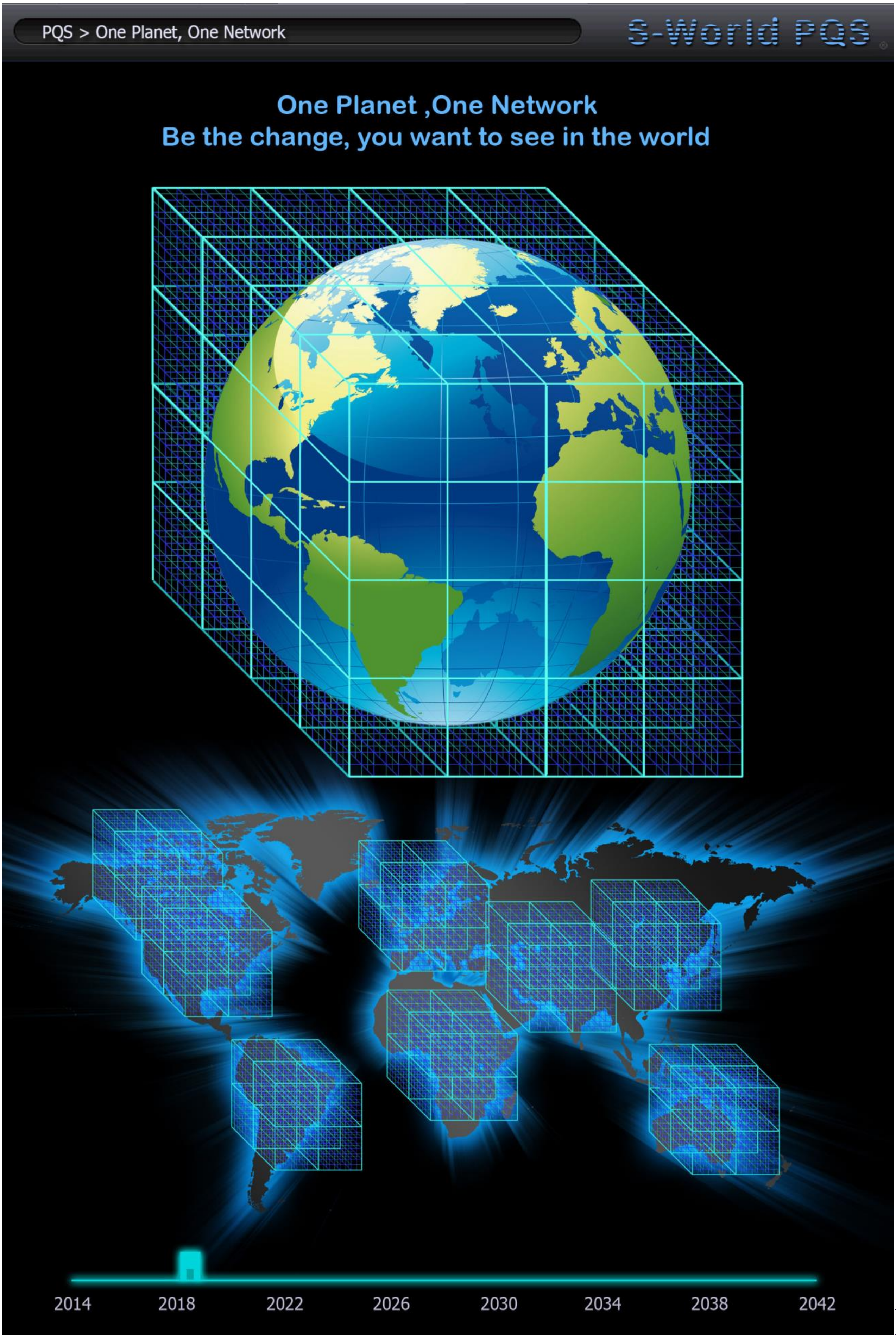
The Spartan Theory Part 3

American Butterfly 4

Presentation to:

Corniche Group


PQS > One Planet, One Network
S-World PQS
One Planet ,One Network
Be the change, you want to see in the world
2014
2018
2022
2026
2030
2034
2038
2042

I

Introduction – Project History 2000 > 2013

Dear Mr. Hani Farsi, Tanya Capper and the Corniche Group

I had the pleasure of meeting Miss Tanya Capper in Cape Town in 2009 and later, Mr Farsi during the FIFA World Cup. Your group rented a property from a company I own, thank you, your custom greatly contributed to my ability to continue the research and development which is now presented as "American Butterfly."

Largely but not exclusively a solo venture, I have been working on this project since the summer of 2000. American Butterfly describes a global trade network, enabled by a virtual simulation of our world. In practical terms, considering technologies ever relentless growth and the love of the people to join networks, probability suggests, in ten, maybe twenty years time, there will be one, or a few competing global trade and commerce networks, "American Butterfly" describes the creation of such a network. In technical terms "American Butterfly" describes an economic system, which mimics the cleverest of interactions within the fabric of our universe to achieve certainty and eliminate chaotic factors.

As early as 2003, this virtual networking concept was one, if not the most innovative e-commerce design of its kind, having already created a world first in low bandwidth virtual technology, it had secured a dedicated digital TV channel and was to be linked to a Global Distribution System. However, it would take eight more years for technology and the many administrative, financial, software, marketing, PR and branding details required for successful implementation, to be worked out.

At the begging of 2011, having created a new prototype, I placed my business affairs in the hands of management to allow me to work full time. In April 2011 the first business plan was completed, at which time I phoned Tanya and asked if the Corniche Group would be interested in reading it. Tanya kindly gave me an email address of a senior executive; however, on reflection I decided more detail was required before presentation. Soon after, with the specification of the virtual product "S-World," research took influence from various stains of theoretical physics which saw development of business plans for various technology companies, in particular Facebook, all intrinsically linked to the creation of various property developments, within which the businesses that built, supplied and traded became the core network businesses.

On the 14 February 2012 the project came full circle, as the 36th preparatory chapter found on www.s-world.biz started with an introduction to the Corniche Group. There are many areas of similarity between "American Butterfly" and the Corniche Group, Mr Farsi and the Mohamed S Farsi Foundation: The advancement of education, health, arts, science and the saving of lives from MSFF. Urban planning, real estate, property development, philanthropy, IT, energy and mineral recourses from the Corniche Group, alongside: football, film production and Middle East affairs directly from Mr Farsi. All in all, working with the Corniche Group is a perfect fit.

The general idea at that time was to work with the Corniche Group in preparing an all encompassing business plan, before approaching Facebook and various other companies and institutions. However there was still one mathematical detail in terms of longevity that needed to be solved.

Over the following months a further 8 chapters were written, all starting with an introduction to the Corniche Group, until finally, the breakthrough known as the "Baby POP" solved the problem. After which the actual presentation "American Butterfly" Part 1 "The Theory of Every Business" was started.

By June it was complete, in much the same format as has been presented, at which point wishing to keep confidentiality but also wishing an expert opinion, I enlisted the service of copy writer Jerine Watson. Jerine had three areas of expertise consistent with the project. She lived in small town America, had extensive experience in real estate and she was a member of Mensa, and so, academically quailed to give an opinion on other aspects.

Throughout "The Theory of Every Business" a series of feasibility questions are asked, to which, with the exception of one she agreed, making various comments along the way. I will share one particular comment, which highlights the rewards for reading the work, even if at first, the goals may appear too ambitions.

"You have done a fantastic job with this huge and complex vision/imaginative concept. I found myself literally mesmerized by each unfolding development and the logical reasoning behind each explanation – and soon I was convinced this could work and should work, to help unify this shrinking world if for no other reason."

American Butterfly was not originally intended to be in three parts, after "The Theory of Every Business" a single chapter highlighting the theoretical physics influences was to lead into the "Baby POP" investment principle spreadsheet, before concluding with a 2018 financial forecast. However, on doing further research for the chapter, the light bulb flashed and the eureka moment happened, not once, but many times, as it would appear the "POP" investment principle, which was created to eliminate rounding errors was compatible with the mathematics of Supersymmetry (SUSY/Super String Theory).

To offer a brief explanation of why this would be of benefit, Chaos Theory rule 1.01 states that small variations in initial conditions yield wildly different outcomes for chaotic systems. As such our financial and economic systems cannot be controlled, relied upon or predicted, our current financial turmoil a testament to this fact.

However having solved the problem, the opposite is true, by eliminating or maybe better said, mitigating and containing rounding errors and other chaotic factors, the advantages in efficiency are as proportionally beneficial as the surprising inefficiency created by chaotic factors in the first place. It would seem that by mimicking the modern day fundamental laws of physics Quantum mechanics and General Relativity, and by taking influence from Supersymmetry the theoretical mathematics created to unite them, the economic benefits fall somewhere in-between substantial and limitless.

So instead of a single chapter on physics influences a second part to "American Butterfly" was created, in exploratory fashion and given the title: "Super String Economics" where-after a third part "The Network on a String" describes the "POP" investment principle before listing the various physics influenced developments as "16 Points of SUSY Similarity" ready for accreditation by the community.

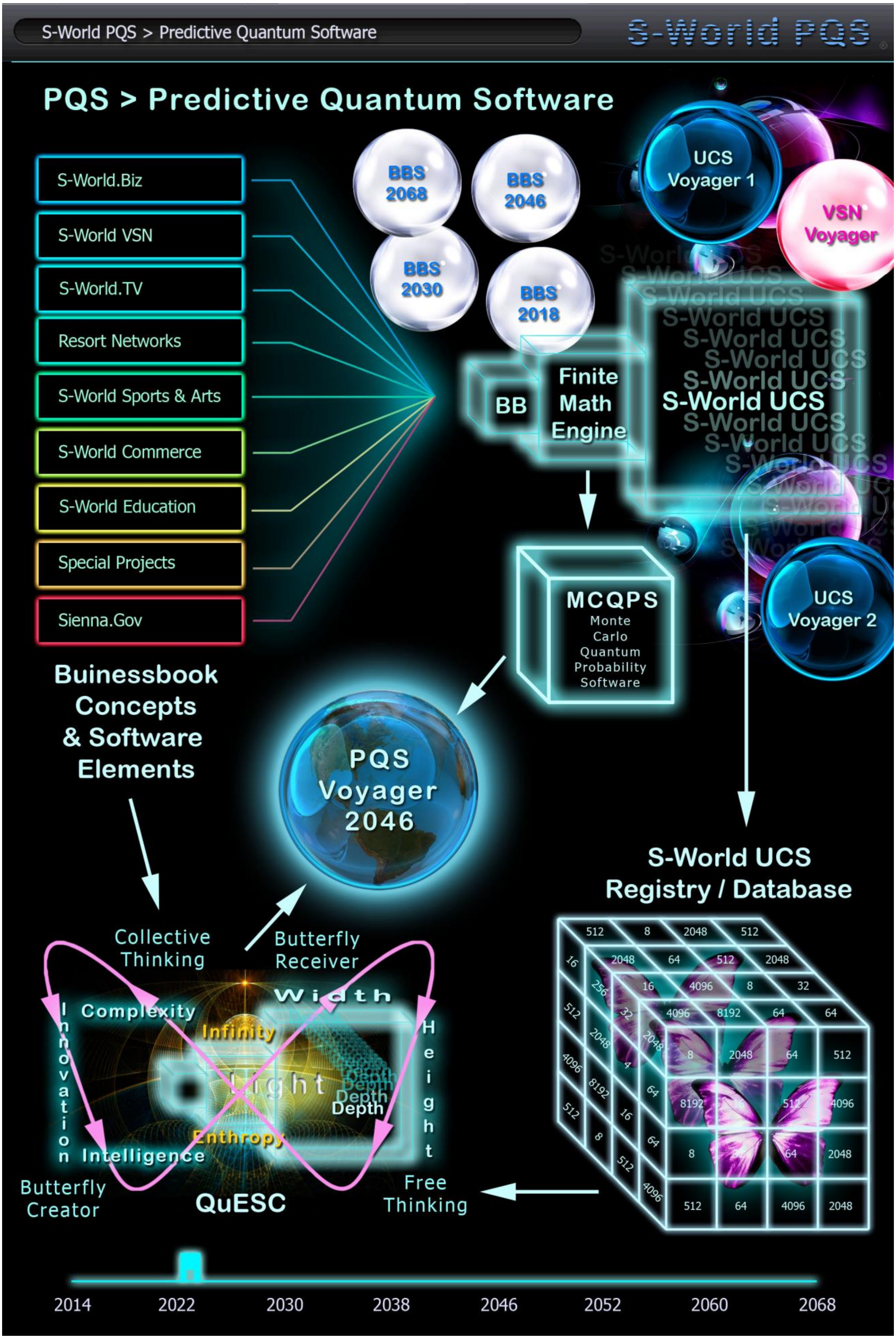
Starting with a flair for the dramatic, "The Network on a String" claims a mathematical solution to global warming, which, until anyone finds a fault, stands? The drama is necessary as it adds to the PR, the PR is as important as the businesses plans and technical mathematics. PR initiatives are split into two camps; standard PR: media initiatives and the story, which offer exposure to the network and the products created. The second camp is philanthropic PR as affected by the health, economic and ecological initiates, alongside special projects, which look to gain brand love for all network companies and affiliates.

As for the "POP" investment principle, rounding errors and supersymmetry, "The Network on a String" has been sent for accreditation to Oxfords David Pettyfore CBE, who has made time to read it at the end of January. Should you wish to investigate its credibility, I enthusiastically welcome conversation with any physicist or mathematician, particularly in consideration of "POP" with members of Cambridge Universities "Relativity and Gravitation Group," who ultimately report to Steven Hawking or in regards to SUSY particulars to Dr Michael Green, responsible for solving one of String Theories most awkward anomalies.

It is expected, given the opportunity for conversation, all of the above to understand its economic potential, particularly in terms of creating tangible results. Given a chance for conversation, be in no doubt, this mathematics as solid as it gets, there may be a few terminology errors here but the mathematics really can't be argued with, the main question at this juncture, is "will it be found to be accurate" or will it be awarded "Eureka Status."

At this juncture only eight of the sixteen points of SUSY similarity are presented, the concluding eight points are already written and developed, but require some final grammatical and illustrative finesse before presenting. The final eight points amongst other innovations cover the creation of S-World UCS and S-World PQS. The latest evolution of the virtual world project started in 2000, only now with the advances in technology and the addition of the physics, we look to create a simulation of our world and our actions upon it, which will incorporate the database for the network, so effectively, the simulation, S-World UCS is the network, certainly its brain and S-World PQS is its predicative application.

In as much as "The Theory of Every Business" was written for all companies but with the Corniche Group in mind as first recipient. The concluding eight points of SUSY Similarity are designed to impresses Dr James Gates, followed by Dr. Floyd B. Cole, III. Dr Gates has lead a team for many years looking into supersymmetry and simulated universes and Dr Floyd B Cole III, can call upon the USA's largest team of mathematicians. Collectively their assistance is desired in creating the core system and code for the S-World PQS, as illustrated to the right.


S-World PQS > Predictive Quantum Software
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S-World.Biz
S-World VSN
S-World.TV
Resort Networks
S-World Sports & Arts
S-World Commerce
S-World Education
Special Projects
Sienna.Gov
BBS 2068
BBS 2046
BBS 2030
BBS 2018
UCS Voyager 1
VSN Voyager
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Finite Math Engine
S-World UCS
MCQPS
Monte Carlo Quantum Probability Software
UCS Voyager 2
Buinessbook Concepts & Software Elements
PQS Voyager 2046
S-World UCS Registry / Database
Collective Thinking
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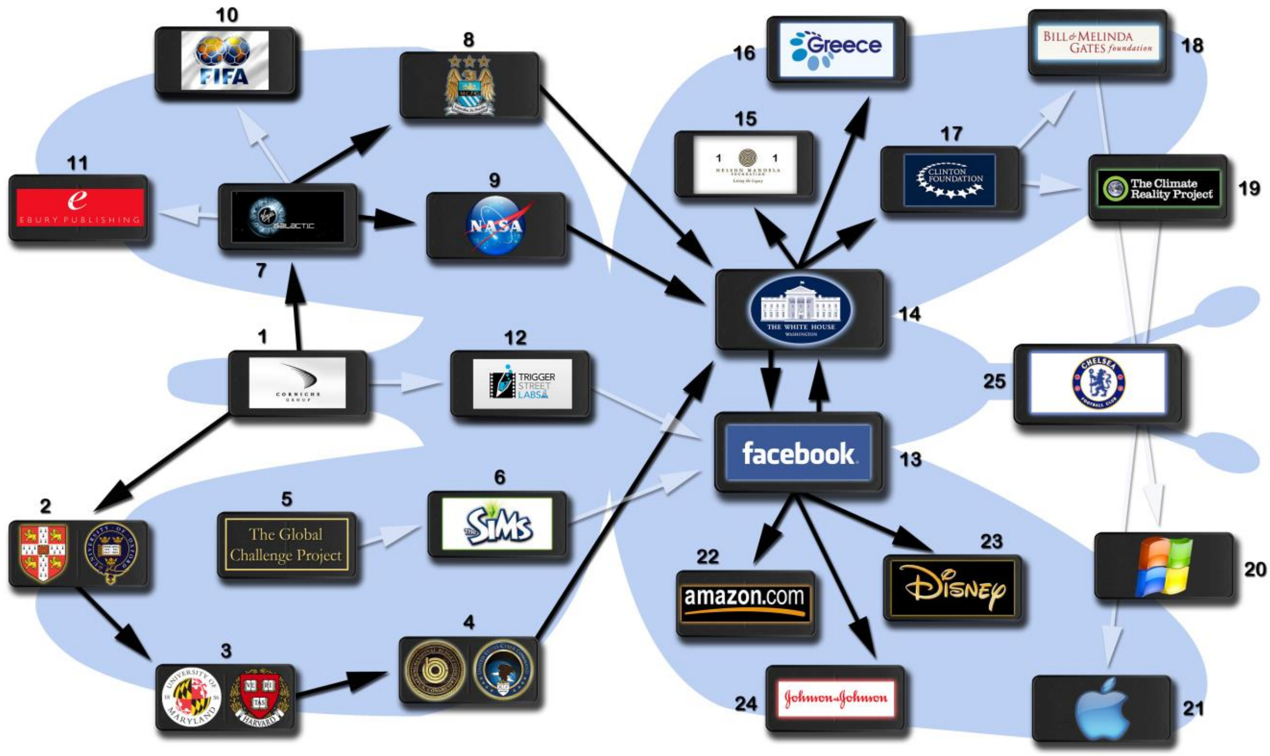
"Executive Summary - General"



Writing and Executive Summery for "American Butterfly" is not a simple task, if we take a look at the graphic above, which starts with The Cornish Group on the butterfly's tail, each of the other brands and institutions deserve a standalone business plan and executive summary. Alongside this come the specific workings and strengths of "American Butterfly."

For all intents and purposes the "American Butterfly" books are a collection of executive summaries coving many different but interlinked business plans and complimentary initiatives, refined from about five million words of preparatory detail. With this in mind, this executive summary will offer a brief explanation as to the project title "American Butterfly, offer ten points of strength within American Butterfly. After which summaries will be presented for three specific business plans/initiates, which collectively generate enough profit to enact the Baby POP investment principle.

To conclude this presentation an opportunities analysis of the brands and institutions seen above will be offered alongside an implementation plan, followed by a weakness and threats analysis concluding with a section specific to The Corniche Group.

American Butterfly Title Origins.

The name "American Butterfly," is reflective of two considerations: the first part is simple enough, having originally been consider for roll out in Zimbabwe, then Libya, then Greece, with nearly a quarter of the worlds GDP and most of the worlds leading technology companies based in the USA, when it came down to it, the USA was the only starting point.

The Butterfly comes from the Butterfly Effect, the discipline within Chaos Theory often described by the phrase "Can the flap of a butterfly's wing in Brazil, cause a tornado in Texas?" However instead of considering the weather economics were considered, in particular consideration of Greece and the Eurozone Economy.

In essence we simply look at cause and effect, if Greece defaults then many banks will suffer. In France this may lead to their banks requiring a government bailout, a bail out the French government may not be able to afford, the knock on effect further stifling output and lowering GDP, the ripple from one action in Greece adversely effecting most French citizens. This effect would not be exclusive to France; it would have a similar effect in many Eurozone counties. On the other hand, if Greece were to strengthen the scenario would reverse and the Eurozone would collectively strengthen with it.

This incite is far from rocket science, more like common sense, however it illustrates cause and effect, and whilst the world generally looks at Greece as an impossible situation, it should be noted that they have a small population and so comparatively, Greece has far less social security and medial commitments than most western counties. If Greece found a way to collect the tax that is currently being evaded, it would have a zero deficit, as the tax evasion is suggested to be equal to their deficit. If Greece had no deficit it would be one of most financially successful counties in the world.

This consideration was made whist creating the first Facebook business plan in July 2011, the base of operations for which were to be in a Eurozone version of Silicon Valley in Greece called New Sparta "City of Science." After reading a definition of Chaos Theory and considering the S-World financial software designs, which link small and medium businesses directly to banks and calculated tax creating a cost saving and increased efficiency.

For Greece it was considered if the software were to go further and pay tax automatically and Greece were to have a referendum on compulsory use of the software, if the referendum passed, they would be well on their way to becoming a positive force within Eurozone finance, not a potential instrument of its downfall. Good for Greece, good for the Eurozone, and perfect for S-World as there are few more effective ways of marketing a product than to make the use of it law. Not that any part of "American Butterfly" presumes this.

From that point onwards the entire American Butterfly project concentrated on cause and effect, every action, every business plan, is created to enhance or is enhanced by other initiatives, often many initiatives. As such, one cannot consider any one initiative on its own merits, rather one needs to consider all initiatives in terms of "The Butterfly" Hence the project title "American Butterfly"

American Butterfly key strengths:

1. **The Higher Math:** A powerful economic science originally created to eliminate rounding errors within computation, which creates a digitally enabled stable economic system, from which one has great control over economic factors, allowing long term accurate forecasting and real time manipulation of economic conditions.
2. **The Suppliers Butterfly and Economic Stimulus:** An initiative that improves the manufacturing sector in various areas whist providing additional trade for network companies.
3. **Resort Networks & The Locations Butterfly:** Various initiatives designed to stimulate property development and urban planning, seeing the creation of small resort styled towns based around network operation centres, where all the companies that build, supply and then trade within, become the core network. A number of large scale projects are also planned.
4. **S-World VSN, VBN & UCS:** A virtual 3D representation of the network and the world we live in, a real time registry of network events and a simulation of future events. Used as a social and business network, a game, an education device and a logistical planning application.
5. **S-World.Biz & S-World PQS**: Next generation business/economic and probability software linked directly to financial institutions, providing the power to run future simulations of network economic growth.
6. **S-World Commerce and Facebook Businesses Development:** Retail and e-commerce plans see the world's technology, media and possibly pharmaceutical companies work collectively to monopolize e-commerce alongside making bold steps into high street retail. This initiative, and in particular the Facebook "Lx." concept takes into consideration and boosts the profits made by network supplier and manufacturing companies.
7. **Sports, Media, Arts:** Initiatives to encourage and boost investment and participation in sports, media production and the arts. Essential to achieve the medium and long term goals of becoming the dominant global trade network.
8. **PR – The love of the people 1:** The philanthropic, health, educational and ecological ambitions of American Butterfly will capture the hearts and minds of all, alongside gaining the support of strategic foundations.
9. **PR – The love of the people 2:** As an effective global economic solution, the prospect of a return to prosperity and thereafter increased prosperity will further capture the hearts and minds of all, alongside gaining the support of governments and budgetary offices.
10. **PR – The love of the people 3:** As an immediate starting point a number of books, documentaries, TV series, films and games are being prepared.

To conclude this executive summary we shall take an individual look at points 2: The Suppliers Butterfly, 3: The Locations Butterfly and 6: The Facebook business development plan.

We are not relying on just three profit centres, as the name "The Theory of Every Businesses" suggests, many business have their part to play, however if a consensuses of agreement can be made, from three sectors alone then the race is won long before reaching the finishing line.

American Butterfly has been written around the "Baby POP" investment principle, as described within "The Network on a String." To sum it up briefly, from a equity position the mathematics are such, that if in 2018 an initial amount of $800 Million in annual profit can be generated by each network, then spread out over 18 years, each network has the capacity to create 15 subsidiary networks within its approximate 6,000 square mile catchment area. The subsidiary networks will be required to generate profit independently, but due to many factors this consideration is very much secondary. (American Butterfly Parts 2 and 3 are largely dedicated to this expansion process.)

The Suppliers Butterfly, The Locations Butterfly and The Facebook business development plan found within "The Theory of Every Business," they are presented in a simplistic format, including specific points and feasibly questions. For example, within the Suppliers Butterfly the first point details the financial software and suggests SME's will be 5% more productive for it. A spreadsheet is presented and the question is asked:

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

Where-after the reviewer is asked to confirm or adjust the estimate, by ticking the OK box, or writing an adjusted estimate in a text field as seen below.

Higher ________ OK ________ Lower ________?

This may be an unorthodox procedure for a business plan; however it is effective in terms of understanding the strengths and intricacies of American Butterfly. The questions have been tested on a few colleagues, under instruction to approach with a critical mind and with the exception of some specific "per taste" location enhancing examples, all have responded positively, some mentioning that after answering the initial questions, upon reading further, they further increased their estimate.

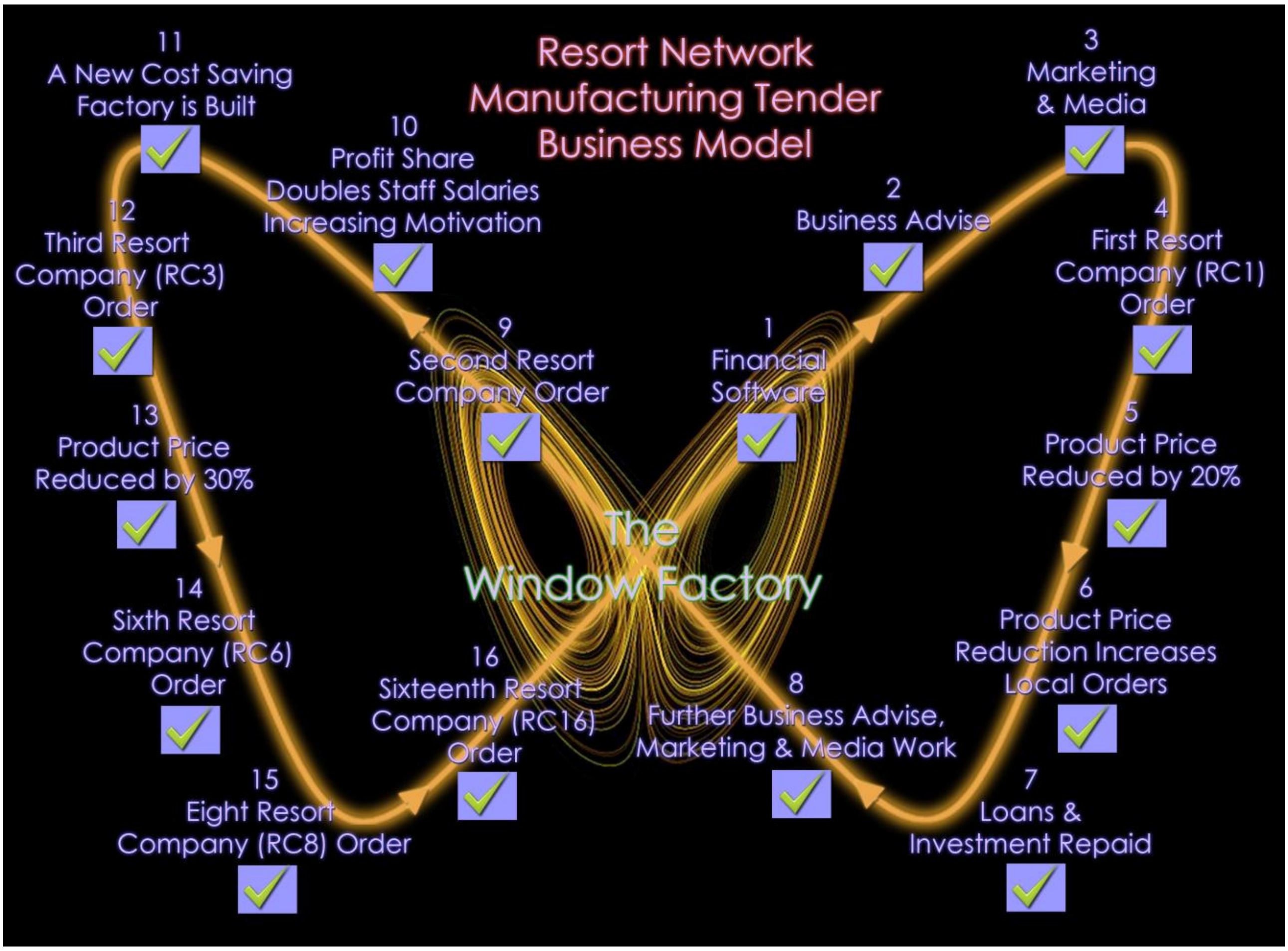
This presentation has been written with a view to the reader, flipping between books to answer the questions only after reading to the end. However, this is a slight consideration, if at any time, the statistics presented seem unrealistic please flip away.

Lastly it is asked, that should the Corniche Group decide not to assist with American Butterfly at this time. Please would the person who made that decision answer the questions and return the book, so further detail can be incorporated.

"Executive Summary - Manufacturing"

The Suppliers Butterfly and Economic Stimulus:

An initiative that improves the manufacturing sector in various areas whist providing additional trade for network companies.



As the "Suppliers Butterfly" describes various benefits companies achieve from network affiliation, it seems the logical starting point. For a quick summary, one can simply read the 16 points from the graphic, which take place between 2014 and 2036. One will immediately notice the most prominent factor is Resort Network orders. These come from the 15 subsidiary network developments and account for about 50% of profit forecast.

This exercise falls into the area of "Economic Stimulus," of which there are many different forms. Economic stimulus initiatives are good examples of cause and effect logistical planning. A secondary form will be presented within the Facebook business development plan.

On **page 37** of "The Theory of Every Business" the "Suppliers Butterfly" spreadsheet and 16 questions/points are presented for a sample manufacturing business. In this instance a company that creates windows is highlighted entitled "The Window Factory."

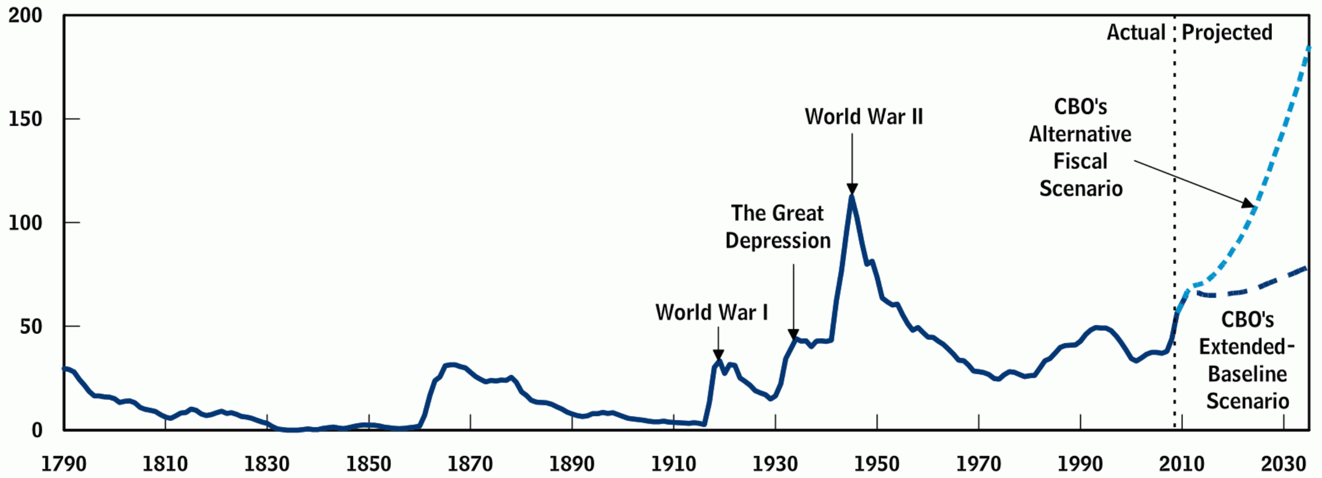
One major consideration to this model, is that it is largely a small and medium size business operation, the general principle being, that given the correct systems and hands on business and logistical advise from the network as a whole and the individual operation centres, then a collection of 1000 small businesses will in terms of profitability out perform a large corporation, if for no other reason as the desire to succeed of 1000 small business owners is 1000 times greater than 1000 middle managers.

In the USA one in two people will have started their own business at one point in their lives; entrepreneurism is ingrained into the American Psyche, its catchphrase "The American Dream". However for every budding entrepreneur, there is usually a man or woman who does not have the experience, systems or advise to make it work, if this were not the case there would be over 150 Million businesses in the USA, as opposed to 30 million.

The network applies certain rules to business owners profits, in particular the need to spend and invest as opposed to hoard, which to some may be off putting. However times are hard in the US and the West and they are only going to get harder, the US may have five, it may have ten, but sooner or later given current spending paters the American Dream is over.

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"……

As for budgetary groups the Congressional Budget Office presents the information well



Of the 30 million US businesses about 650,000 go bankrupt every year, with about 550,000 starting each year. I think it's reasonable to assume with 650,000 going bankrupt each year, there would be in the region of 3 million who are currently vulnerable, who would do just about anything for long term security.

Below we see the results of taking one such vulnerable US company, and should they need it offering them the money to invest, (this investment is covered in the following point) in this case $2.5 million.

The Suppliers Butterfly			
	2018	2026	2036
Sales	$7 938 477	$16 762 344	$28 960 646
Costs	$5 123 688	$16 762 344	$16 583 023
Profit	**$2 441 125**	**$5 976 109**	**$10 734 493**
Profit vs. Revenue Ratio	31%	36%	37%
Investment vs. Annual Profit (RNL)	**98%**	**239%**	**429%**
Accumulated Profit	**$5 035 720**	**$36 786 015**	**$129 356 130**
Investment repaid in full	$2 500 000		
Return on Investment (ROI)	**201%**	**1471%**	**5174%**

In 2018, the company has accumulated $5 million in profit/assets and repaid the loan, and is generating just under $2.5 million a year in profit. By 2036 the company has accumulated $129 million in profit/assets and repaid the loan, and is generating just over $10.8 million a year in profit.

It sounds too good to be true, however it's not, chances are it's a gross under estimate, as all 16 questions/points starting on **page 37** of "The Theory of Every Business" have been set to lowest probabilities. The model is there to be tested, tested or trusted.

Below we see a more complex 2018 forecast, which shows the profit vs. revenue ratio of the company is 30.8% with a combined network profit vs. revenue ratio of 58.9%. These statistics are extremely important, as the network always adopts a maximising of profits approach. Comparatively, the average Fortune 500 Company has a 7.5% profit vs. revenue ratio.

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

Getting back to the 2018 profit forecast, currently the average Resort Network investment figure is $2 billion, exactly how many businesses will be in the building sector I cannot say, certainly more than 10%, however working on minimums and using 10%, we see 10% of $2 billion equals $200 million, and with an average (RNL) profit vs. investment ration of 98%, we see in 2018 The Suppliers Butterfly achieving $196 million in profit.

“Executive Summary – Property Development”

Resort Networks & The Locations Butterfly:

Various initiatives designed to stimulate property development and urban planning, seeing the creation of small resort styled towns based around network operation centres, where all the companies that build and then trade within, become and are aided by the network.

This is not the only way to make a Network, a network is in literal terms, only defined by its ability to make profit, a single company or group of existing companies could become a network, so long as they used the financial software and provided a network enabled business plan that showed adequate profit.

This said, the Resort Network method, is a highly sustainable business model, particularly in the USA and other areas where there is plenty of land.

On page 49 of “The Theory of Every Business” we have a further 16 points/questions, this time directly within the Corniche Groups field of expertise. It may well be the case, that in the current climate, as a rule, property development and urban planning are generally not advised. However, on paper the 16 factors highlighted combine to overturn such assumptions.

One point in particular that needs mentioning is the structure of investment dictates that not a single property needs to be sold for the development to be a success, another point is in the economics, as with every development comes many job opportunities, this factor being the major US location enhancing factor.

As before for a quick summary of the effects, please read the points on the butterfly graphic.

Unlike the Suppliers Butterfly and the Facebook Business Development plans, the Locations Butterfly does not offer a direct revenue or profit steam, it assists and enables the Suppliers Butterfly, however the main point that I’d like verification of, is the escalation in property value, as for the best part (75%) the company investment will pay for the creation of the developments, where after the companies will own most of the development.

The 16 points within the Locations Butterfly, predict after an initial reinvestment of profits companies will on average see a 220% return (160% including profits reinvented). To be specific, our sample manufacturing businesses “The Window Factory” will have invested $2.5 million, reinvented $1.25 million and will own $6 million in assets. This is not counted within the previous profit forecasts shown, this is considered simply as a bonus. The point of which is in part to entice investment in the first place as alongside the technology and profits made from trading comes a capital asset.

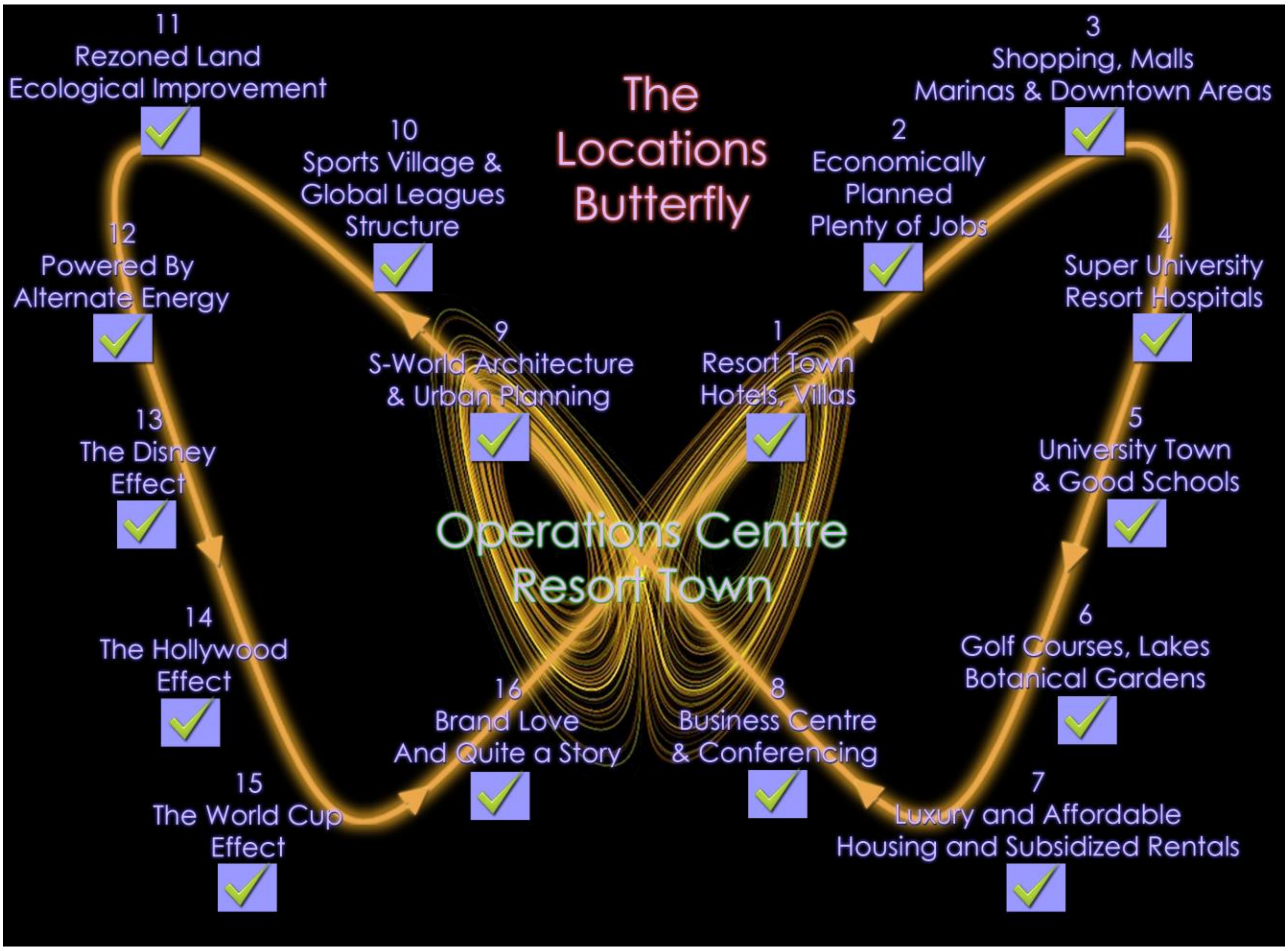
Working within an area that is well known to the Corniche Group, it would not be a surprise if many proposals have been presented over the years offering such or greater returns, and at this point the reader is highly sceptical, especially within the current climate. However one needs to consider “The Butterfly” the 16 individual points, plus the many extenuating factors, all adding to each other creating a product that is far more than the sum of its parts.

The figures have been worked in detail, using an available plot of land in Orlando, including infrastructure and planning of many factors. Within www.s-world.biz one will literally find millions of words of workings and logistics. And as before with the Suppliers Butterfly, estimates have been worked out under lowest probabilities taking into account the current financial climate.

The Butterfly is there to be analysed, agreed with, argued or added two, hopefully a combination of both.

Lastly, it needs to be pointed out that we have room for 50% error, here. As we are seeing the 220% escalation as a bonus, even if, in the short term it's just a brake even exercise its still mitigates investment from investors into the network to effectively zero.

Lastly it's worth pointing out, that the only thing that stopped the depression of the 1930's in the UK was the mass building of homes.



Executive Summary – Facebook Business Development

S-World Commerce and Facebook Businesses Development: *Retail and e-commerce plans see the world's technology, media and possibly pharmaceutical companies work collectively to monopolize e-commerce alongside making bold steps into high street retail. This initiative, and in particular the Facebook "Lx." concept takes into consideration and boosts the profits made by network suppliers.*

Split into two groups, we currently see a standalone development plan for Facebook on one side and various S-World enabled initiatives for the technology and media sector as a whole on the other. The S-World initiatives are detailed here and there throughout American Butterfly, however until the concluding half of the chapter "16 points of SUSY similarity" is complete, which presents S-World UCS, there is not enough detail for analysis.

The Facebook business development plan is found on **page 66** of "The Theory of Every Business" adapted from the S-World CRM (Consumer Relationship Management) software concept of sending gifts to clients, but instead Facebook users can send gifts and cards to friends, which opens the door for a full e-commerce service enhanced by the "per human results search engine" seeing exclusivity for all top ranked network goods. Alongside this an economic stimulus initiative opens the door and boosts sales for Facebook Stores within the property developments.

With close to a billion members, if each member spent $100, then Facebook receives $100 billion in revenue. To test the concept an on line game/demo was created http://www.s-world.tv/Facebook/home.html, it did not take long to gauge the reaction as everyone said they would use it, and on average voters said they would spend about $500 a year. However for cautions sake, in forecasting, the figures are worked out on one in ten people, with split spending patterns.

Below we see the 2018 financial projection for Facebook Gifts, as presented in TTOEB, using various spending levels based on one in ten members using the service. Profits are divided between 512 US networks then further divided by two for international sales, in total generating $20 million per US network.

These figures include the automate gifts service, where members are encouraged to set up groups of friends and family and automate the sending of cards and gifts for anniversaries, Christmas, valentines and other holidays alongside birthdays. The full spreadsheet can be downloaded from www.s-world.biz/downloads

Facebook Gifts Members 850M	Usage	Spend	Revenue Received	Mark UP	Turnover After Tax	Costs	Profit After Operations	512	Per Resort
Not Using Service	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%		$173 081 250 000	*	$51 596 381 250		$20 638 552 500		$40 309 673
Half International									**$20 154 836**

Added to Facebook profits are profits made by network suppliers, which we calculate by taking the revenue received and multiplying it by their QE Score, as presented within the Suppliers Butterfly and detailed within point 3 of SUSY similarity. To recap the QE score is the profit made by the supplier, plus the profit made from all their suppliers, plus the profit made from network goods and services purchased by their staff. In the Suppliers Butterfly we saw a figure of 59%, for caution in this example we are using 50%.

Facebook Gifts Members 850M	Usage	Spend	Revenue Received	Suppliers Revenue	QE Score	Suppliers Profit	512	Per Network
Not Using FB Gifts	90.0%							
Cards only	2.00%	$100	$1 700 000 000	$1 139 000 000	50%	$569 500 000	512	$1 112 305
Cards & Novelty	1.75%	$250	$3 718 750 000	$2 491 562 500	50%	$1 245 781 250	512	$2 433 167
Light Users	1.50%	$500	$6 375 000 000	$4 271 250 000	50%	$2 135 625 000	512	$4 171 143
Moderate Users	1.30%	$1 000	$11 050 000 000	$7 403 500 000	50%	$3 701 750 000	512	$7 229 980
Standard Users	1.05%	$2 000	$17 850 000 000	$11 959 500 000	50%	$5 979 750 000	512	$11 679 199
Regular Users	0.95%	$3 500	$28 262 500 000	$18 935 875 000	50%	$9 467 937 500	512	$18 492 065
Frequent Users	0.70%	$5 000	$29 750 000 000	$19 932 500 000	50%	$9 966 250 000	512	$19 465 332
Extravagant Users	0.50%	$7 500	$31 875 000 000	$21 356 250 000	50%	$10 678 125 000	512	$20 855 713
Cherished Users	0.25%	$10 000	$21 250 000 000	$14 025 000 000	50%	$7 012 500 000	512	$13 696 289
New Users	5.00%	$500	$21 250 000 000	$14 237 500 000	50%	$7 118 750 000	512	$13 903 809
Sub Total	105.00%		$173 081 250 000	$115 751 937 500		$57 875 968 750		$113 039 001
Half International								**$56 519 501**

In total we see a network profit of $77 million, including sales and payroll taxes, but not corporate tax.

Within the original TOEB presentation, five other profit centres are added to the Facebook Gifts concept:

1. Facebook Gifts Plus, which opens up the gift serves to general e-commerce

2. "Lx." Gifts, the Facebook Gifts concept adapted to the top 1% of earners and net wealth holders

3. "Lx." Infinity, a general commerce service to Lx members

4. Facebook Stores, creating department stores within the shopping malls of developments

5. Facebook Stores, Economic Stimulus, as above improved by a distribution of network credits.

When creating the original TOEB presentation the "Lx." Figures took into account the creation of the first set of subsidiary networks, dividing total profits by 768 networks as opposed to 512. For this exercise, to keep things simple, initially we shall ignore subsidiary networks. Below are the adjusted profit forecasts for Facebook per network.

Facebook Gifts	$20 154 836
FB Gifts Plus	$31 617 883
Lx. Gifts	$109 783 936
Lx. Plus	$147 203 064
Facebook Stores	$20 000 000
FB Stores Economically Stimulated	$24 369 441
	$353 129 160

Within the TTOEB presentation suppliers profits were not presented, if we add it in, largely due to the "GDP" buster "Lx." Initiative we see a far greater per network yield.

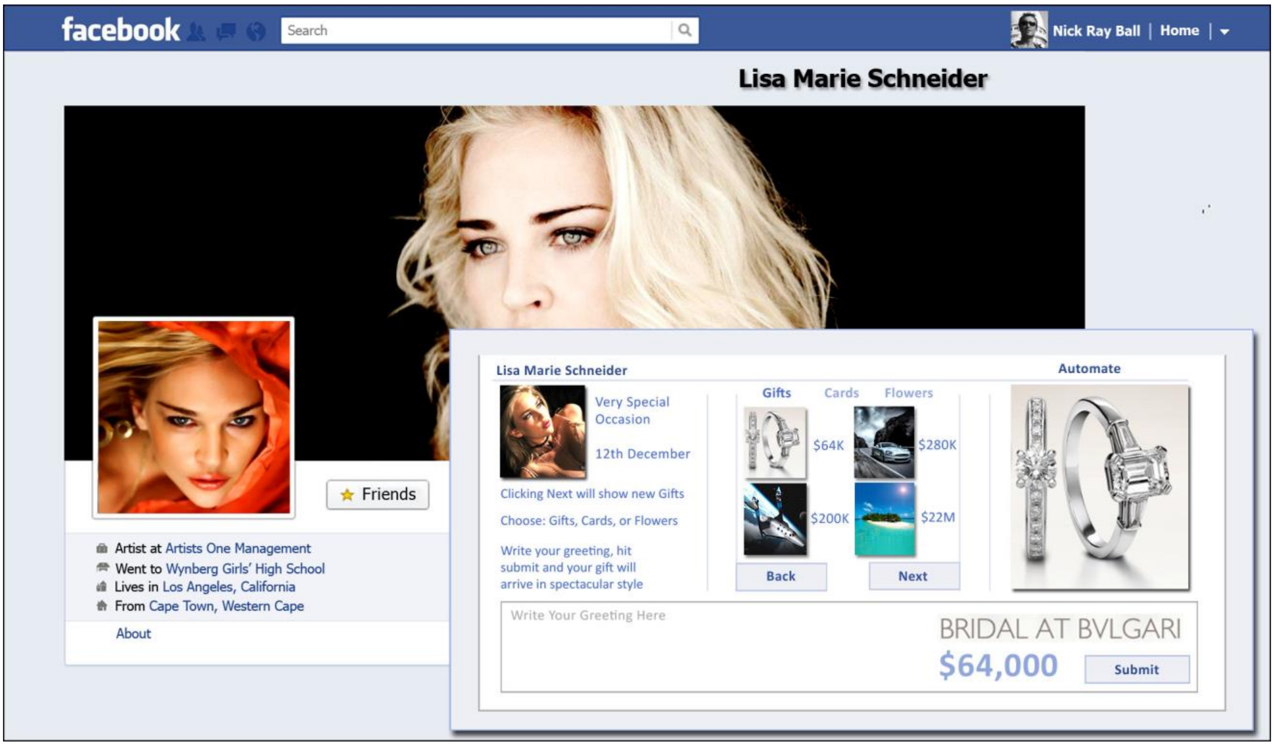
Item	Facebook	Suppliers	Total
Facebook Gifts	$20 154 836	$56 519 501	$76 674 337
FB Gifts Plus	$31 617 883	$89 158 173	$120 776 056
Lx. Gifts	$109 783 936	$922 180 176	$1 031 964 111
Lx. Plus	$147 203 064	$1 603 500 366	$1 750 703 430
Facebook Stores	$20 000 000	$25 850 000	$45 850 000
FB Stores Economically Stimulated	$24 369 441	$33 350 000	$57 719 441
	$353 129 160	$2 730 558 215	$3 083 687 375

We shall look at the Lx concept in a moment, alongside ten good reasons why Facebook commerce would be successes, first in the spirit creating as professional business plan as possible, we shall consider a low, high and medium profit forecast. By rights the above figures could be considered a medium forecast, as within TTOEB the logic behind them appears sound.

A high forecast would revert to the actual usage statistics of persons polled, where thus far all have said they would use the service. As the above figures (excluding FB Stores) are only based on one in ten members using the service, there is an argument that an extra zero should be placed on the end. However the practicalities of all Facebook members having access to a credit card would lessen this to at most one in two members using the service, as such there is the potential to multiply the figures by a factor of five.

However, as the "Lx." Concept it is designed to entice the top 1% of earners and net wealth holders to spend more money by lowering mark ups on goods and services where as there have not been any persons who would qualify for membership assess the financials, whilst possible, it cannot be entered seriously as a "probable" profit centre, not the degree of profit as presented at least.

"Lx"



For this reason for this business plan and for the workings within TNOAS the $3 billion per mother network as has been rounded down to $400 million. With the suggestion that on paper it has the capacity to generate a lot more, particularly over the longer term with the expansion of networks and the increase in branding achieved by the philanthropic, economic and ecological initiatives.

The original Facebook Gifts on line demonstration http://www.s-world.tv/Facebook/home.html, put forward and tested the idea that if Facebook used half the profit generated for good causes and economic stability, more people would be inclined to use their service and join Facebook.

Now 17 months later, greatly aided by the by the mathematics of "POP" and in general adhering and creating "The Butterfly" we have definite objectives, and so long enough money is generated to enact the "Baby POP" investment principle we have close to mathematical certainty (90% to 99% probability) that the objectives will be met.

It has been mentioned and is the introducing point within TNOAS that "American Butterfly" is a mathematical solution to Global Warming; quite simply as over the long term (40 years) collectively the critical mass of networks has the capacity to invest in enough renewable energy to power the planet. This is however, just one part of the story.....

The circular nature of what can be achieved if this Facebook business development plan is viable is near total. If it can generate $400 million per parent network then all that is presented within Facebook FC, or "Team Facebook" will come to pass, which is a very solid reason for people and business to get behind the initiative.

Facebook FC

At the beginning of writing "The Theory of Every Business" a football analogy was made, already half way through writing "American Butterfly V1:02" it was said in regards to the "Baby POP" Investment principle "I needed to start again, building the team around the man, like Barcelona and Lionel Messi"

In continuance of that analogy, we now highlight the importance of the team that has been built, as we see to our right our proverbial Facebook Gifts football team, with Lionel adopting the Facebook roll, in respect of Facebook generating the money to enact the "Baby POP" investment principle. Behind Facebook however we see a significant team, all designed to improve the chances of people purchasing from Facebook and in general increasing the brand love and loyalty.

Before offering detail on all items, it needs to be pointed out that the mathematics supports all initiatives, it may, in today's chaotic economic climate, without reading and exploring the work in full seem fanciful, like many discoveries in history. In 399BC Socrates was put to death for his ideas, years later Copernicus waited 36 years before he was on his deathbed releasing the fact the earth rotated around the sun. Not long after in 1633 Galileo was forced to recant his mathematical claims under pain of death.

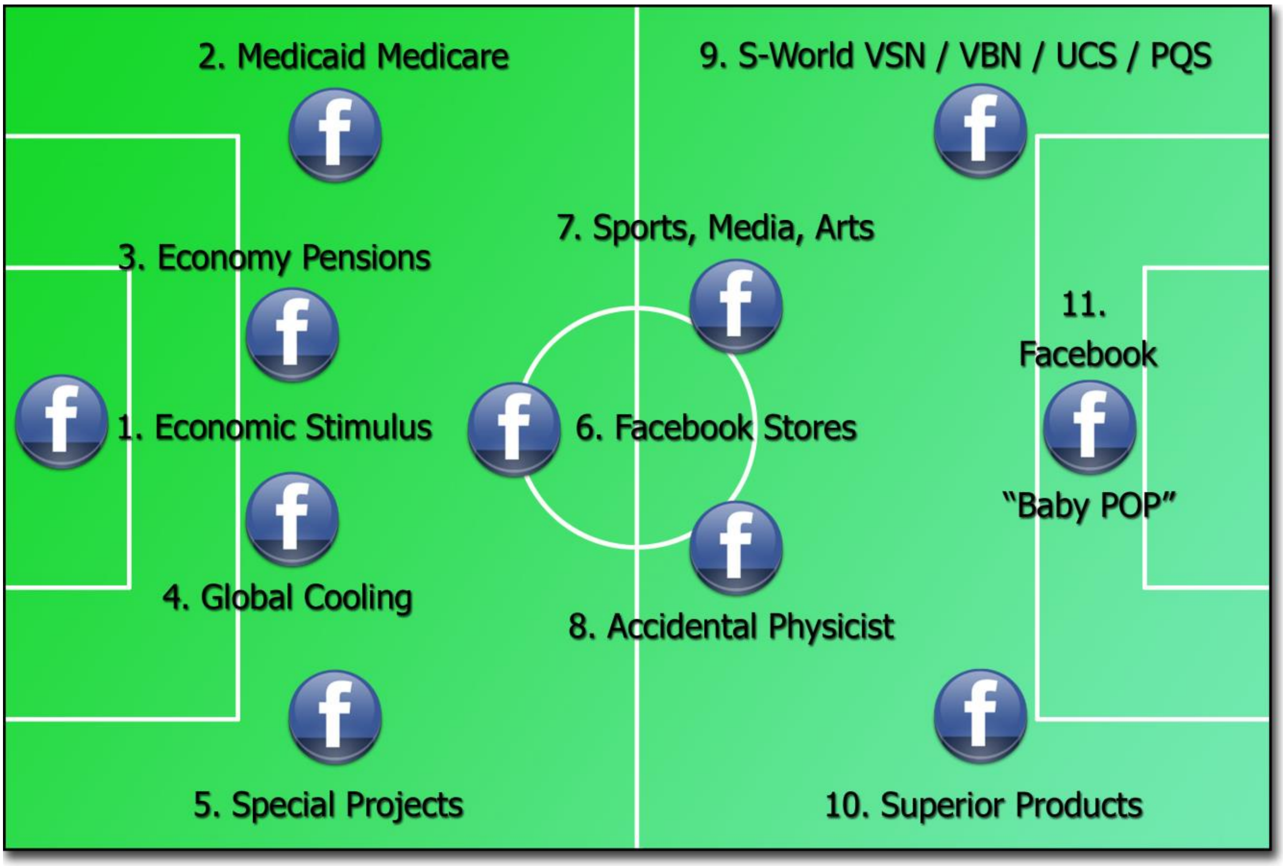
Dramatic, but true, however what is also dramatic but true is the mathematical certainty that if via Facebook or other methods enough investment to start the "Baby POP" process is generated, then all of the following philanthropic, economic and ecological initiatives are highly probable.

One may argue profit forecasts and estimates presented in "The Theory of Every Business," indeed that is the point. "The Theory of Every Business" as its name suggest is a Theory, it is open to scrutinisation, conjecture and debate. However the "Higher Mathematics" used in Baby POP and as is detailed within "16 Points of SUSY similarity" is a lot more certain, not perfect, Isaac Newton's laws were not perfect, but they were certain enough to put a man on the moon.

Once verified, the verification itself causes a circular event, as it will be said "If the Facebook business development plan works, then all that is presented will come to be true" and so, just about everyone on this planet will want the Facebook development plan, to work.

Staying within the theme of a summary, a bullet point will be assigned to each member of the team, more details available throughout American Butterfly and on www.s-world.biz.

1. **Economic Stimulus:** In goal, we see, as with all goal keepers a continual cycle of redistribution. For Facebook and other network companies "Economic Stimulus" is a circular event all to itself. Effectively taking half of Facebook's profits and distributing them in the form of Network Credits to Facebook shareholders, staff and local cliental, alongside supporting operations, medical initiatives and investing in renewable energies. Recipients of network credits are then obliged to spend their credits within a fixed timeframe, often three months. This act continually reinvigorates the network economy.



Applied on mass considering the profits vs. revenue approach to American Butterfly, this act of redistribution generates more than its initial cost. In short, the mathematics supports the fact that the redistribution of half of Facebook's profits will generate Facebook more than has been redistributed. (For the mathematics behind this please see point three of SUSY similarity")

The defensive line highlights the philanthropic PR, which is enabled by the critical mass of networks created via "Baby Pop" by the mid century. As a starting point in the USA two phases creating 512 mother networks are planned by direct investment. In terms of size, if using the resort network method, to put that into perspective in English terms that is the equivalent of building 7 mixed commercial residential property developments each containing about 20,000 homes between now and 2020. To add more perspective, as highlighted in the Independent, the Future Homes Commission tells of an urgent need to build 300,000 houses a year. As such this initiative is about one fifteenth of what is already recommended.

Once created the "Baby POP" investment principle is designed for each development to create 15 equally sized subsidiary developments before the mid century, considering the timeframe, still greatly under what is currently recommended. Further to which, in terms of successes it needs to be appreciated that the initiative is a direct result of following the finite mathematics, which as proposed, results is surprising economic efficiency.

2. **Medicaid, Medicare & World Health:** Before "American Butterfly" came "Sparta Rises Again" which looked at the network starting in Greece and analysed ways to bring Greece into profitability. When moving onto the USA, placing financial inefficiency of institutions aside, it did not take long to work out that Medicare and Medicaid were the main problem, in 2010 costing 34% of the US Federal Budget, predicted to more than double within 15 years. TTOEB begins with this point, and on page??, the solution is presented, in the form of the network in its "for benefit" capacity over time absorbing all US Medicaid and Medicare costs. It is also suggested that as the network adopts a profits vs. revenue approach, corporate tax which only brings in only 4% of US tax revenues should be reconsidered for "for benefit" companies.

   On the third world scale within "Angel POP" point 7 SUSY Similarity, the mathematics are such that before the middle of the century 6 hospital bed nights per year, plus pharmaceuticals will be made available to those that are in need.

3. **Economy Pensions: US** Social Security liabilities have various statistics, in 2010 they cost $700 Billion, just under the cost of US medial liabilities. However if one looks at the USA debt clock we see the unfunded liabilities at $122 trillion, with medical and pharmaceuticals counting for $105 trillion and social security just $16 trillion. In general when perusing the various harbingers of USA economic future doom "Ben Bernanke, Alan Greenspan and the Congressional Budget Office" all place social security as a minor consideration in comparison to medical liabilities. As such, if the network can absorb the medical liabilities, it frees up enough money to pay for social security.

   As an added bonus, should "Ben Bernanke, Alan Greenspan and the Congressional Budget Office accept the American Butterfly initiative as credible, confidence in long term US economics will return, which should have the effect of jump starting the economy seeing investment and spending in general will flow again, US big business is after all currently sitting on $2 Trillion in cash, which in GDP terms may not sound like a lot, however as is explored in point 3 of SUSY similarity, $2Trillion is cash is far more than $2Trilllion in GDP, as money circulates many times.

4. **Global Cooling:** Working under the same principle of the medical liabilities, the critical mass of the network has been designed to invest in enough renewable energy sources to power the world by the mid century. See TTOEB page?? And TNOAS page??.

   However unlike the medical liabilities which ultimately look to become a profitable initiative due to corporate tax incentives, creating alternate energy is an immediately profitable exercise, which if completed before others will ultimately become the single greatest income stream for the network.

   Form a philanthropic perspective, the global cooling initiatives are seen as the No#1 principle initiative, as with the exception on a number of coal profucers global warming is seen as a menace by all.

5. **Special Projects:** Looking to the near or distant future there are many ELE (Extinction Level Events) to be concerned about: Asteroids, Super Volcanoes and Ice Ages to name but a few. Special projects plan for such eventualities, looking amongst other initiates at creating underground sanctuaries and the glamour of the colonisation of space. More immediate projects such as "The Babylon Project" and "African Rain" form part of the global cooling initiative, as mass solar powered desalination projects are designed to turn select parts of the African and Middle East deserts back to their pre Roman fertile states. Information on Special Projects will be presented within in the concluding 8 points of SUSY Similarity.

6. **Superior Products:** Moving out of the of philanthropic PR defensive line and into the mid field, having given the general public a gazillion reasons to want the see Facebook business initiates successful we concentrate on the products.

   Be it a CD, a house or a Super yacht, precise attention has been placed into the sophisticated "per human experience" search engine, all persons who receive network credits are required to rank items purchased before receiving more credits, safeguards are in place against general high or low voting and one can only vote if one has made a purchase. For a limited time period Facebook will have exclusivity on all goods ranked 90% or above, to further compliment this initiative a vast customer service initiative has been budgeted for.

7. **Sports Media and Arts:** (TNOAS Page??) When analysed within "Economic Stimulus" the sports initiate was deemed to be highly profitable exercise for the networks, as such a large amount of network credits are made available for participants in amateur sports leagues, alongside sponsorship of major sports leagues/events. For instance it seems well within the budget to bid for premiership TV rights alongside many other top events, alongside creating new products, the initial starting point for this the consideration of a FIFA Global League.

   Equal investment has been placed for film and TV production, the initial result in terms of standard advertising and sponsorship seeing large exposure for network brands.

8. **The Accidental Physicist:** Is one of a number of books and film scripts written or in the process of being written, to compliment the launch of American Butterfly. The Accidental Physicist is in particular specific to Facebook, and is a pun on the title "The Accidental Billionaires" which was the book from which the film "The Social Network" was created.

9. **S-World VSN/VBN/UCS/PQS:** (TTOEB Page??) An array of products, of which only S-World VSN (Virtual Social Network) and S-World VBN (Virtual Business Network) are currently presented. The balance to be detailed with the concluding 8 points of SUSY similarity.

   S-World VSN is designed to become the virtual environment that simulates our planet, where users of Social Networks can see themselves within a planet wide simulation, and virtually teleport (jump) to each other's positions via the GPS's in their phones. Intertwined within S-World is S-World VBN, which presents many ways to purchase products, alongside general exposure for network brands.

As for S-World UCS and PQS, there is not enough information presented to comment other than to say, if we take all the advantages thus far presented, these two products will do as much again in terms of increasing network companies profits and exposure.

10. **Facebook Stores**: (TTOEB Page??) Bringing the Economic Stimulus Full Circle, Of the 50% of all network profits that are mainly distributed to business owners, staff and local cliental, in this example we see $100 million in Network Credits given as credits for Facebook Stores. Granted this is less than facebook will have given away, however the case is made that this merciless piece of combined Capitalism and Socialism results in Facebook in the USA by 2036 collecting over $1.5 trillion in assets before a single paying customer enters a store.

11. **11. Facebook:** To conclude the facebook team, comes Facebook themselves, who would by most peoples reckoning, already be the world most popular brand, lead by Mark Zuckerberg, a boy now man who has a reputation for doing things that are best for Facebook and Facebook members as opposed to financial gains.

    It is worth noting that many major brands already advertise Facebook on their TV adds and websites.

    It is further worth noting, that Facebook are in an ideal position to be presented with a financially rewarding business development plan.

Pressure of Participation (Opportunities)

To our right we see the selection of brands and institutions all of whom can befit from and be of benefit to the network.

As always we look to maximise cause and effect, this time of one brand to another, aiming to create a butterfly effect where each brand that assists increases the strength of the project and so increases the desirability of others to join in. So we look at the exercise as a set of dominos, which we need to place in order, before pushing the first one over and seeing all fall in its wake.

This consideration has been going since the beginning of The Spartan Theory, it is named the "Pressure of Participation" the stable mate of the "Pressure of Profit" (POP, Baby POP, Angel POP)

To keep in theme, all the brands and institutions have been laid out as dominos on the shadow of a butterfly, within which various roots or paths from one brand to another have been presented.

There are many possible journeys; the one presented is to an extent mindful of geography.

Mindful of not wishing to present a intimidating long type heavy presentation, with the exception of root 1, a restriction of two paragraphs per brand or institution has been effected.

In general, on any roots, before contacting the US Government or Facebook, it is best to have one maximum two person from each brand or institutions aware of the project.

(mention momentum of dominions falling increases the position of strength from which one asks for assistance, for example, asking both Microsoft and Apple to assist and to a degree work jointly on the business software)

(Mention story, Rodger necklace, mention changing narrative to I)

(Orientation – Spartan Theory = Virtual Network, Sparta Rises Again & American Butterfly)

(Needs to present a plan that should this document fall into anyone's hands before it is formally presented, the target or targets will be comfortable)

(despite starting this presentation with the statement that this is a largely solo venture, for the sake of formality the inference "I" had been omitted, however in some parts of the following, particularly when considering the foundations, personal stories of why the foundations were chosen were essential)

(As this section is written as a book as well as a proposal, each section will in a way become a mini pitch to each company)

Rain Africa | Middle Earth | Mission Gliese

The Spartan Theory | The Babylon Project

The Global Challenge Project

Resort Networks | Specialist Networks

Cities of Science | Network Cities

Special Projects

Networks Education Science

Commerce & Trade

S-World VBN

The Suppliers Butterfly

S-World.Biz

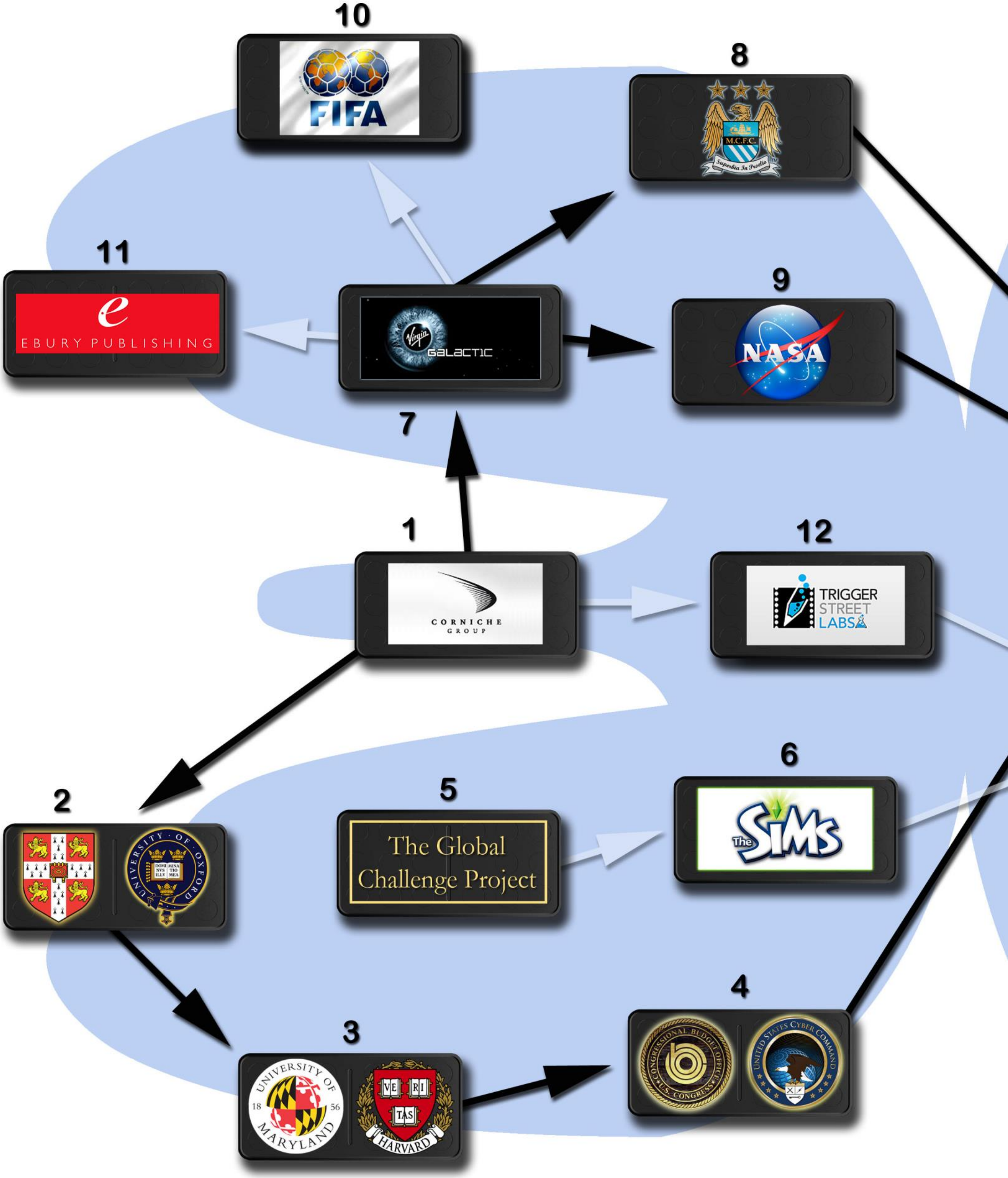
Media & PR

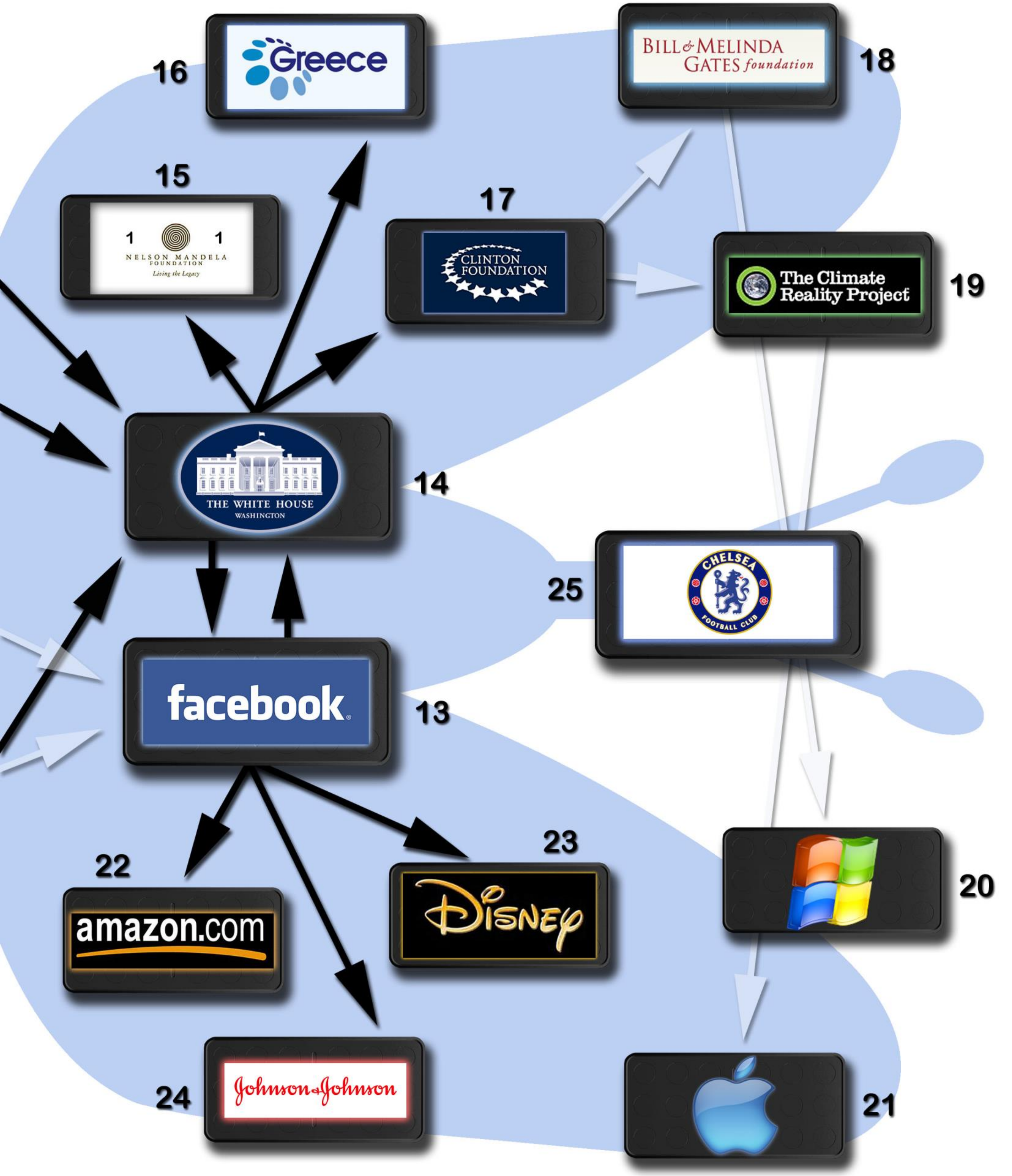
The Sienna Project

S-World VSN

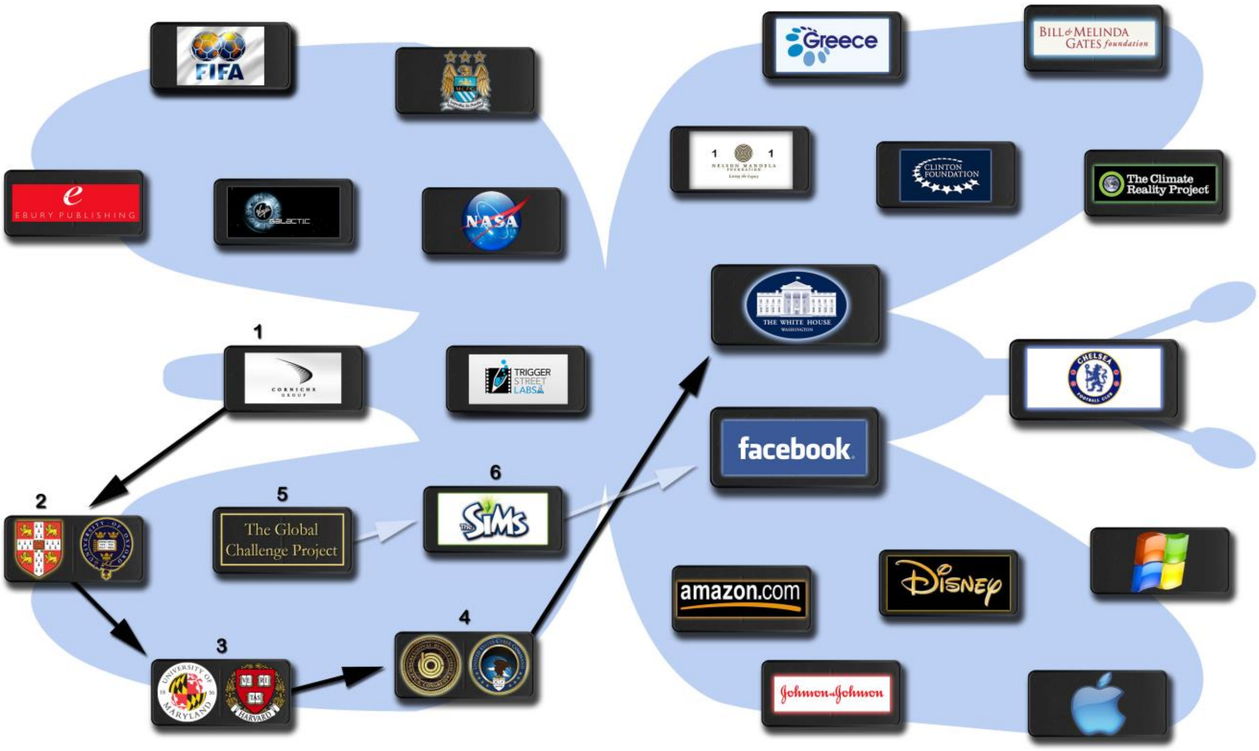
Global Leagues

The Accidental Physicist | S-World UCS


10
FIFA
8
M.C.F.C.
Superbia In Proelio
11
EBURY PUBLISHING
Virgin GALACTIC
9
NASA
7
1
CORNICHE GROUP
12
TRIGGER STREET LABS
6
The SIMS
5
The Global Challenge Project
2
UNIVERSITY OF OXFORD
4
CONGRESSIONAL BUDGET OFFICE
U.S. CONGRESS
UNITED STATES CYBER COMMAND
3
UNIVERSITY OF MARYLAND
18 56
VE RI TAS
HARVARD


16
Greece
18
BILL & MELINDA GATES foundation
15
NELSON MANDELA FOUNDATION
Living the Legacy
17
CLINTON FOUNDATION
The Climate Reality Project
19
14
THE WHITE HOUSE
WASHINGTON
25
CHELSEA FOOTBALL CLUB
facebook
13
23
22
20
amazon.com
Disney
Johnson & Johnson
24
21

“Root One”



Root 1: This simple academic root allows the mathematics and the products S-World UCS and PQS carry American Butterfly strait to the White House and Facebook.

A secondary parallel path is presented including laying the foundations for the S-World Virtual products.

1. The Corniche Group: Were the first company contacted post “Spartan Theory” (8th April 2011), alongside being the company addressed to within the final eight chapters of The Spartan Theory, or as is now referred to as “American Butterfly.” (www.s-world.biz)

The only brand presented with specialist experience in property developments and Urban planning, however accurate or not the costing and returns forecasts are within the “Locations Butterfly,” the 16 points of strength presented alongside added strengths presented within Facebook FC, one way or another, a credible property development and urban planning presentation and forecast can be created. Alongside this as primarily an equity company, the Corniche Group are as qualified as any to scrutinise and improved the investment model (TTOEB P??)

The Corniche Group have significant experience and contacts in many other fields and passion in the sports and film. With this in mind, the Corniche Group have been considered the springboard for American Butterfly for quite some time and take the position as the first domino.

2. Oxford and Cambridge: The mathematics presented within “The Network on a String” are significant, a copy of which alongside the other material presented has been presented to family friend, Oxford’s Professor David Pettyfore CBE. In an ideal world, before moving to the USA a group of four UK based physicists including, David, Allan Green and a member of Cambridge's gravity and relativity group will assist and add to the work.

3. Maryland & Harvard University: In the same way, "The Theory of Every Business" was written and addressed to The Corniche Group, but designed for all companies; "the Network on a String" was written for Dr James Gates but designed for all physicists. With Dr Gates in mind and in particular the concluding 8 points of SUSY Similarity, please be in no doubt, that with or without assistance from others physicists and mathematicians, Dr James Gates will realize the potential of American Butterfly. Dr Gates is on President Obama's science and technology council and has, with his team, been working in the field of Supersymmetry and parallel universes for close to a decade, it is highly likely that areas of his work are classified; as such respect needs to be shown to those who would classify it.

Staying within the academic accreditation theme, this time moving to Harvard from a general, histories and economic perspective Professor Niall Ferguson would be well placed to assess American Butterfly in terms of its impact on the efficiency of corporations and in general US and global economics before moving to the next domino which includes the CBO, the Congressional Budget Office.

4. The CBO and US Cyber Command, US Government Agencies: Both have an important say in any US internal initiative, bringing them on side, before approaching the White House would seem advantageous. No specific person has been identified at the CBO.

When we look at the USA Cyber Command we look specifically at Dr. Floyd B. Cole, III who is head of the mathematical sciences division and is a fellow professor to Dr James Gates at Maryland University. The consideration for the USA Cyber Command is in regards to building the S-World PQS. As the central software platform, one can't have a main brand like Apple or Microsoft build it, as if one did, the other would not use it. The USA Cyber Command employs more mathematicians that any other US institution has world class security and advanced probability software. Their parent institution the NSA is one of the most powerful institutions in the world, if one see's approval from the NSA and the CBO, it's an open invitation to the White House, with enough backing to win over most of Congress and the House of Representatives.

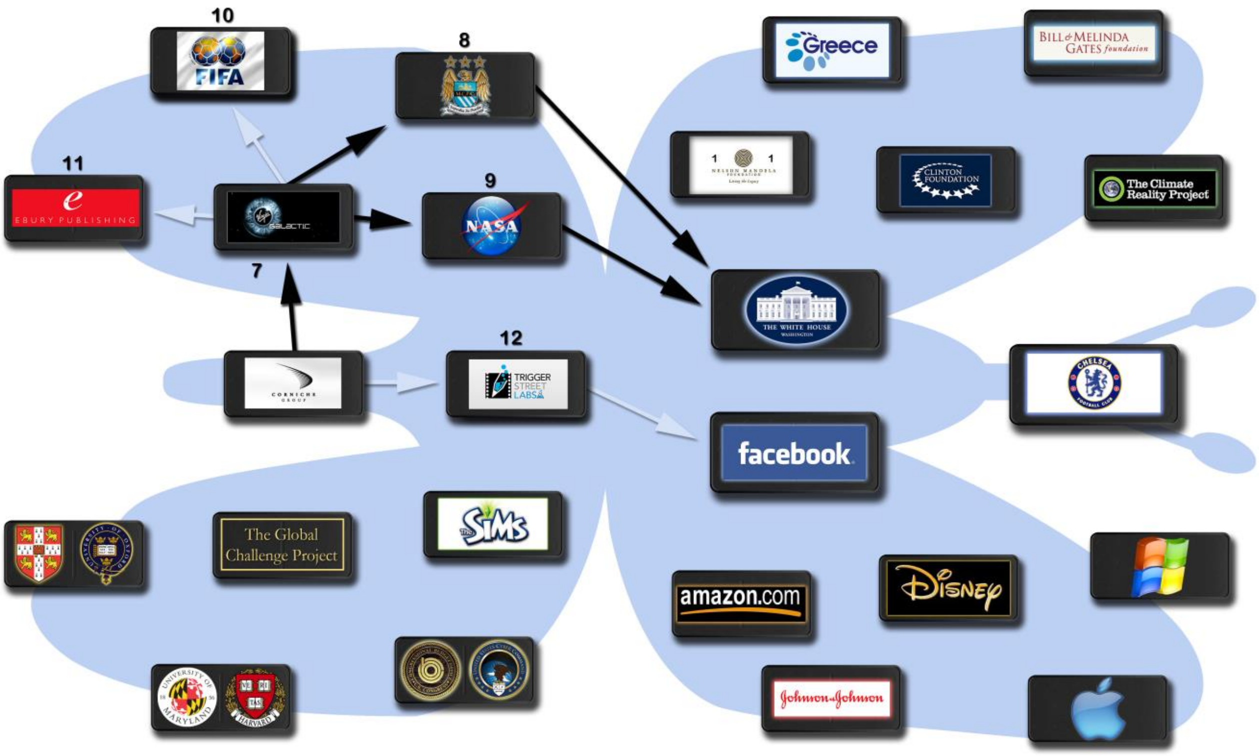
For further consideration within Root one, presented with grey arrows is the secondary parallel path which lays the foundations for the creation of the S-World Virtual products, which are in essence simulations of our world complimented by supersymmetry and as such complimentary to the work of Dr Gates.

5. The Global Challenge Project: Is the work of Lee Chazen, whose article "Chaos Theory, Self Organisation and the Role of Government" assisted in shaping the early foundations of American Butterflies mathematics. Lee was contacted in June 2012 and sent the first half of "The Theory of Every Business", up to, but not including the Facebook section, his response: "Based on what I've read from your writings so far, you may really be onto something, I was thoroughly impressed with the magnitude of this project and its global implementations, with your permission I'd like to forward this on to my brother, he runs an asset management company in Silicon Valley."

Whist it was not time to consider equity companies at that point, Lee's words of encouragement inspired a closer look at his project "The Global Challenge project" which in turn greatly inspired S-World UCS and the concluding 8 points of SUSY Similarity. It would seem fair and advantageous to have Lee's further input, particularly as education is a founding pillar of every network.

6. The Sims: Will Wright the designer of the Sims computer game could become a key player within all S-World Virtual Products. For all intents and purposes, assisted with a little help from Pixar, a touch of fractal geometry and some satellite usage, the visual medium used for S-World VSN could well be The Sims game engine, its simplicity of usage, especially in deigning homes and cities its major credit.

Root 2:



Root 2 looks at previously considered roots to the White House and Facebook, considered before the mathematics and points of SUSY Similarity were strong enough to make a direct path. All are still relevant, and all add to the Pressure of Participation principle.

7. Virgin Galactic: See's two birds awakened with one stone, more obviously is Sir Richard Branson and Virgin. From 2007 to 2011 Sir Richard Branson and Virgin were the primary target for the project. Initially the network was primarily focused on travel and real estate, however when the first business plan was written and presented (18 March 2011 chapter 1 www.s-world.biz) it concluded with the notion that if the network software and affiliate design could be adapted to other industries.

It took Virgin Brands SA only three weeks to assess and approve the business plan for consideration by their London committee, however at the time I was in an very spiritual place and an poorly presented philanthropic request saw an end to proceedings.

Across the world, Sir Richard is well respected and Virgin corporate is, in essence, a network of about 300 companies, their experience concerning the interplay between different industries would be very useful. Over the months that followed, within the various journal entries on www.S-World.biz the concept of adopting the network into other industries was explored and an outline business plan for 16 different Virgin brands we written. Many of these considerations became the foundation of "The Theory of Every Business."

The reason for singling out Virgin Galactic over and other Virgin company is in part due to the glamour and wow factor associated with space travel, in part due to "Special Projects', in part as Virgin Galactic would have many physicists on their team and in part due to co owner HH Sheikh Mansour bin Zayed bin Zayed Al Nahyan.

8. Manchester City Football Club: The inclusion of Man City or more to the point Sheikh Mansour was considered during the three weeks between Virgin receiving and accepting the business plan. The initial consideration in line with the current "Pressure of Participation" exercise, in essence to forge an elite group of 16 brands interested in progressing the network designs, the 16 brands were to be spread out into 16 global territories. Already considered and strategically important were Virgin, Sky, Google, Microsoft, Apple and Facebook.

Having followed the fortunes of Roman Abramovitz, particularly the escalation in his personal wealth the year after he bought Chelsea, I have always seen the purchase of Chelsea as a very clever marketing idea. When Sheikh Mansour purchased Man City, I continued the presumption. It said to me "Hello world, if you want to do business in Dubai, or with Dubai, talk to us." A little research showed he was the half brother of the current President of UAE, and suggested that president Obama had his number on speed dial. Since these incites Sheikh Mansour has now been appointed deputy prime minister of UAE.

However, to include Sheikh Mansour or for that matter Roman Abramovitz, a business plan or at least consideration was required, and in so doing, the consideration that the network should be both on line and physical, with Man City and Chelsea becoming networks, diversifying by selling the goods and services created by network companies and where pertinent expanding into new territories. This consideration has since developed into resort networks and the POP investment principle. In general be it from the Corniche Group or Sheikh Mansour or preferably both, it is considered in terms of the resort network contingent to American Butterfly, there will be no better assessors and advisors on resort networks that those who have experience in building in Dubai.

Alongside Roman Abramovitz the consideration of Man City becoming a Network is still very much on the cards, and now I expect with the new rules of profitability within the FA, a welcome consideration.

9. NASA: In 2009 to aid the presentation to VIRGIN, a number of branding lectures and workshops were attended, one short film on NASA stuck out. There was a corridor and within a janitor was sweeping the floor, he was asked "what are you doing?" he replied without due excitement "sweeping the floor". Cut to the same scene except a NASA badge appeared on the wall, when asked the same question, this time the janitor replied "I'm helping to put a rocket on the moon."

The exploration of space is a unifier and a wow factor so long as it is not done to the determent of the tax payer. Case in question, recently regarding India's space program a UK government minister was asked, "should we really be giving India development money, when they have a space program and we don't" the ministers answer was that that "the prestige of the space program greatly increased investment into India" Which was not enough to stop the aid being given a few months later, but once again highlights the positive benefits of having a space program in terms of prestige and subsequent investment gained from said prestige.

From an ecological point of view, with absolute certainty in the long term we know the only way to protect our complexity, ecology and ourselves is within the colonisation of space

NASA of course alongside Virgin Galactic will have plenty of physicists qualified to assist with "The Network on a String."

10. FIFA: The consideration of the number 16 initial brands split into 16 global territories was to enable the creation of the FIFA Global football league, a concept they converted, that would bring excellent PR to all 16 networks. From that point onwards whenever increasing or decreasing the size of the network it would always be done to fall in line with an extended knock out tournament. This simple numbering system later evolved considerably and now forms the backbone of the "POP" investment principle and the 16 points of SUSY Similarity.

22 months after the initial consideration of a FIFA global league, the concept has grown into a monster initiative to drive and incentivise the world into fitness. FIFA and many other sporting bodies are encouraged to join the network.

11. Ebury Publishing: This initiative is specific to book publishers, Ebury have been symbolised simply due to their affiliation with Virgin. There are many books to publish, each of the ten points of strength raised within the general executive summary, and to the ten points of strength within Facebook FC require a dedicated publication. Alongside this a technical manual is required for each brand, institution and opportunity highlighted within this Pressure of Participation exercise, but before such considerations comes the duo: "The Accidental Physicist" & "The Virtual Network."

"The Accidental Physicist." Regardless of the expert opinion of future readers and consultants, which may, like my own, be tempered due to caution, "The Theory of Every Business" has already passed the layman and academic test with flying colours, and to the casual reader will continue to do so, effectively demonstrating to the general public in all shapes and sizes that the amount of money per network requires to enact "Baby POP" is easily achievable. Indeed on paper, the figures and 8 questions asked and answered for Facebook alone pay for the process three times over.

The continuing book "Superstring Economics" follows the development of the physics in elementary fashion, very simply introducing the reader to some very complex considerations, from a perspective never explored before. Along the way, the path to mathematical certainty in network creation and the benefits associated are presented.

By the time the reader will enter the third part of the book, "The Network on a String," even if they have no experience in physics, mathematics, business or economics, the reader will be able to fully grasp the "POP" investment principle and most if not all of the 16 points of SUSY Similarity. The book will be as educational as it will be enlightening, a technical manual, yes, but entertaining at the same time.

The point of course, is simply in the spreading of the idea, American Butterfly tells the story of a utopian idea that mathematically possible, indeed very possible. The more people read the book, the more people can believe in the network and all its promises, a big network priority at this stage is the perfection of "The Accidental Physicist" American Butterfly parts one, two and three.

The technical manual "The Accidental Physicist" is complimented by the story behind it, told with "The Virtual Network"

12. Trigger Street Productions: The documentary film on the rise of Facebook "The Social Network" won 3 Oscars; imagine a follow up, of sorts, where the original documentary film played an intrinsic part within its plot. So far within this business plan or any of the "American Butterfly" presentations we have not heard mention of the original "think bigger" inspiration "The Sienna Project" written on the 4th July 2011.

The Sienna Project described the creation of new type of digital economy assisted by a supercomputer and software far more advanced that any current designed. But it was not a technical document; it was a film script, written in part to silence those that may shout "Skynet!" The film started by following the rise of S-World Virtual Network and references the film "The Social Network" before entangling with first the Jedi Universe and later Middle Earth.

That's influence No1, before being seen the film, The Social Network was written into the most influential document within The Spartan Theory.

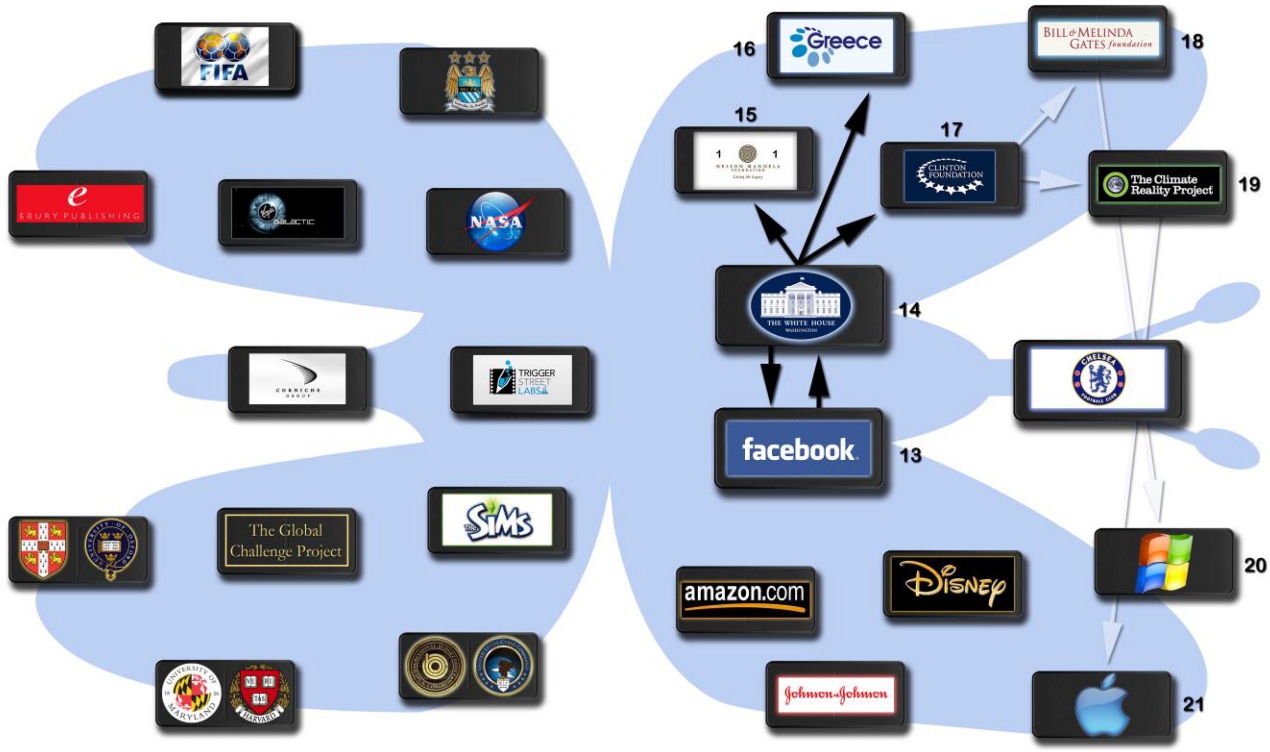
Just over two months later on the 15th June 2011, the film The Social Network was seen for the first time, and paused shortly after the point where Mark Zuckerberg mentioned uploading a music application he designed onto the web for free despite Microsoft's interest in purchasing it. Affinity was seen and from that point onwards as found from www.s-world.biz chapter 4 "A Change in Direction" for the next 11 months, a journal was started, following the progress and development of ideas, noting down some abstract observations along the way which eventually just so happened to mimic the cleverest of the universities interactions. If one looks at the web address of chapters 4 to 10 up to the Facebook presentation, one can still read the original web chapter folders name "The Social Network 2" However after consideration the title changed to "The Virtual Network" the first part to "The Spartan Theory."

As a third point of reference, shortly before staring American Butterfly in December 2011, a letter of introduction was sent to Trigger Street Productions the production company of Kevin Spacey, the executive producer of "The Social Network." One of a number of producers of the film, it was considered, considering the films he makes and plays, in particular "pay it forward" Kevin will be truly inspired by the potential of the network, which may not result in a follow up to The Social Network in name, but a good film with plenty of hooks, in a similar line, propelling the network capabilities and possibilities to a wide audience. Of course so far, only about a third of film has been written, the balance to follow future events.

Root 3:

Before considering Root 3, which starts with The White House and Facebook, a note on Roots 1 & 2, whist it is possible to follow both roots one and two up to this point, it would seem more prudent to simply follow root one to the White House, where-after consider options. One particular option would be hold back on root two and move strait on to root three.

Root three as illustrated, brings on board some political partners in South Africa and Greece before approaching the major foundations which have been tactically organised to make an approach to Microsoft and Apple, both of whom are essential partners.



13 & 14. Facebook and the White House: The main consideration between Facebook and The White House is who to contact first. Current opinion suggests, considering Root 1, universities, academics and mathematicians to the CBO and NSA, the White House is the obvious choice. With the backing of the NSA and the CBO, considering the content, the White House will have no objections, and thereafter, the approach to Facebook gains a very valuable ally, indeed if considered from the perspective of "The Virtual Network" where hooks are golden, it would be ideal to inform Facebook at the White House.

15. The Nelson Mandela Foundation: The original consideration for The Nelson Mandela Foundation was significantly greater that a simple "Rubber stamp of Approval" and it still can be, but respect needs to be paid to Madiba's health and years of public service already served.

It has been desired since its conception to have S-World considered as Madiba's final legacy, this is, warranted for a number of reasons. The original network designs from 2001 to 2012 were all created for and in South Africa, in 2003 Madiba's grandson Dumani Mandela alongside the grandsons of his mentor Chukka and Moweaqua Sisulu assisted greatly in the attempt at launching the network, attending and adding prestige to the meeting that secured the TV channel and a number of meetings regarding connecting to a Global Distribution System, untimely unsuccessfully, but in terms of setting the bar for future successes, invaluable.

A number of interactions occurred over the years that followed, particularly between myself and Dumani, the most significant in terms of American Butterfly were the request to utilise The Nelson Mandela Foundation as a place for the original 16 brands to pay a token payment.

Later having being shown the first version of the "POP" investment principle and the economics and business plans applied to Greece, Dumani's advise to consider politics lead to the work of Lee Chazen's and ultimately the move from Europe and China to the United States.

A number of major initiates have been considered for Africa, not the least of which is the "Special Project" "African Rain" early, light political dialogue may warrant some strategic advantages.

16. Greece: As mentioned within the general executive summary, the large scale consideration of cause and effect planning as is being currently demonstrated, came from an incite regarding Greece when considering the "Butterfly Effect." At that time (August, September 2011) "The Spartan Theory" part two "Sparta Rises Again" was mid flow, centred on software and a Dubai scale development in Laconia, Southern Greece to be named "New Sparta, City of Science," which is now considered as the prime contender for the Global Network Capital.

In exchange for this title and the various other incentives as described within "Sparta Rise Again, the Greek people would need to have a referendum and be asked two questions.

1. Do you agree in making Greek businesses legally obliged to use the network financial software, which will assist and fairly tax all?

2. Do you agree the Greek government should use the governmental network financial software?

Considering Greece's main troubles are tax avoidance and prior governmental mismanagement, before even considering the possibilities of New Sparta an overwhelming consensuses would surely vote yes. And so the mathematics of POP, of gravity, the fabric of space and time will usher in a new age of prosperity and Greece can transform itself back into a butterfly that gives an positive effect on all that engage her.

If/when implemented and successful, there are plenty of countries with democratic systems that are concerned about government corruptions and would also vote in to the mathematics of the network on a governmental level, it is possible the governmental software will spread across the world faster that the S-World Virtual Network.

First of course one needs to create the software, it was earlier mentioned that the core software is currently earmarked for assistance by the US Cyber Command, however alongside the core we require, business software, CRM (Consumer Relationship management) and Network software which are integrally connected.

Since the outset of "The Spartan Theory" it has been considered that Facebook should deal with the network side which may well include the Virtual Network, Microsoft the business and Apple the CRM and organisational software. From this core all other tech companies would add applications and modules. Playing to everyone's strengths and avoiding many potential patent wrangles.

Redirect: The concept of Greece and other countries using the software governmentally is secondary consideration, it seems to make sense, however the priority is creating the software for the Network proper. Any approach to Greece would be better undertaken after Apple and Microsoft have been consulted.

17. The Clinton Foundation: When working a business plan around the "Butterfly Effect" from time to time one looks to make opportunities' from what would appear to be coincidences. Mid way through the plans for New Sparta, President Clinton gave a speech in which he referenced the 300 Spartan warriors from Greek Mythology. One would be forgiven for thinking "The Spartan Theory" was named after "New Sparta," as it happened the opposite was true, Greece and New Sparta were considered due to the name of "The Spartan Theory"

"The Spartan Theory" was a peace initiative aimed at Libya written on the 8th April 2011 as the 11th and concluding part of the original network summary. Like all points it was brief.

11. The Spartan Theory.
In exchange for guaranteed NATO Protection, Libya destroys all weapons.
Sienna's companies fund compulsory education for 16 to 21 year olds
Education is geared towards environmental awareness and physics.
All students are rigorously tough martial artists.
If it comes to war again, 300 warriors will fight had to hand.

In short, the promises of networks and the benefits they bring in exchange for peace, with an additional consideration that as for each embracing country a grand capital network will be built, where, maybe the previously non democratically elected rulers who still have significant love of the people might consider making that place their new home.

At the time of consideration, there was enough belief that this was enough of a carrot added to whatever other carrots were already being offered to gain a seize fire in Libya, to the point where, pressure was put on Virgin in the form of a overly forced request for £1 million to be transferred to the Nelson Mandela Foundation, saw an end to relations. It should be noted, the business plan financials that had passed phase one suggested over $50 Billion within 6 years and at the time I was utterly broke, so quite a sacrifice, but a sacrifice worth making as now when it comes to North African and Middle East Affairs, I will be known for it.

From that day on, the work has a title, and an added ambition, peace could be achieved from the network and the theory about making is so became "The Spartan Theory"

Due to President Clintons mentioning of the 300 Spartans, some research was done at it would seem that of all the US Presidents, President Clinton was closest and fought harder for peace in Palestine than any other, and so would appear to be the best consultant and enactor of possibilities brought forth from the Spartan Theory and the Network in general in terms of peace.

18: The Climate Reality Project: is symbolic of Al Gore and the fight against global warming, which is currently the philanthropic brand leader, as it is considered the only such initiative that will see a global consensuses supporting with very little debate.

To understand the history of when and why Al Gore in particular was chosen, we need to go back to the 1st August 2010 and a promise made to Sienna's Mother, the promise was to dedicate my life to raising money to help people. Half a year later with a business plan that was already projecting over $50 Billion in profits, I was in a position to keep that promise. The first consideration was to give 75% to good causes but as the figures grew 90% seemed reasonable and the initial draught business plan to Virgin mentioned that I would like to see 90% of profit used for good.

Then came the breakthrough and what we now refer to as "Give Half Back," I would give all profit to good causes and Virgin would give none. Virgin and all other companies instead of seeing a profit split with an outsider saw only good will for all the good that was being done. It was brilliant and indeed was the real start of "The Butterfly" as maximising the benefits in terms of branding and PR from the initiative took a different type of business planning, the planning that is currently being expressed.

Shortly after, the concept was simplified down to myself not taking any money for the creation of the network, it was to be like the internet, or penicillin, free to the world, with the proviso that half the profits were used constructively. This however left one slight worry over enforcing such an action, with no control what if the network was abused. It was considered I should hold a VITO over any spending over a certain figure, just in case. But, what if I were to die, who would inherit the VITO to, after some consideration Al Gore was chosen, and a letter written, which alongside most never got sent.

It was over a year later that research lead to the realisation that Al Gore was also on the board of Apple, current consideration says, If it can be shown to Al Gore that with Apples assistance the network can bring an end to Global Warming, he would do whatever it would take to get Apple to assist.

19. The Bill and Melina Gates Foundation: Despite their "must include" status, since the begging of "The Spartan Theory," Bill Gates and Microsoft have not had much of a mention, however Bill Gates has been instrumental in most things. On hearing that Bill Gates does not donate his billions rather he uses his billions to create more billions to and so can help more and to create direct help via his foundation, this seemed like a clever form of philanthropy. The catch a fish, not give a fish philosophy.

And with the Give Half Back initiate, came the opportunity to explore this charitable model.......

23 Months on and we have "American Butterfly" and all associated benefits, on paper an evolution of the concept, but without the original inspiration, there would be little chance of American Butterfly developing the way it did.

I hope Bill and Melina get this and understand their part in its making, and help take the project forwards from the foundation perspective and a Microsoft perspective.

20. Microsoft: Putting the creation of the core software to one side, the primary objective with Microsoft is for Windows become compatible with S-World, Virtual network and software (software that they will be in part creating.) The purpose for this and the purpose for looking to embrace the S-World environment into telephones and Smart TV's is to make the S-World environment the norm, when one opens up the computer , phone, devise or put on your TV its there. Subtle or direct, but always there.

This way, if the most accessible way to purchase or consider for purchase is via S-World, it will be network companies, the environment and the peoples advantage every time a purchase is made. The midterm aspirations for the S-World environment has always been for it to become an evolution of the internet, very widely used.

To explain why Microsoft would want to do this we consider the pre Spartan Theory core affiliate business model, with a few upgrades. First to explain affiliate marketing, an example in travel. A real life example being implemented currently is www.experienceafrica.com, the system used, simply create a website, brand, and create enquires for the accommodation and services, then give that to one experienced local travel agent and split the profit. Far better service and save the small split in advertising costs and a little admin, which would by rights be covered by the financial software, it's an extremely profitable exercise for the person who made the brand system and website as for ever more they will do nothing and receive 50% of the profit. For the agent, it's priceless as before they were making far less and did not have the prestige of being the owner. (For more see 1. The Virgin Business plan and 14. Facebook Travel on www.s-world.biz)

In travel the commission is usually around 25%, more for big players (not airlines). The system as outlined above would see about 10% of all money spent on travel as profits from the system, if we consider 50% of market share of $2 Trillion spent a year on travel (including business travel not including airlines) that equates to $200 billion in profits per year. Which go to the people that made the system? And that's just travel, add real estate, e-commerce, financial services sold on line and pretty much half of everything that is sold in a year adopting the same slightly modified procedure and to suggest the pot would be over a trillion would pass most scrutinisers.

Not all this would go to Microsoft of course, for a start Microsoft will only be eligible for a slice if the user purchased from a windows source or used a application created by Microsoft, however current thinking and on line purchases would suggest more purchases are made from windows operating systems that any other individual mechanism.

Often the slice would be split between various enablers. For example a Google search engine leading to a product on a windows operating system would see a split of sorts, many other smaller referring mechanism could feature, for instance the computer or devise manufacturer may well revive a slice alongside if watching a TV the broadcasting company.

The complexity of the affiliate system aside, with the option to make applications that generate profit and entangling Windows with the S-World environment, Microsoft have the capacity to generate great profit, and of course with great profit comes great good.

Redirect: Before S-World UCS and PQS are detailed, this point cannot be fully detailed, please consider the excitement of UCS and PQS will excite the inner development team and will make for an excellent additional contingent to the existing Windows Operating System.

21. Apple: In Dec 2011 just before staring American Butterfly, at Heathrow Airport London I picked up a copy of Steve Jobs' Biography by Walter Isaacson, it has been a constant companion, as has Steve as the book Jacket looks over my desk. The influences and teachings were significant from the desire to have Pixar assist with the creation of the Virtual World, to the inclusion of Disney. The biggest influence was the development of the Facebook Stores concept, a concept that if Facebook are to be as successful at retail as we would all like will greatly assist, not so much in the sales from the stores rather the fact that they are there, giving a physical side to the retail wing.

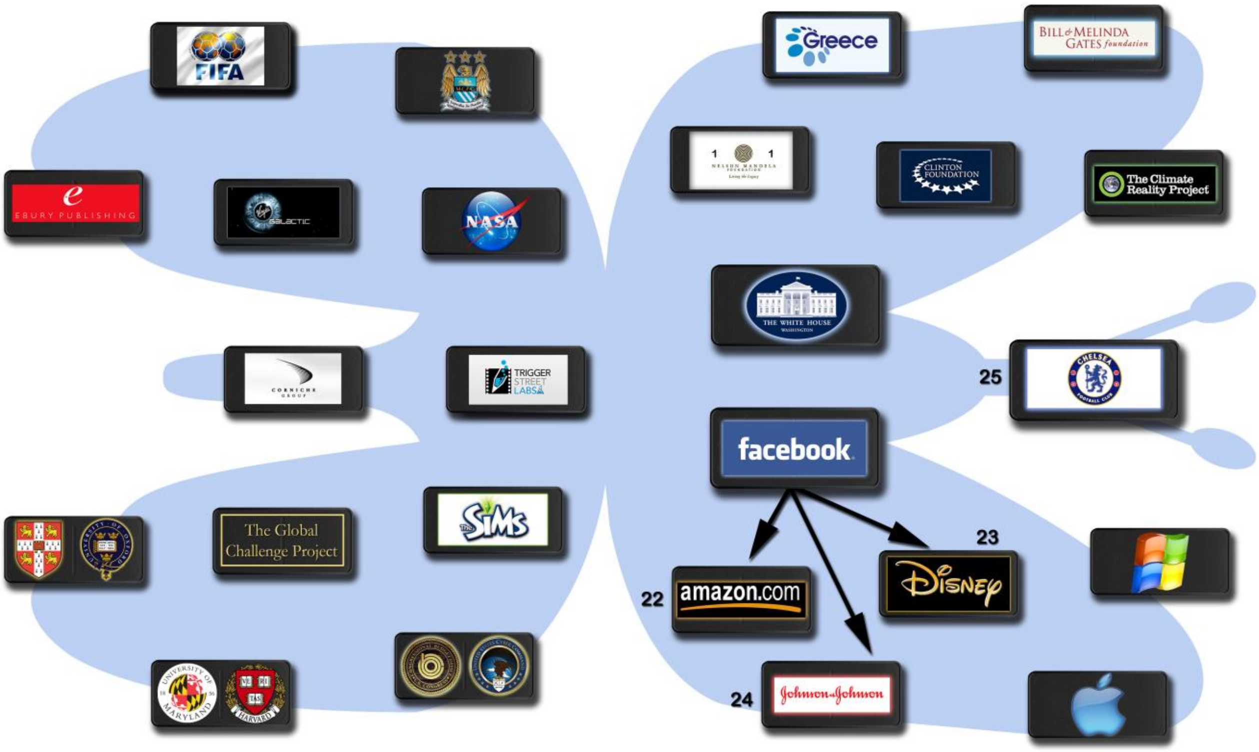
Apple of course via their dedicated computers, tables and phones would have as large if not larger pool of persons who could potentially purchase via their devices and operating systems and like Microsoft it is desired for the S-World Environment to become entangled.

However another more immediate fact emerged whist reading Steve's Book was the amount of members they had signed up who have paid for goods by credit card was in the region of 275 million. If we consider the figures for Facebook e-commerce were basses on 85 million, who would actually use the service a starting position to follow a similar model is starting from a position of great strength. In assisting to build the software, Apple will be contributing to a devise that may well keep Apple as the world's most financially successful company for many years to come.

Root 4:

Root 4 starts under the pretext that The US government have in principle, sanctioned the creation of the Network in the USA. The software, Hardware and Network devises are being created by a collaborate effort from US Cyber Command, Facebook, Microsoft and Apple. Alongside whish, any other dominions deemed useful have been activated.

As we look at the butterfly we see three brands addressed by Facebook, with the support of network partners. The three brands whist important are significant to three industries. 22 Amazon represents every technology company in the world. 23 Disney represents every media and production company in the world, 24. Johnson and Johnson, represent every pharmaceutical and medical technology company in the world.



22. Amazon (and other technology companies). The rise of Amazon is a sold success story, with all profits continually reinvested into infrastructure and devices, Amazon would seem to be by quite some way the world's e-commerce leaders.

Of course the standard e-commerce opportunities as presented within the Microsoft and Apple pitches apply, however it may be advantageous in terms of logistics and custom care for Facebook to consider some sort of partnership with Amazon re Facebook Gifts.

This logic also applies to other leaders in the field with good infrastructure in other territories.

Expanding further, it is desirable for all technology companies to work within a compatible format to the network. It's not easy to find technology profits as a percentage of GDP, but with the world's leader Apple on $7 Billion per year, it's probably less than a few trillion a year. If we move to the 2040's network specifications and profits, it would have for the best part become what we now know as GDP, and it would have been accelerated by the RES equation, whilst inflation was kept at bay by the Suppliers Butterfly". It's a really tough call to predict but maybe we would be in the region of $225 trillion GDP. (un-inflated) which is about the equivalent of everyone with money have twice as much and everyone without, money having money.

Of that 225 trillion, in one way or another be it Facebook Gifts, S-World VBN or a random technology company that made an application that encouraged a sale 10% maybe 25% of that $225 trillion GDP will be in created as revenue for the affiliate pot. At a minimum $25 Trillion, of which as the bulk of operations are affiliate and so most of the revenue will be profit. So in theory, the technology companies in existence today can make 10 fold their expected annual profit by creating devices and applications for the network.

That's the big picture, the long view.

23. Disney: represents all media and production companies, and in part is representing all sports and arts. If we look at the figures for Angel Pop as presented within point 7 of SUSY similarity we see that the funding for Sports Media and the Arts are significant at $250 million per network, more than has been allocated to alternate energy.

This was initially created out of necessity, the necessity, if necessary to have the financial power to buy the sector. As if one controls what will be seen on a devise, one to a degree has control over the devise manufacture. It is essential that the S-World environment, in particular S-World UCS is as widely available as possible. It is essential for the guaranteed successful implementation of the network and more to the point; it is essential for "The Spartan Theory," and all ecological and philanthropic endeavours. It may be considered a bullish tactic, however there is too much at stake to risk it, the money needed to be made available, and it was.

But, like a nuclear deterrent, one does not make such a weapon within any intent of using it.

And there is no need to, by including the media companies and production companies and sports teams and music and art companies within the affiliate share from the system, and in general assign money from the Economic Stimulus as sponsorship, all stand to make far more money that they currently do, and the money can just go to creating a lot more productions and sponsorship of amateur leagues across the globe to encourage the world into fitness.

As for Disney specifically well of course there is the Steve Jobs connection, but well before, on the 1st may 2011, Anthony Rauba, the man who introduced String Theory to the project in the form of our S-World PQS (Predictive Quantum Software) mantra: Assimove'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."

Alongside this founding pillar of network science, Mr. Rauba also recommended Disney as a company worth talking to.

Finally of course, there is the small matter of Disney owning the rights for Star Wars.

24. Johnson and Johnson: representing the pharmaceutical and medical technologies companies and la Pièce de résistance of Pressure of Participation network planning.

In time the network will hold or be partnered with companies that hold 90% of the worlds pharmaceutical and medical technology patents. The pahramsutical companies can either profit from this or be destroyed by it, its not like the sports and media, there is no intended bluff, it is essential as the network is responsible for world health for all that cannot afford it, and can only be truly efficient and effective in a controlling position.

With a dedicated research and development team budgeted for in each network and a city of science planed for each of the 8 continental network cubes, when it comes to research and development, in any quarter, and particular pharmaceuticals their will be no competition, only allies.

Amy pharmaceutical company that ignores the network will have a short life span, however, like the media companies and devise manufacturers the pharmaceutical companies are brought into being allowed to invest into the technology sector and have the opportunity to diversity in the way considered for Man City and Chelsea football clubs, imagine, Pfizer Travel, Glaxo industries or Johnson and Johnson Retail. At the end of the day, its the shareholders that have the sway, and if an offer is presented that increases shareholders net worth and dividends, they will vote yes. So that's the challenge

Johnson and Jonson are the obvious starting place as most of their patents run out next year, and income from patents will not be their major revenue, not by far. We are looking for patent free usage of all their pharmaceuticals for Medicaid Medicare, other western equivalents, and in general across the third world. In exchange, opportunities greater that their losses will be presented. Alongside this comes the opportunity of great brand appreciation, as the public like their contribution.

The exercise will require a dedicated Pressure of Participation butterfly, but the result, after much dealing would be instant, possibly within 6 months of American Butterfly publication 50% or all pharmaceuticals could be made patent free. A running start for the networks ambitions.

Root 5:

25. Chelsea: I hope in the not so distant future, I will have created the S-World Network and given it freely to the world. At this point, to a degree my obligation, my promise will have been kept.

This does however leave me penniless, and so it seems appropriate to join all the other network money hungry maniacs in the early land grab, as for whatever I would earn, I will have automatically given half back, American Butterfly and The Spartan Theory are a far more karma driven capitalistic exercise. Plus having designed the system, I would obviously be quite good at capitalising on it, and as others would follow I'd make even more for the karma kitty simply by becoming rich.

My trouble is negotiating, I have a tendency to get over excited, I trust everyone and I have a habit of giving things away for free, so I need a tough business partner to do the negotiating on my behalf, and after due consideration Roman Abramowitz is currently front runner.

It helps a little that I was born in Belgravia and Chelsea are my local team, it also helps that history supports this initiative as when analysed alongside Man City, Chelsea were considered as the first physical network.

The concept would be to create a dedicated network, branded appropriately, I'm currently considering Chelsea Galactic, where after the general idea is to make a s*** load of cash.

Chelsea and Roman Abramowitz are also symbolic of a move into Asia, within "Sparta Rises Again" China had a significant roll to play and still do, Chelsea Galactic alongside western markets will look to the East.

Thursday January 17th 2013: 10:40 PM GMT

It's been my first diary entry for quite some time.

I've cracked it, I ran into my bedroom grabbed the cover of Steve's autobiography and gave young Steve a kiss, then decided older Steve will oversee proceedings.

but first to set the stage, it's the day I finished "The Network on a String" for David, it all boiled down to one area of uncertainty, which was the Initial Input Revenue, for the second RES equation example.

To cut a long story short, if we move $1 trillion in wealth from the superrich, money that otherwise would not have been spent, our economy right now would increase its GDP by about... err "the pressure of a quote" I'll go with $4 trillion and I bet none say lower. If we call current GDP $70 trillion and add $4 trillion we increase by just fewer than 6%, I'm not going to look it up, but from memory and factoring inflation, I've never seen such a rise. There probably has been but the point it, it's a c*** load better than what we got now.

For a start, in general in today's climate the rich are not spending as it's perceived as being indulgent, well ok, but if they spend again, then so can everyone else, so when you see a rich person being extravagant, it's really best to "say thanks mate I really appreciate it." (Think about it)

Where this comes back to Chelsea is with "Lx." Currently in the Facebook business development camp, Chelsea will pair with Facebook with this initiative. Its ingenious, the very word Chelsea is synonymous not just with "Rich" but "Rich and Cool" and as we know everyone loves Facebook.

This time however we start with Mark and Roman, in an attempt to get the worlds billionaires spending their money alongside the other "Lx." Founders: Barak Obama, Bill Gates, Hani Farsi, Sheikh Mansour and the many others who are brought into American Butterfly via the Butterfly".

If you have the elite of the elite founding a club it will do well Facebook/Chelsea, Chelsea Lx. Lx. Galaxy, it may have many names and many divisions, but always "Lx."

I now see "Lx." As a very simple but complex network sat at the heart of American Butterfly and indeed the network. Increasing desire to join not to be flash, but to be in with the in crowd.

If we add this to what we already have within the Facebook business development plan, which sees margins cut from 100% to 2.5% for Diamond members, along with the freedom to be extravagant, and the click, we have a workable product. That will be loved by all, as we can know show that superrich spending on its own will save the day. This initiative is independent of the network, if we launch "Lx." And receive a trillion in revenue; history will record the following year as an economic golden year.

If we examine the Facebook business development paln we see $ 5 trillion created in additional revenue, this was a plan that most people who read American Butterfly will have already deemed probable. So in the here and now, to immediately jumpstart our current economy we need only, make one fifth of what seemed reasonable within the facebook business development plan.

It's all looking very possible.

I'm not sure exactly how much this will make for Chelsea, but seeing as Chelsea would take 50% of the profit, before considering affiliates, that idea of making Chelsea load of money is looking at lot more structured.

And so to the real business, Chelsea FC.

What right do I have to interfere with the Chelsea team and management?

It all depends on how good my plan is.

First to management:

Having won the European Cup as underdogs, the only way to beat it is to win as favourites. There is no way this can happen without being favourites to win the premier league, as such that needs to be the focus, an advantage being with the extra curriculum Chelsea "Lx." Activities, Chelsea are nop longer concerned with the money made from the European Cup, the only problem, players wishing to play in the cup, and after seeing the road map if a player feels like that, then they are not the right player anyway. Not that one wants out of the cup, just it's not a financial problem.

With the primary target set at being favourites for the premiership, I choose Harry Rednapp, alongside keeping frank for a few more years, but maybe in a holding role. I'm not choosing Harry just because he's English, but because he's Harry and he's English. Having zero academic knowledge of physics or economics and yet doing well, makes me see some affinity as well.

American Butterfly would never have been written if not for the month each year I dedicate to various Football management games. This habit has upset many girlfriends.

Does playing Football management Sims, give you the first idea about really managing a side, probably in terms of formation and players. I easily took Chelsea to the top in year two by playing without a striker hazard and Mata crossing between centre and left attacking midfield, with Osker on the right, alongside the usual back four. However I needed to bring in an anchor man and another playmaker. Demba ba can learn to sit back a little and rotate between the three attacking midfield, who generally always run all over the place whist the backline and midfield stay static.

As for Torres, the fans are down on him, and he is not enjoying his football, and for everyone that sees this formation idea, there will be a hardened fan saying "I know just as much about this as he does" and they would be right, and so no matter what i say,. The fans are not going to change their opinion, it may cost $10M for the move, but it's necessary. It would be good to put a buy back clause in though.

Now here is the clever bit.

This is just my idea, and I'm nowhere near as certain of as my ability to bring in the money, I do however think it's a good idea.

So we ask the fans, set up a facebook website, and the fans submit formations and player transfer suggestions. We throw it all into the mix and settle on maybe four formations. From there, everyone votes and we narrow it down to two, and then everyone votes of the players that should fill the missing roles. For me, within the Football Manager Simulation I picked, Lars bender as Anchorman, Marouane Fellaini as Anchor or ball winning midfield, Phill Jones as Central Defence, Theo Walcott as cover for the right plus a more attacking option and Wellington Nem as an all areas attacking midfielder.

These choices were in many ways dictated by price, but were perfectly adequate, within the formation.

So, now all the other Chelsea fans vote for what player we want, on the one hand, a player voted very highly would push up the asking price, but on the other, a player that knows the fans are behind him even before he has kicked a ball will lower the salary. Not that that's a particularly troublesome point, if we remember Chelsea is co partners with facebook in "Lx." And so we will be very proud to pay the best salaries to the players.

However, this PR show of extravagance aside, I would like to return to the original "21st Century Football Theory" and suggest that after the first season, Chelsea adopted a policy of never buying a player, they can come for free, or not at all, it's not a money thing it's a principle.

The bottom line is the premiership has set rules about profitability and costs, with Chelsea making untold wealth for "Lx." Playing by their own rules Chelsea can afford a wage budget 5 or ten times that of their competitors, so as soon as anyone Chelsea wants is out of contract they will come, and at the same time they will be helping save the planet. LOL.

Here is where it gest really interesting, the Chelsea fans, do not dictate the formation or signings, but they sure do have a big influence, and so the Chelsea fans become part of the decision making process, and so there will soon be an awful lot more Chelsea fans, a lot more. It's the best marketing exercise possible for a football club that wants to diversify, as special deals are offered to members and the other comers drived aspects start to sell.

Saturday January 19th 2013 6:46 PM GMT

In continuance of: "Lx."

Just before beginning American Butterfly back in cape Town a small business version of POP was considered. Basically starting with a block of shares and sub dividing down.

So we now look to spread the ownership of "Lx." In a similar pattern, first one needed a block of members that can collectively afford the investment, and then we spread it out offering all that would be applicable an option.

At the top we see Facebook and Chelsea, (not nesaserraly the football club, an affiliate) with me as 50% / 50% partner with Roman, With Mark needing to nominate a partner, preferably Barak Obama or Nelson Mandela. Each person effectively having 25% ownership, from here it splits as half the shares are divided between eighth new partners. This goes on and on until we have in the region of 70 million different individual partners. One place for every 100 persons.

Next we considerer Lx. In terms of presence within each resort network, we already have a subsidised lounge bar, but now we are going big. Private Golf Course, Hotel and a separate excusive estate which borders onto Little Hollywood. (The live in permanent film location within each resort)

We add up the build costs, or better still assign a percentage of mother networks RNL's (Resort Network licensees) 10% sounds seems reasonable so $200 million, multiply by either 512 for all US mother Networks or 2,048 for all Global Networks, for now we will work on the global target so 2,048 x $200 million = $ 409.6 billion. We divide this the membership allocation of 70 million persons (who would all need to qualify for "Lx." Membership as per the Facebook business development plan. Leaving $5851 per membership.

(Note: we may have to adjust the figures later into CFM)

I'll do it now, so we need to divide the 2 billion in RNL's by eight, so $250 million and for the people we will go for 62.5 million members (4 billion ÷ 8 ÷ 8), (Note 4 billion is the starting number, US mother networks and indeed all networks are actually half networks, to be twinned at a latter point.)

Nope I need to factor in the share splits so each level of entry always has more shares that the level below, as used on www.s-world.biz "Sparta Rises Again" Chapter 23: The Micro Business Plan.

Two hours and an impressive spread sheet later we have 153,391,068 members, with eleven tears, at the top eight equal share holders with $50 million in RCL's, the where after allocations decrease until the eleventh tear where RCL allocation is $1,562 for 134,217,729 people, this would be basic "Lx." Membership.

Now I need to take a brake and concentrate on the profit centres.

This is very exciting.

Saturday January 19th 2013 11:31 PM GMT

A journey well worth taking, "Lx." Is developing nicely, but first we need the spreadsheet. It's an older piece of CFM, but in context of "Lx." It is prices less. This piece of CFM was originally created to split the ownership of a company's shares between many people whilst still leaving definitive hierarchal structures.

Not happening, I will insert it later.

What we end up with is a two tear structure, from the top down and the bottom up, starting at the bottom; if one is qualified to join "Lx." which considering privacy issues means the top 2.5% of net earners or net wealth holders. (We target top 1% of net earners and wealth holders, but will not be overly pursuant for proof so creative accountants could push top 2.5% in)

Starting at the bottom, level eleven membership can be purchased for $1,526, importantly, the first to apply to membership are the first to receive options to upgrade to 10th tear membership which costs $6,104. Where after then same first members to apply will receive the first option to rise to 9th tear membership at $24,414 and so on, and so on.

Whilst on the basics, the tears of membership will be dependent on one net earnings or wealth, as such a billionaire would be able to into the 5th tear of membership for $3,125,000 and be one of 1,368 5th tear and above members.

Note: From this point onwards, moving up or down in membership becomes reliant on how much the members spends via "Lx." their EEE points and their contributions in general to the network.

When it comes to the super rich, with mark Zuckerberg and Roman Abramovitz only owning $50 million, its not about the money, if we further consider the 11th tear, the top 2.5% of the world earners and wealth holders are not particularly concerned about an investment that costs $1,526 even if it makes a hundred fold in returns.

What "Lx." Gives to its members is piece of mind, currently the RES equation suggests spending from the superrich will multiply by four as a contributor for GDP and we are looking for a trillion spent. But with our current system, we cannot be sure of the multiplier effect, but we can if the money is spent with "Lx."

The kick ass thing about the RES equation is that it shows the general public, the people like me, that if the superrich are extravagant all will benefit, so on one side we have the general public loving the super rich for being extravagant, as will be available to see, via S-World UCS (only if the "Lx." Member is comfortable). This consideration is gigantic, but more gigantic still is the consequences to the Super rich themselves, of womb many or even most live within an eternal guilt trip about the rest of us, now with "Lx." They can spend, spend, spend with the net result being that they have really helped a lot of people, we may see billionaires spending large amounts of their fortune on themselves and their friends, lowing themselves to the cut of safety billion point.

Of course the higher ones tear in "Lx." The more you get to talk to the people at the top of American Butterfly.

Due to working the scenario out in "CFM" The top tear is not eight people, I'm not saying it will be these people, but currently considering "The Butterfly" exactly eight names are presented: Myself, Roman Abramovitz, Mark Zuckerberg, President Obama, Hani Farsi, Bill Gates, Al Gore and Nelson Mandela.

Each member within the first tear of "Lx." And can purchase $50 million in "Lx." RNL's (Resort network Licences) The second tear sees 16 members at $25 million each, these membership options will be split two per 1st tear member. From which point the third tear sees 64 new members, half nominated by tier one members an half by tear two. This system repeats until the lower tears are full from direct membership applications.

Baring in mind the investment value will never excite any members; we start to see membership rankings from the 11th t 1st tear as a sign of prestige.

This said, membership is profitable

Unlike, traditional RNL investments, "Lx." investments which will span 12.5% of all mother networks, will not see a pro rata share of the real estate and commercial buildings, there are too many sub divisions. Instead members will see a pro rata share of profits, paid of course in network credits. As far as members clubs go, with the power of the SUSY 16 it's heaven sent.

Let's consider the profit centres.

First let's consider the resort networks themselves, each "Lx." Development will come with a great deal of extra land for building more stuff, the stuff to be sold at a ridiculous mark up due to the pinnacle of the Locations Butterfly: the "Lx." Estate.

The original estate will be for hire, a resort complex, hotels, villas, estates, all receiving income, with prices set tenfold above cost, purchased now and again.

Added to this comes the facebook business development plan that sees low, low, mark up on goods, as low as 2.5% for diamond members or those that spend a lot of money.

Added to this is money "Lx." Generates from diversifying into other industries.

Added to this comes the 50% stake (given average results within a network) of the businesses created within the first Baby Network, then its baby and so on, add the butterfly and Lx. Could well be the most profitable consortium within the S-World Network. It certainly has the best financing.

Lastly, all the time within "lx," members will go up and down within tears based largely on their spending.

We need to get the superrich to spend their money, and "Lx." aluminates the way.

Thank you, good night. xx

Threats

Population Growth: The greatest threat for the network in its success would be population growth, this issue has been a continual source of concern. Currently this issue is addressed within S-World UCS, to be detailed within the concluding part of American Butterfly. If one considers the virtual network, with Facebook and other social and business network members meeting in a Sims Environment with everyone trading within it, one has a very simplistic version. Consider further that all network events from the creation of a new resort network to the purchase of a beverage from a network restaurant are recorded within the S-World UCS database. For all intents and purposes, S-World UCS is the network, with most events available via a 3D simulation and databanks available for analysis by all.

With this simulation, we have the ability to make duplicates and either place them in the future, or have them sent slowly into the future at a pace faster than our own. The business connotations are immense, businesses learning from mistakes and seeing opportunities in the future before they actually happen.

The day to day network will to an extent appear to be a game, an income source and an educational and social devise. Given success of the network it is expected that many of the people born this century will use S-World UCS on a daily basis, like Facebook and LinkedIn, just virtual, and income generating.

In the game the future UCS simulations called "Voyager Simulations" will predict various futures, which will be effected by various population levels, current thinking considerers the most probable future in 2049 will see world's population will be at plus 10 billion and the network all encompassing, with the global currency largely seen in terms of network credits. At this point in time however, as a necessary measure, education, medical and carbon resources debits will be made from bonuses of all network employees for child costs.

Implemented now such a measure would cause outrage, however having grown up for 36 years knowing it was coming and accepting the economics behind it, it will just be the norm. In short the majority of people who are capable of having children, will be well aware that in the future, if the world's population increases past economically comfortable numbers, with bonuses and profit share expected to be around 80% of an average salary, those that chose to have many children will be severely economically limited.

Of course with the network championing education and in particular physics and ecology it is hoped, the world will become more aware of the risks of overpopulation and such a scenario will never happen, however if it does, having grown up knowing of the potential costs, it will not be seen as an unfair tax rather, simply how it was always going to be.

Facebook Gifts: The launch of a product like Facebook Gifts, before American Butterfly is presented to Facebook would be highly inconvenient, especially as it would dissipate some of the good will associated.

Rival Networks using POP mathematics: The POP Investment principle is a sure fire money spinner, for all intents and purposes the direct opposite of a pyramid investment. It is highly probable that others would adapt the mathematics for their own benefits leaving out the "for benefit" ecological and philanthropic contingents. To a fashion, this is desired, as it is effectively an increase in financial efficiency and so creates accelerated wealth for the users and the tax man, as such an economical improvement.

Such actions also create independent networks that are compatible with the mathematics of the S-World Network, so potentially opening the door open to future affiliation. Particularly if we see a scenario where more companies wish to join the S-World Network that can be accommodated at any particular time.

Under such circumstances, the creation of mathematically compatible networks would be encouraged

Companies losing out to the Network: The network runs primarily on a profit vs. revenue approach, this is needed to create the amount of profit necessary to accomplish the economic, ecological and philanthropic ambitions as presented within "American Butterfly." It is inevitable that a number of large revenue based companies will eventually lose out to the efficiency of the network. Which to a fashion is the point, however some or indeed most such revenue based companies employ a lot of people and via payroll and sales tax contribute significantly to their governments tax yields. There is a fair argument that for each revenue based company that went down, the employees and sales would go to various network endeavours; however this is far from ideal.

For this reason, alongside the consideration of an accelerated growth model for the network, the consideration of "Independent Networks" has been placed firmly within the network design. Until experts in big business are available to contribute, only the basic principle is outlined. The principle being that any large company can over time, integrate into the network, the first consideration the usage of the software once created and the usage of the network for its supply and distribution.

A further consideration suggests that companies can join the network from a supply and distribution perspective only, with a long term view to integration. However as one of the key factors to network company success is in guaranteed orders or economically stimulated extra orders, products available from "affiliate" not "partner" business would need to be subject to a network mark-up. The profits used for further economic stimulus.

Give Half Back Misconceptions: As mentioned at the begging of Facebook FC, half of facebook's profits will be used to pay for dividends, staff profit-share, economic stimulus actions (Sports, Media, Arts, S-World UCS), operations, medical liabilities, or the purchase of reusable energy sources. This action is desired for all companies on the network, so if we consider our sample manufacturing company "The Window Factory" which took a venerable small company making zero profit and boosted its profits to $129 million by 2036, in effect The Window factory will have only generated $64.5 million, (alongside the owner receiving substantial dividends and gains due to the Locations Butterfly and new businesses created)

Considering "the story" an easy misconception would be to consider the "Give Half Back" action as simply the original idea that the creator of the system has given his half back. This action was deemed unworkable within the preparatory chapters of American Butterfly and reworked targeting specifically the medical liabilities and renewable energy requirements.

However, with the creation of the RES equation (point 3 of SUSY Similarity) and the need to make large funds available for the Sports and Media initiatives, the mathematics supported the conclusion that the reinvestment of 50% of profits largely in terms of network credits to be spent within three months, generates a continuously expanding economy, and as such, all companies on the network would be more profitable for it.

One will note on examination that point 3 of SUSY Similarity is presented as a work in progress, an important priority for American Butterfly is the continuous development of this point and a undivided consensus from the mathematics, physics and economic communities that principle is solid: given the design of the network, the average company on the network will be better off with the Give Half back Economic Stimulus initiative than without it. In particular, but not exclusively accreditation from Dr Edward Witten is desired.

Big Brother, 1984: Having checked various definitions of Civil Rights, at no point does the network design come close to impeding them, indeed quite the opposite. However the definitive large organisation that is the network in planning may by some be seen as George Orwell's 1984 Big Brother state in the making.

Considering the benefits created by the network, and further considering that due to the growth of technology and the love of the people to join networks such a future is all but inevitable, one turns to the phrase, better the angel you know than the devil you don't. Considering the ecology and philanthropic gains, education, mass public awareness and the transparency offered by S-World UCS in terms of network operations is desired to quell all but the most unreasonable of protests.

Added to this comes the basic economic consideration that (unless a injustices occurs) the majority of general protestors in our time are the unemployed or minimum wage earners. Decreasing unemployment and increasing salaries on mass, should have the effect of dramatically reducing the general protesting pool.

Please note that a number of potentially fractious issues have been removed from American Butterfly for concerns brought up within this point.

Energy Companies Backlash: If the world spends 10% of its wealth on energy each year, in GDP terms we would be looking at a sector worth $7 trillion, which whilst not conclusively researched, sound a reasonable estimate. Whatever the actual figure, it will be a big figure, and as such an initiative that looks to illuminate carbon energy usage by the mid century, unchecked one could anticipate, quite a back lash.

If an energy company does not see American Butterfly fulfilling its carbon ambitions, then such companies would have no reason to create a backlash, however for those that do, during the planning for American Butterfly an separate investment model was created for energy companies, which saw them invest and profit from the creation of the various sources of renewable energy to be created. In the short term, it is more financially taxing that the average investment, but profitable by the mid-term and highly profitable in the long term.

This point aside, considering flight, space flight and performance vehicles, and the abundance of coal in the East, the idea of illuminating carbon fuels by the mid century is highly unlikely, a sensible target would be to aim to reduce usage by a 75% and increase the creation of oxygen. Oil and Coal are by their very nature not renewable and in effect by slowing down their usage is in the long term a wise investment for the countries that have the recourses, as counties that rely on such recourses for their development would see catastrophic economic conditions thrust upon them when their main income source is depleted.

Pharmaceutical Companies Backlash: The safety of the author aside, the main concern of a pharmaceutical company's backlash would be, the slowing down of research. The idea that the network has the research capacity to match and increase that of the current marketplace, does not consider the free market and the acceleration of development caused by basic capitalism, removing that incentive could have negative consequences.

To this we need to consider the market now and the market that will be in the future if the network is successful. The network does not advocate or support a UK styled National Health Service, rather a US based Medicare and Medicaid model, where those that can afford to pay for health insurance, pay for health insurance. As it is the networks ambition to bring the entire world above the poverty line, with the exception of retirees, ultimately if successful the network will have sizably increased the market for paid prescriptions and medical technologies.

This point is in addition to the current initiative to place pharmaceuticals who wish to join and invest in the network within the "priority members" offering greater share options and profit share from "system profits".

Key man retirement: The author has no intentions of retiring, indeed has barley started, however sometimes retirements are not voluntary. As things stand right now in such an event the five parts of American Butterfly: "The Theory of Every Business," "Superstring Economics," "The Network on a String," "The Butterfly" & "Quantum Time" when backed up by supporting files and the www.s-world.biz website contain enough information for the network and economic science to be created and implemented.

The largest problem would be within the creation, and in particular the simplistic presentation of the software, without consultation and knowledge of exactly which companies will be assisting in its creation, and which patents can be utilised, there is currently not enough information to build the software to the specifications desired without the input of the author.

Monopolies and Mergers: Go

Open markets: Go

Weaknesses

Logistics: Even at the significantly decreased initial roll out of 256 US Network, when considered globally creates a tally of 1,024 networks, many or most of which will be resort networks (property developments). Ideally, all planed and in some process of development or at least planning by the end of 2014.

In any ordinary scenario, such a target would be either logistically impossible or at the best prone to many areas of error, or "could have done it better" hindsight's. Where-after the creation of the Global Network Cube and Satellite Networks is planned to reach a number in the region of 50,000 by the mid century.

Fortunately S-World UCS and S-World PQS deal with all logistical issues, in such a fashion as to enable the network creation efficiently within the time scale (so long as the product is created in time). S-World UCS and PQS are the focus of the concluding American Butterfly" chapter "Quantum Time."

No Product: currently there is not a workable S-World product or software, just the specifications of what is required, and some old prototypes that are of no current use. In short the product needs to be made from scratch.

Initially, looking back to the creation of "The Spartan Theory," a meeting with a company in regards to business software development lead to the opportunity to utilise a Virtual World product which had seen $200 million in development for next to nothing, as it was a VC project that ran out of funding. This opportunity is I'm sure still active, however in terms of Virtual Worlds there seems to be no substitute for adapting the SIMS and SIM City products. This consideration highlighted by their inclusion within Root 1 of the Pressure of Participation Butterfly.

As for the business and financial software, again there would seems no reason to re invent the wheel, a few additions yes, and of course the linking to financial institutions, however the base business software created by Microsoft could be adapted nicely to serve the purpose. Facebook of course have developed significant and highly popular networking software and the US Cyber Command have proficient security and probability software.

For the first roll out, in terms of "getting it done" and having a workable product made within a year, or preferably half, this type of pick and mix of available technologies may, to a degree serve the purpose.

However when it comes to the creation of the product proper, it is highly probable that all involved agree it is best to start from scratch and build a purpose made model, that in time can supersede the workable combined product.

To put a time scale to this, within the point 14 of SUSY Similarity which describes the S-World PQS (Predictive Quantum Software) includes the creation of a dedicated future "Voyager Simulation" for the year 2049. It is currently considered that this simulation will be ready for launch in the latter part of 2017, so in essence three and a half years to create the products (current) most complex contingent.

Before even considering the creation of the "from scratch" S-World product, consultation is requires with Dr James Gates in regards to Supersymmetry within the code, and computer languages, and in general the work done over the last decade regarding Supersymmetry and physics of all kinds within simulated universes.

Redirect: However the core software is initially created and further redeveloped, the basic principle of applications and functions being added to it in a similar way to current usage of Facebook and computers and Cell phones, is to be replicated, it is generally desired for the vast majority of the S-World System to have been created by the many technology companies affiliated to the network, not the core few involved in the initial system creation.

No on line visual stimulus: Currently with the exception of the www.s-world.biz website and the www.AmericanButterfly.net websites there is no screen visual stimulus.

In the here and now, American Butterfly would benefit significantly from a visual DVD demonstration for potential partners to watch, at their pleasure. At a later stage, the general public will also benefit significantly from a visual medium telling the story, both on line and via broadcast.

Planning for such products should be started shortly after the mathematics is verified, for the public domain broadcast we look at Professor Brian Green as a potential host.

Grammar: Before considering a DVD demonstration the grammar and wordage within American Butterfly and particularly on within the website www.s-world.biz needs great attention. If the author were to create a SWOT analysis of his personal skills, Grammar would be considered his greatest weakness. Indeed he is sick to death of it and would much rather concentrate on the math.

Fortunately to an extent assistance has been given in regards to the work presented thus far, however the work is far from perfect and requires the assistance from technical and creative editors. At the same time a DVD script can be created.

Big Business Considerations: Having minimal personal experience with large corporations is a weakness in itself. However, once those with experience have contributed, it is expected that the benefits will out way the negatives. To qualify this we need to consider opportunities within this point of weakness, specifically the opportunity to add new profit centres to network profitability.

Currently within the USA the status quo sees US big businesses, with the exception of priority partners (technology, media and pharmaceuticals) allocated 18.5% of investment options in Mother Networks (512 desired to be established or planned in the USA 2014 to 2016) with foreign business of all kinds allocated 12.5% (See Initial investors Spreadsheet).

Thus far, American Butterfly has been constructed around the authors experience and expertise, and boasts a strong small business model, by virtue of giving small businesses the systems, media and advise usually only accessible to big business. From which point one plays on the desire and experience of a business owner and their small team on profit share versus what would in big business terms be a lower middle manager and a set of lowest paid workers desire to succeed. This consideration also factors in loyalty of staff to the consumer and the firm alike. (Note fair systems are in place to avoid network staff jumping ship at the first opportunity)

On the face of it, given the systems and support as detailed within American Butterfly, there really would be little chance of a Big Business, competing with a network of small business.

However, this does not mean big businesses cannot benefit from the network; many big businesses are already conglomerates of many smaller businesses, or franchises. Considering the specifications and the partners desired to create the business software, the software will in the majority of cases or all cases be an improvement on any software currently used by Big Business. The original software design was specified to create a network of small and medium sized business on the one side, but also desired to be adapted to Virgins many businesses on the other.

On top of the software if we consider big businesses from the same perspective as we do when we looked at Facebook we see a whole team of PR, media and efficiency benefits, and this is before we have even considered the POP investment principle.

Big Business does need to change, Harvard's Niall Ferguson named the failure of institutions as the main reason for the global financial crises, which makes a lot of sense, as if they made more profit, the profit world circulate and GDP would rise. With the exception of the technology companies, in general, big businesses run revenue not profit based business models. Until this change's, there will be no change. Fortunately American Butterfly details the root to such change, and the Big Businesses that are first to adopt the model will reap the rewards.

As soon as a competent "sample" business plan is created for such a business that wishes to benefit from "American Butterfly" an additional profit centre will be created, then another, then another.

The consideration is already underway for "Specialist Networks" for instance, a single corporation becoming a network, or networks in its own right. All that is required is usage of the financial software and a network enabled business plan suggesting adequate profit forecasts. In the same vein, a similar consideration is considered for a collection of big businesses creating a Specialist Network.

Financial Sector Considerations: The authors experience with the inner working and profitability of the financial sector is also minimalistic, and as such another weakness is identified within the plans to date. However once again, the financial sector is seen as an additional profit centre in the making.

The key component to the financial software is its integration to banks, so as to avoid data capturing errors, negligence and fraud, so increasing efficiency and lowering costs for administrative and financial staff. As such the search for partner financial companies to collaborate with on this particular set of programming in an essential starting condition.

It stands to reason that with the successes of the network associated banks and financial institutions will benefit, it should be noted that quite legitimately for the needs of efficiency staff that get paid into bank account that are not affiliated to the network see sizable amounts of their profit share and bonuses go to "Special Projects'" funding.

It also stands to reason that the financial sector as a whole should see great benefit from American Butterfly on two fronts. Firstly, the obvious factor that as increase in finical efficiency increases GDP there is more money to make money from. Secondly comes the "POP" investment principle and associated financial benefits.

Moving into investment out of banking, come opportunities galore, as with the four pillars of American Butterfly investment security: POP, The Locations Butterfly, Economic Stimulus and S-World UCS/PQS come statistically safe investment opportunities from the loaning of money to an individual business owner, to the opportunity to create dedicated networks, where a current consideration is that given a suitable business plan an institution may be allowed to own 25% of a network.

Timescale

Network credits

The Corniche Group Involvement

To conclude this presentation, a number of areas where The Corniche Group could assist and/or capitalise will be presented.

Before doing so however, a remainder that the only request to The Corniche Group is for due-diligence to be performed on "higher mathematics" as presented on "The Network on a String" alongside answering the three question sets within "The Theory of Every Business."

This said, a more collaborative partnership is preferred.

If we go back in time to the first American Butterfly preparatory chapter directly addressed to The Corniche Group on the 14 February 2011 we arrive at www.s-world.biz chapter 36, we see the introduction describes the process of creating the "American Butterfly" business plan.

Close to a year later, much of the work required is now complete, however it would be good to start editing American Butterfly both from a publishing perspective and a technical accuracy perspective, a point in question would be to add certainty to the energy figures, which are currently loose. Alongside this as mentioned earlier it would be beneficial if a visual stimulus is created.

As for capitalising both financially and in terms of achievements, six points are to be highlighted two in general for The Corniche Group and four directly for Mr Hani Farsi.

1. Investment Brokers. An exercise that requires no personal investment would come in the form of overseeing the investments for the UK, the Middle East and possibly Europe. The average Resort Network would require $2.5 Billion within the above mentioned territories up to 2017 around 500 networks are desired.

2. Creating the first Resort Network. Taking an overly cautious look, whist accepting the "POP" investment principle will be accredited, then by such accreditation, the five parts to American Butterfly will be publishable under the name "The Accidental Physicists" where after at the least a documentary in a similar format to Brian Greene's "The Fabric of the Cosmos" series.

Even this low level of publicity, will create great interest in a test network, as such regardless of the big picture, given the modicum of publicity as described above, when also factoring in most points from"The Locations Butterfly" makes the concept of creating the first resort Network interesting, and potentially highly profitable, indeed due to a lack of internal competition, starting by creating just one network is individually more profitable that being one of many.

A suitable plot of land was identified in Orlando last March, and is presented within www.s-world.biz chapter 39 "The Black Hole." The cost was $100 million, weather it is still available is not known, if not others suitable plots are available.

Whatever the level of success American Butterfly achieves, given the physics community backs the POP investment principle, the first network will, be the first network and with it will come significant notoriety and finical rewards.

As an initial consideration that is a general thought regarding big businesses and financial institutions that wished to become directly involved within a network, whist sticking to the general amalgamation of many small businesses theme, it is considered that the investing big business company retain a 25% share holding of all the businesses within, 75% ownership is more than enough to promote loyalty and entrepreneurism by the small businesses.

Lastly working in a worst case scenario, without US or big technology involvement, if one considered the Orlando network root, adapted American Butterfly to suit, the simple printing and distribution of a few million American Butterfly boos posted individually to all within the 6000 square mile catchment area, would see great local interest in both the real estate and business opportunities, such an event would in all likelihood kick start the larger process.

To conclude, a redirect in terms of minimal success, given POP accreditation and Root one as presented in the Pressure of Participation chapter, minimal success is highly unlikely.

3. Film and TV Productions: As detailed within the Pressure of Profit butterfly, a plan to approach Kevin Spacey to create a film entitled "The Virtual Network" has been considered for quite some time. The door is firmly open for Mr Farsi to advise and co-produce.

Alongside The Virtual Network is the script for "The Sienna Project" of which the original script is found at the begging of chapter 2 "The Spartan Theory" on www.s-world.biz. As this script became the inspiration of "The Spartan Theory" and all that is American Butterfly, it has its own story. Before writing "Superstring Economics" and new complimentary script was written, it is not published and highly confidential.

This film when made, in whichever format it is eventually made will be quite something. In general it has not been referred to within American Butterfly so far; however it is due to make a surprising appearance within point 15 on SUSY Similarity, just at the point where the mathematics and physics cannot be disputed.

4. FIFA Global League:

The Creation of a Resort Network:

2.