World as substantial, in many cases more than they would currently receive.

And so adding the "it's the right thing to do for the planet" and the "it's the right thing to do for the consumer" (due to the per human results search engine), I hope one can see from the affiliate marketing alone, before we even have a product, it easily has the potential to be the market number 1.

In ten years time, if we consider half of GDP was sold on line, where S-World essential partners had a 50% market share. using today's GDP of \$70 Trillion /4= \$17.5 Trillion working on a 25% mark-up, we arrive at a figure of \$4.4 Trillion, most of which would be profit generating, at worst creating \$3 Trillion in profit.

Essential Partners investment in phase one equals \$125 Billion, there is the second US phase and the six global phases tallying up \$1 Trillion, returning \$3Trillion a year working at our current recession GDP figures, so making the target ROI for Essential Partners 300% per year.

This is before we consider the economic advantages as provided by the network, in particular the Economic Stimulus, the RES equation and the general desire to get the world spending again, as such when one needs to consider not necessarily taking a 50% market share in global E-Commerce, rather a 20% market share of what is already available, but a 30% increase due to new spending and stimulus methods, so the actual potential profitability is far higher.

There are many variations to fully explore. Looking at more specific plans the Facebook example within the following chapter offers a more detailed individual journey, for further analysis and consideration.

It is often best to consider the Network as not necessarily taking market share of GDP, rather taking a little and increasing it as a whole.

**If you can't beat em, join em!**

Does the world need another 8,192 TV and device manufacturers? Probably not, But with over 850,000 people per 4 network catchment zone, many receiving network credits, allowing one device manufacturer per 4 networks to set up shop, is not overly saturating. The essential partners will be given such options, allowed to cherry pick any S-World researched technology, be it digital or manufacturing. With such competition, advancement will accelerate creating many new niche brands, some great ideas and new products. All Mother Networks will have the option/licence to become a device manufacturer. Adding new competitors to the market can only increase market share.

**Medical Companies:** The pharmaceutical companies have been included, in exchange for relaxing patents on pharmaceuticals to those that can't afford them. In some, or all cases the companies may completely submerge themselves within the network with share holders receiving network credits instead of cash.

## 2. Big Businesses

	Company Type	Companies in Sector	Split	Total RNL Investment Cost	RNL Cost Per Resort	Companies Per Resort	RNL Cost Per Company	5 Year RCL Profit Target
	<b>Big Businesses</b>							
7	BIG Finance	16	1.563%	\$8,000,000,000	\$31,250,000	8	\$3,906,250	\$1,562,500
8	Finance	915000	1.563%	\$8,000,000,000	\$31,250,000	32	\$976,563	\$390,625
9	BIG Energy and Oil	16	1.563%	\$8,000,000,000	\$31,250,000	1	\$31,250,000	\$12,500,000
10	BIG Transport & Auto	32	1.563%	\$8,000,000,000	\$31,250,000	1	\$31,250,000	\$12,500,000
11	Building / Land	2200000	2.500%	\$12,800,000,000	\$50,000,000	64	\$781,250	\$312,500
12	Agriculture	2100000	1.563%	\$8,000,000,000	\$31,250,000	128	\$244,141	\$97,656
13	Top 100	100	1.563%	\$8,000,000,000	\$31,250,000	32	\$976,563	\$390,625
14	Top 200	100	0.781%	\$4,000,000,000	\$15,625,000	32	\$488,281	\$195,313
15	Top 300	100	0.781%	\$4,000,000,000	\$15,625,000	16	\$976,563	\$390,625
16	Top 400	100	0.781%	\$4,000,000,000	\$15,625,000	16	\$976,563	\$390,625
17	Top 500	100	0.781%	\$4,000,000,000	\$15,625,000	16	\$976,563	\$390,625
18	Big Businesses	18000	3.500%	\$17,920,000,000	\$70,000,000	256	\$273,438	\$109,375
		5423620	18.50%	\$94,720,000,000		920		

With a maximum of \$95 Billion in investment options, for a sector that is sitting on over \$2 Trillion in cash, most companies will struggle to gain investment options.

This poses a problem of sorts as one does not desire 95% of big businesses to prefer the network was not in existence. To combat this, the idea that should business use the financial software and follow the rules that allow for the  $M \leftrightarrow B^{st}$  and the  $RES \leftrightarrow$  equation to boost the economy and remove chaotic factors, general integration into the network as suppliers will take place over time.



### 3. Small Businesses

	Company Type	Companies in Sector	Split	Total RNL Investment Cost	RNL Cost Per Resort	Companies Per Resort	RNL Cost Per Company	5 Year RCL Profit Target
	<b>Small Businesses</b>							
19	Local 100 - 500	65000	3.125%	\$16,000,000,000	\$62,500,000	32	\$1,953,125	\$781,250
20	Local 50 - 100	175000	5.000%	\$25,600,000,000	\$100,000,000	64	\$1,562,500	\$625,000
21	Local Under 50	400000	8.000%	\$40,960,000,000	\$160,000,000	128	\$1,250,000	\$500,000
22	Franchises	1000	1.500%	\$7,680,000,000	\$30,000,000	64	\$468,750	\$187,500
23	Local Under 10	4000000	10.00%	\$51,200,000,000	\$200,000,000	256	\$781,250	\$312,500
21	Local Solo	15000000	9.438%	\$48,320,000,000	\$188,750,000	294	\$642,007	\$256,803
		19641000	37.063%	\$189,760,000,000		838		

Small businesses have twice the investment options that big businesses have, given the software and advantages as presented in their “Suppliers Butterfly” the many small business, with owners not managers running the day to day goings on, will be far more reliable and enthusiastic than their compartmentalized big business counterparts.

It is far easier to get a small business to create a high profit vs. revenue efficiency than it is for a large business.

In general after the Mother Network is created, when it comes to creating its babies, the 50% of investment that will be required, will come from small businesses within the local catchment area of the new Resort Network.

### 4. Governmental

	Company Type	Companies in Sector	Split	Total RNL Investment Cost	RNL Cost Per Resort	Companies Per Resort	RNL Cost Per Company	5 Year RCL Profit Target
	<b>Governmental</b>							
22	USA Gov	1	5.000%	\$25,600,000,000	\$100,000,000	32	\$3,125,000	\$1,250,000

The governmental allocation was considered, initially simply as a measure for the US government to raise extra funds. However two initiatives have since been considered.

Firstly, in the case of “Spartan Contracts,” which require a property built at cost to be part of the package, getting the “have not’s” on the property ladder, which will have a big social impact. The government could use their allocation to further accelerate this process.

Secondly, in the case of infrastructure, the one aspect lacking from the long term American Butterfly plan, is infrastructure between the new resort networks, railways and highways. Using some of the extra tax income that will become available from the networks to build this infrastructure, assists the network, creates more jobs, increased GDP and in general modernizes America. So it is considered that the USA Government could use there share options to create infrastructure companies within the network, then give their own companies the tenders.

## 5. International Businesses

	Company Type	Companies in Sector	Split	Total RNL Investment Cost	RNL Cost Per Resort	Companies Per Resort	RNL Cost Per Company	5 Year RCL Profit Target
	<b>Foreign Businesses</b>							
23	Oil		2.500%	\$12,800,000,000	\$50,000,000	1	\$50,000,000	\$20,000,000
24	Europe		2.500%	\$12,800,000,000	\$50,000,000	16	\$3,125,000	\$1,250,000
25	Asia + Aus		2.500%	\$12,800,000,000	\$50,000,000	16	\$3,125,000	\$1,250,000
26	Middle East		2.500%	\$12,800,000,000	\$50,000,000	16	\$3,125,000	\$1,250,000
27	Americas		2.500%	\$12,800,000,000	\$50,000,000	16	\$3,125,000	\$1,250,000
28	Africa		2.500%	\$12,800,000,000	\$50,000,000	16	\$3,125,000	\$1,250,000
			15.000%	\$76,800,000,000		113		
			100.00%	\$512,000,000,000		2048		

15% of options are designated for foreign business.

American Butterfly  
*The Theory of Every Business*

Chapter 6

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Facebook Business Development

Page 75: Facebook Business Development

Page 78: Facebook Gifts

Page 82: "Lx."

Page 85: Facebook Stores

Page 89: Cities of Science

Page 99: All Facebook Profits Condensed

# Facebook Business Development

A short summary of the three point development plan will be presented, then go into detail on each point before generating a profits forecasts at the end, as in all that is "American Butterfly" the exercise is circular, self generating the first point enhancing the last, then the last enhancing the first, and round and round it goes.

## 1. Facebook Gifts

Facebook gifts is such a simple concept its amazing Facebook or someone making apps for facebook has not already done it. Facebook has considered it and has a patent relating to the technical inner workings. The concept is simply to attach a gift and card-sending service to the birthday reminder function, then offer an automated reminder service for all occasions.

## 2. Facebook Gifts Plus

With the door opened to e-commerce in a way that pleases members, Facebook can happily sell goods via the same system to anyone at anytime, with the original birthday gifts demo showing a number of test subjects asking "can I send gifts to myself?"

## 3. Facebook Gifts Stores

Considering the construction of malls and marinas in resorts, an obvious extension to Facebook gifts is to open retail stores, following in the celestial Steve Jobs vision for Apple to control the user experience end-to-end, and paying respect to his retail co partner retail Guru Ron Johnsons teachings: "The size of the store signals the importance of the brand". Each Facebook gifts store will be of greater size than Apples largest.

This is not to overshadow Apples achievements, rather to pay respect to their founder's vision of moving an IT company smoothly into retail and beyond. Apple stores of course sell only Apple products, products that have been selectively made so as not to overwhelm the consumer with to many choices.

Facebook gifts will also sell everything selectively albeit far wider ranges of goods, hence the need for bigger stores.

When Criss Cox, VP of Facebook products said "Were so far, far, far away from the vision of what this can be, which is everything you use and everything you interact with", I doubt he realized just how quickly his vision could materialize.

## The Edge

Facebook of course would not consider such ventures unless they were popular with members and represented a significant improvement in the current e-commerce and retail businesses.

When the original Facebook gifts concept was put on line <http://www.s-world.tv/Facebook/home.html> the network structure as described throughout “American Butterfly” was still in its infancy. A year later it is all encompassing. Include Facebook stores and warehouses positioned within each resort delivery and logistics and the control of the end-to-end user experience are firmly in hand.

As for “representing a significant improvement in the current e-commerce and retail businesses”, I refer you once more to the “per human results search engine.” The only condition on receiving dividends and profit share network credits is that to receive more credits recipients need to have rated previously purchased items.

With a minimum of \$108 Billion of rated goods a year, plus the general public receiving network credits in exchange for voting, alongside their option to update their vote if an item becomes defective at a later stage, a gigantic voting pool will be in effect, certainly enough to give a good indication of what goods are exceptional.

And that’s the trick:

All top rated goods for a defined period are to be made exclusive to Facebook Gifts.

# Facebook Gifts



The beauty of Facebook gifts is everyone loves it and wants it. For some it will simply be a convenient way to send gifts and cards, for others a tool to spread happiness, for others a marriage saver. Thus far every single person who has seen the demonstration says they will use it. Reactions have varied from:

*"This is the most amazing thing I have ever seen in my life..."*

*Andrew Lee, Film industry & Night club Owner*

*"I like that Facebook thing you did..."*

*Tracey Mc Gregor Actress & Model*

*"Yeah...It's about time they did something like that..."*

*Clair Metson ... Search consultant within the legal sector*

**Even the patent lawyers loved it!**

Moving into e-commerce in a standard way would be a very hit or miss affair for Facebook. It may well put members off, added to this is the "if you're going to do something, you're have to be the best, Facebook philosophy."

Facebook Gifts is simple, clean and unobtrusive (it's just one word added to the birthday bar) and due to the network and the "per human results search engine" it's a significant improvement over all competitors.

The pop-up box appears when you click the button that says gifts later, some other functions will be available, for choosing the type of gifts displayed such as: For Him, For Her, Mums, Dads, Novelty, Clearance, \$5, \$10.....

The "gift picker, pop up" shows only the most popular items. There will not be endless options but rather a concise selection, which due to collective ordering greatly reduces the price, not only will one receive the highest ranked presents, one receives the highest ranked presents at wholesale prices. A more varied selection of gifts will be available in a separate window. The "local" button sets the gift picker to display only gifts in stock at the nearest resort network, thereby making orders placed before 10.30 am deliverable on the same day for a reasonable fee or available the next day for free.

The simplest part of all is the mathematics, if each of Facebook's 900 Million members, ordered one present as illustrated annual revenue would be \$108 Billion.

## The Africard

The Africard logistics are simple. The card will be written along with a short note by a child such as Noboe for which he receives \$2. Having lived in Africa for 11 years and eventually realizing I was spiritually more akin to the Mandela Park Township Folk than to any other group organization, I can confidently assure you that in Southern Africa \$2 for an hours work is a considerable amount of money. Go deeper into Africa and it's a fortune.

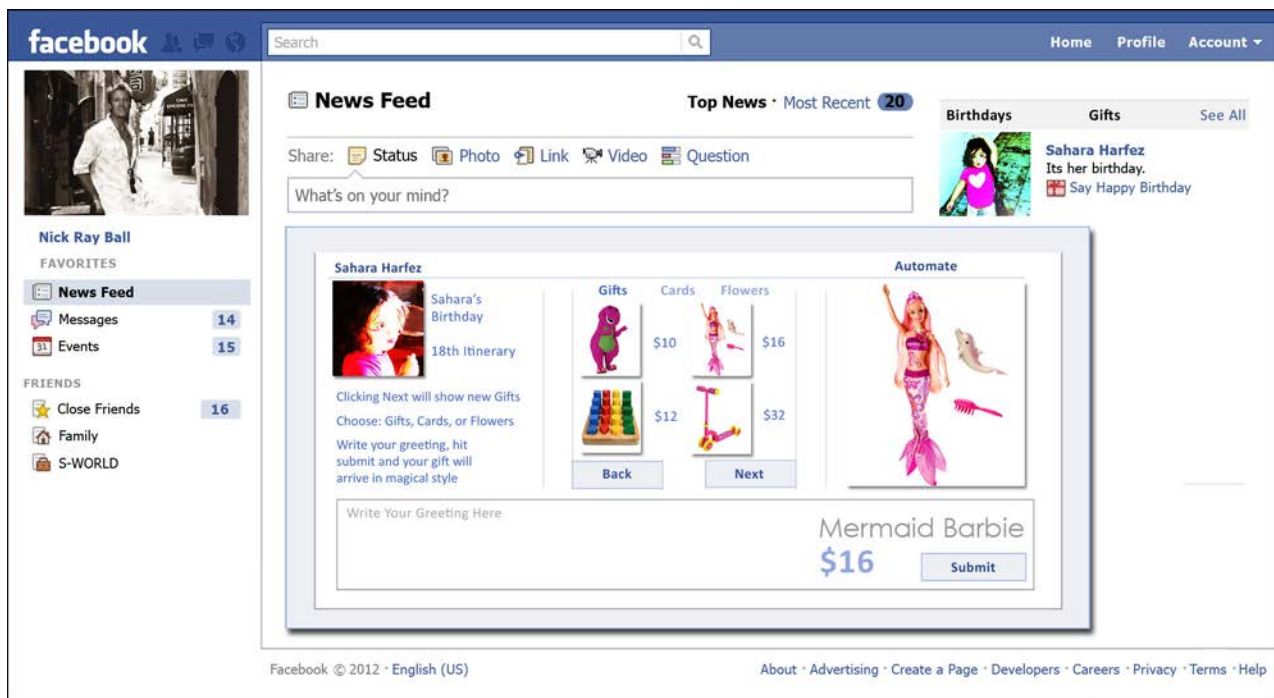
The Africard principle is in many ways sponsorship of an African Child and their family. This concept provides much needed money and promotes literacy and the learning of languages.

If everyone on Facebook sent one Africard a year, 750,000 African children and their families would enjoy a sustainable future, if everyone sent 10 cards, well.... The math is simple.

All cards sent will be made from 100% recycled paper.

The screenshot shows a web interface for purchasing Africards. On the left, under the heading "Monica Nancey Ball", there is a photo of a woman and text indicating a "Mum's Birthday" on "12th Feburary". Below this, instructions state: "Clicking Next will show new Gifts", "Choose: Gifts, Cards, or Flowers", and "Choose an Africard and help yo make a difference where a difference is needed." In the center, there are three columns: "Gifts" (showing a "Happy Birthday" card for \$2), "Cards" (showing a child's photo for \$1), and "Flowers" (showing a child's photo for "AC \$4"). Below these columns are "Back" and "Next" buttons. On the right, under the heading "Automate", there is a photo of two children. At the bottom, there is a text box labeled "Write Your Greeting Here" and a large "Dancing Africard \$4" label with a "Submit" button.

# Facebook Gifts Kids



Whether or not parents or indeed Facebook will encourage the idea of children having Facebook accounts is a decision not of my making, if one wanted to send a gift one could always input the recipients address details. However Facebook gifts kids becomes the perfect branding tool. Consider Coca Cola, why does everyone love it, because we loved it when we were kids and it stuck. Kids love presents more than anything in the world, if on every present a child receives they see a little facebook gift tag,.....

In the immortal words of Chandler Bing "could there BE a better branding exercise."

## Facebook Gifts Automation

Full credit for this addition to Facebook Gifts goes to Mike Enslin, S-World No2: his concept turns a profitable initiative into a money-making machine. It also solves a number of start up logistics problems, as it will be some time before the parent resorts are set up to handle packaging and delivery. Automation also assists "occasional" Facebook users.

To use, one simply goes to the automation page and picks gifts and card choices for the year ahead. One has the choice for gifts to be delivered directly to the recipient or to receive them personally, so one can give them personally. Besides the wholesale rates and convenience, this eliminates one having to wrap the gifts, as gifts arrived pre wrapped, and if one desires, extravagantly pre wrapped.

The convenience of Facebook gifts is further highlighted in the relatives and friends groups, gifts and cards that most would not often send due to the time and effort involved and in general not having access to the addresses. However, from a personal perspective if I had forty or so birthday cards and a dozen or so



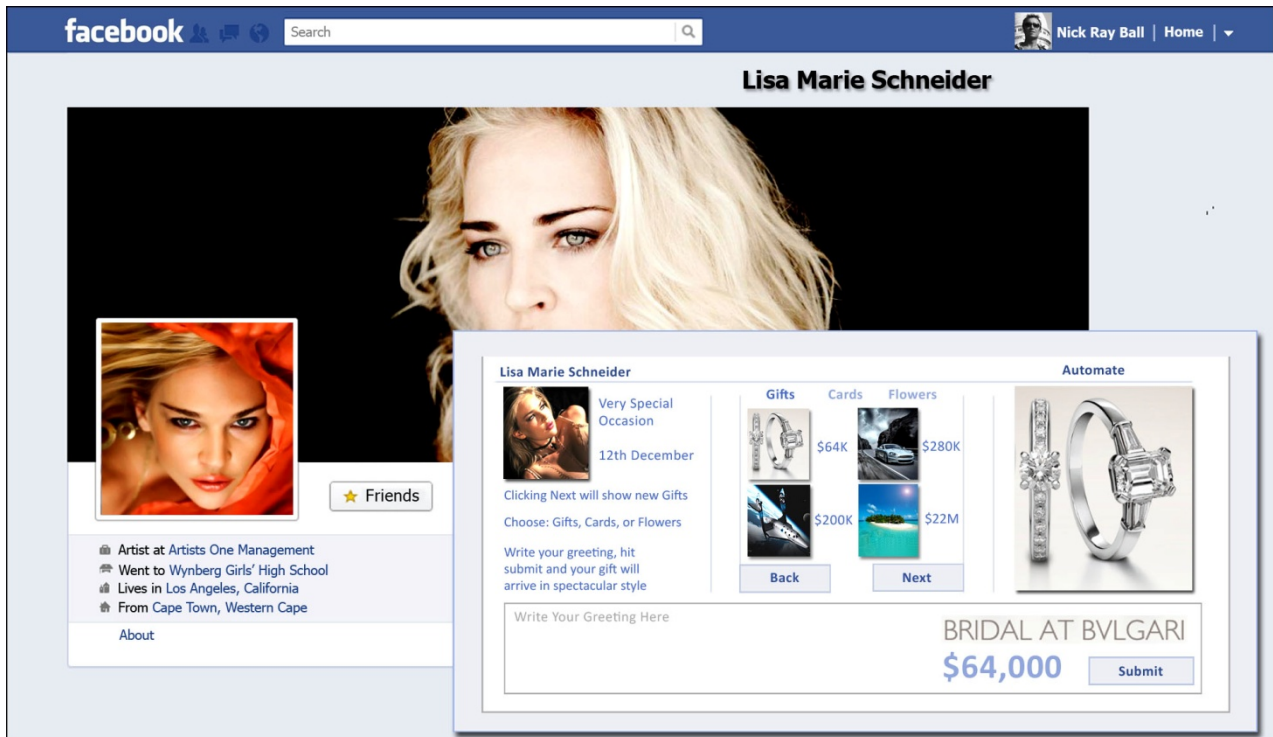
novelty presents on my birthday, I would be delighted.

facebook							
Search							
Home Profile Account							
My Account							
Settings	Networks	Notifications	Mobile	Language	Payments	Facebook Ads	Automated Gifts
	Birthday	Christmas	Mothers Day	Fathers Day	Valentines	Anniversary	TOTAL
Sarah Smith Girlfriend	3 Items \$120 Africard \$4	2 Items \$170 Africard \$4			Flowers #75 \$30 Africard \$4	2 Items \$55 Africard \$4	\$391
Monica Ball Mother	Perfume #3 \$40 Africard \$4	2 Items \$60 Africard \$4	Flowers #15 \$25 Africard \$4			Flowers #24 \$20 Africard \$4	\$161
Raymond Ball Father	2 Items \$25 Luxury Card \$2	2 Items \$35 Luxury Card \$2		Book #1635 \$15 Luxury Card \$2		Afi Card \$4	\$84
Friends Group 1 (16)	Luxury Card \$2	Novelty Set #7 \$5 Standard Card \$1					\$128
Friends Group 2 (32)	Standard Card \$1	Luxury Card \$2					\$96
Relatives Group 1 (8)	Africard \$4	Novelty Set #14 \$10 Luxury Card \$2				Africard \$4	\$160
Relatives Group 1 (12)	Luxury Card \$2	Novelty Set #14 \$5 Standard Card \$1				Standard Card \$1	\$108
<a href="#">Add Friend Or Group</a>	<a href="#">Click on gift to Change</a>						<b>Yearly Total \$1128</b>

This action, particularly with relatives, has significant Facebook membership implications. I have about 20 relatives I'd like to send cards and small gifts to, but less than half are on Facebook, particularly the older generation. Whether one actually wants to have Grandma seeing ones daily posts is a personal decision, so some privacy settings will need to be enabled. This said I'd certainly want all my relatives on Facebook Gifts so I could send them presents, and knowing Grandma and Pops' they would love nothing more than receiving them, so Facebook manages to attract many new members, and as they will know, the baby boomer generation spends a lot more money than siblings generations.

Once more this exercise is circular, if ones grandchild asked grandma to sign up so she can send grandma gifts, it would make sense to Grandma that her granddaughter would like to receive gifts in the same fashion. Indeed this phenomenon could see more money being spent on Facebook gifts by new members than current.

“Lx.”



With over 40% of the worlds wealth held by the top 1% of people “Lx.” caters to that market.

Value, service, experience & exclusivity, must of course apply. Value comes in two forms.

Firstly the collective ordering process dictating wholesale prices on items from Bulgari wedding rings to Aston Martins.

Secondly the “GDP Buster” hi spends mark up initiative, which sees “Lx.” concierge applying a dedicated service representative organizing an individual or families purchasing needs, hi spenders in this category see “Lx.” Lowering their mark up to 2.5% where as the industry standard is 100%.

Service is provided in the form of the “Lx.” concierge agents and auxiliary logistics staff

Experience comes from the many S-World contingents and “Lx.” Lounge bar’s found within the resort networks. Plus of course Facebook is an experience in itself.

Exclusivity comes from membership, one would need to have a financial advisor or bank manager declare that the member is either in the top 1% or earners, or is in the top 1% of net worth individuals.

Exclusive shopping arrives in the form of the “if-you-have-to-ask-you-can’t- afford-it-range” selling items from Private Islands to Picasso Paintings.

The trick of course is to make the receiving of a "Lx." gift a similar experience to opening a bottle of Dom Perignon Rose 1959 on a slick Super Yacht in St Tropez....

One can tell when the "Lx." representative gets out of an Aston Martin, that it going to be special, you can tell from the look of the concierge representative it's going to be stylish; the gift passes hands to excited eyes, and as the bows and ribbons are removed one see's those magic two letters and the full stop "Lx." And one knows whatever is inside will be special and the sender has style.

One can of course choose the delivery method, if subtly is required, subtlety will be received

Reinventing Steve Jobs' end-to-end customer experience, from the icon on the website, to the films of the products, to the choice of gift, to the delivery method, to the delivery vehicle, to the delivery person, to the bows and ribbons, to the packing beneath, to the smile on the recipients face, the user experience never leaves "Lx".

Luxury goods and services have a new Mantra: "Lx."

It's a step up from Neiman's and Saks Fifth Avenue and Gump's.

Of course "Lx." itself becomes a status symbol, as anyone who receives such a gift will know it is from the top one percentile of global earners or net worth holders, or at least as close as it can actually go beyond the reference of a financial advisors declaration so it would not be hard for the 2<sup>nd</sup> percentile to gain membership, alongside this would be siblings and parents.

Considering only 30% of the population use the internet, of which 45% are facebook members in the region of 5% of facebook users would fulfill the "Lx." membership requirements, this equates to 54 Million members. If one in ten were to use "Lx." to make a purchase as highlighted Facebook would generate just under \$350 Billion in revenue.

Lastly on "Lx.": One will note the branding does not include the name "Facebook", despite the financial advantages, which in tern lead to great profit which equals great good. It is possible that Mark Zuckerberg and Facebook do not like the concept as it does not cater for all. Should this be the case a swap will be made with S-World for the business gift application as described in the forthcoming S-World financial section.

## Facebook Gifts Plus

Due to the popularity of Facebook gifts with test subjects, its implementation opens the door for a full e-commerce service, selling top ranked items produced via the entire network, including big brand investors items.

It will not be an all encompassing service, whilst all goods from Mountain Bikes to Airplanes are available only the top 10% of the "per human results search engine" rated goods and services will be available. This serves two purposes. Firstly it follows Steve Jobs business philosophy, "Deciding what not to include is as important as deciding what to do".

On Steve's return to Apple in 1997 a review of all the Mac computers was initiated, there were a dozen Macintoshes ranging from the 1400 to the 9600. When he asked the team the simple question "which one should I tell my friends to buy" no one could give a straight answer so he scraped 70% of the range. This process led to Apple consolidating to just 4 machines: The Power Mac G3, The Power Book G3, the "iMac" and "The iBook".

This action began the transition of a company on its knees on its journey to become the biggest company in the world.

Secondly limiting Facebook to the top 10% of products allows room for the S-World Business network and other retail stores to compete without competing, as the balance of 90% of goods will be sold via those mediums.

For example consider TV Sets, Facebook Gifts and stores would only sell the top 4 ranges, maybe two brand names and two new brands, personal brand love varies from person to person, and just because a TV Manufacturer only received an 88% rating does not mean it's not an excellent buy.

## Lx. Concierge.

In the same manner as Facebook Gifts plus, "Lx." concierge will offer an all encompassing service to members in a similar way to Amex Centurion, albeit additionally concentrating on retail, auctions, real estate, personal shopping and services alongside travel and general arrangements.

# Facebook Stores

**“The size of the store signals the importance of the brand”**

Considering Facebook shareholders, management and employees desire facebook to become the most successful company on the planet in all areas. Alongside Criss Cox's wish to connect facebook to everything you use is not an imaginary evolvment. Given the framework to excel the idea of Facebook Stores is an obvious extension to Facebook Gifts and “Lx”.

## **How will Facebook Stores excel?**

The top 10 percentile of good, products, real estate and services initiative is on its own enough to warrant the term “a significant improvement over most or all competitors”.

Within Mall based retail, the physical stores themselves, the quality of service and the enthusiasm offered by staff are also pivotal to achieving greatness. We have already discussed the substantial location enhancing initiatives; however said location enhancements were specific to the resort as a single unit. Within the resort itself their will be a variance in the “Location, Location, Location” principal, and example in real estate would be a property that garden opens out only a lake, or built on a mountain. In retail within a Mall or a Mall within a Marina, there are of course higher and lower traffic areas.

As Facebook Stores themselves will become location-improvement event they shall receive the fist pick of location within the Malls, a significant advantage and an immediate boost to their capital asset, as a prime high traffic location within a Mall could see two maybe three times the sales of its low traffic counterpart.

The cost of building a Mall is in the region of \$400 per square ft, add the infrastructure and land and a figure of \$532 per square ft is arrived at. For Facebook Stores we are considering 25,000 sq ft per store, a size equal to Bloomingdales outlet stores and slightly bigger than Apple's largest store. The cost per store equals \$13,300,000 add \$2,325,000 for shop fitting and miscellaneous expenses and we come to \$15,625,000 per resort, which when multiplied by the 256 resorts gives an even \$4Billion initial investment.

The average staff levels within a Mall retail store are one per 1,000 square feet, in the financials one per 800 sq feet is presented. The average Apple floor staff wage is between \$9 and \$15 per hour, for Facebook Stores entry level staff a basic of \$15 per hour plus profit share and commissions is offered, which if distributed evenly would double their salaries to a figure in excess of \$60,000 a year. However profit share and commissions are awarded on a performance and customer rating statistics, alongside QE & EEE points (to be clarified later). This will have the effect of seeing exceptional performance being rewarded with plus \$100,000 salaries often for US citizens without 16 plus education.

This exercise along with the desired glamour's stature of being a Facebook Store delegate is designed to create the enthusiasm akin to that of flight attendant in the 60's and 70's, as highlighted in Leonardo DiCaprios film “Catch me if you can” At the end of the day, these staff initiatives boil down to one objective,

to motivate to generate as much revenue as possible whilst increasing facebook's brand image on a daily basis.

Before we look at the figures, let's examine the see the original opening paragraph to the Facebook section. "On the subject of making profit when I worked out the "American Butterfly" enabled Facebook 22 year profit forecast, I felt like the Italian Scientists at Cern when after they broke the speed of light, there simply had to be a mistake. From the parent resorts alone, from a \$4 Billion investment, without a single customer moving a mouse or paying a cent in cash we were just under \$1.5 Trillion, what on earth was the figure going to be when we added paying customers, e-commerce and revenue from the sibling resorts? I checked and rechecked, but I could find no errors. This becomes possible due to the \$425 Million resort network economic stimulus initiative.



Seeing as Facebook Stores sell will just about everything including holidays, Concept cars, Real Estate, Solar Arrays and Financial Services alongside standard retail and apparel, it's fair to direct \$100 Million of the economic stimulus their way.

The following spreadsheets are available at [www.s-world.biz/downloads](http://www.s-world.biz/downloads), the one presented is a condensed version, first we look at the amount of staff and their basic salaries.

Total sq ft	25000
Floor Staff Per sq ft	782.6
Total Staff	94.3
Store open 7 days - 8am to 10pm	
Auxiliary Staff Night Shift	
Salary per Year	\$20 800
Total Staff Needed	12.0
Sub Total	\$249 600
Flore Staff	
Staff Annual Salary	\$31 200
Total Staff Needed	68.1
Sub Total	\$2 123 333
Management Floor Staff	
Senior Floor Staff Annual Salary	\$45 760
Senior Flore Staff Needed	10.2
Sub Total	\$467 133.33
Senior Management	
Annual Salary	\$83 200
No off	4
Sub Total	\$332 800
Director	
Total	\$3 172 867

# Facebook Stores: Profit, Dividends & Capital Assets.

Year	Stimulus	Mark	Turnover	Operations	Staff +	FACEBOOK	Half Dividends	POP 2	New Stores	FB Balance
	Revenue	Up	- Sales Tax		Social Tax	PROFIT	Reinvested		\$16,000,000	
2019	\$100,050,000	50%	\$30,015,000	\$1,000,000	\$4,645,559	\$24,369,441	\$3,180,212	\$12,793,956		\$15,974,168
2020	\$100,050,000	50%	\$30,015,000	\$1,000,000	\$4,645,559	\$24,369,441	\$3,180,212	\$12,793,956		\$15,974,168
2021	\$100,050,000	50%	\$30,015,000	\$1,000,000	\$4,645,559	\$24,369,441	\$3,180,212	\$12,793,956	\$16,000,000	-\$25,832
2022	\$100,050,000	50%	\$30,015,000	\$1,000,000	\$4,645,559	\$24,369,441	\$3,180,212	\$12,793,956		\$15,974,168
2023	\$100,050,000	50%	\$30,015,000	\$1,000,000	\$4,645,559	\$24,369,441	\$3,180,212	\$12,793,956	\$16,000,000	-\$25,832
2024	\$100,050,000	50%	\$30,015,000	\$1,000,000	\$4,645,559	\$24,369,441	\$3,180,212	\$12,793,956		\$15,974,168
2025	\$100,050,000	50%	\$30,015,000	\$1,000,000	\$4,645,559	\$24,369,441	\$3,180,212	\$12,793,956	\$16,000,000	-\$25,832
2026	\$100,050,000	50%	\$30,015,000	\$1,000,000	\$4,645,559	\$24,369,441	\$3,180,212	\$12,793,956	\$16,000,000	-\$25,832
2027	\$100,050,000	50%	\$30,015,000	\$1,000,000	\$4,645,559	\$24,369,441	\$3,180,212	\$12,793,956	\$16,000,000	-\$25,832
2028	\$100,050,000	50%	\$30,015,000	\$1,000,000	\$4,645,559	\$24,369,441	\$3,180,212	\$12,793,956	\$16,000,000	-\$25,832
2029	\$100,050,000	50%	\$30,015,000	\$1,000,000	\$4,645,559	\$24,369,441	\$3,180,212	\$12,793,956	\$16,000,000	-\$25,832
2030	\$100,050,000	50%	\$30,015,000	\$1,000,000	\$4,645,559	\$24,369,441	\$3,180,212	\$12,793,956	\$16,000,000	-\$25,832
2031	\$100,050,000	50%	\$30,015,000	\$1,000,000	\$4,645,559	\$24,369,441	\$3,180,212	\$12,793,956	\$16,000,000	-\$25,832
2032	\$100,050,000	50%	\$30,015,000	\$1,000,000	\$4,645,559	\$24,369,441	\$3,180,212	\$12,793,956	\$16,000,000	-\$25,832
2033	\$100,050,000	50%	\$30,015,000	\$1,000,000	\$4,645,559	\$24,369,441	\$3,180,212	\$12,793,956	\$16,000,000	-\$25,832
2034	\$100,050,000	50%	\$30,015,000	\$1,000,000	\$4,645,559	\$24,369,441	\$3,180,212	\$12,793,956	\$16,000,000	-\$25,832
							\$50,883,392		\$192,000,000	\$63,586,694

Above we see the \$100 Million economic stimulus return \$24,369,441 after a 50% mark up on costs of goods, including staff operations and sales tax.

**American Butterfly Question – AB9:** Is this figure a reasonable assessment?

Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

To clarify the second half of the spreadsheet:

The “Half Dividends Reinvented” column see’s the choice of any company re-investing their dividends into the next resort network; if this is enacted POP 1 profits are redirected to balance the books.

The POP 2 Column represents the 52.5% “POP Cash Injection” into sibling resorts, which pays for their next store within the next report.

# Facebook Stores 2036 Profit & Assets Forecast

		Location	Dividends	Start up Stores	14 New Stores	Total Stores	FB Balance	Total
				\$16,000,000	\$16,000,000	\$16,000,000		
				2	14	16		
				\$32,000,000	\$224,000,000	\$256,000,000		
1	Locations Butterfly	100%				\$256,000,000		
	Sub Total					\$512,000,000		
2	Prime Position	50%				\$256,000,000		
	Sub Total					\$768,000,000		
3	Economic Recovery	70%				\$537,600,000		
	Sub Total					\$1,305,600,000		
4	Affordability	-50%				\$652,800,000		
	Totals		\$50,048,411			\$652,800,000	\$59,392,592	\$762,241,002
	Add 2nd Phase							\$1,524,482,004

This analysis accounts for three location improving factors, before addressing the long term desire for properties to become more affordable.

1. Locations Butterfly: The previously highlighted premise that due to the 16 location enhancing exercises, properties within resorts will be worth double their infrastructure, land and building costs.
2. Prime Position: Introducing the unique once off factor "first choice of location within the mall" and whilst it has been mentioned, that foot traffic could double or triple in a prime positioned store for safety a 50% improvement in foot traffic is presented.
3. Economic Recovery: The general principal that once growth returns all properties will rise by 70% to their 2006 value.
4. Affordability: The "American Butterfly" desire to increase living standards for all as illustrated earlier on sees a 50% reduction in property.

Once the dividend yields, general profits and the second phase of resorts are accounted for, all in, by 2038 the economics stimulus is generates facebook \$1.5 Trillion.

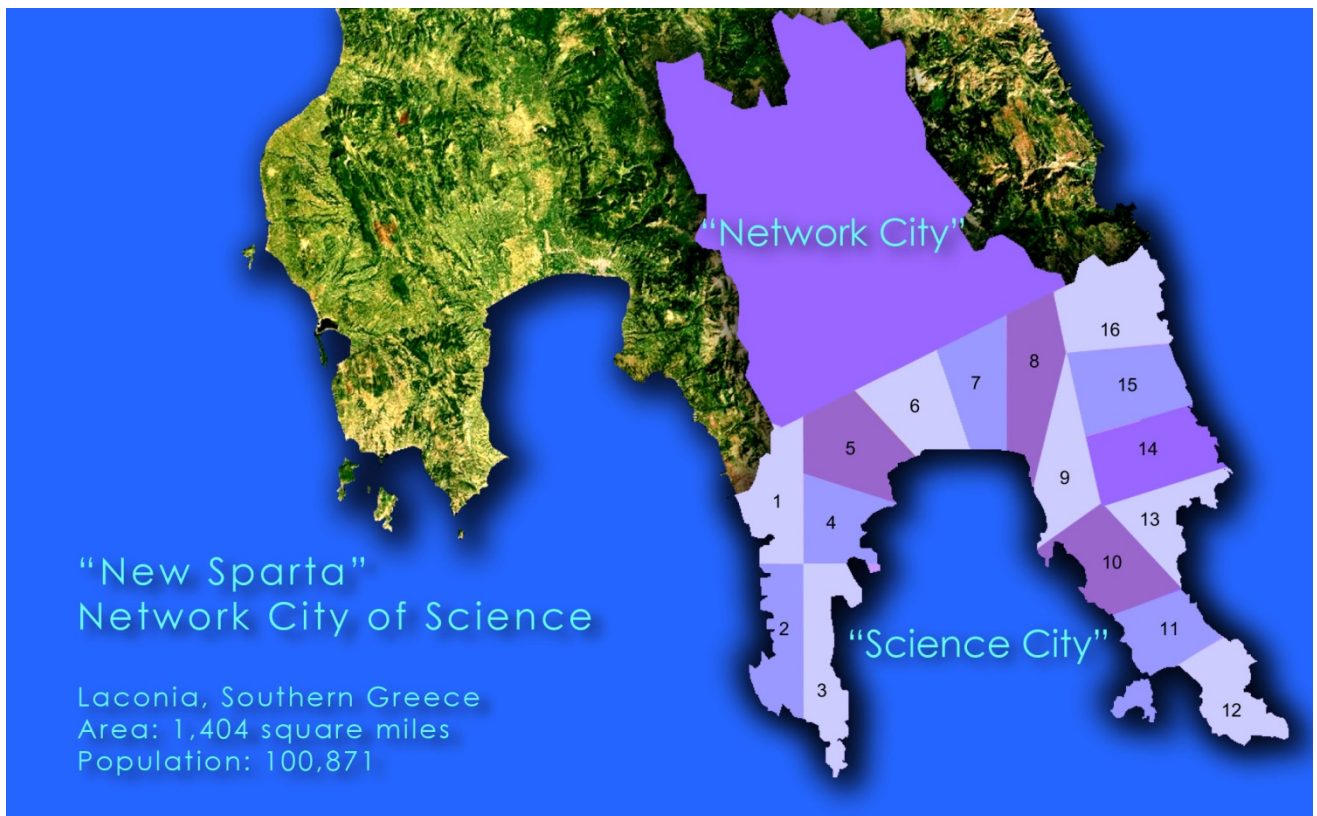
Before we get into Facebook 2018 profits from paying customers we have one last efficiency enhancing exercise needs to be described "Network Cities of Science"



# “S-World Network - City of Science”



The “S-World Network - City of Science” concept originated from the preceding “American Butterfly” Eurozone economic thesis “Sparta Rises Again”, which focused on the creation of many resort networks adjacent to each other in Laconia Southern Greece, the original home of Sparta, to be named “New Sparta, City of Science”.



"New Sparta" is split into two parts: Network City & Science City with industry sitting in the middle.

To adapt the model within the USA as the US has two of the 8 continental network cubes it would seem practice to situate one the "S-World Network – City of Science" in a southerly central location, maybe on the border with Mexico and another in a Northerly location maybe on the border of Canada.

A Network City is designed as an international network-trading hub, seeing the land split evenly between qualifying nations, from where they build an embassy and a small resort network around it. The size of the city is not indicative of density, as existing settlements will remain untouched and in general expanses of nature will separate all countries allocated land.

Science City in many respects designed to replicate "Silicone Valley" which started its life as a practical university.

In the early 1950's Stanford University dean of engineering, Frederick Terman, created a seven-hundred-acre industrial park on university land for private companies that could commercialize the ideas of his students.

First came Hewlett Packard who made semiconductors, then came Intel who on 1971 they created the first microprocessor. This lead to Don Hoefler of Electronic News reporting the region using the name "Silicone Valley USA"

Science City is designed in a similar fashion, the City built around research and development in all fields applied to 16 industry sectors found within. Besides generating revenue independently Science City will be subsidized by all resort networks.

The combined cities (Network & Science) become the host and central nerve station for Facebook Gifts, S-World & Buinessbook operations, vetting applications to join or work within the network, considering new ideas presented and acting as a customer service centre for retail & service inquiries or complaints.

As each complaint or inquiry is central to the networks ambitions for product superiority, by 2018 the 100,000 or so staff dedicated to Facebook Gifts, S-World & Buinessbook operations all become an intrinsic part of the customer service network, each complaint seeing proactive assessment and when necessary definitive actions.

With such a high compliment of staff on call the concept of phone auto attendants offending an endless series of digit options leading to voice mail recordings becomes a thing of the past.

Alongside the availability of one on one conversations comes the reassurance that whoever one speaks to will do their best to assist in a courteous manor as the "Per human results, search engine" principal applies, the caller having the options to vote on the satisfaction of the conversation after it ends, simply by pressing either 1,2 or 3 on their telephone. The same principal will apply to web based enquiries.

# Facebook Stores 2018 Profits

As we have seen in 2018 the economic stimulus method generates Facebook \$24,369,441 based on guaranteed income, in addition to this income from paying customers needs to be estimated.

To do this one needs to realistically estimate the number off customers expected to visit the store and how much each will spend.

The general rule in estimating retail sales is "revenue per square foot", at \$6,200 per square foot Apple are the retail industry leaders by quite some way. This is not simply due to their branding; more significant is the concept that they do not sell a wide variety of products as such they do not need as much space. In second place comes Tiffanies at \$3,000 per square foot, however on the whole most high end Mall's relaters receiving the region of \$1,000 to \$1,500.

Let's examine the various reasons why Facebook Stores have the capacity to match Apple stores.

1. Few would argue, in terms of brand awareness and love that facebook are a match for Apple
2. Having first choice of location, and indeed a say in how the Mall will be designed offers a distinct advantage in awareness and foot traffic
3. Staff are better paid, in some cases by a factor of four, said factor creating a highly motivated profit and service orientated workforce.
4. Facebook stores are due to be based on the Apple concept of not having an overwhelming amount of products, an example: A large electronic goods store could be 25,000 sq feet, however as Facebook Stores only sell the top ten percentile of network products, the space need to sell electronic goods would take up only a tenth of the space.

All in all there is a reasonable argument that Facebook Stores could match Apple Stores revenue, but for safety we shall work half it to \$3,100, as such 25000 square feet multiplied by \$3100 equates to \$77,500,000 in the tills. From here we apply the 50% mark up and 10% sales tax and we are left with \$23,175,000 in pre operations profits, however as the staff costs are accounted for via the economic stimulus revenue, we need only to concentrate on staffs profit share which would be in the region of \$1 Million and a marginal \$500,000 increase in operations budgets leaving \$21,675,000.

For the sake of contingency items an annual profit forecast of \$20 Million is presented.

**America Butterfly Question, AB10:** Is this a reasonable assessment

Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

# Facebook Gifts

Facebook Stores become a terrific platform for Facebook Gifts, as many members will at one time or another visited the stores. Alongside this we need to look at the totality of the “American Butterfly” ambitions, I did not decide to give “Quantum Economics” freely to the world just so that Facebook could make money, It for the creation of hospitals & solar arrays, the protection of social security, pensions & welfare alongside the ecological and philanthropic initiatives. Facebook’s inclusion is out of necessity as they become the catalyst which makes “Quantum Economics”, as such whenever one considers “Quantum Economics” and all the good it can bring one will immediately associate the concept with Facebook

A few summary points will be presented before moving into the financial forecasting.

1. Facebook E-Commerce and Stores products have a concise voting pool assessing all goods of which Facebook Gifts and Stores only present the top ten percentile.
2. Facebook stores allow consumers to the touch and feel the products an experience not offered by competing e-commerce vendors.
3. The University Media and Adverting departments create superior website imagery, including hi end photography, films or film clips and where appropriate 3D rendering renderings of products and services.
4. Within “S-World Network – City of Science” Over 100,000 staff are available to assist consumers.
5. The focus on high turnover on specific product ranges dictates higher wholesale ordering resulting in lower prices.
6. Should only a like for like price be available, the knowledge that buying from Facebook Gifts assists the fight against global warming, protects ecology, provides medical aid, secures pensions and welfare for the disadvantage, in comparison to another company that sees profits used for personal gain, it would not be a stretch to boldly say, a consumer would need to be clinically insane to purchase from a un-philanthropic source.
7. All polls taken regarding Facebook Gifts concept have indicate a 100% approval and usage rate.
8. Lastly comes the rather obvious fact that millions upon millions of people already love facebook



# Facebook Gifts 2018 Profits

Having made countless financial forecasts over the years two major lessons have been learned. Firstly whatever your gut tells you it's best to half it, as in general ones optimism tends to over inflate. Secondly half it again as it's best under promise and over deliver. So the philosophy dictates safety should be found in a 25% forecast of initial estimates. This suggests that starting out with a 100% usage statistic one if four facebook members using the service is a safe bet, however to be truly minimalistic the forecast presented accounts for ratio of one in ten members using Facebook Gifts.

Facebook Gifts	Usage	Spend	Revenue	Mark	Turnover	Costs	Profit After	512	Per Resort
Members 850M			Received	UP	After Tax		Operations		
Not Using FB Gifts	90.0%								
Cards only	2.00%	\$100	\$1,700,000,000	50%	\$504,900,000	60%	\$201,960,000	512	\$394,453
Cards & Novelty	1.75%	\$250	\$3,718,750,000	50%	\$1,104,468,750	60%	\$441,787,500	512	\$862,866
Light Users	1.50%	\$500	\$6,375,000,000	50%	\$1,893,375,000	60%	\$757,350,000	512	\$1,479,199
Moderate Users	1.30%	\$1,000	\$11,050,000,000	50%	\$3,281,850,000	60%	\$1,312,740,000	512	\$2,563,945
Standard Users	1.05%	\$2,000	\$17,850,000,000	50%	\$5,301,450,000	60%	\$2,120,580,000	512	\$4,141,758
Regular Users	0.95%	\$3,500	\$28,262,500,000	50%	\$8,393,962,500	60%	\$3,357,585,000	512	\$6,557,783
Frequent Users	0.70%	\$5,000	\$29,750,000,000	50%	\$8,835,750,000	60%	\$3,534,300,000	512	\$6,902,930
Extravagant Users	0.50%	\$7,500	\$31,875,000,000	50%	\$9,466,875,000	60%	\$3,786,750,000	512	\$7,395,996
Cherished Users	0.25%	\$10,000	\$21,250,000,000	50%	\$6,502,500,000	60%	\$2,601,000,000	512	\$5,080,078
New Users	5.00%	\$500	\$21,250,000,000	50%	\$6,311,250,000	60%	\$2,524,500,000	512	\$4,930,664
Sub Total	105.00%		\$173,081,250,000	*	\$51,596,381,250		\$20,638,552,500		\$40,309,673
Half International									\$20,154,836

## Explaining the Spreadsheet:

On the left we see the category of user and the percentage of facebook members within it, after which we see the annually amount spent followed by the total revenue (cash in tills) received. Next comes the 50% mark up which equates to an item costing \$1,500 being purchased for \$1,000 from the manufacturer. It is worth emphasizing that the standard retail mark up is 100%, which would make a \$1,000 item \$2,000.

The "Turnover after Tax" represents Facebook's income after paying sales tax.

"Costs" represent operational and staff costs. Note: As an on line service one would expect lower costs, however this figure includes the rather time consuming art of wrapping the gifts, writing the tags and the network service representatives salaries.

The "Profit after Operations" sees the total profit divided between the 512 Resort Networks, this figure accounts for the second phase of 256 resorts due to launch in 2016.

In regards to spending, caution has been applied the highest figure being \$10,000, in polls one in ten suggested this would be the figure they would spend, if we note the 0.25% figure next to the "Cherished Users" column this indicated that only one in 400 would spend this much, all in all a very guarded estimate.

Please note the "New Users" column at the bottom, this account for the Baby Boomer generation joining facebook.

Finally we see the total profit received halved due to international operations, as such in total this forecast suggests each resort network will generate \$20,154,836

**America Butterfly Question, AB11:** Is this figure a reasonable assessment?

Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

## Facebook Gifts Plus

FB Gifts Plus	Usage	Spend	Revenue	Mark	Turnover	Costs	Profit After	512	Per Resort
Members 850M			Received	UP	After Tax		Operations		
Not Using FB Gifts	90.0%								
Once off users	2.00%	\$100	\$1,700,000,000	50%	\$504,900,000	60%	\$201,960,000	512	\$394,453
Infrequent Users	1.75%	\$250	\$3,718,750,000	50%	\$1,104,468,750	60%	\$441,787,500	512	\$862,866
Light Users	1.50%	\$500	\$6,375,000,000	50%	\$1,893,375,000	60%	\$757,350,000	512	\$1,479,199
Moderate Users	1.30%	\$1,000	\$11,050,000,000	50%	\$3,281,850,000	60%	\$1,312,740,000	512	\$2,563,945
Standard Users	1.05%	\$2,500	\$22,312,500,000	50%	\$6,626,812,500	60%	\$2,650,725,000	512	\$5,177,197
Regular Users	0.95%	\$5,000	\$40,375,000,000	50%	\$11,991,375,000	60%	\$4,796,550,000	512	\$9,368,262
Frequent Users	0.70%	\$10,000	\$59,500,000,000	50%	\$17,671,500,000	60%	\$7,068,600,000	512	\$13,805,859
Extravagant Users	0.50%	\$12,500	\$53,125,000,000	50%	\$15,778,125,000	60%	\$6,311,250,000	512	\$12,326,660
Cherished Users	0.25%	\$25,000	\$53,125,000,000	50%	\$15,778,125,000	60%	\$6,311,250,000	512	\$12,326,660
New Users	5.00%	\$500	\$21,250,000,000	50%	\$6,311,250,000	60%	\$2,524,500,000	512	\$4,930,664
Sub Total	105.00%		\$272,531,250,000	*	\$80,941,781,250		\$32,376,712,500		\$63,235,767
Half International									\$31,617,883

Facebook Gifts Plus is the everyday version of facebook gifts, in essence facebook stores on the web, people spend a more on everyday items than gifts hence the greater profit return.

In total we see a figure of \$31,617,883

**America Butterfly Question, AB12:** Is this figure a reasonable assessment?

Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

# “Lx.”

As described earlier “Lx” is exclusive to the top 1 percentile of the world’s net wealth holders and earners, before looking at the forecasts, two aspects need to be explained.

Firstly and simply Facebook “Lx” will be called “ Lx” so remove the connotations of elitism from the Facebook brand proper, Lx on its own has nice connotation of Love Kiss” Lx.” Facebook have the further option of exchanging the “Lx.” application for the S-World.Biz Business Gifts application, as described shortly.

Secondly the “Lx.” retail system is what is later described as a “GDP Buster” as whilst it makes profit for facebook, due to the low Mark Up’s for high spenders it is designed to stimulate economic growth by encouraging the super rich to spend money as opposed to saving and investing. With over 40% of the world’s wealth owned by the top 1% and the other 45% owned by the top 10% encouraging the movement of this capital will result in a significant rise in global GDP, GDP being “the amount of money spent by businesses and citizens with a year”.

For top spenders we are looking at an average mark up of 2.5% depending on the type of goods or services purchased. Property for instance would see a 0.5% mark up, on the other end of the scale a top of the range mountain bike would see a 10% mark up. In general due to shop rent, staff, taxes and general operations a bike shop would sell such a bike at a 100% mark up, if it cost \$2,000 to manufacture, it would sell for \$4,000. However if bought via “Lx.” The same bike would cost \$2,200.

With goods as such value, the super rich will be more inclined to buy them, relatives receive more flamboyant Christmas presents, wives receive more jewellery, and billionaires buy more supercars and yachts.

## Lx. Gifts

Lx. Gifts	Usage	Spend	Revenue	Mark	Turnover	Costs	Profit After	512	Per Resort
Members 50M			Received	UP	After Tax		Operations		
Not Using FB Gifts	90.00%								
Light Users	2.50%	\$10,000	\$12,500,000,000	25.0%	\$2,250,000,000	30%	\$1,575,000,000	768	\$2,050,781
Moderate Users	2.50%	\$25,000	\$31,250,000,000	25.0%	\$5,625,000,000	30%	\$3,937,500,000	768	\$5,126,953
Regular Users	2.00%	\$50,000	\$50,000,000,000	22.5%	\$8,550,000,000	30%	\$5,985,000,000	768	\$7,792,969
Frequent Users	2.50%	\$100,000	\$125,000,000,000	20.0%	\$22,500,000,000	30%	\$15,750,000,000	768	\$20,507,813
Cherished Users	1.00%	\$500,000	\$250,000,000,000	17.5%	\$33,750,000,000	30%	\$23,625,000,000	768	\$30,761,719
Gold Service	0.20%	\$1,000,000	\$100,000,000,000	15.0%	\$11,700,000,000	40%	\$7,020,000,000	768	\$9,140,625
Gold Plus	0.15%	\$5,000,000	\$375,000,000,000	12.5%	\$37,125,000,000	45%	\$20,418,750,000	768	\$26,586,914
Platinum Service	0.10%	\$10,000,000	\$500,000,000,000	10.0%	\$40,500,000,000	50%	\$20,250,000,000	768	\$26,367,188
Platinum Plus	0.05%	\$25,000,000	\$625,000,000,000	7.5%	\$39,375,000,000	55%	\$17,718,750,000	768	\$23,071,289
New Users	2.50%	\$50,000	\$62,500,000,000	22.5%	\$10,687,500,000	30%	\$7,481,250,000	768	\$9,741,211
Sub Total	103.50%		\$2,131,250,000,000	*	\$212,062,500,000		\$123,761,250,000		\$161,147,461
Half International									\$80,573,730
Lx Lounges									\$10,000,000
Total									\$70,573,730



Besides the lower "Mark Up", there are four differences to the facebook gifts model, most significant is the amount spent, whilst the top tier of \$25 Million seems like a lot this category only accounts for one in 560 of those qualified to become "Lx." members.

The second difference is in "Operating Costs", if we consider selling one luxury item can cost ten to one hundred times more than a standard goods item, the need for staff is lower, as such presented costs decrease from 60% to 30%. However for "Service clients" spending over \$1,000,000 a year the mark up increases due to dedicated concierge staff.

Thirdly the amount of resorts increases from 512 to 768, as unlike facebook gifts "Lx." profits are split between all resorts.

Lastly a \$10,000,000 deduction is made for Lx lounges, much the same as exclusive lounge bars in New York or LA, however "Lx" lounges will be subsidized to the tune of \$10,000,000 thus affording the Michelin Star chef's, stylish, attentive staff and named performers, whilst selling food and beverages at reasonable prices.

All in all Lx. Gifts is forecast to generate just over \$70 Million

**America Butterfly Question, AB13:** Is this figure a reasonable assessment?

Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

## “Lx.” Infinity

Lx. Infinity	Usage	Spend	Revenue	Mark	Turnover	Costs	Profit After	512	Per Resort
Members 50M			Received	UP	After Tax		Operations		
Not Using FB Gifts	90.00%								
Light Users	2.500%	\$5,000	\$6,250,000,000	25.0%	\$1,125,000,000	30%	\$787,500,000	768	\$1,025,391
Moderate Users	2.000%	\$10,000	\$10,000,000,000	25.0%	\$1,800,000,000	30%	\$1,260,000,000	768	\$1,640,625
Regular Users	1.750%	\$25,000	\$21,875,000,000	22.5%	\$3,740,625,000	30%	\$2,618,437,500	768	\$3,409,424
Frequent Users	1.500%	\$50,000	\$37,500,000,000	20.0%	\$6,750,000,000	30%	\$4,725,000,000	768	\$6,152,344
Cherished Users	1.000%	\$100,000	\$50,000,000,000	17.5%	\$6,750,000,000	30%	\$4,725,000,000	768	\$6,152,344
Gold Service	0.700%	\$1,000,000	\$350,000,000,000	15.0%	\$40,950,000,000	40%	\$24,570,000,000	768	\$31,992,188
Gold Plus	0.300%	\$5,000,000	\$750,000,000,000	12.5%	\$74,250,000,000	45%	\$40,837,500,000	768	\$53,173,828
Platinum Service	0.150%	\$10,000,000	\$750,000,000,000	10.0%	\$60,750,000,000	50%	\$30,375,000,000	768	\$39,550,781
Platinum Plus	0.060%	\$25,000,000	\$750,000,000,000	7.5%	\$47,250,000,000	55%	\$21,262,500,000	768	\$27,685,547
Diamond Service	0.030%	\$37,500,000	\$562,500,000,000	5.0%	\$25,312,500,000	60%	\$10,125,000,000	768	\$13,183,594
Diamond Plus	0.010%	\$50,000,000	\$250,000,000,000	2.5%	\$5,625,000,000	65%	\$1,968,750,000	768	\$2,563,477
New Users	2.500%	\$50,000	\$62,500,000,000	22.5%	\$10,687,500,000	30%	\$7,481,250,000	768	\$9,741,211
Sub Total	102.50%		\$3,600,625,000,000		\$284,990,625,000		\$150,735,937,500		\$196,270,752
Half International									\$98,135,376

In the same vein as Facebook Gifts Plus becomes the general e-commerce facebook product delivery system, “Lx.” Infinity is the every day usage version of “Lx.” Gifts.

Looking at the top tear “Diamond Plus” we see a \$50,000,000 spend, this is representative of one of 0.006% of facebook members, adopting a dedicated network concierge team to look after their purchasing and procurement needs. At a mark up of 2.5% in comparison to the standard 100% if one was to spend this amount in a year, it would make sense to do so via there “Lx.” Concierge procurement team, not only will the recipient take advantage of the low mark-up, a dedicated team within the network would have excellent knowledge of the best products and services found within the network.

This figure accounts not just for everyday items and general travel and concierge items, alongside these capital acquisitions such as off plan real estate in future resort networks and other high price items.

Please notice the Diamond Plus on the far right at \$2,563,477 a figure far lower that lower spending members, this is indicative of the “GDP Buster” concept where in essence for “Lx.” is close to a loss leader, the object of the excursive being to generate as much revenue as is possible for the suppliers. As this business model/concept is unique and as such it is impossible to accurately predict usage, as such the figures have been worked on 2500 “Lx.” Infinity Diamond Plus members, considering the advantages the service could well see more.

All told, “Lx.” Infinity is forecast to generate just under \$100 Million

**America Butterfly Question, AB14:** Is this figure a reasonable assessment?

Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

## All Facebook Profits Condensed.

FB Stores Economically Stimulated	\$24,369,441
Facebook Stores	\$30,000,000
Facebook Gifts	\$20,154,836
FB Gifts Plus	\$31,617,883
Lx. Gifts	\$70,573,730
Lx. Plus	\$98,135,376
	\$274,851,267

Adding up all components facebook e-commerce, stores and concierge services are forecast to generate just under \$275 Million.

**America Butterfly Question, AB15:** Is this figure a reasonable assessment?

Higher \_\_\_\_\_ Spot on \_\_\_\_\_ Lower \_\_\_\_\_? (If higher or lower please present your estimate)

## Facebook Share Price

On the 18<sup>th</sup> May Facebook launched its IPO (Initial Public Offering / Stock market Floatation), shares were sold at a record setting value of \$38 each, at the end of the day valuing Facebook at \$104 Billion. However as soon at the IPO had launched certain narrow minded vultures within the financial sectors started to look at what Facebook makes now, rather than what it could make in the future. As such shortly after facebook stock lost about 20% of its value. By the end of August Facebook shares had lowered to 50% of their initial value.

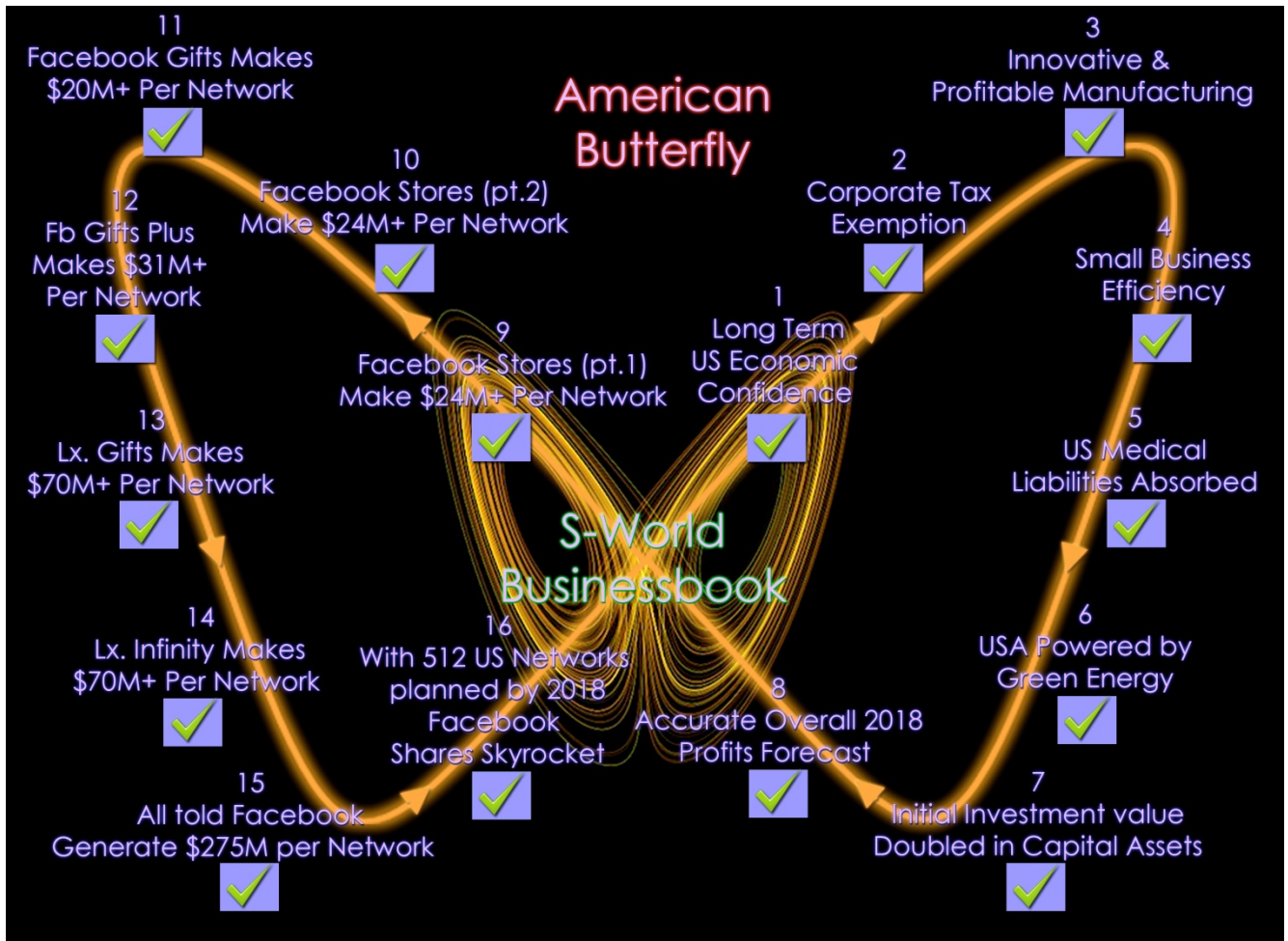
Currently Facebook make around \$1Billion a year in profit, which compared to other companies at a similar share value is low, as such dividend yield will be comparatively lower. To make matters worse the swing of facebook users from desktop to Cellular phones impacts revenue as currently Facebook to not have an advertising strategy for this medium.

All told if we take into account the "Lx." forecasts are split between 768 resort networks "American Butterfly" enabled Facebook profits total just over \$180 Billion. On top of that is the \$1.5 Trillion 2036 Real Estate assets.

**America Butterfly Bonus Question, AB16:** On validation from budgetary and financial analysts alongside the bipartisan cooperation from US governments, is it fair to say Facebook shares are due to sky rocket?

Higher \_\_\_\_\_ OK \_\_\_\_\_ Lower \_\_\_\_\_?

# American Butterfly



# American Butterfly

## *The Theory of Every Business*

### Chapter Seven

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#### S-World

Page 101: Sienna's World

Page 104: S-World Virtual Social Network

Page 110: S-World Virtual Business Network and Software

# Sienna's World

S-World is an abbreviation for Sienna's World named after my daughter, the most beautiful baby in the world. I know, every father says that about his daughter, but one has to admit she's a cutie. On informing my farther about the make-up of the business and networking software plus my decision to name it after Sienna, he came up with a rather pertinent acronym.

Super Intelligent Engine for New Network Access

As the environment the SIENNA software lives in is to be a Virtual World, the word "World" was added, thus resulting in making Sienna's World, shortened to "S-World." Within S-World's Virtual World, Sienna will appear as an Angel helping to bring attention to specific items of interest.



While in many ways much of the second and third part's of American Butterfly are dedicated to the Sienna software, this chapter offers a friendly and simplified overview of the basics.

At best they are a collection of super summaries, as each page you are about to read requires a book all to itself. Then one needs to put all those books together, much like the economics within American Butterfly. The construct of the software is circular, with each component adding versatility and strength to the others.

By the time we have reach the end of American Butterfly Part 3 we will have delved deep into Quantum Mechanics and String Theory to adapt this software into a time machine of sorts, creating simulations of our reality and sending them forward in time to help us learn from our future mistakes and triumphs - before we even encounter them, well our business mistakes at least, but in this time of economic uncertainty, it's still very cool.

We are in for quite a ride, but for now, for this chapter, we are keeping life nice and simple.

# S-World VSN Rendering and Privacy

S-World VSN is the oldest concept within American Butterfly. It began in 2000, and by 2002 my company had developed the world's first commercial mapped Virtual Tour for popular internet usage, where one zooms in on animated maps, clicks on scenes or buildings to look at 360-degree movies, and from where one could book accommodations. The 2012 update changes the 360-degree movies into 3D renderings that can be accessed, walked into, or encircled.

S-World VSN (Virtual Social Network) sees the creation of a Virtual World that mirrors real life. The simplest explanation would be to consider Google Maps in 3D, where instead of just looking down at a 2-dimensional flat image, one adds the dimension of height so one can walk under bridges, into houses and swim in bodies of water.

If one has played the Sims, one will already have a good picture, indeed the Sims and Pixar are desired as primary partners in S-World VSN. If one has not seen the Sims, please consider any computer game where a player's avatar can move. Or consider a recent animated film; imagine you can pause it, then pick a character and direct the character around the animated environment.

Unless the owner of a private property opts for their property to be displayed in 3D within S-World, only a 2D image will be available and VSN users will not be able to move their avatar onto the visual image. The 2D Image will be similar, or the same, as seen in Google Maps.

The rendering process will start with Satellite Imagery, alongside the standard flat overhead view, various angles will also be photographed, once combined with existing global map data from all sources then triangulated, S-World VSN: 001 will be completed, with a reasonable degree of accuracy. Besides current popular animation techniques, great attention will be placed on fractal geometry. From this point there are various initiatives to improve the accuracy of S-World.

1. At each operation center there is a dedicated rendering department. At times it will render properties or areas directly, albeit its primary function is to teach others how to use the basic equipment and software, as the software will be based around the Sims. Once shown how to use a pen laser, anyone 12 and older could make a professional rendering.
2. The Travel and Real Estate industries will see the advantage in professionally rendering their establishments and their destinations, and real estate agents will perform this task free of charge. In the case of upscale homes and resorts, a more professional rendering can be performed for a fee.
3. Gamers and S-World VSN fans will have the opportunity to be in charge of a specific area for them to upkeep, for which they will receive EEE Points, and network credits.
4. In general, Tourism Boards and local authorities will see the advantage in assisting the rendering of their specific areas.



# S-World VSN

## Virtual Social Network

The "Hook" to S-World VSN is the "Teleport to GPS" function; it does not take a million ideas to make a great product, indeed often it is best to have just one, and then build the product around the idea. This notion is best summed up by Criss Cox VP of Facebook referencing the "tagging" idea as described in the introduction video within the Facebook careers community page.

**"There were 20 great photos products around in 2005 that had millions of dollars in cash, that had hundreds of features, and here we came along with a handful of people and a month and a half and built a product that boiled down and removed all of those features, except for one thing, which was tagging it so that we organized photos on the web around people and it completely changed the experience. That was, just like that!"**

The concept of S-World VSN is organizing people around where they are and where their friends are.







Once one has entered a site via the Maps Tab, a variety of options become available, this screenshot is specific to "Twitter." Along the bottom right we can see 10 icons representing various social networks and photos products, as we can see the "Twitter" icon has been activated. The list of celebrities selected pops up on the screen in the various locations where they can be found at the time.

To the left of the Social Network options are the four locator buttons. These buttons select the type of GPS positioning available. The single dot represents an exact location, from which one can virtually teleport directly to the celebrity and see all that they can see, albeit a virtual representation.

The Dot with a single circle represents the locator accurate to 5 miles, indicating what town a celebrity is in but not their exact location. The single dot with two circles indicates a 20-mile approximation, highlighting the City or rough position within a county and the crossed out dot represented the locator is off and the last known or inputted position is indicated.

There will be times when celebrities or friends wish to share their location and there will be times when they do not. The option to change the locator on a participant's smart phone requires only a simple click.



Next we move to a simulation of friends abroad. The locator is set to “exact positioning” so only friends with exact positioning turned on can be seen.

Please also notice within the Social Network options “Twitter” has been rendered inactive and both Facebook and LinkedIn are active, showing friends from both networks.

Centre bottom of the globe we see Zenda Scholtz, as the mouse runs over her picture; the virtual representation of where she is appears. In this case, Zenda is at a pool party. She could equally be on the beach, on Table Mountain, at a Safari, visiting the local vineyards or considering trying the world’s highest Bungee jump.

Clicking on Zenda’s photograph enables the “Teleport to GPS” function.



After we have “Teleported” to Zenda’s Location, we can “walk around” and see all there is to see using the green buttons found on the bottom right of the screen.

The rendering you see is the “SIMS Basic” mode; however, at the click of a button, if available, a Hi Resolution version can be displayed.

Please notice the “Simulate People” menu button is green, so the system has simulated people having fun around Zenda. On this topic please note the green halo over the male figure above the green buttons, which indicates a real person, to whom one can initiate a conversation via the “Engage Other” button.

The Show Map function is a local highlights map, which one can follow.

The Photo diary option allows the observer to follow Zenda’s movements throughout the day, orientated by the photographs she has taken on her journey

Skipping back to our “Celebrities on Twitter” page, it is easy to see how the twitter experience is boosted by not only receiving the tweets in the text box, but also seeing where the tweeter is and has been.

# S-World VSN TV

S-World TV has a number of components. First we shall see how it interacts with S-World VSN, and look back to the example made in July 2011 within the Facebook Product presentation for Criss Cox, which details a day out with U2.

In this example we examine interaction from the virtual world with real life footage, in the form of an S-world TV camera crew spending the day with U2 prior to their concert in Green Point World Cup Stadium, Cape Town.

Partly due to promotion, partly as they like to interact with their fans, but primarily because Bono wishes to raise money for the residents of the Mandela Park Township, U2 agreed to spend the day before the concert in S-World VSN interactive mode. They turn their cell phone VSN locators to exact positioning and allow a small film team to follow their movements, with one camera filming the band and two others taking artistic shots of the location and scenery.

After breakfast, U2 takes a 20-minute boat ride to Robben Island, where Nelson Mandela was incarcerated in the Apartheid years before being released to become president. Bono has a few words to say upon arrival at Nelson's actual cell and the band members chat and discuss the journey. At any time one can click on the "more info" button and bring up documentary footage about Robben Island, Nelson Mandela, or Apartheid history.

After 90 minutes and an amusing incident with a penguin, it's back to the mainland and the decision as whether to walk or get the cable car to the top of Table Mountain. Partly out of curiosity and in part as a collection of S-World, viewers have some pledged money if Larry Mullen takes a walk. Larry walks while the rest of the band takes the cable car. This works perfectly for the S-World film crew, because it provides more entertainment for VSN viewers as they have two focal points: Bono, The Edge and Adam in the cable car. Shortly after taking in the view, and possibly having a drink, viewers watch as Larry tackles Platteklip Gorge.

There is a certain camaraderie that comes with climbing Platteklip Gorge, and it would not be a surprise to find Larry bonding with his camera-carrying counterparts which makes for a much better one-to-one S-World VSN experience, particularly as they chat away on the frequent rest breaks that come between the continuous and unrelenting track up to the top. Larry has the opportunity to talk face to face with his sponsors, which of course makes for more interest and so brings more donations. For some it takes 45 minutes, the average time being two hours. Larry and the S-World crew made it in 90 minutes, which is a noteworthy time, and the \$10,000 or so Larry has raised will undoubtedly assist the residents of "The Mandela Park" township.

At any time, S-World VSN viewers can switch between actual footage of their journey and the virtual view. Once the band is reunited, it's on to the next leg of their journey, which is to the Mandela Park Township, 10 miles as the crow flies, 45 minutes via cable car then road, or two and a half hours on foot, going down

from Table Mountain across the 12 Apostles down to Constantia Nek. So out come the cell phones and the band watch a 5-minute virtual journey of the more adventurous route. Two and a half hours down is a lot easier than 90 minutes going up, so the band, including Larry who has now reached hero status with those following his day, all take the scenic trail to Constantia Nek before heading into Hout Bay and the Mandela Park Township.

Once at the township all the band members go into interactive mode, choosing to speak to various VSN viewers regarding the township as they walk around and meet the largely Malawian and Zimbabwean population who, despite their living conditions, are extraordinarily upbeat and for the most part happy. During this process the charity drive is increased and by the time they leave, fifty thousand dollars or so has been raised for the residents. Now it's back to the hotel and on to the concert.

During the concert, one can simply choose to watch it in standard TV mode, or interact with the audience who are periodically being interviewed. If one knows someone in the audience, one can request they go to a VSN camera for a live chat. Alongside this, one can choose to view the concert from any specific TV camera, swooping from different angles at will. Lastly, each person who uses VSN has an Avatar that can appear on screen, either a simulation of themselves, or an animal or indeed anything one may care to be. The avatar can go wherever it wishes; for example, if the avatar happens to be a kangaroo, the option to jump on stage and bounce around with Bono and the band during the concert is available.

All told this is a significantly enhanced experience compared simply to watching the concert on TV.



# S-World Virtual Business Network (VBN)

All network companies will be assisted by the Media and Advertising departments to create virtual stores for displaying their wares in highly innovative and creative ways, creating a sophisticated virtual shopping network. Complimenting this, S-World VBN has many convenient organizational tools.

The graphic below shows a map-orientated day planner. This example is indicative of someone managing a continental USA business with dealings in Europe, however the map could as easily show a small suburban operation, or simply be a social planner/calendar.

In the left menu, one chooses the appointments to be displayed, the groups of four people indicating the time of video conference meetings, the individual icons in white shirts indicating staff requiring interaction, and the house graphics representing property agents available to virtually show properties as that option is on the user "Dene Steels'" agenda. However Mr. Steels could just as easily evaluate schools, hotels, theme parks, retail stores indeed any product or service needing either a visual stimulus and/or a human description.

The "Available Only" tab is also activated and other than 'save meeting' reminders, Mr. Steels only sees people who are available to converse at this time. As Mr. Steels moves his mouse over the icons a description and graphic of what the conversation addenda pertains to is displayed, for example in this case, a selection of properties.

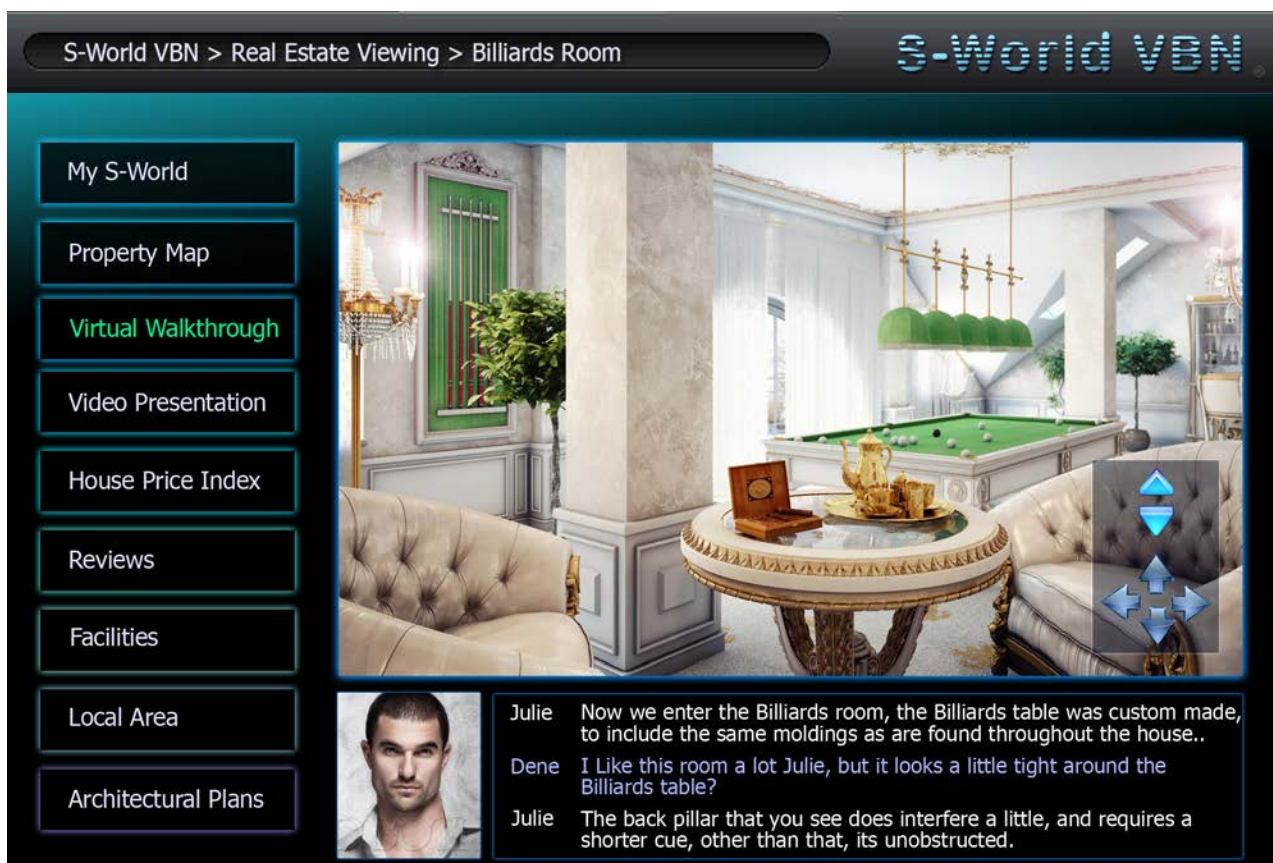


Following this example let's consider the workflow of the process of considering the purchase of a property, in this case the property desired as a holiday home investment. Mr. Steels is based in New York, and the first thing to be aware of is there is no pressure to talk to any of the agents at any particular time. Mr. Steels can initiate a meeting at the time of his choosing.

Prior to contact, Mr. Steels along with his family and advisors have already taken virtual walk-throughs of many villas and houses and narrowed the selection down. Now it's time to speak to someone who knows all the pertinent details about the property. Mr. Steels initiates the viewing process by clicking a button.

1000 miles away the realtor "Julie Bride" is having coffee at a friend's house, when her cell phone makes the much-welcome "ping" sound. She moves to another room, takes out her mini headphones and mic set and welcomes Mr. Steels.

Below we see the Billiard room-virtual representation of one of the properties Mr. Steels is interested in. It is portrayed in such detail it's very difficult to tell the difference between the S-World view and an actual photograph.



Mr. Steels is looking at the representation via a computer screen and Julie through her phone, which since she knows the property well, is all she needs. It is, after all, only a reminder and a tool to let her know to which aspects of the property Mr. Steels questions relate. Mr. Steels navigates his way through the house

using his mouse or direction buttons and asks Julie any questions he should care to ask. Once all his queries have been answered, they move to the other two houses on his list.

Vetting houses in this manner saves Julie time, she needs not worry about getting keys, she saves money in fuel costs, she saves travel time and of course she has no reason whatsoever to go into an office.

For Mr. Steels, viewing 9 separate houses and chatting to the realtors in Mexico, California, and Florida after having vetted the 9 from a hundred or so possibilities has saved weeks of time and thousands of dollars.

S-World VBN has given Julie the ability to do her job far more effectively, both in time and money, allowing her to do what she does best, which is network with the local community, past clients and new clients who have chosen her as their preferred agent via the many doorways into the S-World network. Julie would have been taught by the rendering teams at the University and operation center how to use the pen laser and rendering software, each time she renders a house, it's open for agents across the globe to show to their clients, sharing commission.

As for as Mr. Steels and his family, the chances of their finding the property that suits them best have increased by a large percentage.

It's worth noting that for each property a list of local amenities, including distance to schools and recreation areas is available at the touch of a button, and one can set filters in this regard. As important is the HPI (House Price Index) that advises of a property's value in relation to its location factoring in its size and condition.

Take away the international aspect and consider a normal property purchase, nearly all people no matter how clever or successful they are, do not have the time to do the proper research in purchasing what in over 90% of cases is the most important purchase they will ever make.

If one is to buy a house one should look at every house available from every agent, 50 maybe 100, in VBN this can be accomplished in a matter of hours. Rarely is anyone expected to buy a property via VBN, rather eliminate the properties that are unsuitable, and then have plenty of time to view diligently the top handful.

The exact same virtual views of properties and list of local amenities and attraction also works perfectly for choosing and booking accommodations for a vacation.

To the right we see how the same S-World functionality can be displayed in different "skins", different looks and feel's from the standard modern IBM style display, to a more classic design as displayed below incorporating the various S-World.Biz business software applications.





# S-Web

In the same way one can change the look, feel and functionality of the S-World software, S-Web applies the same principal to the information and products displayed on the standard world wide web. Below we see an example, in the travel industry, specializing in Africa.

On the left and in the middle, note a company called Experience Africa, the information within the website is the same, it is however presented in two different ways. Experience Africa alongside all businesses will have the choice of tens of thousands of different designs. This is not particularly new in principle, there are many template driven websites available where small companies can add their information. However the principle here is not to make a basic presence, rather to create large informative websites, this requires human interaction and assistance from the Advertising and Media departments at the Universities and operation centers.



Alongside adapting and perfecting standard templates to suit each business, when required the Media and Advertising department will create the logo's and company brand image. Alongside the company products,



be they safaris or windows, will be professionally photographed and filmed websites offering at the least a 5-minute company film about themselves and their products. At the most, in the case of Experience Africa, over the years a 30-minute art film and standard presentation and a TV show of each of the hundreds of venues will be available, each one worthy of TV airing, which of course will happen via S-World TV, and in particular S-World TV on demand. (To be detailed later) Perhaps to be interpreted as a “practical” National Geographic-type showcasing hundreds of companies’ products (homes, businesses, construction-ready land) worldwide. Of course alongside the film footage and photographs will be an S-World VSN (Virtual Social Business Network) 3D representation of each venue, where a client could navigate across an entire game reserve, clicking on movie icons to see actual footage from specific points.

**Affiliate Marketing:** The practice where one company either makes a product or makes a presentation of a product for others to sell, whereby both companies share in the profit. In the case of Experience Africa a good example would be to consider VIRGIN Holidays, a respected global travel company with interest in Africa but despite owning Ulusaba Game lodge VIRGIN is without a significant logistical or visual presence to really capitalize on the African Market. Given the companies would be happy to work together, VIRGIN supplying the Customers and Experience Africa the expertise and in general being located in Africa to welcome and assist their clients. The Experience Africa website information would simply be adapted to VIRGIN’s website, so attracting VIRGIN’s clients who wished to travel to Africa to make enquiries, then after once booked, both share in the profit.

If we look again at our graphic, on the right we see the same website but with Africa Concierge branding, in real life this was for Sotheby’s Realty Africa who realize benefits from offering their international clients a travel service, they make money from the travel, and as they have brought their clients to Africa the clients are more likely just to stay with Sotheby’s for their Real Estate needs.

Lastly, as an example we will go back to our “example” manufacturing company “The Window Factory:” their website will look great, with films and photos of their products. It will also contain films and photos of many other products from other network companies in the same field maybe a hundred, maybe a thousand, each time someone orders goods from them, they get paid. Alongside this their goods will be on thousands of other network company’s websites and in S-World VBN on line stores, increasing their exposure exponentially.

**Search Engines:** The “Per Human Results” Search Engine will not only keep the pressure on all network companies to perform continually, and it will be providing the most useful results. This aside without giving away too much, if one controls hundreds of millions of websites on different servers, incorporating existing upscale sites, blogs and news feeds, controlled by highly sophisticated web robots. Existing search engines can be manipulated to such a degree that only S-Web websites will show in standard search results for any search engine.



# Business Software Workflow

Over the following pages we will see screenshots for the S-World.Biz software, specifically 4 modules: Business, Finance, Organization and the CRM (Consumer Relationship Management) module. We shall look at the basics of their integration and examine a few new concepts. With the exception of cash handling to achieve complete financial efficiency one needs to combine seamlessly, consumer ordering, client's communications, administrative communications and financial recoding. A workflow example within a non-automated office environment may be: Client Enquiry > Sales Reply > Conclusion of Order > Administration Department Advised > Money Received > Sales Person Advised > Client Advised.

Initially comes the client INQUIRY, if the client is used to the S-World client content management system then all is well, a new item is added. However, if the inquiry is via telephone or email once the detail is collated, it is sent back to the client via an S-World "New Client" content management suite, to which the client can refer to at any time, recording all interactions, showing progress and allowing changes or amendments if possible.

After communications with the sales reps are concluded, the client is asked to sign off on his order. This is a vital part of the procedure, essential in some industries, travel for example. If the client is booking two weeks accommodation and the date is 17/8/2012 when it should have been 17/9/2012, it could be disastrous, hence the need for the client to sign off on his order. Once the booking is signed off, the information goes to the admin department. Indeed, the admin department in many cases is no longer necessary.

The usual job of the admin department would be to correlate the order information, update schedules, enact the dispatch of or book an item, input the data into a spread sheet or financial program then check the bank for the payment then update the financial program and inform the sales person and the client.

However, the S-World.biz system does all this, in such a way there can be no mistakes, no data capturing errors, no payments incorrectly assigned, no incorrect dates put into the schedule, no forgetting to tell the sales person. All tasks are automated and the client's content management suite is updated at every stage.

## Essential Patents

Creating all-encompassing business software requires various patents to be relaxed, workarounds can be made but are not always ideal, including patent holders as priority partners will circumvent this problem. Before even considering the new additions to business software one needs to consider that an all-in business software solution without cooperation of essential patent holders is impossible to perfect. Thus, due to the inclusion of patent holders within the network, on paper one should start at a point of technological superiority over all competitors.

# S-World Business

A general note before starting, one of the critical parts of the S-World.Biz software is its customization to specific industry types and that it is an: "all in one package." Attempting to customize out the box software to a specific industry that is not a typical retail or sales operation is not an easy task. Attempting to link that software further, for instance a financial package that communicates with a customer relations package that communicates with a sales reporting and inventory-holding package is beyond most competent computer people as the software is not designed that way.

The S-World.Biz software combines all possible business software into one seamless package tailored to thousands of different industries and sub industries in all languages, tax compliant with all countries. Added to this, it would be free!

Below we see the "Business Advisory Page" you can read the various options down the left vertical menu bar, from analyzing partner relationships to general advice lectures to SWOT analyses.

Highlighted is the "Latest ADVICE" pop-up screen which offers suggestions from the Operation Center's. This advice has been processed from the results of other companies in similar fields, and is well considered, indeed in many cases priceless. This is a good example of the software interacting with the human logistics teams at the operation centers offering a service that is not available from software alone.

The screenshot displays the S-World Business software interface. At the top, there are tabs for BUSINESS, FINANCE, ORGANIZER, COMMERCE, and S-World. On the left, a vertical menu lists various options: PQS, Partners, Latest Advise (highlighted in green), Resort Network, US Network, Global Network, Network Credits, Lectures, Strengths, Weaknesses, Opportunities, and Threats. The main area shows a 'Latest Advice' pop-up window titled 'Smartglass Manufacturing System Recommended'. The text inside the window reads: 'Dear Mr. Johnson', '24 Resort Network Window Manufacturing companies have introduced the Smartglass System.', 'On average prices have reduced by 4%. Labour has decreased by 12%', 'Orders have increased by 7%. The PQS predicts a 3.667% increase in profits if you adopt the system.', 'Profits will balance cost of instillation in 256 days.', 'You have the finance to purchase the system', 'PQS Recommendation "STRONG"', and 'To install the system "Click Here"'. Below the text are five small images labeled 'CLEANCUT', 'INTERCEPT', 'INTERCEPT', 'SMART LINEAR', and 'SMART OVEN'. At the bottom of the window, it says 'SMART GLASS The powerful integration of the complete Smarties 1-3 production line brings even further freedoms in lean manufacturing, labor savings, and quality improvements.' and 'Leading agent is Anthony Brice on \$27.364'. The background of the main window shows a calendar and a bar chart.



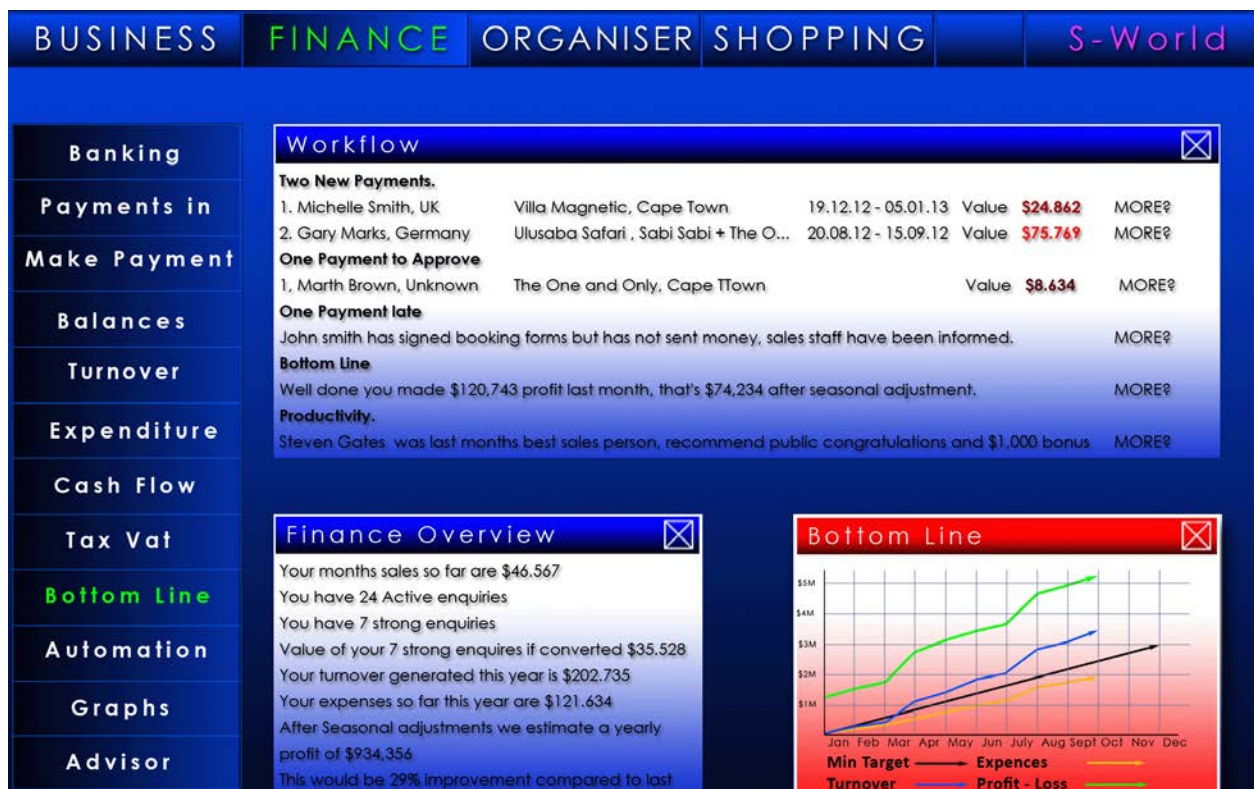
# S-World Finance

Below we see the Finance Modal assisting the owner or sales staff of a business in such a way as to make the idea of running a business without an administrative department perfectly plausible. In the "Workflow" we see payment advice, payments in, payments that need to be approved, and late payments. Underneath a seasonally adjusted bottom line profit account and a productivity sales staff report recommending a bonus.

The unique aspect to the financial reporting page is the way it calculates the bottom line.

1. Standard month end debits and credits
2. Overall profit or loss adjustment, taking into account all future transactions.
3. Overall profit and loss adjustment taking into account all future transactions and assets
4. Month end statement calculated via the network, not what one has spent and received rather what other companies have paid to and received.

The latter with the exception of cash handling making fraud all but impossible, the combination of all four methods run simultaneously offers near total financial security, or total financial security.



# S-World Organizer

The Organizer incorporates a host of sub applications; it becomes an e-mail client, a task improved by setting keywords. Many companies do not have time to crawl through all the "info@" emails, and when sales staff moves on, over time many potential "buy" emails will be lost in the system sent to their redundant email addresses. By setting keywords such as a book, booking, order, purchase alongside various product names valuable communication will be saved from the cyber bin.

Client relationships are championed within the virtual calendar, making even the most unapproachable or simply shy company representative appear gracious, competent and thoughtful, this endeavor culminates in the sending of gifts. Indeed it was this concept, going above and beyond the competition in respect of "Keeping the Customer" that leads to the Facebook Gifts adaptation.

The "I See You" recruiting software contains among other useful staff relations applications various physiological tests, which can initial assist in screening new recruits before interviewing and further assist during an interview as the tests let you know what the candidate is really thinking.

The program also works within the workspace offering regular tests which let the boss or management assess the mood and teamwork, excellent for working out which motivating factor will get the most out of each employee, and indeed discovering negative traits.

The screenshot displays the S-World Organizer software interface. At the top, there is a navigation bar with tabs for BUSINESS, FINANCE, ORGANISER (highlighted in green), SHOPPING, and S-World. On the left side, a vertical menu lists various functions: E -Mails, New Leads, Cold leads, Client Replies, Client Relations (highlighted in pink), Reminders, Payments, Availability, Diary, Graphs, Marketing, and Management. The main window shows a 'Workflow' section with a list of tasks. A pop-up window titled 'Send Gift to client' is open, displaying information for Mrs. Jane Brown. The text in the pop-up indicates that Mrs. Brown has booked 3 times, spending \$121,643, and her birthday is in 10 days. It also mentions her likelihood of re-booking is 'very good' and that she has received a box of chocolates for Christmas. The pop-up suggests choosing a bouquet of flowers as a gift, based on the remaining gift allowance of \$2,562. Below the text, five gift options are presented with images and prices: Box Of Chocolates (\$10), Bouquet of Flowers (\$30), Charity Donation (\$50), Gucci Perfume (\$80), and Dom Perignon (\$350). At the bottom of the main window, it states 'Leading agent is Anthony Brice on \$27,364' and 'Your value to company status is: VERY GOOD'. A calendar bar at the bottom right shows the months from Jan to Dec.

**BUSINESS FINANCE ORGANISER SHOPPING S-World**

**E -Mails**  
**New Leads**  
**Cold leads**  
**Client Replies**  
**Client Relations**  
**Reminders**  
**Payments**  
**Availability**  
**Diary**  
**Graphs**  
**Marketing**  
**Management**

**Workflow**

**Send Gift to client**

**Mrs. Jane Brown**  
Mrs. Brown has booked 3 times with you spending \$121,643  
It is her birthday in 10 days  
Her likelihood of re booking is **very good**  
You sent her a box of chocolates for Christmas.  
You have \$2,562 left in your gift allowance.  
S-World Recommends you choose a bouquet of Flowers  
Please choose your gift

**Box Of Chocolates \$10**  
**Bouquet of Flowers \$30**  
**Charity Donation \$50**  
**Gucci Perfume \$80**  
**Dom Perignon \$350**

Leading agent is Anthony Brice on \$27,364  
Your value to company status is: VERY GOOD

Jan Feb Mar Apr May Jun July Aug Sept Oct Nov Dec



# S-World Commerce

The commerce section deals with buying and selling activities: Price adjustments, marketing campaigns, assessing the search engine rankings, inspecting and enhancing core partnerships.

Alongside the above, the S-Web functions are managed here, enabling users to expand upon, update or generate new websites, create new affiliate partnerships by adding a product made by another company to the website or asking another to add your product to their website, this task is largely automated and becomes as simple as a single click.

Profit Share, Bonuses and Dividend yields are managed here too, this is where owners, management and floor employees can see company performance in relation to profit share, and receive tips on how to increase their yield.

The commerce page also acts as a purchasing hub, reverse engineering the selling process, those that know how to sell via the Commerce page will be equally adept at purchasing, be it business supplies, investments or personal items. The specific tab open "Latest Offers" illustrates various Resort Network properties on sale below their "HPI" (House Price Index) value. The "Subsidized Items" tab shows items that the network has subsidized, for instance to promote electronic cars, the car below would cost \$10,000 but is available for \$6,000.

BUSINESS

FINANCE

ORGANIZER

COMMERCE

S-World

My E-Commerce

Shopping

Latest Offers

Marketing Campaign

SEO - SEM

Network Ranking

My Websites

Affiliate Partners

Core Partners

Auctions

Rank Items

Network Credits

Latest Property Offers

Finished Real Estate

1. 4 Bedroom Villa in Orlando, Florida RN4 HPI Value: ~~\$375,423~~ Asking Price: ~~\$290,000~~ MORE?

2. 7 Bedroom Estate in Great Falls, Montana RN2 HPI Value: ~~\$1,237,844~~ Asking Price: ~~\$930,000~~ MORE?

3. 1 Bedroom Uni Studio in Pala Alto California RN1 HPI Value: ~~\$58,623~~ Asking Price: ~~\$46,500~~ MORE?

Off Plan Real Estate

1. 1 Acre Lakeside Pitch in Lorain, Ohio RC8 Build Credits: ~~\$872,000~~ Asking Price: ~~\$1,640,000~~ MORE?

2. 20,000 sq. ft. Zone 2 Pitch in Victoria Texas RC7 Build Credits: ~~\$152,000~~ Asking Price: ~~\$230,000~~ MORE?


Finished Comercial Property

1. 10,000 sq. ft. C3 Marina in Wichita Kan.RN1 HPI Value: ~~\$341,428~~ Asking Price: ~~\$280,000~~ MORE?

1. 150,000 sq. ft. C2 Retail Pk in Richmond Vir. RN3 HPI Value: ~~\$585,395~~ Asking Price: ~~\$480,000~~ MORE?

Subsidized Items

Ford Electric Vehicles. Subsidized Price: \$6,000  
153 available, sell be estimate Today 16.36 p.m.



Recent Purchases

Spedo MP3 Player - \$60 Ranked: Poor

DVD: Lord of The Rings Trilogy - \$40 Ranked: Top

Weekly Shopping - \$123.84

Halfords Mountain Bike - \$450 Ranked: Good

Dell Laptop Inspiron - \$620 Ranked: Poor

FIFA Manager 2012- \$28 Ranked: Poor

Black T Shirt (TS2561) - \$20 Ranked: Top

Black T Shirt (TS1297) - \$20 Ranked: Top

# “Philosophical String Theory”

“String Theory”: A Genuine Contender for the “Theory of Everything”

May 2<sup>nd</sup> 2011

**Nick Ray Ball:** “Would mathematics in whatever form predicting future events partially validate the theory”?

**Anthony Rauba:** “Some but not all of the math is, thus theory, but as to predicting the future? I refer you to Asimov’s “Psychohistory” from Harry Seldon of the “Foundation Series”.

“You may not predict what an individual may do, but you can put in motion, things that will move the masses in a direction that is desired, thus shaping if not predicting the future.”

**Apple’s 1997 turn around “Think Different” Campaign:** “It is only those crazy enough to think they can change the world that can.”

**Margaret Mead:** “Never doubt that a small group of committed citizens can change the world. Indeed, it is the only thing that ever has.”

If you are reading this, you are one of those citizens

American Butterfly  
*The Theory of Every Business*

Chapter Eight

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S-World Universal Colonization Simulator

Page 106: S-World UCS History

Page 127: Facebook Travel – Tutorial Game

Page 132: S-World UCS -QE & EEE Scores

Page 143: S-World UCS Game play

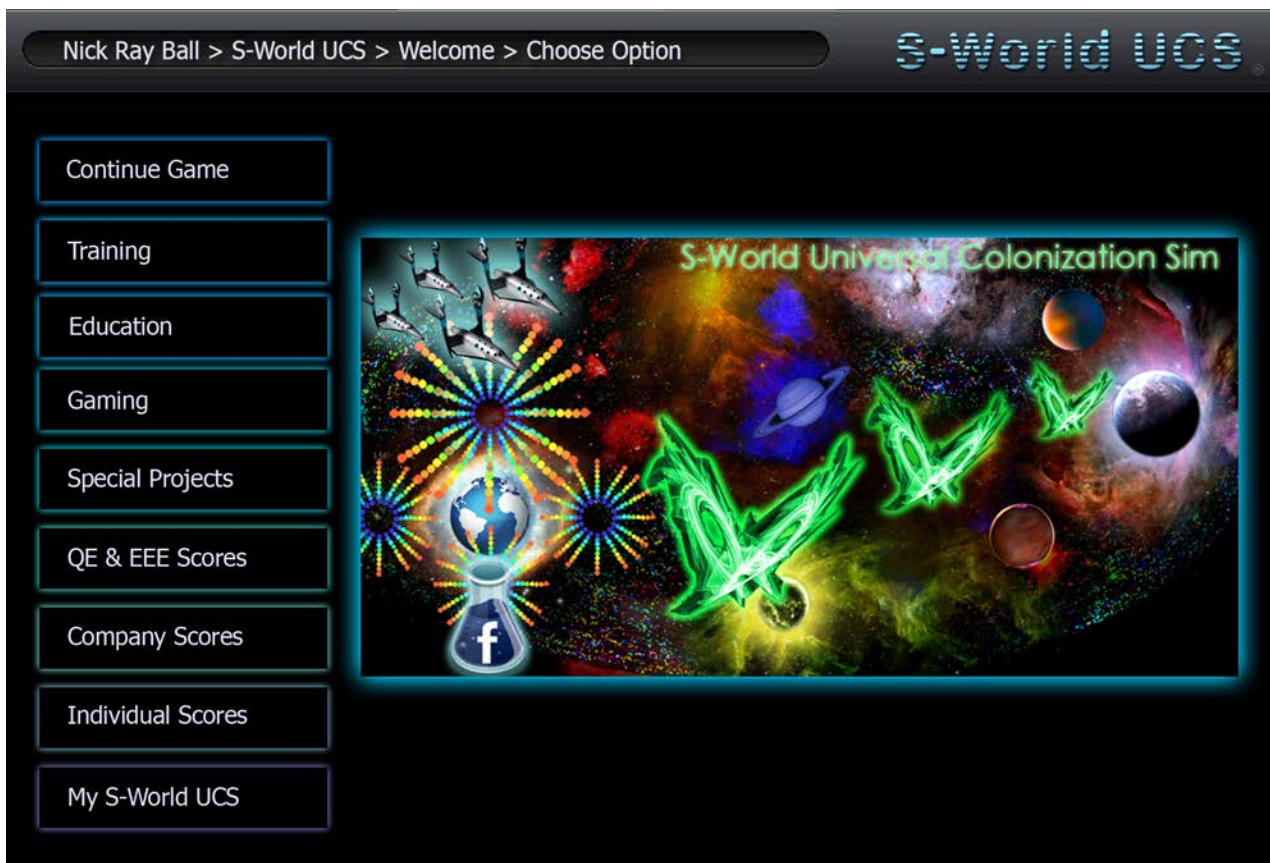
Page 151: S-World UCS – Special Projects

Page 154: Garret Lisi's "The Theory of Everything"

Page 159: Quantum Time

Page 162: S-World UCS Logistics

## S-World UCS > Welcome



In August 2011 the link <http://theglobalchallengeproject.blogspot.co.uk/2009/08/theories-behind-global-challenge.html> to Lee Chazen's Global Change Project, a new innovation in teaching, inspired a new territory gain consideration into the gaming element to S-World, and the start of a dedicated chapter. But first a name needed to be considered as "The Tutorial Game" as had previously been detailed within the 2011 Facebook Travel concept, was less than inspired.

The name S-World Universal Colonization Simulator was chosen, as it was the most adventurous of the American Butterfly special project initiatives. The chapter was to tell the history of S-World UCS then present various components, including:

- A training and education platform.
- A platform to highlights Special Project ambitions.
- A scoring system that measures companies and staff QE & EEE Scores, which encourages behavior and spending patterns that assists networks ideals and economics.
- A competitive gaming platform which encourages competitiveness, whilst making real business more fun and a lot simpler.

# Villa Mogul

Far from a new consideration within the global network, S-World UCS was originally considered in 2003 in the form of "Villa Mogul," which was to compliment the original "Lux Guides" Galileo-GDS (Global Distribution System) XML (Extensible Markup Language) driven global travel network.

Having created hundreds of attractive panoramic virtual tours of Cape Town and South Africa, the images were to become the visual stimulus for a turn-based management computer-game / business-simulation based around four games available at the time.

1. **Championship Manager:** A soccer management game that relied on team building, tactics and financial management.
2. **Railway Tycoon:** Based around territory expansion and finance.
3. **Civilization:** Combined research and territory gains
4. **Tropico:** Detailed the expansion of a holiday resort.

The idea was to create a turn based management game/simulation, where the user started a small travel business and built it into a global travel empire. The differences between Villa Mogul and other business simulation games available at that time were three fold:

**Firstly**, the Virtual Tours and maps, when displayed in Apple's QuickTime gave the game a visual edge over its competitors.

**Secondly**, and most importantly at the time: As Villa Mogul was based on a real business; the real business would receive additional exposure and generate additional profits.

**Thirdly**, the game/simulation could become a recruiting tool for franchises; the players over a certain age with the highest scores given start up funding and a real travel franchise.

However, one problem with the franchising concept was that those who won the game would probably not have the appropriate skills to run an actual business, as such, the system needed to handle finance, administration and customer service, whilst teaching the user various business and marketing skills. So over the following years, research went into looking into financial, organizational and CRM (Consumer Relationship Management) software packages, eventually concluding that a combined system would need to be built from scratch, with the financial software linking directly to a bank and master accounting office. In essence, the franchises would not control their own finances, rather just receive the profits.

Looking back, it's clear that Villa Mogul was a big influence on American Butterfly.

Below we see a look at how the game was to be set up in 2004, as seen within the S-World UCS interface.

Nick Ray Ball > S-World UCS > Games > Villa Mogul

S-World UCS

Start Game

Set personal Skills

Skills Development

Allocate Budgets

Hire Staff

Rent Office

Research Technology

Make Web Site

Marketing



Dear Nick Raymond Ball

Today 1st July 2002 you have open a Villa Rental company in Cape Town. You start with \$25,000 which you can spend of Offices, Staff, Marketing, Web Development or Technical Research.

Below you will find 16 personal skills and traits, you can assign 80 points, please assign traits consistent with your own.

Business Experience:	3	Drive:	9
Financial Experience:	1	Artistry:	6
Creativity:	10	Web Skills:	10
Marketing:	10	Search Engine Skills:	7
Customer Skills:	7	Salesmanship:	6
Languages:	0	Legal Knowledge	1
Man management	3	Branding Knowledge	1
Discipline	3	Luck:	7

At the begging of the game one sets their personal skills and experience, chooses which skill they wish to develop further, allocate budgets between staff, premises, technologies, websites and marketing.

As one progressed through the game the general idea was to identify the pitfalls in the form of “hidden attributes” which contributed to the dreaded “other” field within the financial accounting section, and to make the player appreciate that if you have adequate marketing and superior visual, unless one really messes up, one will end up on top.

In August 2011, the Villa Mogul game was expanded upon as the first part to the business development plan for Facebook expanding into travel, as seen as chapter 14 on [www.s-world.biz](http://www.s-world.biz).



# Facebook Travel – Tutorial Game

The Facebook Travel “tutorial game” is positioned as the first of the eleven chapters that made up the original Facebook Travel initiative. Alongside a game, “The Tutorial Game” was intended to be the first steps into gaining a job, contract, franchise or other opportunity.

Whilst this chapter was written around Facebook, most of its content was inspired by the plans for a global travel franchise “Lux Guides” and a pan African travel company “Experience Africa,” To avoid confusion from here on in, I shall refer to the Facebook Travel as S-World Travel.

The general idea behind S-World Travel was to give individuals the power of a travel agency, including the business tools, websites, marketing and client enquiries. Holiday makers or business travelers would have the options to choose their specific representatives based on their physical location, personal traits, their ratings from previous clients, alongside other items.

In many cases the travel industry has been dominated by large and small companies with agents that are poorly paid, many of whom have never been to the country they were recommending who recommend venues due to company policy, which was usually dictated by the greater discount offered by suitable accommodation venues.

However within S-World Travel, if the vacationer or business traveler wished to visit a particular location, not only are they assured the representative they talk to has local knowledge, they could go deeper. If the traveler liked nature and scenic tours, they would pick a representative who had similar passions, who may take their guests to, or advice upon, the best places to go.

A real life example would be taking an excursion to the Cape Town Wine-lands, with over 200 different wine farms, located within 8,600 square miles (larger than Luxemburg, Mauritius, Hong Kong and Samoa combined) and all guidebooks in general being rather non committal, or worse, bias due to advertising, a day out in the Cape Wine lands can be a very hit or miss affair. However having done the research, the answer lies within a selection of about 6 venues in Franschhoek, about 50 minutes from Cape Town, invaluable knowledge in terms of maximizing the experience for clients, available only from locals with a passions similar to their clients.

On the other hand, if the vacationer or business traveler wants to enjoy Cape Town’s nightlife, they would be better choosing an agent who’s trying to break into the film and fashion industry, as they would know where the best parties are and often arrange guest lists and invites for private villa or yacht parties.

Financially, due to the economics of the system which at a starting point see the agent and system split the profit made from a sale (often 10% of the booking fee each) it made the individual representatives or agents about five fold the income they would receive for an agency, and so, with the agent and the holidaymaker having similar passions and the representative receiving more money, and venues evaluated by the “per human results search engine” in the vast majority of cases, the holidaymakers experience would be significantly improved.



The tutorial gaming contingent revolved around 20 advances in travel that had been considered at the time which were to assist individual travel reps and agents.

Customer Service	Website	Marketing	Networking	Finance
Act or Goldmine CRM	Content Management	Search Engine Optimisation	Live Chat/Skype	Quick Books
Experience Economy	Virtual Tour	Affiliate Partners	Facebook	Pastel
CRM1 - Organiser	Free Websites/S-Web	Travel Service Ratings	S-World Travel	SW/CRM Link
CRM2 - Client Gifts	Virtual World 1	Branded Travel Magazines	SW Travel Reps	SW/Bank Link
CRM3 - Psych Tests	S-World Network	Give Half Back	SW Travel Agents	Total Reporting
CRM4 - Total Email	Virtual World 2	Global Distribution System	S-World VSN/VBN	Audited Accounts

In 5 categories, the top two lines below the headers displayed advances in travel that had been made in the 21<sup>st</sup> century; the 20 below in purple were all new, and exclusive to the S-World network. On the original webpage each advance was a web-link leading to a description and further details. For quick access follow this link: [http://www.s-world.biz/FaceBook/1\\_The\\_FaceBook\\_Travel\\_Tutorial\\_Game.htm](http://www.s-world.biz/FaceBook/1_The_FaceBook_Travel_Tutorial_Game.htm)

Most of the advances are elaborated upon within American Butterfly in one place or another, one that has not been, was within the Customer Service section CRM (Consumer Relationship Management)

3 – Psychology tests. An extract from the original Facebook Travel chapter follows:

“At the start of your game, there will be many hidden attributes, a staff member may seem excellent from there viewable attributes, but what you can’t see are some unwanted character problems, such as, laziness, sickly, problems with authority, dishonesty or over ambitiousness. However on the positive side of the coin potential staff could equally have good hidden characteristics such as, loyalty, hard worker, nice to be around, works out of the office well, motivator, or team player.

As mentioned, one of the main objections of the game is to get S-World travel reps & agents to appreciate the new travel advances, if we take the “CRM3 – Psychology Tests” as an example, this particular advance can reveal the negative or positive employee traits.

“CRM3 – Psychology Tests” only becomes available after playing the game for a while so, its exact time of being unlocked depends of which areas of research have been prioritized and how much profit is assigned to research. Within ones game, by the time one has researched “CRM3 – Psychology Tests” the game player may have quite a few staff members.

As soon as the “CRM3 – Psychology Test” advance is researched, all the attributes of the worst traited staff member are shown, and you see how much money has been lost and how many game points he/she has lost you.

I will give an example of a test I have used many times over the years, always with surprising accuracy. To see the entire test follow this link [http://www.s-world.biz/FaceBook/CRM\\_Psychology\\_Test.htm](http://www.s-world.biz/FaceBook/CRM_Psychology_Test.htm). This test in particular, would be performed at an interview to determine whether an employ has genuine excitement for the job, or if they are just looking to pay the rent. Question’s 3 & 4 tells you a lot,

3. You are on a journey, you come to the end of suburbia and in front of you is nature. Describe

the nature that you see?

#### 4. Is there a path?

If the interviewee has a thick forest without a path; they are working until something better comes along. On the other hand, an applicant who describes a flower covered meadow with a large path in the middle; will most likely be a very willing employee that sees his or her future with the company."

Collectively the 20 advances, give solo representatives or individuals who wished to create agencies, the power of a large travel agent, with the individual local knowledge of a niche operator and by starting the candidate off in the past the candidate learns to appreciate the technology and understand why it was created.

Other significant sections within the original tutorial game chapter include:

#### **An early version of territory gain**

"One point to highlight in the S-World Travel Tutorial Game, is that it is not simply a management game, like Football Manager or Zoo Tycoon. It is also a territory advance game, like Civilisation or Age of Empires, but instead of making an army, one battles for market share. An attack would typically involve, making a superior website in another's area, marketing campaigns, out bidding rivals for Pay per Click's advertising, trying to make favourable relationships directly with competitors' suppliers and/or undercutting competitors' prices.

Whilst this approach would be more fun to some gamers, in the long run, more often than not, it would not be as effective, as one would have to set up a base in the new location, which can be costly and time consuming. Diplomacy on the other hand see's one making an alliance with a partner in the location one wishes to expand into, such actions costs little or nothing to set up.

For example, if the game is started in Cape Town, South Africa, dealing with luxury villa rental, every now and again clients will wish to book a safari. Making a partnership with a safari specialist will make a good source of extra cash, if the client that enquired about a villa also books a safari. Indeed by the time one has included peripherals often there is more to be made from the Safari booking than the villa booking.

Another good example, is in considering Cape Town is for most a winter sun holiday, as such making partnerships with other suppliers of other winter holiday's increases your chance of making bookings, should ones clients from previous year wish to try a new location, such as Australia, Thailand, Brazil or skiing in Europe or the USA. One of the main things we are looking to achieve from our S-World Travel Reps and Agents is cultivate repeat business, and develop relationships for life.

NOTE: To really maximise supplier partnerships, gamers will attempt to make reciprocal arrangements. This affiliate partnership process, whilst one of the most effective ways to win the game at the beginning, becomes far simpler when the advance in marketing technology "S-

Web/Free websites” opens up, this technology instantly reveal’s partners across the globe, and web site development costs are free.

In this example what we are trying to accomplish, is to get our Travel Agent to really appreciate the Free Websites technology, having respected the amount of time it takes them to develop partnerships in the game and how much extra money it made. At the same time teaching them how to use the website building engine, which builds amazing looking well researched comprehensive travel websites in areas our reps wish to represent, which can be used in real life.

### **General points on game play**

1. If the rep does not have good personal admin and financial attributes, until the finance software is researched, they will see the dreaded expense column “Other” increase rather quickly.
2. From the beginning, having an excellent website and images is essential to attract customers.
3. Shops and offices are often a waste of money, especially at first.
4. Sales staff who excel, may leave and start rival business if they are not nurtured into partnerships or financially incentivized by, profit share or increased commission, or a status title, (Note the Psychology tests let you know what incentivization are most effective in pleasing employees)
5. Trying to sue anyone is often a waste of time, expensive and time consuming.
6. If the Travel Agent does not have good warm and friendly characteristics, they need to hire someone that does or the company loses repeat business.
7. Stock is king, the more stock, the better chance of negotiating lower rates and the client has a better chance of the finding his dream venue.
8. Developing higher discounts (STO’s) from suppliers is a good way to improve profitability.
9. Getting exclusive stock so the S-World Travel Reps and Agents can affiliate market to travel companies around the world is an excellent way to improve, but mind, property management is not to be taken lightly, outsourcing the management whilst retaining exclusivity in marketing is often the best route.
10. One overall factor to win the game is customer service, time spent with clients, when they arrive, during their stay and on departure (if they wish it), then after they have gone home. It will be a factor that can be easy to work out, but time consuming, until the CRM advance CRM2 – Client Gifts is available, which will send previous clients, cards and gifts on special occasions.

### **TV Reality Show**

On my birthday, August the 2nd 2008, I woke up with the idea of how to turn the game into a real life global competition. By giving the top 8 or so winners in different locations their own travel franchise and a \$100,000 start up kitty, which was hoped to come from game royalties. Where-after their progress was to be followed the via a TV reality/game show. The critical

element in terms of popularity was to include one expert business person such as Sir Richard Branson helping each contestant and franchise, advising and teaching the companies. By the very nature of the exposure from the TV show, all eight contestants would do well, an early example of circular events.

Unfortunately in practice, at the time it was unrealistic, who would look after and greet the clients? It would need a team of people and a lot more start up funding.

However, now within a social networking environment, instead of looking for one good rep or agent per territory, we can look for hundreds and thousands, and due to the advances, there is no need to offer start up money, training, offices..... no costs at all really, the S-World Travel Rep or Agent, being quite happy with their commission.

And so now there is a good opportunity to launch an interesting game show, the same as before, but the S-World Travel Agent can work with S-World reps across the globe, so solving the service problem. "Who wants to be a S-World Billionaire" would be a fun title following 16 different S-World agents, all aided by a prominent business men or celebrity, in a ongoing competition to make money and please the customer, each representing a different region as mapped out here [http://www.s-world.biz/FaceBook/16\\_Global\\_Territories.htm](http://www.s-world.biz/FaceBook/16_Global_Territories.htm)

The additional interest and coverage from such a TV show will highlight too many, the opportunities and advantages of working not only for S-World Travel, but also the many other industries that S-World and the advances can be adapted to.

Having highlighted the competition between these 16, it will make the general scoreboard of all S-World Agents & Reps more significant, a general scoreboard of all agents and reps will be available, not only does this turn their now, real life business back into a game of sorts, it also makes a perfect meeting forum, for Reps and Agents to network across the globe when they have clients going to areas they do not know, it also gives clients the opportunity to see the experience level of reps and agents.

The scoreboard will also calculate the total amount of money spent in terms of special project spending.

# S-World UCS

The concepts, Villa Mogul and the Facebook Travel Tutorial Game were innovative and offered an improvement in travel in general, from choosing agents with similar tastes to viewing venues in S-World VSN. However, as far ahead as it was in comparison to what is available within travel today, there was a large element of uncertainty in terms of territory gains, be it affiliate or conquest.

One could program the game to behave and concede at a certain point, but in real life, it does not always work out, alongside this came the consideration that within American Butterfly we are long past considering a travel application, rather the tutorial game needed to span many or all industries, plus it needed a better name.

Enter S-World UCS, Universal Colonization Simulator, and a simple consideration...

Instead of giving the construction suppliers tenders to all 256 first phase US mother networks, we could half the amount or quarter it, and in so doing the territory battle will be for the vacant lots. This territory battle was certain, well, it was certain that someone within the network would win against another. So to further level the playing field and add more game play one could encourage partnerships between different suppliers, to bid for collective tenders. For instance if "The Window Factory" specialized in Aluminum windows, it could look to make partnerships with other window types to offer a more complete solution to a mother network who did not have such products made within its construction sector.

In addition, one could make tenders not simply about price and quality, one could introduce a points system that would ultimately make the network more efficient and encourage behavior in-line with the networks ideals/goals, be they: ecological, philanthropic, conservation or complexity saving. (saving us)

## S-World UCS – QE & EEE Scores

For every game there needs to be a score, be it the owner of The Window Factory conducting real business or Aamina a 17 year old girl in Ethiopia, who via the extensive education applications within S-World UCS is learning English, studying, taking exams, familiarizing herself with the business systems and looking to find which industry which she enjoys and excels at, hoping her score will see her recruited to a resort network, science or network city.

I appreciate most in Ethiopia do not have as much food as they would like, let alone have a computer with internet access. However this point is covered expertly within the second and third American Butterfly books, the discipline a simple mathematical wonder I call "Angel POP," which is best considered as one of Sienna's gifts for us.

The score in S-World UCS is not simply how much money one accumulates, this is of course important, but as important is a companies or individuals EEE and QE Scores.

The EEE (Ecological Experience Economy) score takes into account a number of factors: Ecology, research, philanthropy, sports media & PR, systems knowledge, consumer rankings, suppliers EEE scores and other items.

The QE (Quantum Economic) score is a company or individuals "Profit vs. Revenue Ratio" percentage.

Below, once again we see the Profit vs. Revenue analysis for The Window Factory as seen in chapter two, presenting a total QE Score of 58.9%, which tells us, that for every dollar The Window Factory receives, 58.9 cents will be made in profit by the network. Split into five profit centers: 30.8 cents directly via The Window Factories sales, 21.6 cents via their materials suppliers, 2 cents via their media and marketing companies, 2.1 cents from staff and 2.4 cents on miscellaneous items

	The Window Factory	2018		Staff			Total Profits
a	Company Revenue	\$7 938 477	l	Bonuses	\$330 034	x	<b>\$4 675 526</b>
b	Profit	<b>\$2 441 125</b>	m	Salaries	\$445 550		(b+f+j+r+v)
c	Profit vs. Revenue (b/a)	<b>30.8%</b>	n	Sub Total	\$775 584		Total QE Efficiency
	Suppliers		o	Payroll + Income Tax	\$193 896	y	<b>58.9%</b>
d	Spent	\$3 175 391	p	Income After Tax	\$581 688		(x/a)
e	QE Efficiency	<b>54%</b>	q	QE Efficiency	<b>29%</b>		Total Tax
f	Profit from Suppliers	<b>\$1 714 711</b>	r	Profit from Staff (p*q)	<b>\$168 690</b>	z	<b>25%</b>
g	profit vs. Revenue (f/a)	<b>21.6%</b>	s	Profit vs. Revenue (r/a)	<b>2.1%</b>		(estimated)
	Media			Miscellaneous			Total QE Tracking
h	Spent	\$300 000	t	Spent	\$350 000	aa	<b>83.9%</b>
i	QE Efficiency	<b>54%</b>	u	QE Efficiency	<b>54%</b>		(x+y)
j	Profit from Media	<b>\$162 000</b>	v	Profit from Miscellaneous	<b>\$189 000</b>		Economic Black Hole
k	profit vs. Revenue (j/a)	<b>2.0%</b>	w	profit vs. Revenue (v/a)	<b>2.4%</b>	ab	<b>16.1%</b>

The Window Factories 30.8% Profit vs. Revenue score is simple; The Window Factory received \$7,938,477 in revenue. and generated \$2,441,125 in profits. The profit is divided by the revenue equaling 30.8%.

At 21.6%, the second largest contribution is made via their material suppliers; in this case (As seen in the next graphic) we have three main suppliers of Aluminum, Glass and Handles.

Within the set-up of each resort network cube (8 mother networks close to each other,) other construction sector business will be working similar suppliers butterfly model, so we expect most to have a similar QE Score. For this example I have slightly lowered the Window Factories score and applied an average score for suppliers un the construction sector to 54%.

As such, of the \$3,175 391 spent on supplies 54% will be recorded as network profit, to one Network Company or another. So we divide the \$3,175 391 spent on supplies, by the estimated average 54% QE Score of the suppliers, leaving \$1,714,711 in profits for the network, which equals 21.6% of overall revenue taken.

Lastly we add the smaller additions from media, staff and miscellaneous spending, increasing network profit by 6.5% adding up to the Window Factories overall QE score of 58.9%.

Initially the QE Score was considered, as a way to optimize network profit within renewable energy projects. For instance, if the network was to invest build a giant dam that cost \$2 Billion to build, how much would network construction sector make in profits?

However, understanding its importance, it was adapted to look at tenders, collectively as a typical resort would spend upwards of \$2.5 Billion on construction. This being so, if within the resort network, all companies have a collective QE Score of 54%, then the various network construction sector companies will have generated \$1.35 billion in profit.

This profit alone, is enough to cover all the profit required for the first three years of all network expenses and profit targets: \$200 million in year one, \$400 in year two and \$600 million in year three. Leaving a further seven business sectors of equal size to generate additional profit. (Each network is broken into 8 sectors of 12.5% each)

## S-World UCS Interface

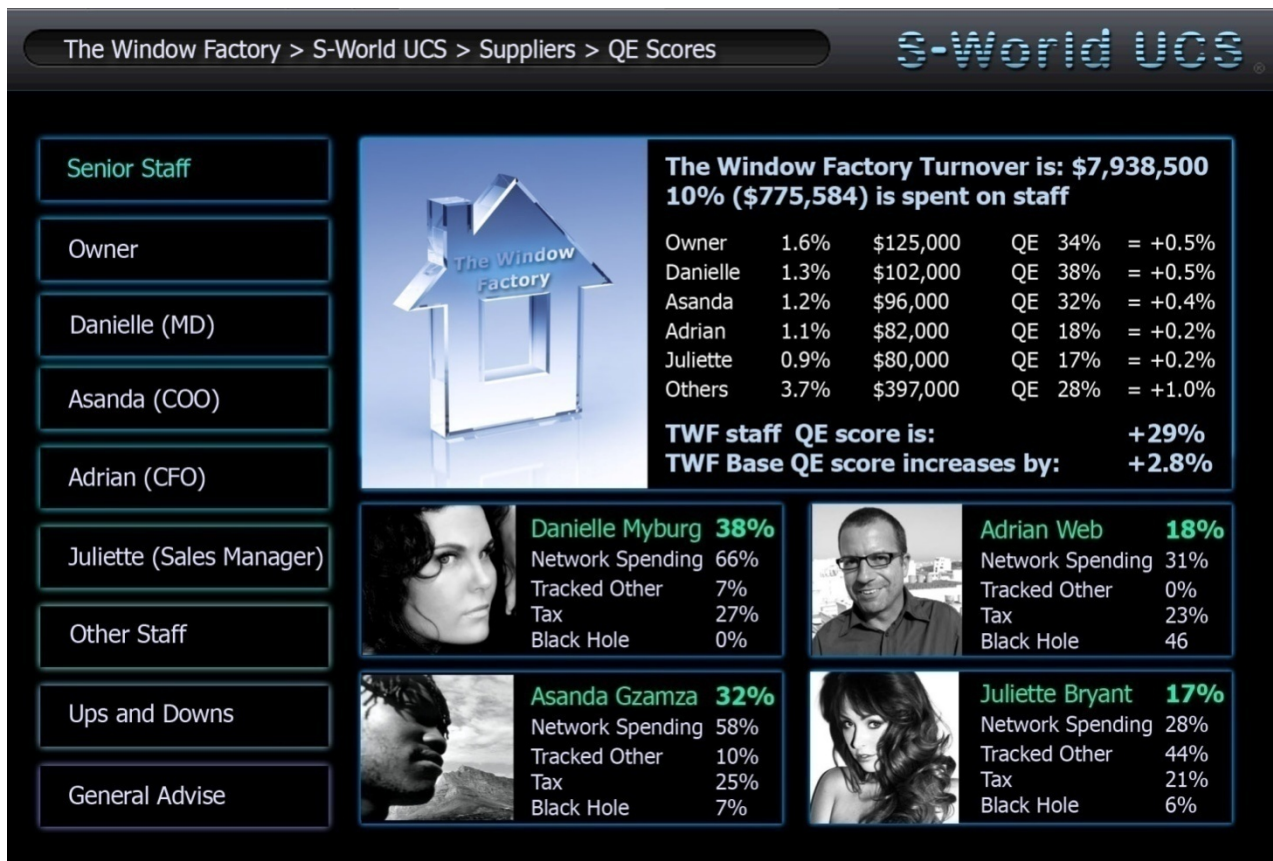
Below we see how S-World may present various statistics to UCS-users, in this "Suppliers QE Overview" window, we are looking at the suppliers QE scores, which range from 46% to 60%. In terms of improving the window factories overall QE Score, changing to suppliers with higher scores will increase The Window Factories total score, however QE scores are just one element, price, consumer ratings and EEE scores are equally important.





## Staff QE Scores

Before moving on to EEE scores, we shall examine the QE scoring for staff and in so doing explore the very heart of Quantum Economics: "The analyses of transactions made by every person every day."



In 2018 the Window Company is forecast to spend \$7,938,500, 10% of which is on staff, in the example above we see that of the 10% of revenue spent on staff 2.8% is turned into profit for various network companies.

Staff spending is broken down into 4 sectors.

**Network Spending:** Money spent on goods services and shelter directly from network companies.

**Tracked Other:** Money spent on goods, services or shelter directly from other companies, in such a way as it can be tracked, for instance goods purchased via a network affiliated bank card, or a mortgage paid via a network affiliated bank.

**Tax:** Is all taxes paid.

**Black Hole:** Is cash spending, or spending via financial institutions not affiliated to the network.

**Please Note:** Staff members “QE” and “Black Hole” scores directly affect their bonuses.

**Please Note 2:** In 2018, the Window Factory financial forecast predicts that profit share would be equal to basic salaries. Profit share and bonuses are always paid via Network Credits; this being so, all staff will have spent a degree of their income on network goods, services or shelter.

#### **Analyzing individual Staff QE Scores:**

**Danielle Myburg:** Danielle has the highest QE Score at 38%, Danielle spent 66% of her income on network goods, services and shelter. Each purchase Danielle makes is multiplied by the QE score of the supplier she purchased from, be it the house she lives in or her weekly shopping. To gain her 38% QE score, on average the companies she transacted with would have had a 58% QE score.

Danielle spent  $66\% \times 58\% = 38\%$ . Note, the higher the QE score of the business Danielle purchases from, the higher her score will be.

In this example we are highlighting Danielle as the “poster girl” for QE scores; she really cares about it and is proud of her high score, either as it awards her a higher bonus, it impresses the boss and indeed the system, or Danielle is simply in tune with the overall ecological, economic and philanthropic goals, most likely a combination.

With a “Tracked Other” score of just 7% and no “Black Hole” score, it is expected that Danielle lives within a resort network, so housing and most daily expenses generate profit for network companies.

**Asanda Gzamza:** By the looks of things Asanda also lives within the resort network, or at the least lives in a house or apartment built by the network in the greater local community. Asanda is not as clinical as Danielle with his spending, but still has a respectable QE Score.

**Juliette Bryant:** Juliette lives outside of a resort and likes where she is living; there are no “outside” developments in her town, albeit the system records Juliette’s interest to purchase a house in her local town. When there is enough interest, a development will be built, from a handful of houses to a Golf Estate.

Juliette will be penalized for her lower network spending, but as for the best part she is using network affiliated financing she lowers her penalties. Added to which she has the option to mitigate her losses by earning e\$ (EEE Dollars) (EEE = Ecological Experience Economy)

**Adrian Web:** Adrian spends little of his spare money on network purchases and is not using a network bank hence a QE score of 18% and a Black Hole rating of 46%, this is not good, but Adrian is stubborn like that.

Unfortunately the low network spending decreases profit for all, and in so doing slows down the ecological, medical and philanthropic initiatives, alongside decreasing the profit for the Window Factory, which in turn decreases the profit share for Adrian and his colleagues.

The high black hole score limits the PQS’s ability to count and so predict/enact/control future growth.

The spreadsheet below illustrates the effect QE and Black Hole statistics have on profit share allocations, this however is the starting point, where-after other factors, such as EEE scores and general performance contribute.

In this example all four employees have the same \$70,000 basic salary and the bonuses pot is \$280,000.

	Staff Salaries	QE Score	QE Bonus	x 3.81	Bonus Sub Total 2	Black Hole	Bonus Deduction	Pre Tax Income	Tax	Take-home
Danielle	\$70,000	38.0%	\$26,600.00	3.81	\$101,346	0%	\$0	\$171,346	35%	\$111,375
Asanda	\$70,000	32.0%	\$22,400.00	3.81	\$85,344	7%	\$5,974	\$149,370	32%	\$101,572
Adrian	\$70,000	18.0%	\$12,600.00	3.81	\$48,006	46%	\$22,083	\$95,923	25%	\$71,942
Juliette	\$70,000	17.0%	\$11,900.00	3.81	\$45,339	6%	\$2,720	\$112,619	29%	\$79,959
	\$280,000				\$280,035		\$30,777			\$364,848

Firstly the salary is multiplied by each staff members QE Score, this figure is then pro rata increased so as to account for the entire bonus pot. (Bonus Sub Total 2)

From here the bonus is multiplied by each person's "Black Hole" score, which is then recorded in "Bonus Deduction" This figure, is deducted from staff salaries and donated to a "Special Project" of the staff members choosing.

Lastly tax is calculated before arriving at the take home figure.

As we can see, having a low QE score and a high Black Hole score dramatically affects bonuses, Adrian receiving a \$16,000 bonus in comparison to Danielle who receives \$101,000, indeed Danielle has benefited from Adrian's losses.

At the same time \$30,777 has been raised for "Special Projects" Ecological or Philanthropic projects which will be detailed shortly.

Fortunately for Adrian QE scoring only affects 50% of the bonus pot, EEE scores directly address the other 50% before performance statistics then affect the sub total.

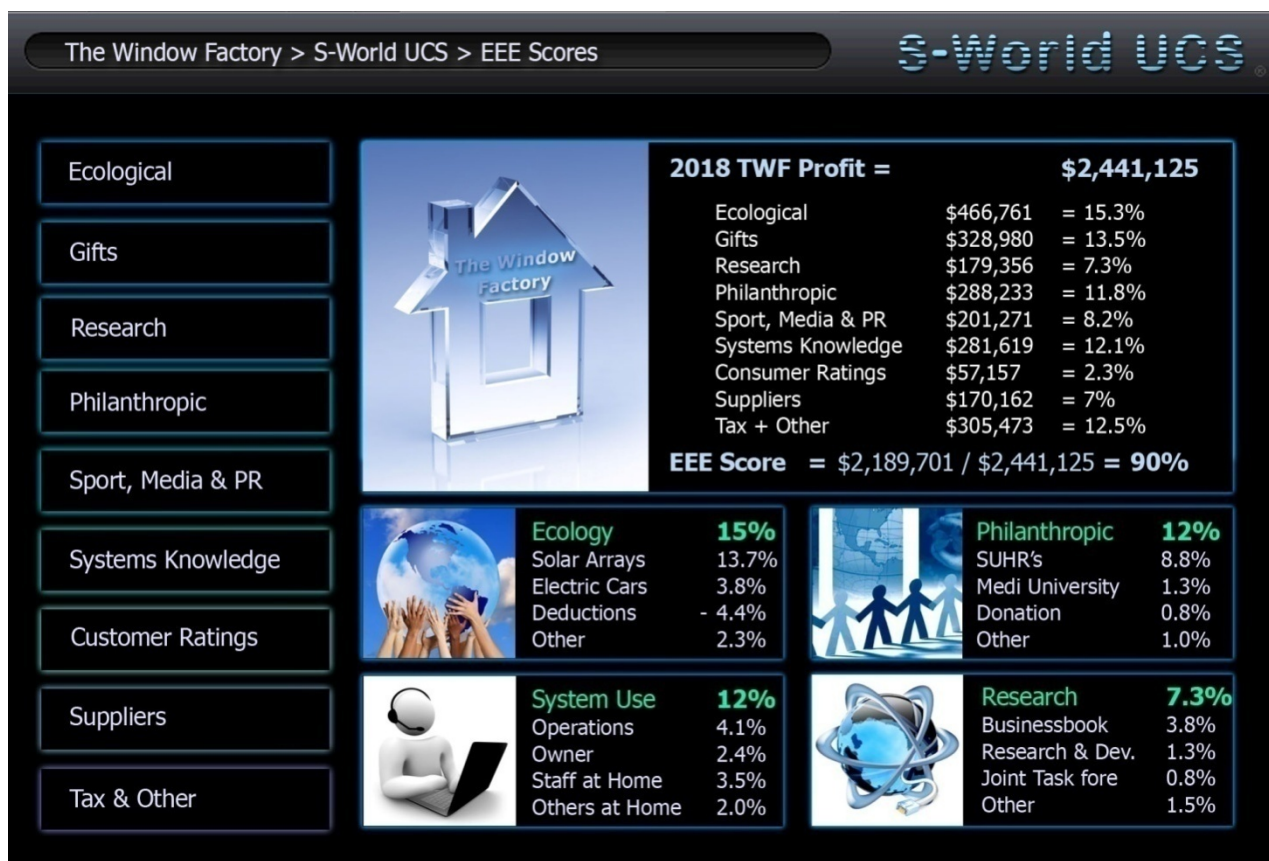
# EEE Scores (Ecological Experience Economy)

*Retrospective note: The exact process for defining EEE Scores and awarding EEE Dollars (\$e) is a fluid concept, to be defined and redefined, the following extract documents the first consideration, within which certain parameters and priorities may be altered when creating a working system. For instance a conservation initiative has now been considered and needs to be included within the mathematics.*

EEE Scores are designed to encourage Network Company's, their staff and other S-World users into good practices, from ecological responsibility to individual physical fitness. In the graphic below we see The Window Factory has made \$2,442,125 in actual profit, below this figure we see the 9 sources of \$e (EEE dollars) which tally to \$e 2,189,70

To obtain a company's EEE score, the collective scores of the company and its staff are divided by the company's profit, which in the case of The Window Factory gives them an EEE score of 90%. In the future, other parameters may be added, but as a stating point, we use  $\$e \div \text{profit}$ .

In general 90% is not a good score, and so certain tenders will not be available for the Window Factory. When we consider one tender, as outlined in the suppliers butterfly created about half of the \$129 million profit, collected by The Window Factory from 2014 to 2036, missing out on any tender due to a low EEE score, costs the company and its staff a vast amount of money, as such the EEE score becomes pivotal to financial success.



# The Window Factory e\$ Breakdown

In this example roughly 50% of the Window Factory's e\$ are earned via their Give Half Back, special projects contributions, (for more detail, see "Baby POP" spreadsheet, American Butterfly 2 & 3). These contributions include investment into renewable energy, staffing the SURH's (Super University Resort Hospitals') and staffing the university and operation centers.

Before delving in, a couple of points on the spreadsheet should be clarified; EEEP (EEE Percentage) is the percentage contribution from an individual item to the total company EEE Score. Below in row "a" we see GHB (Give Half Back) Solar Arrays create an EEEP of 13.7%. As such, 13.7% of the Window Factories collective EEE score of 90%, is earned by the building of solar arrays.

Another important factor is the M column, this is the multiplier, to encourage and reward mandatory and additional investments into renewable energy, for every actual dollar spent 4 e\$ are rewarded. Further down we see to assisting the sending of gifts by businesses returns 3 e\$ and Research and Philanthropic spending has a multiplier of returns 2 e\$. (Conservation may be exchanged for sending gifts, in the next update)

	Ecological	Item	Resort Spend		Sub Total	M	EEEP	EEE Dollars
a	GHB	Solar Arrays	\$68,500,000	3.43%	\$83,609	4	13.7%	\$334,434
b	GHB	Electric Cars	\$19,000,000	0.95%	\$23,191	4	3.8%	\$92,763
c	Operations	Power			-\$12,394	4	-2.0%	-\$49,576
d	Operations	Fuel			-\$14,887	4	-2.4%	-\$59,548
e	Human	Various			\$13,834	4	2.3%	\$55,336
							15.3%	\$373,409

**Ecological:** In the ecological category above rows "a" and "b" are specific to the "Give Half Back" investments into solar arrays and electric cars. Row's "c" and "d" are the amount spent on power and fuel, which act as a negative. Lastly row "e" represents various ecological endeavors performed out of office hours by the business owner, staff or their families, for instance: recycling.

	Gifts	Item	Resort Spend		Sub Total	M	EEEP	EEE Dollars
f	Operations	Sent			\$62,785	3	7.7%	\$188,355
g	Operations	Received			\$46,875	3	5.8%	\$140,625
							13.5%	\$328,980

**Gifts:** The gifts category is simply the amount of business to client gifts sent or received.

	Research	Item	Resort Spend		Sub Total	M	EEEP	EEE Dollars
h	GHB	S-World Opps	\$37,500,000	1.88%	\$45,771	2	3.8%	\$91,542
i	GHB	Research & Dev	\$12,500,000	0.63%	\$15,257	2	1.3%	\$30,514
j	Operations	Join Taskforce			\$10,000	2	0.8%	\$20,000
k	Human	VSN Rendering			\$118,650	2	9.7%	\$237,300
							15.5%	\$379,356

**Research and Development:** In the research category, rows "h" and "i" are specific to funding S-World Operations and the Research & Development department at the University. "j" The "Joint Taskforce" indicates that a collection of network companies have joined together to invest in a specific type of research.

Row “k” represents staff family and friends rendering parts of the local area in S-World, which has contributed nearly 10% of The Window Factories score.

NOTE: If instead of The Window Factory a dedicated Pharmaceutical, Software Development or Research Company were to be measured in this category, they would have a high score based on their achievements.

	Philanthropy	Item	Resort Spend		Sub Total	M	EEEP	EEE Dollars
l	GHB	Teaching	\$12,500,000	0.63%	\$15,257	2	1.3%	\$30,514
m	GHB	SURH's	\$87,500,000	4.38%	\$106,799	2	8.8%	\$213,598
n	Operations	Donation			\$10,000	2	0.8%	\$20,000
o	Human				\$12,060	2	1.0%	\$24,120
							11.8%	\$288,233

**Philanthropy:** In the philanthropy category rows “l” and “m” are specific to SURH’s investment (Medicare & Medicaid alternatives), “n” is a simple charity donation and “o” represents volunteering work performed by the owner, staff or their families.

	Sports, Media, PR	Item	Resort Spend		Sub Total	M	EEEP	EEE Dollars
p	GHB	Department	\$31,250,000	1.56%	\$38,143	1	1.6%	\$38,143
q	Sports	Various			\$134,789	1	5.5%	\$134,789
r	Media	Various			\$135,876	1	5.6%	\$135,876
							12.7%	\$308,808

**Sports Media & PR:** Row “p” signifies the Give Half Back funding to the university Sports, Media and PR Department.

Row’s “q” & “r” present opportunities for companies to acquire a significant amount of e\$ by encouraging the company and staff to assist the operation centre media department in the making of adverts, productions, local network documentaries, or reality TV shows, be it in front or behind the camera.

Equally the participation in network sports leagues is rewarded.

*Retrospective Note: For various reasons investment into sports and media has since been substantially increased. See the Angel POP graphic within The Network on a String.*

	Consumer Ratings		Total Sales	Rating	Sub Total	M	EEEP	EEE Dollars
s	All		\$7,938,477	72.00%	\$5,715,703	0.01	2.3%	\$57,157
							2.3%	\$57,157

**Consumer Ratings (The per human results search engine):** In Consumer Ratings the average rating achieved is multiplied by the amount of goods sold, then multiplied by 0.1%. This does not leave a particularly significant figure, however as consumer rating are available for the public to see, motivation to excel in this department is already encouraged.



	Systems Knowledge	Hours	\$	Sub Total	Achievements	Exams	EEEP	EEE Dollars
t	Operations	2846	\$2.50	\$7,115	\$22,015	\$12,953	1.7%	\$42,083
u	Owner	425	\$25.00	\$10,625	\$22,467	\$12,856	1.9%	\$45,948
v	Staff at Home	13248	\$5.00	\$66,240	\$65,293	\$27,391	6.5%	\$158,924
w	Others at Home	54724	\$0.25	\$13,681	\$34,976		2.0%	\$48,657
							12.1%	\$295,612

**Systems Knowledge:** like “Sports Media & PR” systems knowledge is another “without cost” way to gain e\$. In row “t” we see the amount of hours all staff have spent using any S-World systems at the office, not specifically the hours logged on but a combination of hours vs. key strokes vs. moving in a direction that makes sense.

Achievements are the completion of certain tasks, such as creating partnerships or adding something to the system that is to the benefit of the network. Exams are simply e\$ rewarded for passing exams.

In row “v” staff working from home, generates the highest figures, here staff are encouraged to play the S-World UCS game/simulation version of The Window Factories real life business activities, making partnerships, applying for tenders and expanding overseas, taking the company to new heights or on occasion new depths if ones strategy did not work out.

To quote Schrep, Facebook VP of Engineering: “Get out there and try something, and don’t be afraid, there are lots of people to catch you, and you will never get criticized for trying something for the right reasons and making a mistake”

Via S-World UCS one can make mistakes, take risks and try new things without costing the company a cent, and when something pays off, it can be brought to the attention of boss and company hierarchy as a strong consideration of the next real life step.

In row “w” we see the “Others at Home”, this is a collection of either friends or unknown game players who have asked or been asked to play S-World UCS under The Window Factory” banner. In many cases this will be someone in the local area wishing to work for a company within the local network, or someone who wishes to apply to start their own company.

	Suppliers Score	Purchases	EEE	Sub Total	QE	Sub Total	M	EEEP	EEE Dollars
x	Aluminum	1,190,770	83%	\$988,339	55%	\$543,587	0.1	2.2%	\$54,359
y	Glass	793850	129%	\$1,024,067	60%	\$614,440	0.1	2.5%	\$61,444
z	Handles	793850	73%	\$579,511	50%	\$289,755	0.1	1.2%	\$28,976
aa	Other	397000	139%	\$551,830	46%	\$253,842	0.1	1.0%	\$25,384
								7.0%	\$170,162

**The suppliers Score:** takes the amount of real dollars spent with each supplier multiplied by the suppliers EEE score, and then multiplied by their QE score then multiplied by 0.1



	Others	Item	Resort Spend		Sub Total	M	EEEP	EEE Dollars
ab	GHB	University	\$12,500,000	0.63%	\$15,257	1	0.6%	\$15,257
ac	GHB	Building	\$18,750,000	0.94%	\$22,886	1	0.9%	\$22,886
ad	Tax				\$845,934	0.25	8.7%	\$211,484
ae	Operations	Various			\$12,643	1	0.5%	\$12,643
af	Human	Various			\$34,986	1	1.4%	\$34,986
							12.2%	\$297,255

**Others:** Finally the Tax and Other includes, Tax paid multiplied by 0.25 alongside “Give Half Back”

University Staff and Building Budgets, alongside a collection of smaller inputs. Note in particular the relatively high score that paying tax gives; this is deliberate, rewarding the company for their contribution.

As an economic solution, the system looks strike a balance between tax efficiency and network profitability, higher taxes may see a higher multiplier or 0.5, to motivate, especially if the country receiving the tax is creating a circular event by enacting an extended infrastructure project using network construction sector companies.

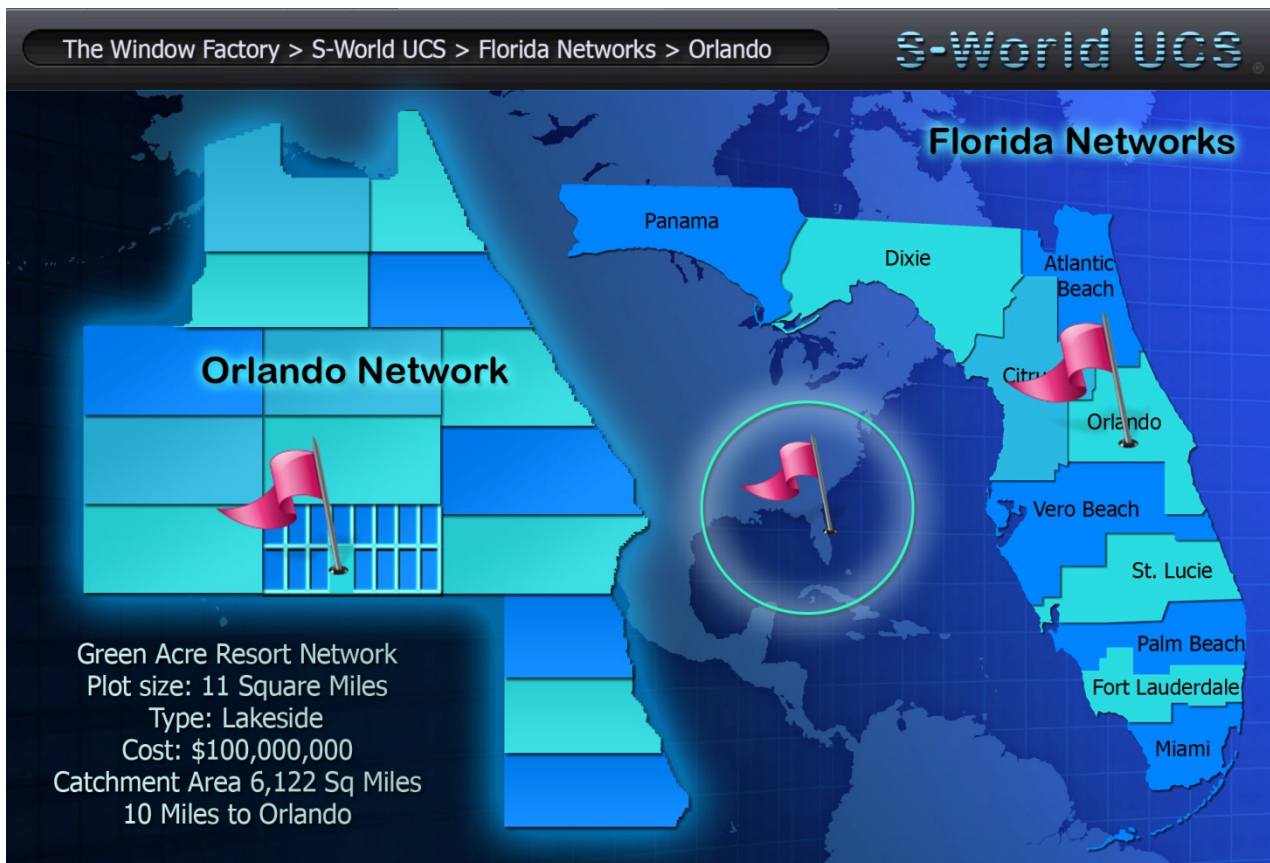
	Total							
ag	2018 EEE Dollars							\$2,191,435
ah	2018 Profits							\$2,441,125
ai	EEE Score						89.8%	-\$249,690

**Total:** In total the company made \$2,44,125 in profits and \$e 2,191,435 so generating a 89.9% EEE Score.

# UCS Game play

UCS game play is exactly the same for the boss of a company, as the staff or general public, in creating innovative game play concepts for S-World UCS, many concepts translated into the make-up of the actual network business activities/rules.

At this point, the simulation and the way we wish real life business to be conducted become within the network become one in the same.



In the map above we identify the network where the Window Factory are located, a real plot available for purchase for \$100,000,000, ten miles from Orlando, on a large lake, within an eleven square mile plot.

Once established the Window Factory will be able to bid for tenders in networks that do not have suppliers of Aluminum Windows. Within the following graphic we see that two networks need a supplier, of aluminum windows.

A zoom into Fort Lauderdale shows a tender with a PQS (Predictive Quantum Software) estimated value of between \$4.6 million and \$6.9 million. In this scenario to acquire the tender, a cost was incurred equaling \$e 1 million and 10% of actual profit.

Note: the concept of advantageous partnerships coming in exchange for \$e does not affect the Window Factories EEE score. In 2018 the Window factory are forecast to generate \$e 2,189,701, within that year, if they wish to acquire the Fort Laure dale tender, it will cost them \$e1 million, leaving \$e 1,189,701 to spend on other items. (Their EEE score is based their yearly total profits so far, which is not decreased by spending e\$.)

\$e can also be applied to applications for tenders and partnerships, In the real world this process greatly increases the thought and preparation made in applications and sees only serious bids. Much like a Pay per Click add on GOOGLE, it does not mean the company is of any better quality that any other, it does however illustrate their serious intent to conduct business.

The same principle can be applied to staff and contracts:

If it is free to apply for a job, or to pitch for a contract then many will apply, if however, applications come with an \$e cost, then it assists the employer or contract owner, as they will know, the applicants interest has a value, saving time in going through CV's by identifying willing employees who have given the matter sue thought.

The Window Factory > S-World UCS > Florida Networks > Tenders

S-World UCS

Florida Networks

Adjacent Networks

US Networks

Global Networks

Free Triad

Partnerships

Tenders

Franchises

Investments

2 Tenders available in Florida Networks

Panama

Dixie

Atlantic Beach

Citrus

Orlando

Vero Beach

St. Lucie

Palm Beach

Fort Lauderdale

Miami

Fort Lauderdale Resort Network

QE Rating: 56.5% 4th in State 144th in USA

EEE Rating: 93.4% 7th in State 368th in USA

1st Year Profits: \$326 Million

Tender Duration: Until POP1 First Sibling (2.34 y)

Tender Value: \$4.6 Million to \$6.9 Million

Tender Cost: 10% of actual + \$e 1Million

Population: 2,653,872

Square Miles: 5,238

The Window Factory > S-World UCS > Partners
S-World UCS

Florida Networks

Adjacent Networks

US Networks

Global Networks

Free Triad

Partnerships

Tenders

Franchises

Investments

### Partners

#### Sheer Windows Florida

Application cost: \$e 50,000  
Partnership cost \$e 250,000

Sheer windows is in first place for attaining the 3 year Tender at the Cape Coral Network in Florida, Sheer windows needs an Aluminum Windows partner.

The Cape Coral Resort Network order for Aluminium Windows over 3 years is estimated at \$1,842,888.

Frameless		QE/EEE/CR
SW	Flo	59/114/82
TTF	Flo	52/152/93
EFW	Geo	53/89/98
GFW	Ala	62/75/79

Wooden		QE/EEE/CR
WWN	Flo	54/78/87
CC	Bah	46/251/79
CWW	Flo	61/83/75
WD	Ala	59/70/92

Classic		QE/EEE/CR
CWC	Flo	58/173/62
OW	Geo	53/94/77
WW	Flo	61/111/73
CF	Geo	56/101/82

Shutters		QE/EEE/CR
CS	Flo	63/95/86
MSS	Bah	51/294/82
WFS	Geo	57/104/79
GSG	Flo	62/83/91

Above we see the “choose partners page” offering information specific to creating a partnership. In this scenario, the Cape Coral network is looking for a supplier for all window types, as a result, the Window Factory is required to make partnerships with other window manufacturers in different sectors.

The screen offers information on Florida network companies that produce frameless, wooden and classic windows, alongside a company that specializes in shutters.

Highlighted is Sheer Windows, who are close to attaining a joint tender worth nearly \$2 million for the Window Factory, however, there is an application cost of \$e 50,000 and a partnership cost of \$e 250,000

This said, if staff or outside simulation players have already played this scenario within their own UCS game and made contact with various staffs from Sheer Windows, the cost may be negotiated lower, or for free.

At the bottom right of the screen-shot, we see other network companies who one can make partnerships with, displaying first the initials of the company, followed by their location, in this case either Florida, Georgia, Alabama or the Bahamas. After which the QE (Quantum Economic) score is presented, followed by the companies EEE score, and finally its Consumer Ratings score.

For simulation players, business owners and their staff, the accumulation of \$e is of benefit, encouraging all who would use S-World UCS into behaviors that assist the networks economic ambition directly alongside its ecological and philanthropic desires.



An useful side effect, is the ability to assist struggling companies. For example, if within a resort network there is a particular restaurant that offers a good food, service and experience, but due to “sods law” is underperforming. In such a circumstance the system can temporarily raise the restaurants EEE score, and assign additional e\$ to anyone who eats there by offering a multiplier of 4, so increasing trade.

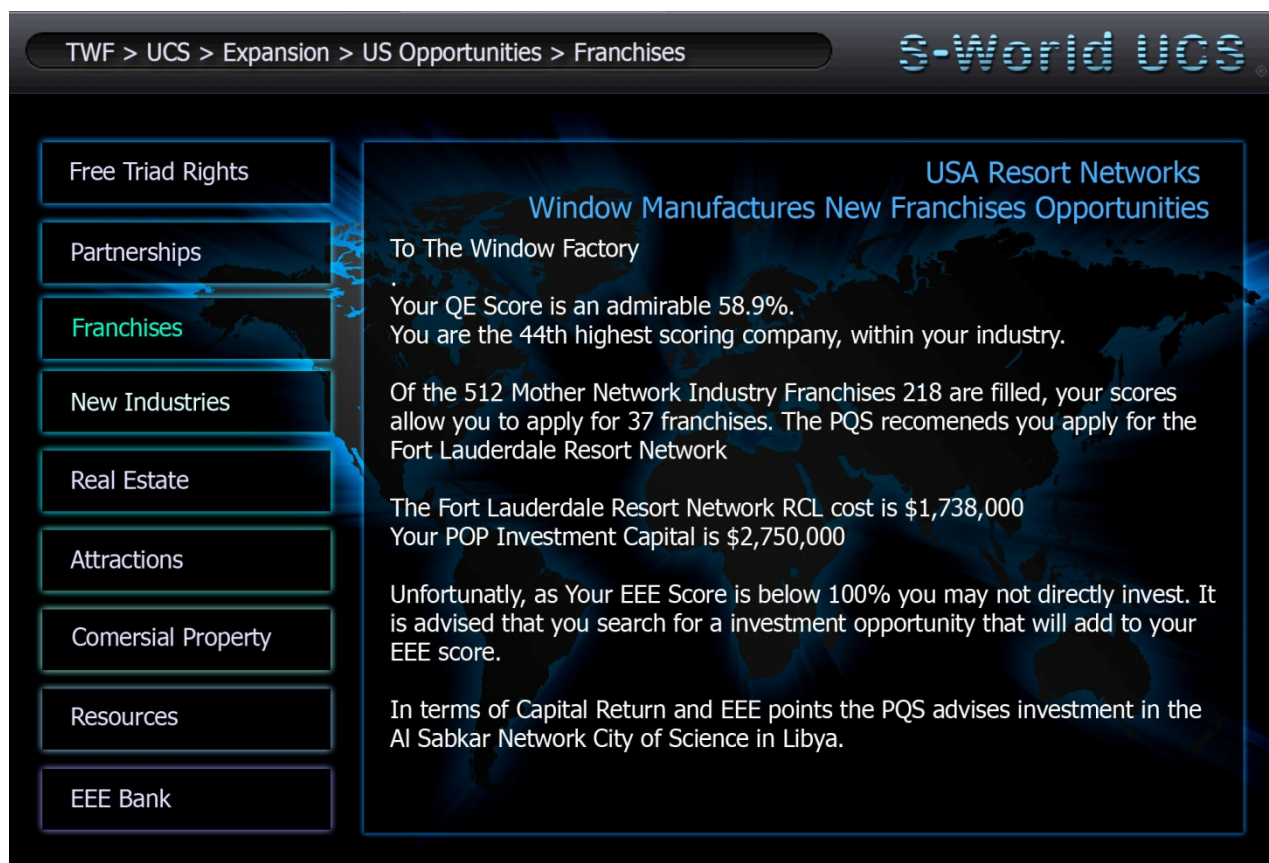
## POP Expansion

“POP” Expansion is detailed extensively within American Butterfly books two and three, initially the process called “Baby POP”, sees mother network profits invested in such a way as to eventually creating a further 15 resort networks, where after Angel POP sees a global initiative follow the math to global prosperity and ecological balance.

Below we see a global map that presents POP franchise investment opportunities, within the same industry as the Window Factory is skilled.



However, in the scenario, below we see that due to the Window Factory having an EEE score under 100% it is precluded from applying to invest its POP funds into an additional US operation. Where-after it is advised to invest in a network that gives bonus EEE points.



The next graphic, (top right) displays a screenshot zooming into the African Continent.

The Blue markers indicate mainly economic opportunities and the red award additional EEE points due to philanthropic gains. The green markers indicate networks planned within the "African Rain" Special Project, a vast solar powered desalinization project aimed at turning vast chunks of the Sahara desert, back to its pre "influenced by mankind" fertile state.

The following graphic (bottom right) zooms into the Network City of Al Sabkar in Libya.

Alongside general information about the development, four sets of statistics are presented detailing the construction timeline, costs, returns and the increase in EEE points attained.

In this case, by electing to invest in the Al Sabkar network, the Window Factories EEE score would rise by 12% so achieving a plus 100% EEE score, thus enabling them to apply for lucrative tenders within the USA.

TWF > UCS > Global Opportunities > Franchises > Africa

S-World UCS

North America

South America

Europe

Africa

Middle East

North Asia

South Asia

East Asia

Australia

Agents

Partners

Free Triad

Franchises

TWF > UCS > Exp > GI Opp > Franchises > Africa > Libya > Al Sabkah

S-World UCS

S-World VSN Tours

Financial Overview

QE & EEE Overview

Trade Routes

Opportunities

Treats

Core Network

City Planning

Meet Employees

**Dear Nick Raymond Ball > Welcome to Al Sabkah Network City of Science, Libya.**  
 Al Sabkah is part of the "African Rain" Ecological Desalinization Initiative, choosing to expand your business to this location will greatly increase your ecological score.  
 Al Sabkan boasts 30 Miles of coastline and is the Network City for North Africa, its close proximity to Europe and the Middle East suggests excellent trade and tourism.  
 Libya boasts 3% of the world oil but only 0.1% of the worlds population, due to this, its location, democracy and EEE status by 12/04/2021 82% of Libyans will be in the middle or upper wealth bracket, 70% are expected to live in Al Sabkah  
**The City is fully rendered in S-World VSN, please click a picture above to explore.**

<b>Time Line</b>		
Todays Date:	34/09/2018	
Infrastructure Starts:	12/12/2018	
Building Starts:	16/01/2020	
Resort Fully Open:	12/04/2021	

<b>Returns</b>		
4 Year Sales Profit:	\$960,000	
5th Year:	\$460,000	
Rising Annually	7%	
2223 Assess Value	\$1,600,000	

<b>Costs</b>		
Factory & Equipment:	\$650,000	
4 Beach Huts	\$480,000	
Exhibition Hall Space	\$80,000	
Total Cost	\$1,210,000	

<b>QE &amp; EEE Points</b>		
QE Score	49%	
Ecological Points	+49%	
Philanthropic Points	+33%	
Your EEE Score	+12%	



Investor Tour

City Tour

Tourism Tour

African Rain Tour

Nightlife Tour

Real Estate Tour

Libya Tour

African Tour

Trade Routes Tour



Network City is situated on the North end of Al Sabkah Lake, as per general guidelines one square mile has been allocated to each of the 216 countries and sub counties.

Above we see the design for the US Sector.

**Graphics by: "Sim City" (S-World's preferred virtual rendering software partner)**

Now we see the Al Sabkah network via S-World VSN, and have the opportunity to explore the entire city as it will look when constructed.

Above we look at the design for the US sector within the city

The next graphics (top right) we see the permanent expedition centre within which, the Libyan franchise of Window Factory will have a stand.

In the following graphic (bottom right) we see an option to purchase a selection of beachfront properties, which will be owned by The Window Factory.

Investor Tour

City Tour

Tourism Tour

African Rain Tour

Nightlife Tour

Real Estate Tour

Libya Tour

African Tour

Trade Routes Tour



Here we see the exhibition hall, dedicated to building and construction companies, state of the art design, 400,000 sq ft.

There are many well located permanent pitches available. The minimum size is 2000 square feet at a cost of \$80,000.

Investor Tour

City Tour

Tourism Tour

African Rain Tour

Nightlife Tour

Real Estate Tour

Libya Tour

African Tour

Trade Routes Tour



The one commodity Libya has more than oil is sand and beaches, to the joy of most Westerners.

The franchise offered includes a residential building allowance of \$480,000, the PQS predicts the best return is to build 4 beach huts/villas on a man made Island on the Al Sabkah Lake

# S-World UCS – Special Projects

Recruiting aside, the UCS game play is based around the tremendous wealth that can be accumulated by the collective network companies and the creation of “Special Projects”.

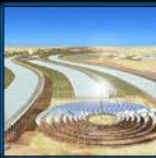

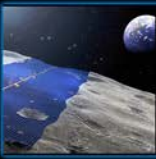

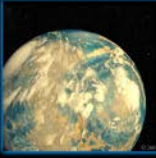



Not only are Special Projects noble endeavors that will either assist the human race or protect it, Special Projects become a significant branding exercise for whoever undertakes them. Special Projects in whatever form install pride and give unity to those that undertake them, assisting to unite the fractious global population to a common cause. or indeed causes. In the following graphic we see the entry page to the S-World UCS “Special Projects,” with eight projects identified.

1. **African Rain:** the ambition to return the Sahara desert to its pre-Roman state of fertility, via solar powered desalinization initiatives.  
  
(1b.) **The Babylon Project:** looks to follow a similar root across the Pakistan, Afghanistan, and Iranian borders, in both cases the project brings networks and network associated benefits.
2. **Middle Earth:** Other than protecting ourselves or colonizing space, the only way to ensure survival of humanity in the case of and ELE (Extinction Level Event) is to build underground cities and eco zones beneath the Networks. At first these can act as 365 day a year tourist resorts, but over time become a genuine safe-haven and a part solution to overpopulation. The technology used in this process will also be useful in universal colonization. If one has heat from the core of a planet, one can make light, with light one can make oxygen, from which plants can grow, as such there is no reason why an underground series of networks on Mars could not flourish.
3. **Solar Moon:** looks at generating solar power from the moon and sending it via microwaves to earth, which if facilitated (infrastructure and transport provided) can be 30 times cheaper than building solar arrays on earth.
4. **Planetary Defense:** aims to protect the world from asteroid collisions.
5. **Mission Gliese:** Given enough capital, it is possible to reach the nearest habitable planet “Gliese 581g.” Problems with artificial gravity aside, we have the engineering skills to build a ship that could house 1000 nuclear engines, an ark and drilling equipment to build underground cities, incase after arriving there is no atmosphere.  
This “Special Project” becomes the flagship for Global unity and is the project that gave “S-World Universal Colonization Sim” its name.
6. **The Poverty Line:** powered by “Angel POP,” seeks to bring all of earth’s citizens who have adopted adequate measures and teachings to stop rampant over population above the poverty line, by the mid century.



7. **Global Cooling:** stopping the use of fossil fuel alone will not stop global warming, it will only slow it down, the only way to cool the earth is to produce more oxygen that carbon dioxide. In short, plant lots of trees, and protect forested areas.
8. **The Yellowstone Lid:** Seeks to dig a gigantic trench around and build a sequence of giant containment structures, to stop the spread of dust from the Yellowstone Super Volcano, which is a genuine ELE event which is already late. This project may take 5000 year to complete.

Nick Ray Ball > S-World UCS > Special Projects
S-World UCS

Overview		<b>African Rain</b> Votes: 1,245 Million UCS \$: 835 Trillion Progress 34.5% Actual \$: 28.3 Billion		<b>Middle Earth</b> Votes: 734 Million UCS \$: 672 Trillion Progress 12.5% Actual \$: 42.1 Billion
African Rain		<b>Solar Moon</b> Votes: 512 Million UCS \$: 572 Trillion Progress 4.5% Actual \$: 22.8 Billion		<b>Planetary Defence</b> Votes: 745 Million UCS \$: 672 Trillion Progress 42.4% Actual \$: 44.2 Billion
Middle Earth		<b>Mission Gliese 581g</b> Votes: 1.7 Billion UCS \$: 1,689 Trillion Progress 6.7% Actual \$: 33.8 Billion		<b>The Poverty Line</b> Votes: 231 Million UCS \$: 289 Trillion Progress 47% Actual \$: 29.6 Billion
Solar Moon		<b>Global Cooling</b> Votes: 341 Million UCS \$: 436 Trillion Progress 29.3% Actual \$: 18.5 Billion		<b>Yellowstone Lid</b> Votes: 769 Million UCS \$: 1,192 Trillion Progress 2% Actual \$: 2.4 Billion
Planetary Defence Grid				
Mission Gliese 581g				
The Poverty Line				
Global Cooling				
Yellowstone Lid				

Next to the pictures are 4 text fields.

1. **Votes:** indicate the amount of UCS game players that have started or contributed the project
2. **USC \$:** indicates the amount of e\$ ("game" dollars) that the UCS users have communally spent on each project within the simulation.
3. **Progress:** indicated the real life progression to stage one of each operation.
4. **Actual \$:** Indicates the real life total investment spent on each project, projects such as Global Cooling, African Rain and The Poverty Lines are automatically funded by the Give Half back "POP" process, others see funding from Angel POP and discretionary spending.

**Retrospective Note:** At this point whilst creating the S-World UCS chapter, I viewed a U-Tule documentarily by Garratt Lisi's.

After which, instead of writing a single chapter detailing various physics influences, before concluding with a mother network profit forecast, as had been the plan, a further two books were written:

## American Butterfly pt 2

## Spiritually Inspired Software

(Previously titled "Quantum Economics" then "Superstring Economics")

&

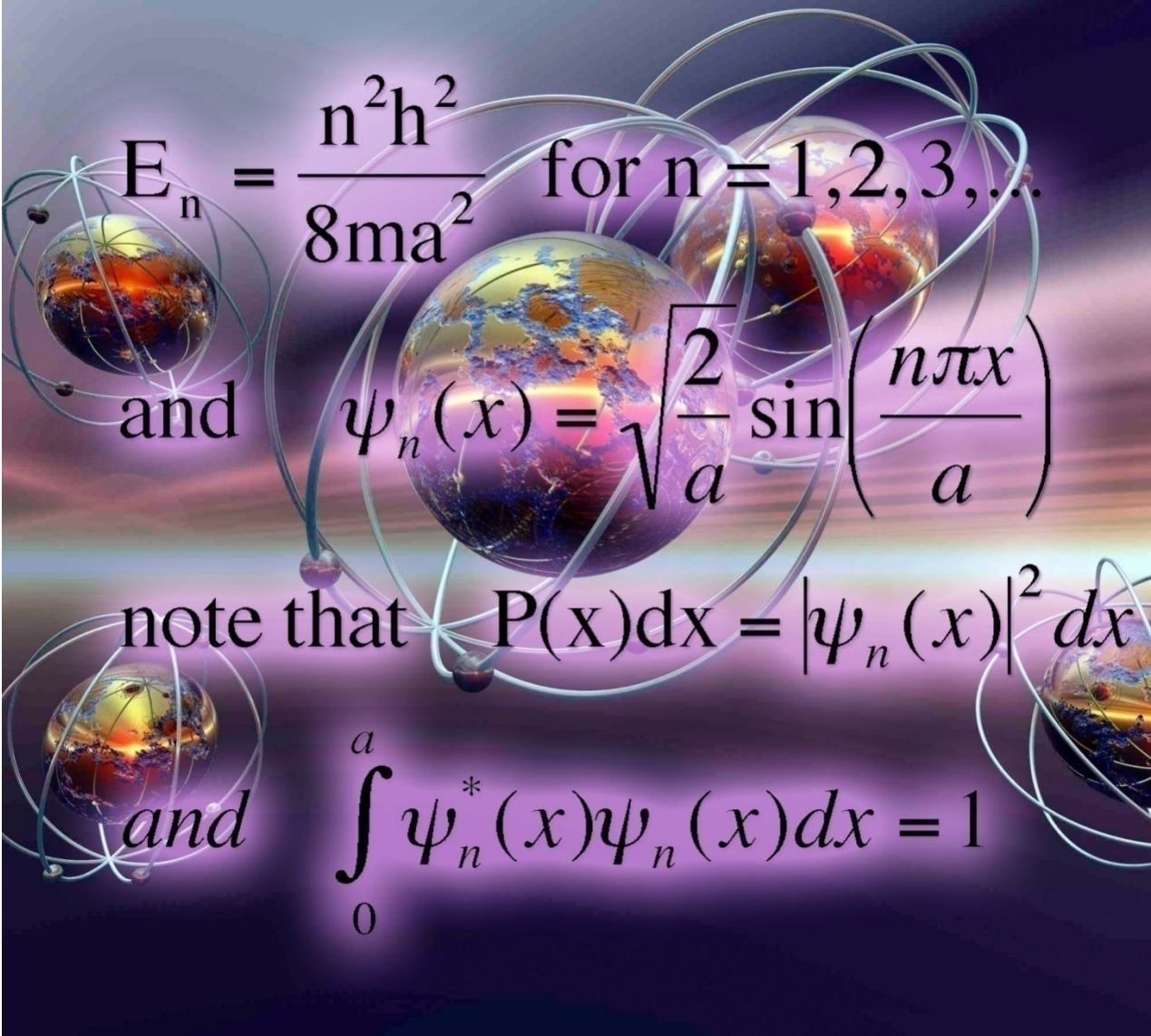
## American Butterfly pt 3

## The Network on a String

The documentary was  
Garret Lisi's 2008 TED lecture on  
"The Theory of Everything"

[www.ted.com/talks/garrett\\_lisi\\_on\\_his\\_theory\\_of\\_everything.html](http://www.ted.com/talks/garrett_lisi_on_his_theory_of_everything.html)




$$E_n = \frac{n^2 h^2}{8ma^2} \text{ for } n = 1, 2, 3, \dots$$

and

$$\psi_n(x) = \sqrt{\frac{2}{a}} \sin\left(\frac{n\pi x}{a}\right)$$

note that

$$P(x)dx = |\psi_n(x)|^2 dx$$

and

$$\int_0^a \psi_n^*(x) \psi_n(x) dx = 1$$

I can't read this!



Or this!

# Do we need to read the language?

Of course we don't, that would be like saying there is no point in doing business with China if you don't speak Chinese's. The first equation was specific to Quantum Mechanics, but it's the second set of hieroglyph type squiggles which makes the point, as the second are specific to "Electricity." You don't have to understand the language of electricity and its equations to use a TV set or a hover, all you need to know is where the plug point is.

We have seen some fundamental aspects of S-World UCS, however to fully appreciate its capacity to improve the network and to make the creation of Special Projects a reality, not hypothesis, we need to know a little more about quantum mechanics care of Garret Lisi, recent creator of the acclaimed E8 248 dimension "Theory of Everything." Below are words from the opening section to his 2008 TED lecture.

## Quantum Mechanics by Garrett Lisi

Starts with a blackboard full of equations, Garrett says: "Wohhh dude, check out those killer equations, sweet! .....(but continues)

Actually, for the next 18 minutes I'm going to do the best I can to describe the beauty of particle physics without equations.

It turns out there's a lot we can learn from coral. A Coral is a very beautiful and unusual animal. Each Coral head consists of thousands of individual polyps, these polyps are continually budding and branching into genetically identical neighbors. If we imagine this to be a hyper intelligent Coral we could single out an individual and ask him a reasonable question. We could ask "how exactly he got to be in this individual location compared to his neighbors, if it was just chance, or destiny, or what?"

Now, after abolishing us for turning the temperature up to high, he would tell us that our question was completely stupid, (these Corals can be kind of mean you see, I've surfing scars to prove that). But this polyp would continue and tell us quite clearly, that his neighbors were identical copies of him, that he was in all these other locations as well, but experiencing them as separate individuals.

For a Coral branching into different copies is the most natural thing in the world, unlike us, a Coral would be uniquely prepared to understand Quantum Mechanics.

The mathematics of Quantum Mechanics very accurately describes how our universe works and it tells us our reality is continually branching into different possibilities, just like a Coral, it's a weird thing for us humans to wrap our minds around, since we only get to experience one possibility.

This quantum weirdness was first described by Erwin Schrödinger and his cat. Schrödinger is in a box with a radioactive sample, that by the laws of Quantum Mechanics branches into a state that is radiated, and a state that is not. In the branch in which the sample radiates, it sets off a trigger that

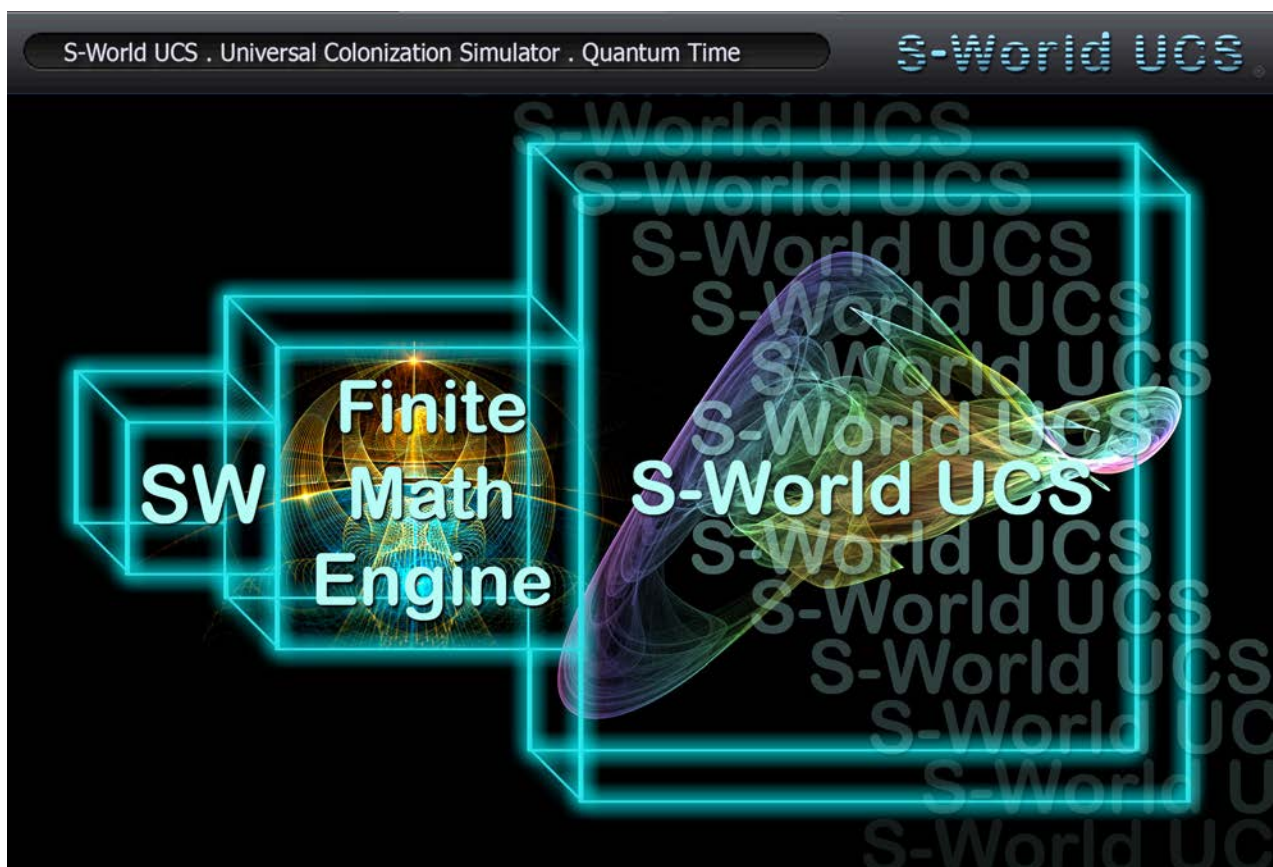


releases poison and Schrödinger is dead, but in the other branch of reality he remains alive, these realities are experienced separately by each individual, but as far as either can tell the other does not exist.

This seems weird to us, as each of us only experiences an individual existence and we don't get to see the other branches. It's as if each of us, like Schrödinger here, are a kind of Coral, branching into different possibilities, The mathematics of Quantum Mechanics tells us, this is how the world works at tiny scales and it can be summed up in a single sentence:

**“Everything that can happen, does”**

That's Quantum Mechanics.



Graphic for **S-World UCS** from American Butterfly pt 2: “Spiritually Inspired Software”

1. SW = S-World; all who work directly for S-World, including university, research and operation centre staff.
2. FME = Finite Math Engine; represents the usage of CFM “Compatible Finite Math,” RES “Revenue x Efficiency x Spin” and the POP “Pressure of Profit” investment and number management systems. Covered in books two and three
3. UCS = Universal Colonization Simulator; network staff and businesses, UCS game/simulation players, businesses and people who wish to work or partner with the network, S-World VSN (Virtual Social Network) users, S-World.biz users, S-Web users, partner social networks users and S-World environment users.

# Quantum Time

Without being able to understand the equations of Quantum Mechanics, and without really having the first idea what Quantum Mechanics was, Garratt's explanation of the coral, creating identical copies of itself, where "each individual was in many other locations, experiencing them as separate individuals," saw the S-World UCS light bulb flash.

Garrett's lecture became the tipping point where the plans for a simulated game and business software, became a way for the businesses within the network, to replicate the quantum theory model and so be in many different places at the same time. As each individual UCS game player, was in effect an identical copy of the business, experienced by another individual.

As the data from all scenarios was available for analysis by the primary/actual business, when using the S-World UCS, network businesses like corral are uniquely prepared to understand quantum mechanics, or more to the point benefit from quantum mechanics.

Shortly after considering the different users of UCS as proverbial corrals in Garrett's presentation, the idea came to create a copy of the UCS game/simulation/database, and send it forward in time, at double speed, so a month in our time was two weeks within UCS. This simulation was given the name UCS Voyager, within half a year of our time it, Voyager would be a year ahead, and so on.

This Voyage simulation would always have to stay true to real life events and would update when actions happened, a typical example would be in the gaining of partnerships and tenders. If The Window Factory has fifty persons playing, it would have fifty different UCS futures, and at some point each player updates to the actual path that was taken, if their scenario had differed.

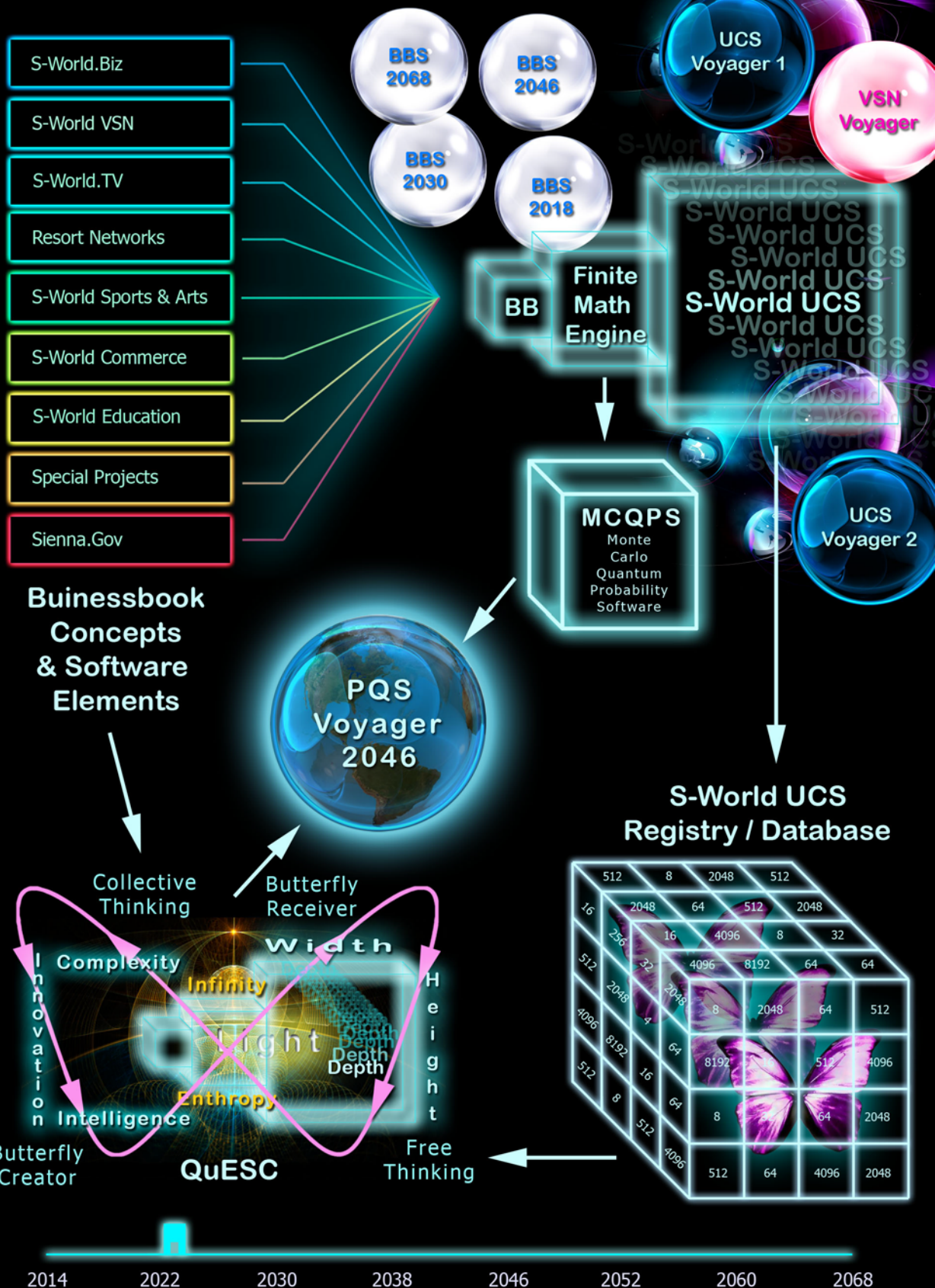
With fifty or so "human" futures, plus far more simulated by the PQS software, the owners and decision makers within the businesses can see where success are and take the necessary steps to enact the result, at the same time, avoiding messy, or simply not as good outcomes.

Alongside UCS Voyager, fixed time simulations could be programmed and manned in the Future, if we look at our next graphic for the PQS "Predictive Quantum Software, in this graphic, alongside the S-World software family, QuESC, the MCQPS and the UCS Registry, we see PQS Voyager 2046.

This simulation becomes the "Heaven on Earth" where, a future is programmed to include all of the ideas of S-World: Angel POP, Special Projects and a supercharged economy. From which point it is reverse engineered back through various stages in time, to meet with real time, in such a way that Voyager 2046 is an achievable target.

From Voyager 2046, we see where networks will be built, the allocation of tenders and the creation of Special Projects not yet underway.

## PQS &gt; Predictive Quantum Software





In S-World-UCS We could create a simulation of the network in the future, which is a heaven on earth with everything as it should be, then reverse engineer it back to our timeline, and enact it.

This concept was directly in line with the founding future looking philosophy, which inspired the search and integration of elements of physics within S-World" Isaac Asimov's "Psychohistory":

"You may not predict what an individual may do, but you can put in motion, things that will move the masses in a direction that is desired, thus shaping if not predicting the future."

As a result, the S-World UCS Mantra was created, and for the first time, since the discovery of POP another element of physics influenced the programming, of S-World and in so doing added significant strength.

## S-World UCS

What if you could look to the future and see millions of eventualities for the actions you take today?

What if you could use the information today, to choose the paths that lead to your desired eventualities, whilst avoiding less fruitful journeys?

What if you could do this from your phone, TV or laptop?

Welcome to S-World UCS  
Welcome to your future

At this point (September 2012) in the creation of American Butterfly "The Theory of Every Business" I decided the influences from physics which had been stacking up, needed to be written into as a separate book, as opposed to the intended single chapter.

As it turned out, two books were written, "Spiritually Inspired Software" and "The Network on a String" largely telling the same story, with the first book, looking and explaining the basic considerations via observation, the other looking at the same development in terms of physics.

However, as the following two books, largely look at the mid to long term network picture, particularly in view of finance, a conducting chapter of Mother Network short term profitability was necessary, written with the hindsight of books two, three and the beginnings of book four "Butterfly Games" combining the Butterfly Effect with Game Theory to create a starting platform for S-World

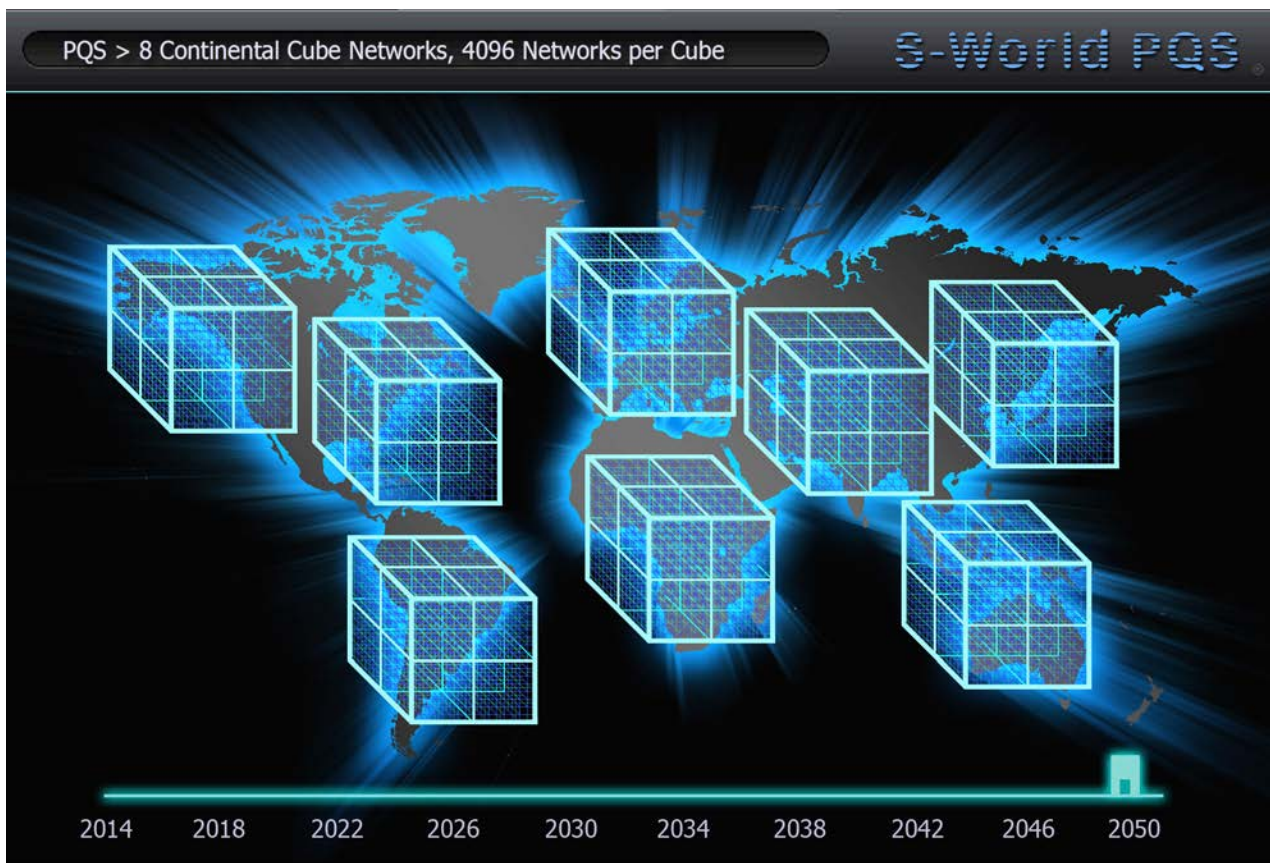
This is not the end for S-World UCS as points 9 to 14 of SUSY Similarity within "The Network on a String" revisit and expand upon the topic. It also needs to be stressed that book 2 "Spiritually Inspired Software" was written in response to the creation of this chapter.

# UCS Logistics

Before moving to the concluding chapter, to return to UCS in the following book's, there is one bonus side effect of S-World UCS, which needs to be presented, and that is in its power to organize logistics for both the physical and practical creation of networks and the organization of the businesses and staff who will be entangled with them.

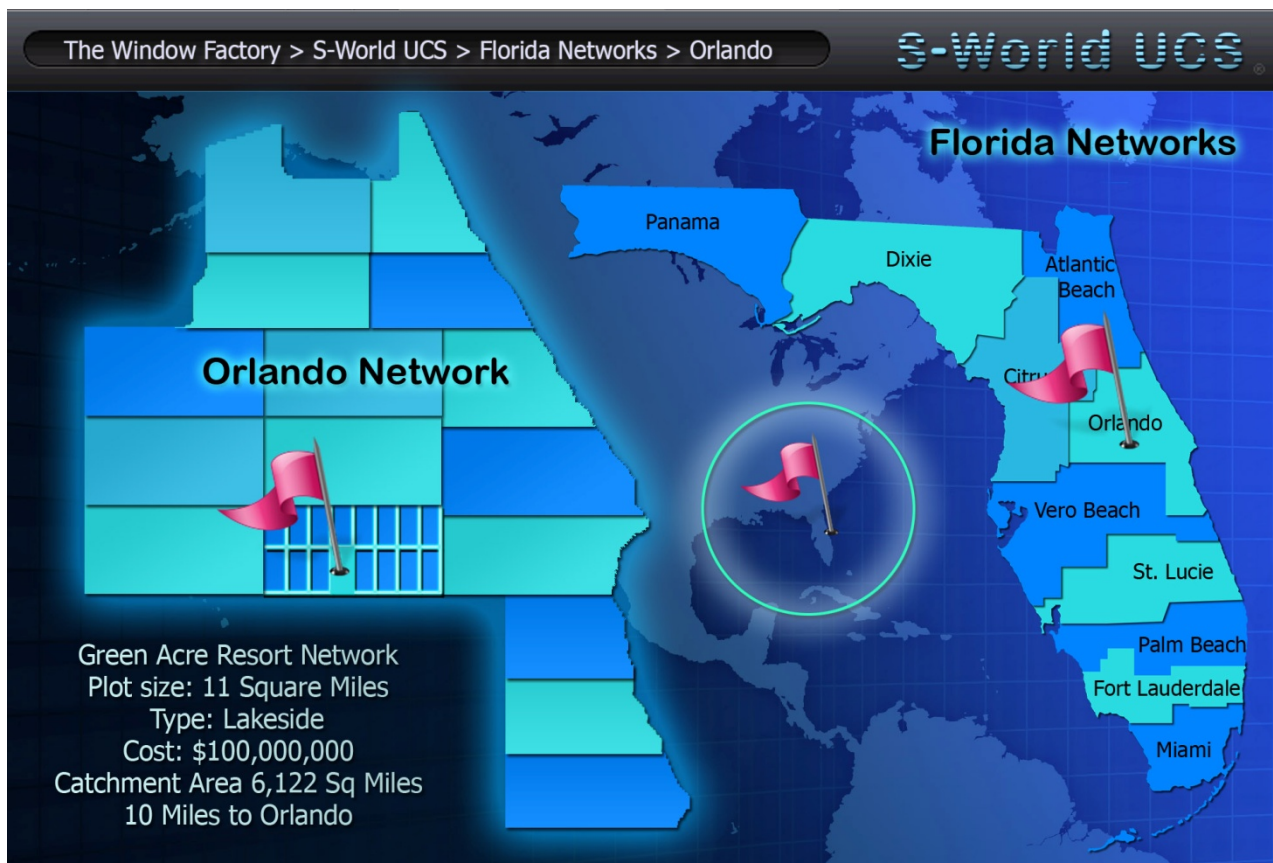
American Butterfly is a gigantic initiative, especially when considered globally, below we see the global network cube, seen in the mid 21<sup>st</sup> Century. Each cube representing 4,096 networks creating a total of 32,768 networks, a figure that could double when satellite networks are included.

Placing satellite networks a side, as each Mother network creates 15 Baby networks we divide 4,096 by 16 which gives us 256, which is the figure we have worked to thus far, remembering that the USA has two cubes and so actually creates 512 networks, but further remembering US mother networks are created in two phases, which is currently suggested to be two years apart.



From a logistical perspective, it's easier to conceptualize, when considered as ten Mother Networks per US state.

Below we return to the UCS Orlando Network map. This map accounts for all 512 US Mother Networks approximately ten per state, with the Orlando Network serving a catchment area of slightly above 6,000 square miles.



Within the close up of the Orlando Network we find 16 relatively even lots at about 375 square miles each.

If we look closer in, we see within a further 16 sub divisions leading to rectangle squares of about 24 square miles, half of which would be a good sized site for a resort network. As such, given a clean canvas there would be 500 plots of land available.

Within which, one could expect between twenty and fifty potential sites, more if the desired rezoning of farmland directive is enacted, which in most cases will be a question for local authorities and residents.

IMOTRANT NOTE: it needs to be pointed out that the network building plans by 2050 are below the current stated requirement/plans. This is pointed out, as some pay protest at building in any form, regardless of ecological awareness, the point being, the properties are going to be built by someone, but that someone does it in an ecologically responsible way, which enact benefits in many areas from medical initiatives to global cooling.

Considering we have between 20 and 50 potential sights for any mother network, and consider further that within the first phase Orlando and Vero Beach would be twinned, now creating 40 to 100 genuine contenders for a Mother Network.

The beauty of UCS is that it the general public can join S-World UCS, or use the Facebook app to walk into S-World VSN, within which, any user can select a site to build a mother network and virtually start building, using the SIM CITY rendering software. As long one has an internet connection, there is nothing to stop anyone from building a virtual network.

The next step is to choose a network from all created so far, as an official contender, which will be done largely by public vote and some usage of e\$. However if a local council has made a concessions on available land, such an organized gesture could well swing the vote.

Within a few months after launch, a contender for each of the possible places will be set, at which point, the simulation changes and people now choose to join one network or another, and business start to pop up, some imaginary, but some real, creating genuine trading partners and utilizing the business software as it is at that point. At this point it's not utterly essential for a business to pick the correct location, as when the field thins, the businesses will have a choice of network to move to.

However, as enrolment in S-World gets more popular and there are more than the allowed 4,096 business bidding for 4,096 business sectors available, then some serious strategic thought as to which sector will likely be the Mother Network will be necessary, as only by being and trading in that network, is any company assured of inclusion in the first phase.

Of the possible 20 to 100 sectors, not all will be viable, hi priced areas, with already crowded infrastructure, may not be cooperative, however, it's probable that at least 16 plots are found in suitable positions where the planning permission has been either approved, or the county has indicated it will not block the development under the ecological and aesthetic conditions that apply to all networks.

From 16, down to 8, down to 4, by which time, in most or even all states in the USA there is quite a frenzy over the last 4, which would all be granted future Network status.

Long before it gets to choosing the first network, the development plans would have been approved and far more businesses that can actually be launched in a Mother network will have been using the systems, already trading and ready to invest.

That's how a logistical operations, far greater than any that has been performed to date, gets expedited within a year from the launch of S-World UCS, and if you're wondering how long it will lake to create UCS, considering the foundation via S-Web are currently being developed, from the moment of substantial assistants from one of the big Tech companies, or The SIMS, we should have a working version in six to nine months.