M-Systems

A Digital Theory of Everything

By Nick Ray Ball 4th Dec 2016 to 10th April 2017

M-Systems are a set of 17 different powerful components, which collectively work to create a virtual global network designed to evolve into a powerful economic system called 'S-World' (Sienna's World – [The Sienna Foundation](#)).

The name 'M-Systems' is in respect of the discipline in applied mathematics & theoretical physics called M-Theory. Whilst most people have not heard of this specific discipline, most people have heard of 'The Theory of Everything.' Even if it is only to know of the film by the same name about the life and works of professor Stephen Hawking.

Professor Hawking believes M-Theory to be the best 'TOE' (Theory of Everything) model we have. In his words…

(Professor Hawking's quotes within this book are sometimes condensed from longer paragraphs.)

"Ever since Newton and especially since Einstein, the goal of physics has been to find a unified Theory of Everything.

M-Theory is the only candidate for a complete theory of the universe.
M-Theory is the unified theory Einstein was hoping to find."

Before we go further into the physics of things, let's see a basic overview of S-World's M-Systems.

And note that whilst S-World wishes to make affiliate companies super competitive and profitable, S-World itself is a not for profit entity, designed to use ripple effects and synergies to create a system that empowers the poor equally with the rich, solves environmental problems, protects endangered animals, and in general seeks to create a picture of the future where we would like our children to live.

M-System 0. The GGW-String (S-World) receives a percentage of each company's gross profit and uses it in different ways (that we call shapes) to achieve network ambitions.

M-System 1. S-Web and the TFBMS give many small business and individuals: websites, business software, AI sales systems, database connectivity, and the type of branding, marketing, SEM & SEO usually only afforded by large companies.

M-System 2. Ripple Effects, Game Theory and the M&B strings (A work in progress)

M-System 3. The Susskind Boost considers different ways to boost S-World companies profit.

M-System 4. The Peet Tent & QSF assess applications and if satisfied grant the business a licence, after which businesses that use our systems correctly* are protected from failure.

M-System 5. POP is a point for annual company profitability, after which additional profit is invested into creating a new business or grand networks (large resort-style property developments), and special projects of ecological, economical, scientific or philanthropic intent.

M-System 6. The Theory of Every Business creates ecological safe grand networks and special projects (Note that grand networks in locations of abject poverty are special projects).

M-System 7. S-World Virtual Networks, a simulated universe & within a virtual world that mirrors our own. A social and business network, which is fun to use, great for real estate and travel companies, which will showcase S-World's grand network developments to their buyers.

M-System 8. S-World Films creates films and TV series which product place S-World concepts.

M-System 9. Super Coupling seeks to grow the network in a safe but rapid fashion.

M-System 10. RES (Revenue x Efficiency x Spin) looks to keep money (network credits) within the network and increase the speed of spending, so increasing the overall S-World economy.

M-System 11. QuESC learns from S-World member's actions and presents new opportunities.

M-System 12. S-World UCS turns S-World Virtual Networks into a mass online multiplayer game.

M-System 13. UCS Voyagers make a copy of the game and send it forwards in time so members can simulate business in the future, then choose to follow the opportunities (or not) in real-time.

M-System 14. Angel Cities create five future weigh-stations from 2020 to 2080 with a mandate to design a future world we would want for our children's children. Then work backwards creating ripple effects and strings of opportunities in our time that will lead to future simulations.

M-System 15. Angel POP creates grand networks as twinned opportunities, a rich location like California is twinned with a location in abject poverty like Malawi. There are many models, but the first is to create a significant amount of small to medium companies in California and twin the business with a grand network resort development called 'Fort Malawi.'

M-System 16. Angelverses considers philanthropists & big businesses.

M-Systems – Introduction

M-Systems - A Digital Theory of Everything

By Nick Ray Ball

Hi, I'm Nick Ray Ball. I have a passion for complex systems, networks, and the laws of nature. I have created a design for a network called S-World, within which are 17 different system designs that simulate the laws of nature as described by the discipline M-Theory.

From 2011 to 2013 I researched and wrote a series of four theoretical large scale macroeconomic papers/books called 'American Butterfly,' in which a business network called 'S-World' strengthens in the USA and creates economic ripple effects across the globe.

The theory was simple at heart and was in book one titled: 'The Theory of Every Business.' The less simple facet of American Butterfly was the POP investment principle, and how in books two and three I started to simulate the effects of the laws of nature and in particular string theory.

Since writing American Butterfly, I have spent the last four years working hard to integrate the very large macroeconomic theory into a very small real-world S-World microeconomic network. And equally hard creating working prototypes, real business and the 'S-Web' CMS framework', which is a system for creating large scale real estate websites like Villa Secrets.com, simply, easily and at lightning pace. Once we complete the business & marketing software (The TFBMS) we will have a disruptive product. A product that will disrupt the market, or markets; as once perfected we shall adapt it to other industry types.

To present this theory simply, I have created a series of 1-page "quick-summaries." Over time I hope that the physicists, economists, and business scientists mentioned within will create their own papers. For instance, 'The Peet Tent by Dr Peet,' or 'Susskind on The Susskind Boost.'

For this introduction, in terms of physics, I have mostly focused on the work of Stephen Hawking as he is known and respected by just about everyone on the planet.

The work is business and economics, enhanced by software, theoretical physics, and game theory. The first academic order is to verify that the work is a good use of theoretical physics. M-Systems does not directly use M-Theory's higher mathematics instead it simulates the principles, and 'games them out.' I can imagine physicists reading and scratching their heads. So, I shall quickly move into a summary of these effects. The key word is 'simulate,' whereby we see the outcome of a principle in theoretical physics and then simulate it within the system so the same effect is created within the S-World network.
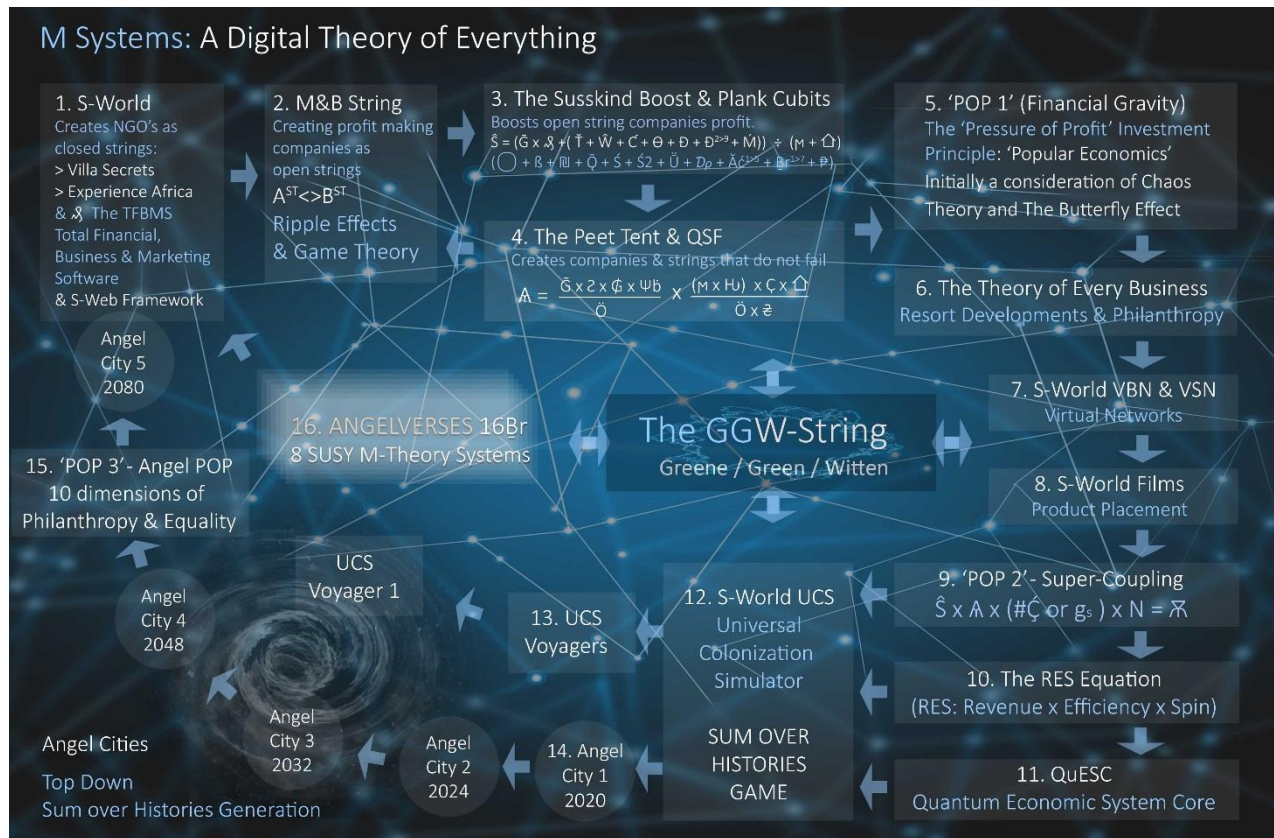
16 Points of M-Theory Similarity (2017 List)

By Nick Ray Ball Autumn 2012 to 12th February 2017
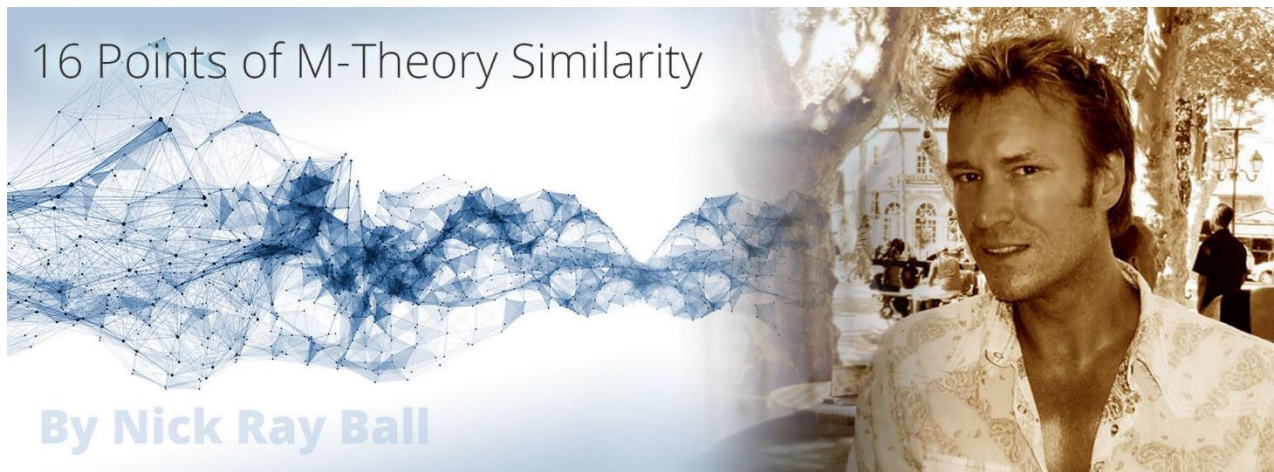
1. *M-theory, An Economic Science? >* [Introduction](#)

2. *Different Shapes and Behaviours of Strings >* [M-System 0 - The GGW-String](#)

3. *Butterfly & Ripple Effects >* M-System 2 (Coming Soon)

4. *Boosting Strings >* [M-System 3 – The Susskind Boost](#)

5. *String Feynman Diagrams >* [M-System 4 – The Peet Tent](#)

6. *Uncertainty Principle >* [M-System 4 – Quantum-Safe Forecasting (QSF)](#)

7. *The Butterfly Effect TOE –* [M-System 5 POP Butterfly Effect TOE](#)

8. *Chaos Theory & Rounding Errors >* [M-System 5 – POP Investment Principle](#)

9. *String Coupling & The Singularity >* [M-System 9 – POP Super Coupling](#)

10. *Conservation of Energy >* M-System 10 – RES- (Coming Soon)

11. *The Butterfly Effect >* [M-System 11 QuESC 2012](#)

12. *Newtonian Space & General Relativity>* [M-System 11 - QuESC](#)

13. *Whatever Can Happen, Does! >* [M-System 13 – UCS Voyagers](#)

14. *Feynman Sum Over Histories & Light Cones >* [M-Systems 14 - Angel Cities](#)

15. *M-Systems in 10 dimensions plus time >* [M-System 15 - Angel POP Dimensions](#)

16. *String Quantum Mechanics >* [M-System 15 – Angel POP Laws](#)

17. *Supersymmetry >* [M-System 16 - Angelverse Supersymmetries](#)

M-Systems Architecture, Ripple Effects & Circular Events

M Systems: A Digital Theory of Everything

1. S-World
Creates NGO's as closed strings:
> Villa Secrets
> Experience Africa
& ꙅ The TFBMS
Total Financial, Business & Marketing Software
& S-Web Framework

2. M&B String
Creating profit making companies as open strings
$A^{ST} <> B^{ST}$
Ripple Effects & Game Theory

3. The Susskind Boost & Plank Cubits
Boosts open string companies profit.
$\hat{S} = (\hat{G} \times \hat{S} + (\check{T} + \hat{W} + \acute{C} + \Theta + Đ + Đ^{2 \geq 9} + M)) \div (M + ⏁)$
$(\bigcirc + ß + ꝲ + \tilde{Q} + \acute{S} + \acute{S}2 + \breve{U} + D_P + Ǎ^{ḉ^{ḉ^5}} + B̂r^{157} + Ꝓ)$

4. The Peet Tent & QSF
Creates companies & strings that do not fail
$A = \dfrac{\tilde{G} \times \hat{z} \times \mathcal{C} \times \Psi b}{\ddot{O}} \times \dfrac{(M \times H_J) \times \mathcal{C} \times ⏁}{\ddot{O} \times ẑ}$

5. 'POP 1' (Financial Gravity)
The 'Pressure of Profit' Investment Principle: 'Popular Economics'
Initially a consideration of Chaos Theory and The Butterfly Effect

6. The Theory of Every Business
Resort Developments & Philanthropy

7. S-World VBN & VSN
Virtual Networks

8. S-World Films
Product Placement

9. 'POP 2'- Super-Coupling
$\hat{S} \times A̶ \times (\#Ç \text{ or } g_s) \times N = Ẋ$

10. The RES Equation
(RES: Revenue x Efficiency x Spin)

11. QuESC
Quantum Economic System Core

12. S-World UCS
Universal Colonization Simulator
SUM OVER HISTORIES GAME

13. UCS Voyagers

14. Angel City 1 2020

The GGW-String
Greene / Green / Witten

16. ANGELVERSES 16Br
8 SUSY M-Theory Systems

15. 'POP 3'- Angel POP
10 dimensions of Philanthropy & Equality

Angel City 5 2080

Angel City 4 2048

UCS Voyager 1

Angel City 3 2032

Angel City 2 2024

Angel Cities
Top Down
Sum over Histories Generation

Above we see the M-Systems design/system architecture, 16 different components flow from system to system, create ripple effects, and become circular as the 16th System (and most other systems) have a direct effect on the first, and so it starts again but with greater initial input.

At the base of the system is the fundamental 'The GGW-String' which applies to all systems. Please consider System 1. S-World – Villa Secrets creates thousands of small and medium-sized companies, which all contribute financially to a 'not for profit' organization called 'The Sienna Foundation' or as it abbreviated 'S-World.'

The most fundamental way we mimic M-Theory is to consider S-World as a string called The GGW-String (Greene, Green Witten), which changes its shape to create different effects.

One shape is M-System 3 'The Susskind Boost' (Ŝ) which considers ways we can boost a company's profit, such as the TFBMS software (ꙅ) or tenders and contracts (Ť).

Another shape is System 4 'The Peet Tent' which is a shape of the string for distressed companies, where we see the income from the collective, used to boost distressed companies.

Another shape is 'Give Half Back' which may, under the right conditions, use the funding of the GGW-String towards creating special projects of philanthropic, ecological or scientific intent.

S-World - Give Half Back

Give Half Back is a fundamental law of the network. In fact, it's fair to say that it was the first law of the network, inspired by my Angel, Sienna Skye pictured above.

In February 2011, after just over a decade of working towards a global network product, I created the first S-World business plan. This can be found as the beginning chapter of the first S-World research site. The business plan offered some really wild figures if the systems and software, which were designed for travel, could be adapted to other business types.

The business plan was sent to the company I had been gravitating towards for several years, Sir Richard Branson's VIRGIN GROUP. It took but a few weeks to be assessed as worthy for presentation to the senior committee. And it would have been, had I not had a spiritual eureka moment that led to the ideas, that now six years later are described in M-Systems.

Give Half Back was a simple and selfless idea. I would keep half the business, but use all the money I would receive for the benefit of others, endangered animals, and our planet. This system imposed no obligation for businesses or investors, who I wished to be as profitable as possible. Hence, 'Give Half Back' was for me 'Give All Back,' not dissimilar to Mark Zuckerberg's recent decision to give back 99% of his fortune via The Chan Zuckerberg Foundation.

Give Half Back grew into www.S-World.biz, American Butterfly, Angel Theory, M-Systems and is now being further developed as "African Butterfly." There are currently two different 'Give Half Back' models that can run concurrently. POP sees that when companies are profitable, after a specific point (called the POP point), additional profit is invested into creating new companies and grand networks. Half of which are in poorer countries and so bringing prosperity, medical centres, education, and pride to nations in abject poverty.

The GGW-String model is that S-World is 'not for profit' and receive a share of each company's gross profit. Which at first it uses to boost the contributing company's profitability, but once that company is healthy, profitable and will progress well simply due to the improvements made in the TFBMS AI Software, S-World may use the income for Angel Theory - Special Projects.

I should point out that now, having designed S-World to be not for profit, and made the GGW-String and POP, I intent to have small stakes in some of the companies, so it's no longer a completely selfless philanthropic exercise, just a good one.

The Butterfly (2017) – Implementation Strategy
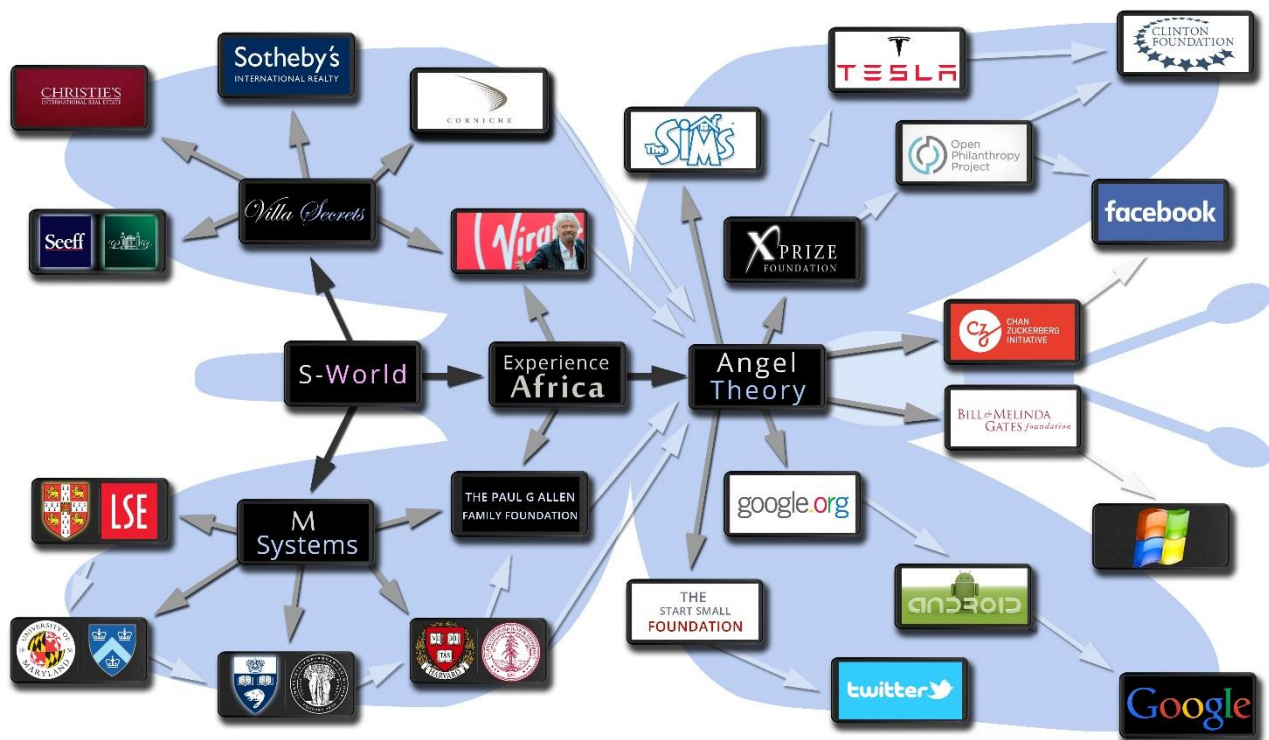
Above we see 'The Butterfly,' S-World's implementation strategy, which as one can see is greatly influenced by 'Give Half Back' and philanthropic investment.

Initially starting with S-World, we follow the black arrows to our four subsidiaries: Villa Secrets, Experience Africa, Angel Theory, and M-Systems. Where after we follow the grey arrows to the different companies, universities and foundations who are directly in the field of study of the subsidiaries. Where after we continue to the technology foundations and then their companies.

We will first work on the left side of the butterfly, as in doing so, we make 'Angel Theory' stronger. Villa Secrets will approach real estate companies. M-Systems will be presented to physicists and Angel Theory Special Project 1 'Experience Africa' will attempt to reach Virgin's Sir Richard Branson and Paul G Allen, the Microsoft co-founder who loves elephants, supports technology-based solutions to philanthropic problems, and solutions that incorporate ripple effects.

Before moving to the right-hand side of the butterfly, we would like to show that real estate companies are willing to invest in 'Villa Secrets' and that physicists, then economists appreciate M-Systems, and Experience Africa is assisted. Where after Angel Theory can be presented to technology foundations, and in particular to the Chan Zuckerberg and Bill and Melinda Gates foundations, both of whom were inspirations in the formative year of 2011.

I have chosen philanthropists before their companies, as it is hoped we can collectively look at the best way to create S-World as a force for good as well as a business opportunity. In addition, it may well be the only way to get such business rivals to work collectively, as is desired for the S-World Network.

I have not added celebrities, public figures, or royals. However, as S-World is a philanthropic venture it is greatly desired that they will embrace S-World and Angel Theory.

S-World Company Structure (Organogram)
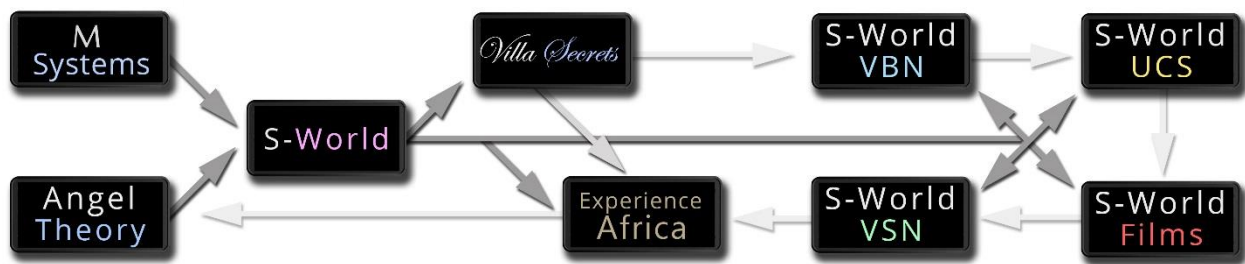
There are currently six different M-Systems designs for S-World companies that will mostly have different owners per "The Butterfly," all connected via a contract with S-World, POP & the GGW-String.

The most developed company is Villa Secrets so we shall follow its path below. There will be different Villa Secrets parent companies per location and Industry, which create opportunities for companies and investors to own small to medium Villa Secrets companies (or franchises).
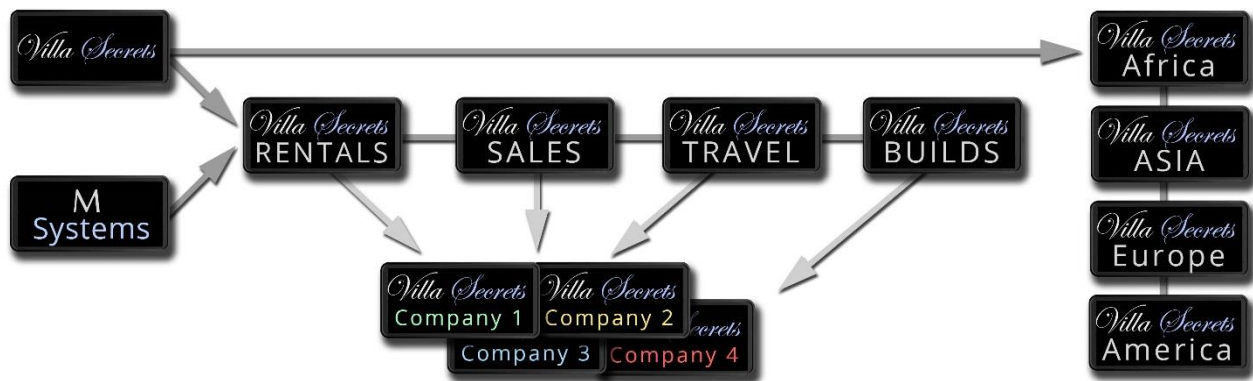
Villa Secrets investors and, in fact, all S-World companies agree to contribute to the S-World GGW-String and POP Investment which funds new companies and Grand Networks…

As the network grows, there will come a point when the Villa Secrets network becomes big enough to market small, then large, then grand property developments, called Grand Networks.
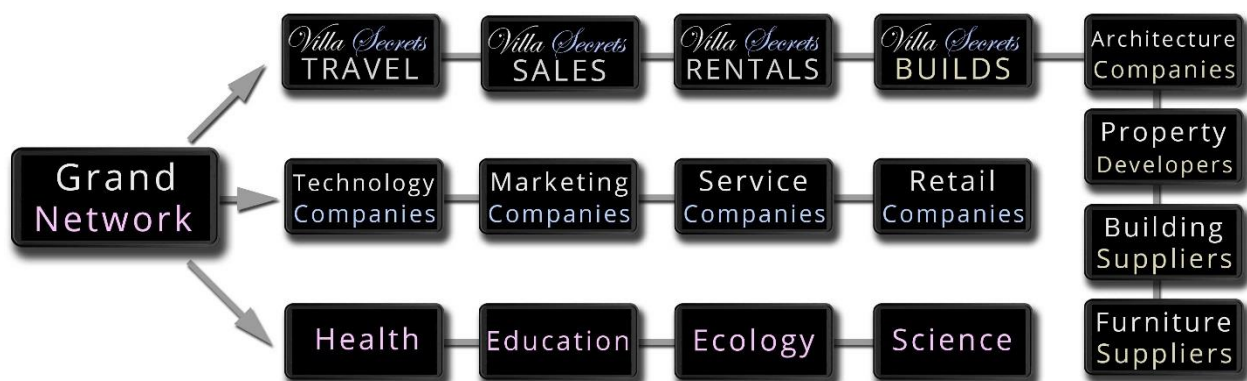
When the Grand Networks themselves become massive, they can in turn support many service and retail companies within the grand network. So, the network spreads into many different industries as many different companies. This is known as The Theory of Every Business. (M-System 6).

Game Theory - The SIENNA Equilibrium

Game theory is "The study of mathematical models of conflict and cooperation."
Used in military strategy, business, economics, politics, computing & psychology.

To the non-game theorist the most famous game theory model, winner of both a Nobel Bell prize and... an Oscar is the Nash Equilibrium, theorised by Professor John Nash, as portrayed in one of my favourite films; A Beautiful Mind.

The Nash Equilibrium differs from normal game theory, as it looks at 'win/win' scenarios. But there are many other types of game, as are presented by David McAdams in his superb book 'Game-Changer.' For instance, Anatol Rapoport's 'Tit for Tat' game, which according to McAdams and Robert Axelrod is the game of all games, a game where one is quick to trust, and as quick retaliate and quick to forgive. Which I am using as the basis of customer service and other models, making a system where if company 'A's client is unhappy with company 'B's villa/product, company 'A' can retaliate by imposing a fine on company 'B' but after the fine, forgive and continue to work together. So, long as the problem does not persist, the speed of cooperation gained from being quick to trust and forgive beats all other models.

The art of making games in Game Theory is the closest discipline I have found to the way I simulate areas within m-theory into business strategy as found in M-systems. Maybe back in September 2011 if I had turned from chaos theory to game theory, instead of instead following chaos theory to the POP investment principle, (5.POP, 9.POP Super Coupling and 15 Angel POP) and ultimately all M-systems I would be playing a very different game right now.

However, despite having a love affair of sorts with my new found game theory toolbox, I am glad I went around the world a few times and came up with M-systems before I found it.

I am most looking forward to completing 'The Sienna Equilibrium.' Which is the focus of M-systems 2 'Ripple Effects and Game Theory' 'The Sienna Equilibrium' is similar to a Nash equilibrium but takes into account ripple effects, and circular events, (where a ripple effect comes back to the sender). This is a very necessary game as it will tell the story of the American Butterfly effect, which is central to Angel Theory and M-systems.

David & Goliath

Another fundamental property of the S-World Network is simply that people try harder to make a business succeed if they own it.

Looking first from an extreme macroeconomic position, if there are 8 billion people on this planet, then in an ideal S-World there would be 1 billion companies, with 2 billion company owners, and a further 2 billion well-monitored staff who provided for 4 billion dependents.

Consider this, if given the same systems and marketing, would 4 billion company owners and well-monitored staff outperform 500 million business owners and well-monitored staff and 3.5 billion not so well monitored staff? Of course, they would!

Not to mention the advantages in advancing human potential

Utopian dream?? Well, not necessarily. If one was to use the game theory & M-Theory approach and skip to M-System 9. POP 2 – The Super Coupling Singularity, one will see a simple model based on the POP Investment Principle on how this could occur by 2072 starting with just one Villa Secrets company. Adding the rule that via POP, after 3 years each company funded the start-up of 2 new companies per year and all companies created followed the same rules, then we would see that Utopian dream realised.

But practically in my experience with Cape Villas.com, an SME (small to medium enterprise) I ran from 2002. By 2010 we were the market leaders and had a high staff model, which was not very profitable.

By 2015 I had instead created 2 smaller owner-run models, which received half the income but profits increased by more than 400%. Showing that (in this example) people work far harder &/or cleverer if they own the company they work for.

M-Systems – Inspired by Professor Hawking

It took quite a while for me to start using Professor Stephen Hawing's work and books as an influence. However, once I went down that rabbit hole and got to hear about black holes, quantum physics and general relativity through Hawking's words, things started to come together.

There were already many considerations of how to simulate qualities of string theory into S-World's business and economics. However, once this was mixed and with Hawking's work, it created a complete theory. To the point now where for some, one really can't tell whether it is a Theory of Every Business or a Theory of Everything…

The first Hawking influenced paper I wrote was on the 8th May 2016 called The Hawking-Camelia Paradox, which did not look at the detail, rather the general idea that one can consider TOE (Theory of Everything) math (or at least principles) outside of physics. One can be fairly certain Hawking and Camelia did not mean economics and business science. But you know math is math…and if the glove fits, you can wear it.

"If we discover a complete theory of the universe, it should in time be understandable by everyone and not just to a few scientists. And when that happens all of us will be able to discuss the why, rather than the how."

Professor Stephan Hawking

"I don't believe that the ultimate theory will come by steady work along existing lines. We need something new!"

Professor Stephan Hawking

"When you're stuck chasing a certain answer, you often discover that all it took to find the answer was to look at the same problem from a different angle."

Dr Giovanni Amelino-Camelia

Professor Hawking on M-Theory

M-theory is the multiverse (many universes) version of string theory and a framework for several disciplines in theoretical physics and nature to coexist in. Hawking tells us…

"Regarding the laws that govern the universe, what we can say is this: There seems to be no single mathematical model or theory that can describe every aspect of the universe. Instead, there seems to be a network of theories called M-Theory.

Each theory in the M-Theory network is good at describing phenomena in a certain range. Wherever their ranges overlap, the various theories in the network agree, so they can all be said to be parts of the same theory.

It is a bit like a map. As is well known, one cannot show the whole of the earth's surface on a single map. To faithfully map the entire earth, one has to use a collection of maps, each of which covers a limited region. The maps overlap each other and where they do they show the same landscape.

M-Theory is similar, the different theories in M-Theory family may look very different, but they can all be regarded as aspects of the same underlying theory."

Professor [Stephen Hawking](#)

Like M-Theory, the different theories and disciplines in the M-Systems family may look very different, but they can all be regarded as aspects of the same underlying theory.

And whilst there is no department in any university that currently considers the subject M-Theory as a business or economic subject, there really should be.

As for the concept for different disciplines converging within an underlying greater theory; In 2011, [Lee Chazen's blog](#) proposed "how one might merge ideas and subject areas in order to discover universal truths." As a consequence… the plan for [Facebook Travel](#) in 2011 transformed into the first American Butterfly book [The Theory of Every Business](#)' a year later.

But can one use the laws of nature as the basis of an economic system and why would one wish to do so?

Professor Hawking - A Brief History of Time

Professor Stephen Hawking's best-selling book 'A Brief History of Time' has sold more than 10 million copies. In chapter one Hawking informs us of the basic ingredients for a good theoretical model. These pointers/guidelines have greatly improved M-Systems, which now exists as a set of systems and laws, with few arbitrary elements. Hawking says…

"A theory is a good theory if it satisfies two requirements…

1. It must accurately describe a large class of observations on the basis of a model that contains only a few arbitrary elements.

M-Systems describes many business and economic models, from companies in locations of abject poverty to the biggest of businesses and the total global economy within 10 simple cubic financial dimensions and in place of arbitrary elements are laws.

2. It must make definite predictions about the results of future observations."

M-Systems was inspired in 2011 to make predictions and shape the future, by fulfilling the criteria of a quote from professor and writer Isaac Asimov…

"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."

The M-Systems dedicated to this task are Systems 12. S-World UCS, 13 USC Voyagers and in particular 14 Angel Cities 1 to 5, which creates five future earth simulations from 2020 to 2080 and works backwards to plot paths to our real world. To be followed by S-World companies in our time, paying due respect to Feynman's sum over histories and Hawking's description of Light Cones in 'A Brief History of Time' chapter 2 'Space and Time.'

M-Theory, an Economic Science?

In M-Systems, we create a digital economic network, virtual in design and entangle its structure with conditions and laws found in nature as described by M-Theory. But why would we do this? And can M-Theory be the foundation for an economic and business science?

In Professor Hawking's recent TOE (Theory of Everything) book 'The Grand Design' co-written with Leonard Mlodinow in 2010, Hawking and Mlodinow present a very simple but very solid thread for why following the laws of nature as described by M-Theory would be an advantage.

"The laws of nature are meant to economically compress a number of particular cases into one simple formula."

When designing a system for oneself, one has an infinite amount of options. And each is its own theory, which may or may not work out the way one planned. By following the laws of nature one has not only a road map of sorts, one is benefiting from billions of years of fine-tuning. And due to that fine-tuning, the components in the system are economically compressed. So, all parts of the system work well together, even if there was no strict plan for such by the designer.

One will be amazed at just how many ripple effects run through this system and how many synergies there are. So many things just seem to fall in place after adopting the M-Theory influenced model.

To conclude this series on the writing of Professor Hawking, again from the Grand Design comes the notion that...

"Though it is distasteful to some, scientist's must accept theories that agree with experiment, not their own preconceived notions."

So, the bottom-line is simple...S-World is a business and economic theory. However, until it is massive, it is only a theory of business. Thus, the benchmark is set. When S-World becomes massive, scientists who disagree with the notion of "M-Theory, an economic system?' will need to re-assess. Every dollar made up to that point and past that point is a small experiment that agrees with the theory.

Inspired by Dr Amanda Peet & other leading Professors
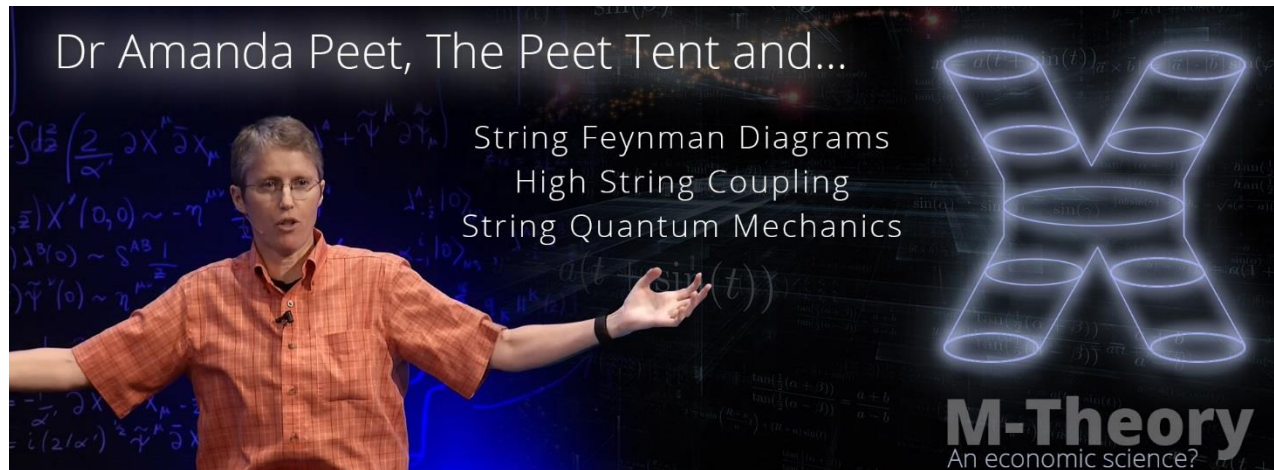
In addition to Professor Hawking, the following professors all inspired one or more sections of M-Systems. The numbers in brackets are links to S-World and M-Systems sections the professors influenced.

In 2011, Isaac Asimov [1, 2], Edward Lorenz [1], Benoit Mandelbrot [1] & Garret Lisi [1, 2]
In 2012, Brian Cox [1], Brian Greene [1, 2, 3] & Amanda Peet [1, 2, 3, 4, 5, 6, 7, 8],
in 2016 Michael Green [1, 2,], Leonard Susskind [1, 2], Stephen Hawking [1, 2, 3, 4, 5, 6, 7, 8, 9, 10]
James Gates [1, 2, 3], Leonard Mlodinow [1], Edward Witten [1, 2, 3] & Giovanni Camelia [1].
In 2017 Andrew Strominger, [1, 2] Cumrun Vafa [1, 2], John Nash [1]

Whilst every one of the above are my physics heroes, alongside Stephen Hawking the physicist with the most systems attributed to her work is Dr Amanda Peet, originally from New Zealand and now a professor at the University of Toronto in Canada.

Initially in 2012 in the 'The Network on a String' in Chapter 1 CFM and POP Analogies (part b), I referenced Dr Peet's lecture 'string theory for the scientifically curious' and her presentation of a string Feynman diagram (seen top right). This lead to the desire to simulate the effect, which was to make quantum uncertainty manageable by adding a system that could accept any financial result from a company. This point stuck in my subconscious and in early 2016 it manifested itself as The Peet Tent. From which came the GGW- String and the idea that The Susskind Boost was a shape of a string and S-World was that string. Which when added together create the effect that no company that has used our financial systems correctly could fail financially.

This idea to treat the network expenditure as a shape, made a lot of pieces fit together and is now the fundamental M-System 0. The GGW-String, which is common to all systems.

Recently, from Dr Peet's lecture, 'string theory Legos for black holes' Peet (and Edward Witten) introduced me to string coupling, which enabled me to entangle with the fundamental chaos theory base mathematical principle; 'The POP investment principle' with string theory to create the powerful POP Super Coupling. Which extended into the ten-cubic-financial-dimensions of Angel POP. The notes and workings for these points have been written in great detail within M-Systems: Super Coupling and Angel POP for Dr Amanda Peet.

M-System 0: The GGW-String

Influencers: Brian Green – Michael Greene – Edward Witten & Others

String Theory / M-Theory / Networking / Economics / Fund Raising / Business / Philanthropy

The GGW-String, S-World, and [The Sienna Foundation](#) are all the same entity.

String Theory is a discipline of particle physics. It is the idea that all the particles and forces in nature are created by different shapes and vibrations of tiny strings. In String Theory one such shape creates gravity and another would create a photon (a particle of light). In M-Systems, the GGW-String simulates string theory by changing its shape to achieve different objectives.

The GGW-String is the S-World economy, energized by every company in the S-World network, contributing financially to it. And how it spends the money can be considered as different shapes of a string.

The general '[Villa Secrets'](#) model sees 25% of the gross profit of each company destined to the non-profit [The Sienna Foundation](#) (S-World). This organization is the GGW-String and how it spends the money can be considered as different shapes of a string.

For instance, M-System 3 '[The Susskind Boost](#)' dictates a shape where the money a company contributes is spent on boosting that company's individual profitability.

Whereas in M-System 4 '[The Peet Tent'](#) we see a different spending pattern (shape) that boosts the profitability of weaker strings.

One of the main purposes of the GGW-String is to generate as much revenue for [special projects](#) as possible. This said often and especially in the early years, the best way to achieve long term objectives is to make the network as profitable as possible in the first instance.

However in general, since the beginning of this project back in 2011, this gathering of money and the clever spending of same for philanthropic, ecological, conservation, scientific, and social benefit has been the ultimate objective of the network; originally described in 2011 simply as '[Give Half Back,](#)' influenced at the time by the progressive charity idea behind [The Bill & Melinda Gates Foundation](#).

M-System 0: Greene, Green Witten & others

Influencers: Brian Green – Michael Greene – Edward Witten & Others

String Theory / M-Theory / Networking / Economics / Fund Raising / Business / Philanthropy
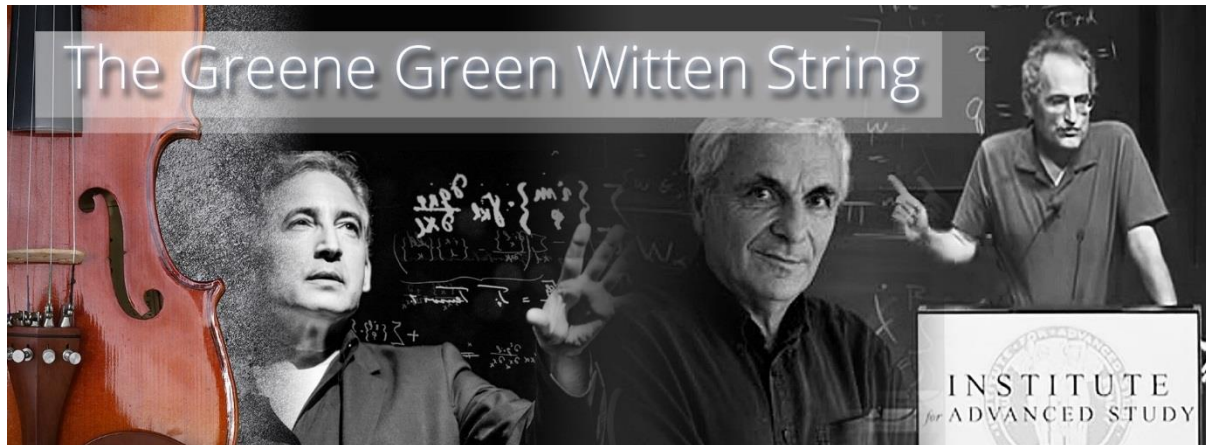
My personal journey to the GGW-String was influenced by several professors, and in particular: Brian Greene, *Michael* Green *& Edward* Witten.

Initially in 2012 Professor Brian Greene's excellent entry-level documentaries including; 'The Elegant Universe,' Part 3 - Welcome to the 11th dimension provided a door way to the basics of string and M-theory.

Soon after I saw the Horizon production 'How Small is the Universe' and within, pioneer of string theory Professor Michael Green describes string theory as...

"The characteristic of a string is that it can vibrate, and the different modes of vibration are like notes, seen as different kinds of particle."

But when you are down to this scale, you may have the whole universe on your hand. And this thing that we think of as the smallest consistence may, in fact, be the thing that contains us all."

This concept really confused me, how can the smallest thing possibly be the thing that contains all I thought at the time. This lead to four years of passive (I sometimes would think about it on my hikes) and probably subconscious considerations about how string theory could be 'the thing that contains us all,' until in 2016 when with this paradox in mind I created the Susskind Boost and the Peet Tent and started to see S-World as a string itself, and each new company would be another string until we reached Angel POP, where S-World could be the thing that contains us all.

The eureka moment occurred whilst watching, Professor Ed Witten's; "On the Shoulders of Giants" lecture when at the very end, he says...

"One of the shapes of the vibrating string is a graviton, which gives us gravity for free."

This was rather obvious... if all vibrations make different particles, 'of course one would be a graviton,' but until Witten spoke his words I did not get it. As soon as I did 'get it' I realised that The Sienna Foundation, (S-World) was a string, and its spending pattern was different shapes. Thanks, Professor Witten, you gave me a truly wondrous thought.

M-System 0: The GGW-String S-World Villa Secrets Update

Influencers: Brian Green – Michael Greene – Edward Witten & Others

String Theory / M-Theory / Networking / Economics / Fund Raising / Business / Philanthropy
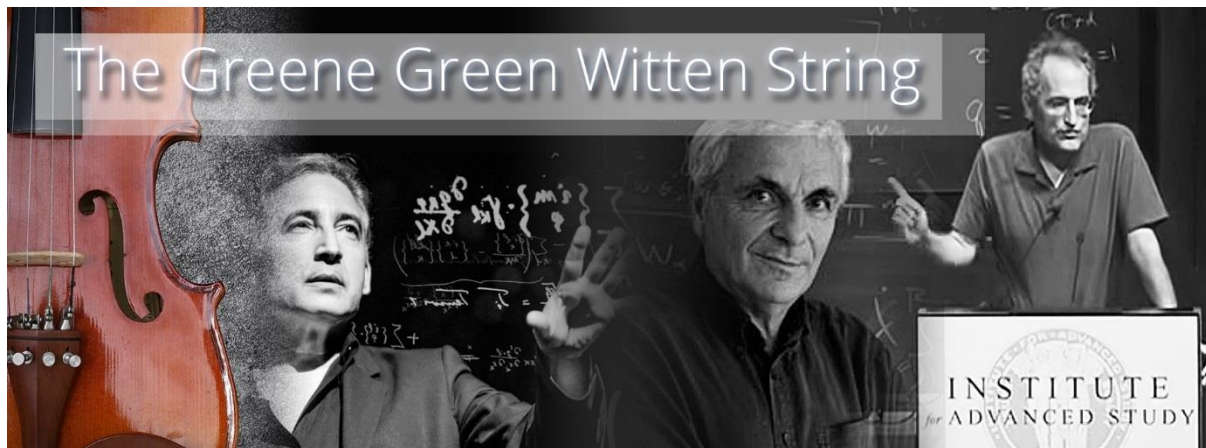
During the creation of the business network in M-System 1; 'S-World Villa Secrets,' it became apparent, that as the network is small, and the software is mostly design not product, we needed to lower the GGW-String contribution.

A major influence for this change was Peter D. Schiff's book 'The Real Crash: America's Coming Bankruptcy - How to Save Yourself and Your Country.' In which Schiff breaks down and presents the history of tax in the USA, and presents his suggestions for a better system, which is largely based on smaller government and much lower taxes, focused on consumption (such as traffics and VAT/Sales Tax), not direct taxes such as payroll and income tax.

Schiff's book inspired my paper 'I hate taxes' and for this initial phase, I lowered GGW-String contributions whilst looking at POP to be the main 'Give Half Back' provider. POP as described in M-Systems 5, 9 and 15 is the other, and older pillar of S-World finance, which viewed from certain perspectives it is itself a component of the GGW-String.

So, for the first round of actual business, I have lowered the 25% of gross profit which is originally spent on both marketing and development to 12.5% for development. Which can via Nash Equilibrium be justified, as its effect is forecast to make a 100% gain from year 3 onwards. And so is an option that most 'intelligent' people would choose to pay for, even if there was no obligation. The second 12.5% for marketing has now been removed as a GGW-String rule and replaced with a very strong 'mandate marketing' initiative that companies can choose to follow or not. The difference to the GGW-String is that when the companies are successful we can call on income from the development 12.5%, but we can't call on the marketing income.

This creating a low tax, equivalent to just 2.5% of income, (2.5% of income is about 12.5% of gross profit.) As for POP, this I am enforcing, however as POP is an investment obligation, not a tax, which keeps the overall network tax at just 2.5%. And as POP only comes into effect (in most cases) when one is receiving as much shareholder profit in a year then was invested, we see another Nash Equilibrium as given the choice to invest and make a yearly return the same as the investment, one would take that offer, without care if it never made more.

System 1. S-World Villa Secrets Index & Summary

Influencers: Sir Richard Branson - Bill Gates - Larry Page – Sergey Brin - Mark Zuckerberg - Paul Allen
Conservation / Content Management System / Web Framework / Financial, Business & Marketing Software / Global Villas, Travel, Real Estate, Vacation Rentals & Safari Networks / Safari Systems

Villa Secrets is our real word microeconomic network, gearing up to launch our newest web framework www.VillaSecrest.com. A microeconomic mirror image of the American Butterfly macroeconomic theory.

I wish to refrain from adding a long section for M-System 1, and so this section is told in full on network.villasecrets.com, at this time (24th March) only the first two chapters are online. But already they take up 30 one page 'quick summaries.' The full work will be in five chapters and close to 70 'quick summaries.'

By way of a summary, I shall create 5 pages for the five chapters.

M-Systems

S-World Villa Secrets

Operations Manual & Business Plan

By Nick Ray Ball February 2011 to 21st March 2017

Chapter 1. Technology Introduction

S-World - Villa Secrets
S-Web Framework & The TFBMS

Technology Introduction – Full Chapter

1. Introduction

Influencers: Bill Gates – Steve Jobs – Mark Zuckerberg - Paul G Allen
Content Management System / Web Framework / Financial, Business & Marketing Software/ AI

Welcome to S-World Villa Secrets: The S-Web Framework, and the TFBMS -
Total Financial, Business and Marketing System.

At the Micro end, the Villa Secrets technology is developed to increase the company's sales, bookings, exclusive mandate recruitment and improve management and accounting. At the Macro end, the same system allows a Villa Secrets licensor to easily manage many smaller Villa Secrets companies.

The luxury villa industry has evolved since I created www.CapeVillas.com in 2002, with booking options such as Airbnb, Booking.com and Homeaway individual villas can now gain direct bookings, and so agencies need to attach themselves to properties via exclusive mandates and benefit from a combination of the enquiries gained from one's agency website, alongside the enquiries gained from marketing individual villa websites and other distribution channels.

To grow from this position, one needs to increase efficiency in general. For instance, if one could increase the ratio of visitors who make enquiries from one in ten to one in five, you can double your income. For example, a website with a world-class mobile website versus a website with a poor mobile view will increase the likelihood of enquiries. For this objective, we have created the S-Web framework. In which mobile is just the tip of the iceberg, underneath we are developing a host of applications designed to increase visitor versus enquiry conversion ratios.

Also, once a client enquires, if you can increase the booking ratio from say… one in four, to one in two, you can double income again. For this objective, we are developing 'The TFBMS' (Total Financial Business and Marketing System) which entangles the software systems within the web framework. One of over 20 different components is the TFBMS AI, which will be operational by mid-2017. The TFBMS AI is a robot that provides the best options available from booking systems but also contacts 'bespoke' villas that are not on systems. This creates a set of options, for both the agent and the client that are as good a selection as would have taken an experienced sales agent hours, or even days just a few years ago, and acts as an auto attended after hours.

Lastly, in a land where inventory is king, comes a variety of systems for the
acquisition and marketing of exclusive property mandates, both rental and sale.

2. SEO - Search Engine Optimization & Content Marketing
Influencers: Google - Contently – HubSpot - KissMetrics
\# SEO / Content Marketing / Content Management Systems

The SEO (Search Engine Optimisation) story is told throughout the presentation, albeit subtlety, so here's a quick overview.

A while ago I was asked 'why do we wish to create more than one website?' The answer was simple enough. It's a lot easier to make $2,500,000 profit from ten companies with websites generating $250,000 each, than it is to make $2,500,000 profit from one company and one website, due to various reasons, including the simple human content of having 10 company owners' versus just the one. Each website, or collection of websites is always 50% or more owned by the hands-on managers of the website, each collection of websites is a different company.

Nowadays, in general, if a company makes more than one website Google will only show the highest placed website in its results. However, different owners using the same web framework, will not see such penalties. So long as there is no strategy to game the system by making unnatural links between the websites, and that each website has quality fresh content.

Google are not against SEO, they are against SEO cheats. In 2013 I used my 2002 website 'Cape Villas.com' and recreated it according to Google SEO Starter Guide. Since then I spent the years improving it and creating a web framework that will comply with Google SEO rules.

The Villa Secrets SEO strategy is the only strategy Google approves of; 'Content Marketing.' create quality content on your websites, and because the content is great people will link to it. So we have created a content marketing strategy within our web framework, by making each site compelling, top magazines and online blogs see our sites as an authority, and because of this they are happy for us to contribute to their publications, and link to our websites.

Amongst other items currently in production is an online magazine, that is easy to populate with articles, and so each villa website will have its own online magazine, and so each website can develop its own content marketing strategy.

Of course, if an agency makes a website for a villa, or ten websites for ten different villas that it represents, it can fairly link all the websites back to its parent websites, without falling foul of Googles linking policies, as this is standard practice. And if each villa has its own content marketing strategy, each villa websites will increase the gravity and position of its parent company's agency website in Google and Bing organic search.

3. The S-Web 'Super Simple' CMS

Influencers: None

Content Management System / SEO / Web Framework

CMS stands for 'Content Management System'

You get two main kinds:

1. CMS's like WordPress help web developers make small, once-off websites. 2. CMS's within bigger websites, so staff may add products to big websites.

S-Web (Sienna's Web) is both, as it allows anyone (not just web developers) to easily make a large-scale complex website very simply, including the functionality to allow staff to add products. This is not a simple task. There are many products for making websites and one can always learn WordPress. But in either case, one is getting less than what S-Web creates, and one must spend weeks, months or years trying to get it right, whereas an S-Web website can be made much faster.

An example is the homepage www.villasecrets.com, which takes less than 10 minutes to create. One advantage for an individual website of this function is that one can make many separate home/landing pages for each location within one's area, such as campsbay.villasecrets.com. This is so Google's and other Ads can point to a homepage/landing page that is specific to the location they desire, and Google and Bing will rank the website higher for different locations.

S-Web is a lot more than a CMS. For a while now we have been programming freestyle, seeing where the wind takes us, this creates unique functions and workflows. Starting with the product pages, in the high-end villas market, looks count, for clients looking to go on holiday and equally the owners of the villas. The S-Web CMS creates beautiful pages like this: Dreamtime Villa which is appealing to clients and loved by property owners, which in turn opens the door to discussing rental and sale mandates (exclusive representation) for each property. Another CMS is the 'intelligent articles CMS,' so staff can create magazine or blog pages in no time at all, which enables each website to create great-looking 'online magazines' with minimal effort.

In locations where we can connect to property databases, a full agency website could sell for more than $50,000 each. But S-Web is limited to the exclusive use of the S-World network. This initially allows the Cape Town network to create many different agency websites and thereafter individual villa websites for each villa a company represents, creating a network of over 100 websites, in each Villa Secrets location.

4. S-Web's Villa Secrets Mobile

Influencers: J-Query-Mobile – Zoopla – Luxury Retreats
Mobile Websites / Mobile Apps / SEO / Web Framework

S-Web Mobile, a mobile website that looks and behaves like an App.

When it comes to the best website design, with so many different designs there is no clear winner. However, in the land of mobile websites, there is far less competition and we are heading quickly to the number one spot.

There are many mobile-friendly sites made from WordPress. But WordPress is a tool for making smaller websites and not practical for big database-driven CMS projects.

Google has warned that they will penalize websites that are not mobile-friendly. It's only a matter of time until they do, as presenting poor mobile pages creates a bad user experience.

Search engines aside mobile usage has overtaken desktop. To have a site with a poor mobile presence is to say goodbye to half of one's customers. Mobile is not the future of the web, it is the right now!

S-Web has been around the block in mobile, first experimenting with responsive design. Then creating a dedicated J-Query-Mobile website. Then working 'mobile-first,' remaking the entire Villa Secrets website and navigation, and from there, making our own responsive mobile framework.

On this date (10th April 2017) we are about 4 weeks away from a complete mobile product. There are a few bugs, but you can see by looking at Villa Secrets.com on a mobile, that we are going in the right direction. As you can see our mobile product looks like an App and has instinctive navigation. It does not have all the functionality of the desktop version, instead, we have taken only the parts that make sense to see on a mobile, as we seek to make both the simplest and most attractive mobile real estate and travel user experience on the planet.

Whilst the mobile page and the desktop pages look different, they are both the same page, which in SEO (Search Engine Optimization) is an improvement on mobile frameworks like j-query-mobile, which demands the creation of new websites specifically for mobile use, and that process loses any link power attributed to the original desktop page, in mobile searches.

5. The S-Web 'Out the Box' Web Framework

Influencers: Dreamweaver - WordPress – JQuery Mobile

Web Framework / Content Management System/ Content Marketing / SEO

A web framework is designed to support the development of web applications and alleviate the overhead associated with common activities performed in web development.

There are many web frameworks, some like WordPress for making smaller websites. Some like Zend for making big websites and some like J-Query-Mobile for creating mobile websites.

All of the above are designed specifically for people with experience in web design or development. WordPress is the closest, but it's completely impractical to use WordPress in the environment we are talking about.

There is an urban myth that as WordPress uses a [MySQL database](#) it's easy to connect it to another MySQL database. It's easy enough to get data out of a WordPress MySQL database. But to add data, one needs to develop a plugin each time. Which is crazy, and is probably why…

"No database of villas that we know of has ever created a plugin for WordPress to share its inventory. This in an industry where inventory is king and half the world's websites are made in WordPress."

As for the [Zend framework](#) and others like it, this is a way to build websites via code, not even close to an 'out the box' solution. Even if one did use Zend one would need to combine it with a mobile framework if one wanted a rich mobile design. As far as we know S-Web is the only 'out of the box' web framework for public use that non-web specialists can use to create large-scale rich design mobile and desktop websites.

There are some very basic products that create simple 'out the box' websites, however, the websites created are not meant for team use, or for the websites to connect to property or travel databases. S-Web is the only 'out the box' system that comes with database connections to property inventory databases, which can tap into the database of any willing company and add its

data to the collective.

6. The TFBMS (Total Financial, Business & Marketing System)

Influencers: SIENNA - Steve Jobs - Bill Gates - Vineeth
Financial, Business & Marketing Software / CRM / Accounting / Networking
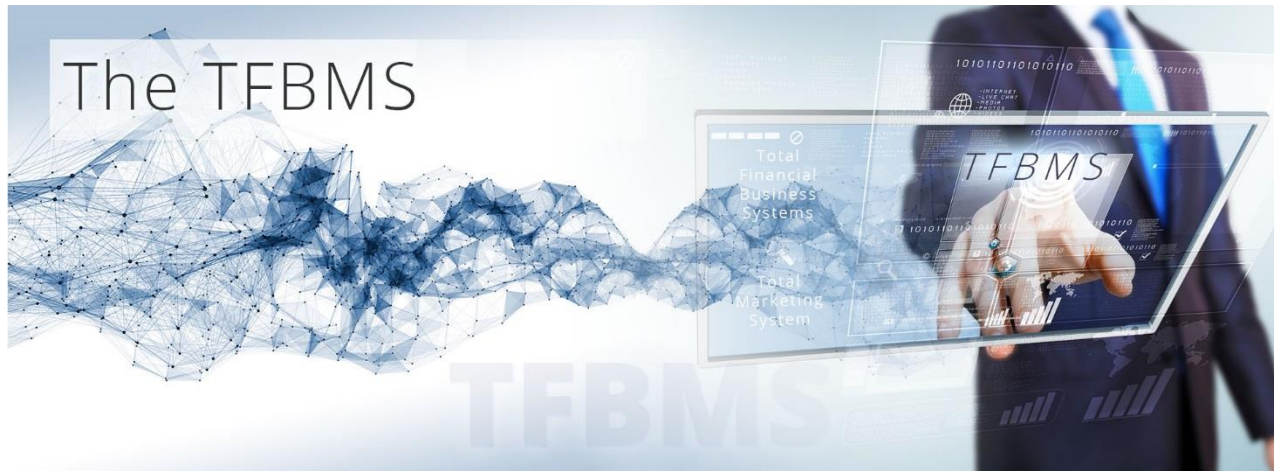
In the Steve Jobs and Bill Gates, face-off [interview](#) Gates says, "We build the products that we want to use ourselves." And Jobs Agreed.

The TFBMS and [M-Systems](#) is the product I am enjoying making for myself, which is essential for both monitoring a large network of companies and making sure they get ahead and stay ahead. In 2016 I created 4 different 3-year Villa Secrets forecast scenarios, [[1](#), [2](#), [3](#), [4](#)] and in the 3rd year, the TFBMS more than [doubled shareholder profit](#) and saw profit increase exponentially in later years.

Whilst the S-Web CMS Framework is near completion, the TFBMS [[1](#), [2](#)] is mostly at the beginning of its journey. Given no distractions, my current team and two additional programmers could have a good TFBMS within a year, an awesome TFBMS within 2 years, and a disruptive product within 3 years. Or, as is desired we will receive programming assistance from one or more [Silicon Valley philanthropic foundation](#) and together create a disruptive product in 8 months.

The TFBMS plan has been detailed many times, [first in March 2011 for Virgin](#) and later in 2011 [Google](#) and [Facebook,](#) and by 2015 we integrated [various software systems within the web framework,](#) and in February 2016 I created a detailed series of videos on how [many systems would integrate into the CRM](#). Then in August 2016, a summary of 41 different components were specified in [marketing](#) & [financial and business use](#).

What will make the difference between the TFBMS and other software is we are creating a single product that is integrated and intrinsically linked into the fabric of the S-Web CMS's and web framework, and into every part of the booking, financial, and hospitality process. Any action that staff members need to do, will be created as part of the [TFBMS](#) or [TFBMS AI.](#)

The [TFBMS](#) will greatly increase efficiency in each company and creates a system that can also deal with the creation and management of many companies. Add the S-Web framework to the TFBMS and we have a technologically unmatched product offering. When one further adds database connectivity to most property and travel databases, we have a disruptive product. *(a*

disruptive product is typically a product that takes longer to create, but once it's created it can take an unusually high amount of market share in a short period).

7. The TFBMS – TMS Total Marketing System

Influencers: Sales Force – HubSpot – KissMetrics – LiveChat

Marketing Software / Content Marketing / Networking / Advertising / SEO / SEM / Affiliate Marketing

Below we see a list of the 22 advances in marketing and sales. The percentages that you see reflects our opinion of how much of an effect each will have on income. (Note that forecasting scenarios always use the lowest percentage.)

For a fuller description of each point see http://network.villasecrets.com/total-financial-business-marketing-system/tfbms-part1-total-marketing-system

1. Bing &Yahoo PPC Advertising (7% to 20%)
2. AdRoll, Google Content Network, and other Remarketing (7% to 20%)
3. Content Writing (10% to 30%)
4. Photos & Video (7% to 20%)
5. Online Magazine with Each Website (5% to 20%)
6. Syndication to Luxury Travel Blogs and Magazines (7% to 20%)
7. Manual & Auto Update to Social Networks (1% to 5%)
8. Social Network Systems & Marketing (4% to 20%)
9. Newsletters (5% to 30%)
10. Guest Gifts (15% to 50%)
11. Villa, Safari, & Island Brochures (10% to 50%)
12. Villa Secrets Magazines (10% to 30%)
13. Villa Secrets Documentaries & TV Shows (2% to 30%)
14. Villa Secrets Branding (4% to 25%)
15. Trade Memberships & Financial Bonding (2% to 10%)
16. 24/7 - 365 Sales Team (20% to 100%)
17. Live Chat (10% to 50%)
18. Mobile Sites (Responsive Design) (15% to 65%)
19. Mobile Apps (5% to 30%)
20. Local SEO (7.5% to 20%)
21. TMS Tutorials (1% to 3%)

22. Foreign Language Divisions (20% to 100%)

8. The TFBMS – TFBS Total Financial & Business System

\# Financial Software / Accounting Software / Business Software / CRM / CMS / Various Other Systems

Below we see a list of 21 advances in finance and business systems. The percentage that you see reflects our opinion of how much of an effect each point will have on income. (Note that forecasting scenarios always use the lowest percentage.)

(Additional note: many of these functions also assist marketing)

For a fuller description of each point see http://network.villasecrets.com/total-financial-business-marketing-system/tfbms-part2-total-financial-business-system

1. Financial System Part 1. Data Entry (0.5% to 25%)
2. Financial System Part 2. Data Sorting (0.5%)
3. Financial System part 3. Data Reporting (0.5% to 1%)
4. Financial System part 4. Sales Funnel and Enquiry Stats (1% to 15%)
5. Financial System part 5. Auditing and Tax (1% to 3%)
6. The CRM (Consumer Relationship Management) (10% to 30%)
7. Enquiry Systems (10% to 25%)
8. Clients CMS (Content Management Suite) (2.5% to 15%)
9. SIENNA BOT AI (TFBMS AI) (5% to 25%)
10. Hospitality Systems (2.5% to 10%)
11. Experience Africa CMS (5% to 35%)
12. Property Management System & Global Distribution Systems connections (10% to 40%)
13. Villas Cloud Booking System (5% to 25%)
14. Distribution channels (50% to 100% for mandates profit centre)
15. Property Managers CMS (2.5% to 10%)
16. Villa Owners 'For Sale' CMS (2.5% to 25%)
17. Property Owner/Manager Websites (5% to 15%)
18. Magic Menus (5% to 10%) (higher for companies who recruit more villas)
19. Magic Galleries (Long Tail Keyword SEO) (2.5% to 10%)
20. Analytics

21. Game Theory Business Strategies.

9. TFBMS - PMS and GDS Database Connections

Influencers: Galileo – Amadeus – MyBookingPal – Homeaway – Nightsbridge – Others...

/ PMS Connections - GDS Connections – Booking Channel Connections

Currently, we are connecting to 3 different PMS (Property Management Systems) that provide access to portfolios of villas, some provide online booking and all provide availability information.

As a part of the S-Web framework and the TFBMS, as we spread our wings, S-Web shall connect to almost every PMS, GDS (Global Distribution System), and distribution channel on the planet.

Connection to PMS and GDS databases has been a pursuit of Villa Secrets since 2004, albeit at that time our group name was 'Lux Guides.' In 2004 we created the world's first 'Flash' 'Virtual Tour,' and it was a hit. It was even offered its own TV channel. I worked with Galileo GDS (now Travelport) to add online availability. But unfortunately, the technology was so new at that time I could not master it.

In March 2011 the first S-World business plan was created, which included GDS connectivity to distribution channels and acted as a master 'warehouse' of available information for all S-World companies to access. Then in 2014 after completing the first Villa Secrets prototype we made our first connection to MyBookingPal.

The road to connect to all the PMS's & GDS's requires a lot of different connections, In Cape Town alone there are three different PMS's. Chances are that globally there are over 100. In addition to the PMS's are the many custom made inventory systems used by vacation rental companies and estate agents for their own purposes. As we plan to create affiliate Villa Secrets companies with these companies, each one that joins the network becomes a new source of inventory.

One difference between Villa Secrets and other companies is in our lists, big companies like Airbnb and Homeaway have various lists. But these lists are not as useful as an unbiased local villa specialist/expert manually assessing all villas from their own personal knowledge, and ordering the list manually. In conjunction with the manual sorting, we have a clever attribute scoring system that scores all villas. The advantage with the attribute scored lists is that we can see which villas of the same attribute scores have the best price, and offer a list that presents the best value. Very useful for the public and staff alike.

10. The TFBMS AI (Artificial Intelligence)

Influencers: SIENNA - Caprica - Terminator - Battle Star Galactica - Steve Jobs - Bill Gates - Vineeth

/ Artificial Intelligence/ Virtual Sales Agent / Sales Assistant / Training

The TFBMS AI (The Sienna-bot) is an essential tool for agents new to the industry and a very useful tool for experienced agents. In time, it has the potential to become a virtual agent that can make bookings independently.

In a perfect world, a client visits our website, adds search details, sees a selection of available villas, then makes an enquiry or booking. However, often people do not follow the search path. Some clients see villas on the homepage and others may follow the 'collections' menus.

The Sienna-bot starts at the enquiry process by gathering all the details necessary for a search. Once the enquiry process is complete, in addition to a thank you, the Sienna-bot creates a page for presentation to show the client, this page also becomes the starting point for the agent to start to reply to the enquiry.

If no further client action is recorded within 10 minutes of the enquiry and the agent has not yet started working on the enquiry, an email will be sent by the Sienna-bot to the client presenting the available options. Of course, The more (PMS's) Property Management Systems and booking systems we connect to, the more effective the Sienna-bot will be. However, in addition to presenting the villas from the booking systems, the Sienna-bot can email the bespoke villas (properties not on booking systems) to ask for availability and update the client in real-time, as new properties declare themselves as willing to make the booking.

In most cases by the time the agent logs into the enquiry, all the heavy lifting is done and the Sienna-bot has retained the client's attention. This early activity is essential… if the client's attention is maintained from the moment of enquiry and available options are presented to the client before he/she shops around, the chances of a booking are increased by more than 50%.

Currently, we are creating the TFBMS AI as a sales staff assistant. Phase 2 is to make it a fully automated tool. The first application of this will be the option for the client to negotiate a deal, direct with the owner/manager/company representing the villa.

11. The TFBMS – TBS Total Business System (About Game Theory)

Influencers: Albert Tucker - David McAdams - Adam Brandenburger - Barry Nalebuff - Raymond W Smith

Game Theory - Business Science – Economics – Military Strategy - The Prisoners Dilemma.
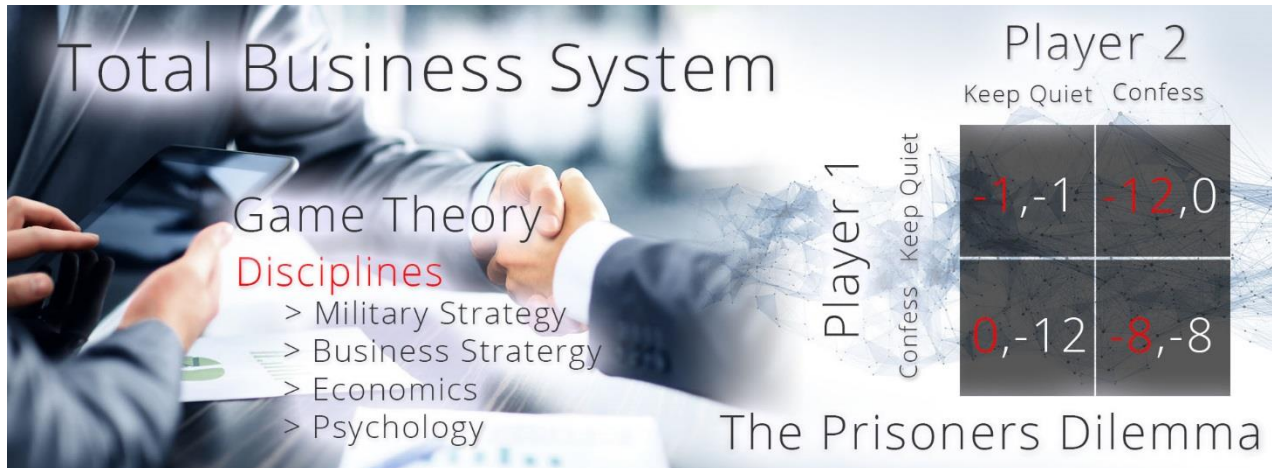
The Total Business System adds forecasting scenarios and business strategies created via game theory to the S-World Villa Secrets software bouquet. Creating the 'B' for Business in the TFBMS

As an introduction to game theory, I shall condense extracts from David McAdams superb book 'Game-Changer: Game Theory and the Art of Transforming Strategic Situations.'

"The Game Theory approach to business has resulted in many strategic initiatives, from joint ventures to mergers, to new business development that would have been unheard of in a traditional planning environment." Games are strategic situations and game theory is the art and science of strategy. At the heart of the game theory mindset, is the recognition that the game can always be changed, so one can receive a consistent strategic advantage over your competitors.

One can change games by the deployment of different strategies; commitment, regulation, cartelization (mergers or collude), retaliation, trust, and relationships. And also; the timing of moves, strategic evolution, and equilibrium.

"Successful business strategy is about actively shaping the game you play, not just playing the game you find."

The greatest power of game theory is to build your awareness of what games are being played and to illuminate ways in which those games can be changed for the better. The goal is to consider Game Theory at this deeper level and to set one on the path to becoming a game-changer in your own life, so you can win before you fight, in business and in life.

The lessons provided by game theory, provide leaders with a powerful set of tools to leverage their influence and gain an even greater strategic advantage, to shape the world even more to their liking.

12. The TFBMS – TBS Total Business System (Applied Game Theory)

Influencers: Albert W. Tucker - John Nash - David McAdam's - Merrill Flood - Melvin Dresher
Game Theory - Business Science –Strategy - The Estate Agents Game – Cartelization - Collusion

Most elements for the TBS (Total Business System,) are found within the advanced software and strategy, M-Systems, to put into scale, All of Villa Secrets is system one, and there are another 15 systems. Many of which are relative to one Villa Secrets business strategy or another.

To home these strategies and convert them into something that can be simply presented, and that used best-business-science-practices I am using game theory and creating games like the one we see above. Let's look at this game and learn some Game Theory. First, we need some rules and baseline estimates

1. We estimate that in 2020 the affiliate Villa Secrets realtor will acquire an additional 6% of the luxury villa sales market, due to Villa Secrets network mandate marketing initiatives.
2. A 1% market share point is worth about $250,000
3. Three dominant brands hold half the market, and a dozen or so other companies share the rest. To simplify we create 6 even competitors, who have 17% of the market each.
4. This game is played between two of the big players.
5. In this game, we see that each player has a 'dominate strategy' to be the only realtor to join the network.
    a. We work this out by going across Realtor 1's join row, to the blue 5 and red negative one. Or come down the Realtor 2's join column and seeing the red positive 5 and blue negative 1.
    b. The plus five negative one represents the 6% shift in market share, with the winning player gaining 6% on the new business, but losing 1% of their existing business. As such, the winning realtor moves from 17% to 22% (a 27% net gain).
6. The strategy for both to join is better than no deal at all, but less than half the net gain of exclusivity. However, in a more complex game that I am creating, we will look at Villa Secrets creating dedicated real estate products that will make the 'Join/Join' for two of the top agencies the best strategy.

13. The TFBMS Financial System (S-World Accounting)

Influencers: None

Total Financial Software / Banking Software / Accounting Software

See Total Financial Business System for functions of the TFBMS Financial System.

Before any theories, scientific or otherwise, came fact. Human error and poor reporting can cripple a small business. Whilst it was not the first thing we programmed, always at the heart of the system is quality accounting software.

Version 1.01 of this system will take 3 months to make. I can imagine a few computer scientists out there saying, it's just not possible to create 'quality accounting software' in a few months! However, this system is very simple in its initial format and at the end of the day, it's just data and a bunch of CMS's, of which we have already shown our metal.

One may have thought to create an accounting system that fetched bank data from many banks in many countries would require making many API's (online connections) with the different banks. However, in some third world countries, they do not have APIs for such connections.

There is only one way to synchronize all the world banks, in minimal time, with minimal effort and that is to create a spreadsheet download system, very basic but completely effective. A staff member downloads their bank data 3 times a week, upload it into 'S-World Accounting, then goes online, assigns any unassigned payments to cost centres, and from this, we can make management accounts instantaneously. A licensor can monitor the fortunes of all licensee's in almost real-time.

Why do we need to do this? Because it's utterly essential to S-World as we are making a system for a great many small businesses. To avoid a chaotic situation, we need to know everything about the finances of the greater network. And our companies need to know everything about their business.

Version 2 will see us take the accounting to the point where it can do all tax and we will have a great many CMSs including client systems so they get notified of payments automatically

Version 3 will connect to banks automatically, so payments are made automatically.

14. M-Systems

Influencers: Isaac Asimov – Amanda Peet – Stephen Hawking – Edward Witten – Leonard Susskind

Macro-economic Systems / Micro-economic Systems / M-Theory / The Theory of Every Business

M-Systems are a collection of complementary system and designs for a global network, built upon the foundations of the Villa Secrets Network.

The main difference between M-Systems and Villa Secrets Systems (S-Web and TFBMS) is that given enough programmers I can create all Villa Secrets Systems, whereas M-Systems require assistance from others.

There are currently 17 M-Systems. Villa Secrets, S-Web, and the TFBMS are collectively system 1. The rest are described in varying degrees of completeness at www.AngelTheory.com/M-Systems. While all systems are relevant, two systems are particularly relevant to real estate and travel.

M-System 6. *The Theory of Every Business designs grand networks (large real estate developments).*

The creation of property developments is a natural evolution for a planned network of high-end real estate agents, luxury villa rental and property service companies. From 2011 to 2013 I created 'American Butterfly' 'The Theory of Every Business.' Which describes various ways of creating popular resort developments, including many location enhancing exercises, which when entangled within other M-Systems result in a way to create awesome economically viable developments. Which in turn are exclusively sold by Villa Secrets companies.

## M-System 7. *S-World Virtual Networks*

S-World Virtual Networks are a broad topic, within which is S-World VBN, (Virtual Business Network) and a specific application we wish to create for choosing suitable plots of land for development, and after create models of the property developments in Virtual Reality. Created in such a way that clients, can simply add to existing architectural designs or create new homes from scratch, and management can redesign entire developments.

The first steps to creating this system are to make 2 partners in the venture, Will Wright and his SIMS and SIM City technology and architect Stefan Antoni.

15. The Butterfly (Technology and other Partners)
Influencers: Sir Richard Branson – Bill Gates – Mark Zuckerberg – Paul G Allen
Real Estate and Travel / Physics and Economics / Philanthropic Foundations / Technology Companies
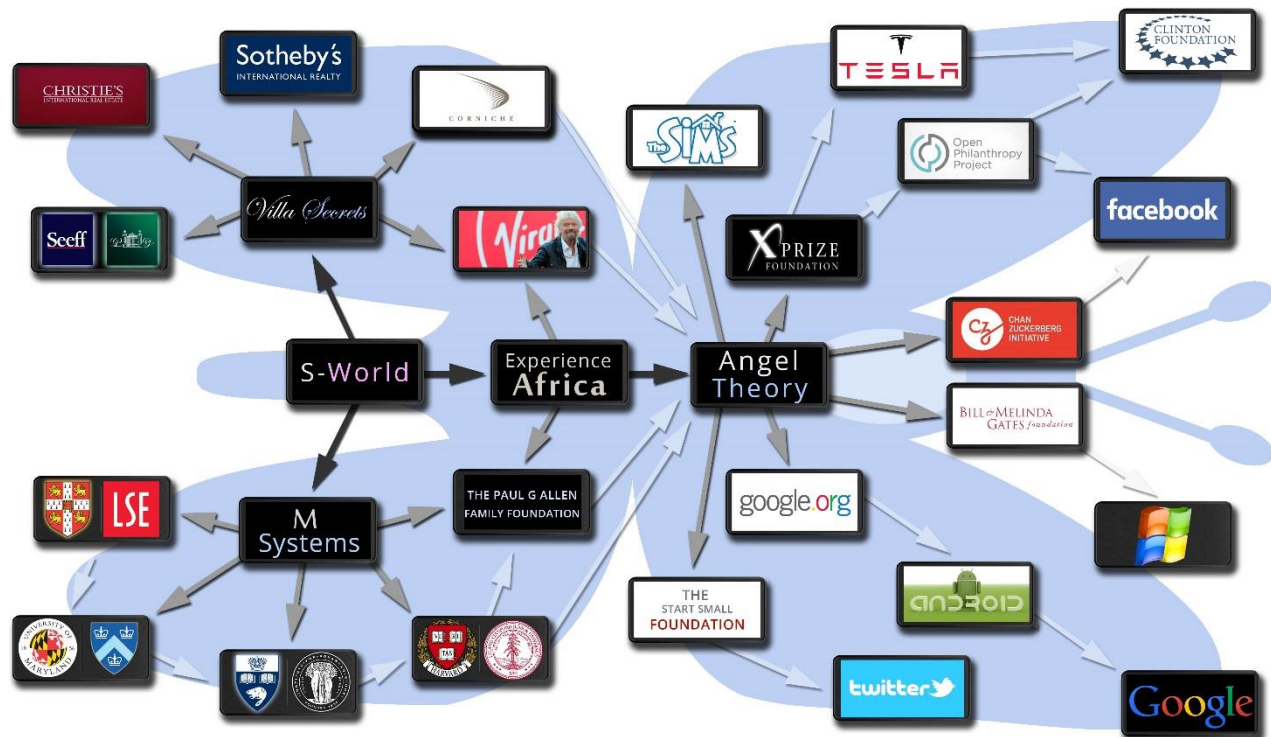
Above we see the S-World Villa Secrets implementation strategy for 2017/18.

On the top left-wing, we can see Villa Secrets desires to connect to Africa's top Relators Pam Golding and/or SEEFF. Next, we see the two international giants Christie's Real Estate & Sotheby's Realty, (plus not seen Dogon Group & Berkshire Hathaway)

Next to Sotheby's is The Corniche Group who are experts in investment, logistics, and property development. Below the Corniche Group, we see Sir Richard Branson's VIRGIN Group, experts in branding, luxury villas, safaris, private islands, holidays, flights, media, networks, and other industries and disciplines. Both Virgin and the Corniche Group have philanthropic foundations.

As well as being a desired partner for Villa Secrets, Sir Richard Branson joins 'The Paul G Allen Foundation' as the two organizations initially connected to Experience Africa, the first of the S-World Villa Secrets philanthropic special projects which primarily exists to assist the fight against ivory poaching and other dangers faced by Elephants, Rhinos Cheetahs. (ref The Ivory Game)

On the bottom left-wing, we see a collection of academic institutions to whom we are presenting our advanced software design 'M-Systems,' as can be seen at www.AngelTheory.com. This plan is awesome, a balance between business and philanthropy made possible by following the laws of nature and the creation of next-generation software and systems.

On the right-hand side of the butterfly, we mostly see technology companies and their founder's philanthropic foundations. I have chosen philanthropists before their companies as it is my way. Besides, it may well be the only way to get such business rivals to work collectively, as is desired for the S-World Network.

16. Villa Secrets – Design vs. Implementation.

Influencers: Sir Richard Branson - Bill Gates – Mark Zuckerberg – Vineeth – Piyush - Paul G Allen
CMS Content Management Systems / Software Development / Silicon Valley / Artificial Intelligence

One of the most surprising quotes I have recently heard was presented by Sir Richard Branson; "You can't build a reputation on what you are going to do." By Henry Ford.

www.virgin.com/richard-branson/my-top-10-quotes-branding

Whilst this quote seems out of character for risk-taker and business developer Sir Richard Branson, who was my inspiration from 2007 to 2011. It leads to a valid question about what has been done and what needs to be done?

In terms of creating a software design, this is done. And when we include M-Systems, I genuinely expect both Paul G Allen, Mark Zuckerberg and Bill Gates to be impressed.

I don't like to talk about my personal attributes, but needs must. What is important to know is that the S-World Villa Secrets, S-Web framework, TFMBS and TFMBS AI designs, are all works that I can create working remotely with my team in India. The more programmers I have, the quicker it will be created. However, what makes a big difference is that I am programming for an industry I know, so there is no disconnect. It's very rare for a systems designer to have 10 years' experience as the CEO for a market-leading company in the industry he or she is designing software for, and the lack of that disconnect means that the design is continually developing, into new applications, and improving.

Getting to the specifics of what is complete and what is in the development queue, let's start with the S-Web CMS. Is it complete? No, the 2016 design is complete, but in Q1 2017 I created two new designs, the 'online magazine' and the TFMBS AI, and chances are by the time these two items are complete, I will have thought of more applications. I'd say without fear of rebuttal our current CMS is already one of the world's best for luxury real estate or travel, and it will only get better the more I work it.

Regarding the TFBMS, this is a system that is mostly a design, not an application. However, I'm looking forward to it, and the ground work is has been laid within the S-Web CMS.

S-World Villa Secrets

Operations Manual & Business Plan

By Nick Ray Ball 2004 to 22nd March 2017

Chapter 2: Mandate Marketing

Mandate Marketing, the Estate Agent's Marketing Pack, &…

Mandate Marketing – Full Chapter

S-World Villa Secrets

Operations Manual & Business Plan

By Nick Ray Ball 2002 to 25th March 2017

Chapter 3: Villa Secrets Luxury Rentals

Mandate Marketing, the Estate Agent's Marketing Pack, &...

Villa Secrets Luxury Rentals – Full Chapter

1. Villa Secrets Rentals Introduction
2. Villa Secrets South Africa – Rental Agents and Realtors Proposal
3. Marketing, Google, S-Web and the TFBMS
4. Mandate Marketing
5. Villa Secrets Rentals - Websites and Financial History
6. Villa Secrets Rentals – 2017 to 2019 Forecasts and Scenarios
7. Villa Agencies vs Direct to client booking agencies
8. Airbnb v Homeaway Game Theory Case Study

More to Come
Expected Completion April 2017

S-World Villa Secrets

Operations Manual & Business Plan

By Nick Ray Ball 2015 to 25th March 2017

Chapter 4: Villa Secrets Property Sales

Real Estate Sales, Prestige Marketing & Other Concepts

Villa Secrets Luxury Rentals – Full Chapter

1. Villa Secrets – Why Realty First?
2. Realty Opportunities Online
3. Mandate Marketing
4. Villa Secrets Southern Africa - Realtors Proposal

Much more to come…

Expected Completion April or May 2017

Then added to in later months, whilst in conversation with estate agents

S-World Villa Secrets
Operations Manual & Business Plan

By Nick Ray Ball March 2011 to 10th March 2017

Chapter 5: Villa Secrets Network

Networks, Licensors, Licensees, Ripple Effects, and Cost Centres

Villa Secrets Network – Full Chapter

1. I Hate Taxes
2. Introduction - Licensors, Licensee, and Cost Centres
3. Basis of the Agreement - Rules and Laws
4. The Collusion Game
5. The Real Estate Agents Mandates Game
6. Nash equilibriums, Peter Schiff and taxation
7. The POP- The Pressure of Profit Investment System
8. Investment Company Licensor Model
9. Realty Companies – Licensee or Licensor?
10. A Cape Town Villa Secrets Network
11. Ripple Effects & the $A^{ST}<>B^{ST}$
12. Ripple Effects & Synergies
13. Complex Ripple Effects
14. Villa Secrets International

Expected Completion April 2017
Then added to in later months.

S-World Villa Secrets

Operations Manual & Business Plan

By Nick Ray Ball 2013 to 10th March 2017

Experience Africa (Not for Profit)

Chapter 6: Experience Africa (not for profit)

Conservation, Philanthropy, Safari Systems & Tour Operators

Villa Secrets Network – Full Chapter

1. Prequel - Motivations (Experience Africa Introduction)
2. Conservation & Philanthropy Summary
3. Conservation & Philanthropy Summary 2 'GIVE HALF BACK'
4. From Villa Secrets, We Get Experience Africa 'for free'
5. Experience Africa TFBMS AI Logistics
6. African Safari Awards & Top10Safari.com
7. The Elephant and Rhino Taxes
8. Safari Companies 12.5% of turnover due diligence
9. Experience Africa Gives!
10. Conservation, Branding, Ripple Effects, & Elephants
11. Philanthropy, Empowerment, and Advancing Human Potential
12. Villa Secrets LTD. UK Equity (Global Operations Centre)
13. S-World, Experience Africa, and The Sienna Foundation
14. The Butterfly

Expected Completion April or May 2017
Then added to in later months.

S-World Villa Secrets
Operations Manual & Business Plan

Chapter 7: SWOT Analysis & Villa Secrets History

Strengths, Weaknesses, Opportunities, Threats + History

SWOT Analysis & Our History – Full Chapter

1. SWOT Analysis (Strengths & Weakness)
2. SWOT Analysis (Strengths)
3. SWOT Analysis (Weakness)
4. SWOT Analysis (Threats & Opportunities)
5. SWOT Analysis (Threats)
6. SWOT Analysis (Opportunities)

7. Villa Secrets History (The How)
8. Villa Secrets History 2

Expected Completion May 2017

System 2. Ripple Effects

Influencers: Benoit B Mandelbrot - Monica Ball (mom) - Michael Greene - Brian Green - Paul Allen

Ripple Effects / The Butterfly Effect / String Theory / Business / Networking /

This chapter 'Ripple Effects and Game Theory' is a great 'in progress' example of a small system, turning out to become massive.

Originally System 2 was 'The M&B String' showing how we see the ripple effects and POP as the creation of strings or iteration, that cannot be seen.

this grew into the Villa Secrets system the Ast<>Bst

But with the progress of Experience Africa and after reading Paul G Allen admired ripple effects and Experience Africa is a ripple effect of villa secrets, it took on a new dimension and a chapter about ripple effects.

But most recently another parallel evolution took place as I studied game theory and started to picture a way to create a game theory version of the Ast<>Bst in the Sienna Equilibrium, which I see as my best shot for a great many things.

System 2. The M&B String (M$\Leftrightarrow$Bst) & (A$^{st}\Leftrightarrow$Bst)

Influencers: Benoit B Mandelbrot - Monica Ball (mom) - Michael Greene - Brian Green - Paul Allen
Ripple Effects / The Butterfly Effect / String Theory / Business / Networking /

The graphic above is the closest rendering I could find to express how the A$^{ST}\Leftrightarrow$BST will display complex ripple effects over time. But before the A$^{ST}\Leftrightarrow$BST came the M&B String (M$\Leftrightarrow$BST)

The M$\Leftrightarrow$BST is my beautiful equation, originally written and presented to my mother in the summer of 2012. The M&B stands for Mother and Baby, the double arrow '$\Leftrightarrow$' signifies iteration (feedback loops, ripple effects and circular events), and the 'ST' indicates an extended family. Whereby when the baby is born it is dependent on its mother, but as it grows the ripple effects can go each way and can extend to the extended family.

Before the M$\Leftrightarrow$BST came the idea that one way to expand the network from travel and real estate into other industries was to create large ecologically safe resort developments, (called grand or super-grand networks) whereby each company that built, supplied, or traded in the resort would need to be a part of the network and use its systems.

The M&B String was inspired by a consideration of how such a grand network would use its profits to invest into new grand networks in different locations. In each case, each new network is initially dependent on the investment of its parent, but soon after the new grand network starts to iterate with its mother. For instance, if a company in the parent resort had the contract to supply aluminium windows to its baby network, it would be a significant contract, more so if extended to many developments. To see this in more detail one may look at chapter 2 'The Suppliers Butterfly' in my first book, American Butterfly part 1 'The Theory of Every Business.'

In 2015 I had cause to change this theoretical microeconomic equation into a real-world microeconomic algorithm by adapting it to; A$^{ST}\Leftrightarrow$BST. In which 'A' was our 2015 real-world prototype CTLV, and company 'B' is joined by companies C, D, E, F, G & H creating a string/cube of 8 companies. Where after the indirect and direct benefits of each company on each other within the string is calculated. Here are the results A$^{53}\Leftrightarrow$B$^{57}\Leftrightarrow$C$^{60}\Leftrightarrow$D$^{42}\Leftrightarrow$E$^{44}\Leftrightarrow$F$^{62}\Leftrightarrow$G$^{61}\Leftrightarrow$H^{63}
This tells us that 53 points of improvement for company 'A' are created from the rest of the companies in its string. We then follow the ripple effects through the network into the M-System 14. Angel City future projections and plot a gazillion paths to and from Angel City 5.

System 2. Ripple Effects
Influencers: Benoit B Mandelbrot - Monica Ball (mom) - Michael Greene - Brian Green - Paul Allen
Ripple Effects / The Butterfly Effect / String Theory / Business / Networking /

American Butterfly

The 'Butterfly' is in respect of the POP Investment System (inspired by the butterfly effect). American Butterfly and M-systems are created as sets of ripple effects, some simple, some more complex. But all very useful, as we seek to create 'circular events' so via a series of interactions, the initial company (the instigator) creates a ripple effect and sees via a series of unfolding events the ripple effect comes full circle, and boost the profit or prestige of the instigator.

Or more complexly, where the initial company does not directly benefit from its action becoming circular, but others benefit, and a 'ripple effect credit' is given to the instigator, so that it will in future be boosted by a ripple effect from a different instigator. This complex equilibrium, I call 'The Sienna Equilibrium' as will soon the subject of M-system 2.

System 3. The Susskind Boost.

Influencers: Leonard Susskind - Amanda Peet

String Theory / Business / Software
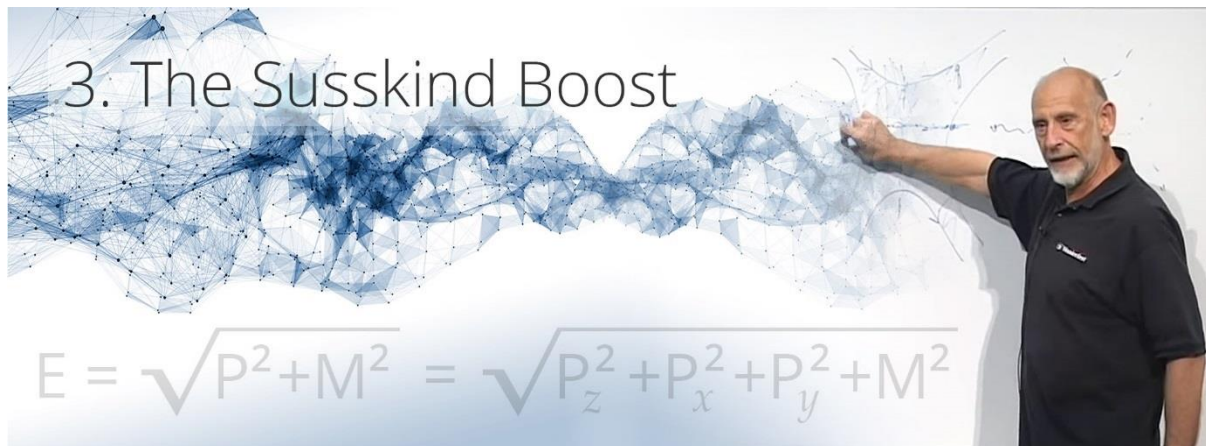
Above we see Professor Leonard Susskind, arguably the first string theorist, and an equation for boosting strings taken from his Stanford University video 'Lecture 1. String Theory and M-Theory. In which at 34 minutes Susskind tells us:

'We boost the hell out of the system along the Z-axis, (gross profit) until every single particle (company) has a huge momentum, if there is any particle that is going backwards along the Z-axis, you just have not boosted it enough. Just boost it more until it's going forward with a large momentum.'

To apply this to the network we change a particle for a company and the Z-axis to gross profit.

On hearing the line above, it immediately solved a dilemma which was what to do with an underperforming company. I was not sure if it was better to apply more marketing or whether to offer financial assistance. It is in my nature to apply more marketing, but was that the best?

The Susskind Boost tells us that in String Theory one should apply boost. So, boosting it was… be it marketing, the award of a tender, additional websites, or any other form of boost. This lead to packaging all the possible ways one could boost a company into one equation/algorithm that I called The Susskind Boost, that would be applied to all companies.

$$\hat{S} = \frac{\bar{G} \times \text{\AA} + \check{T} + \hat{W} + \acute{C} + \theta + Đ1 + Đ2 > 9 + \acute{M}}{\mu + \square}$$

In which the $\bar{G}$ is gross profit and $\text{\AA}$ is the TFBMS software. After which we add boosting methods, for example; $\check{T}$ is tenders or agency contracts. After which we divide the result by the limiters μ for market share and $\square$ access to stock.

Importantly, Professor Susskind tells us that small systems are harder to boost and change occurs slowly. This is like most businesses, and so Villa Secrets changed the shape of the GGW-string to apply maximum boost to new companies. Specifically, all the 25% of gross profit contribution for the first two or three years would be spent directly boosting the company that contributed. This is the equivalent of a franchisor spending its 4% or 5% fee on directly marketing the franchisee that contributed the funds.

System 3. The Susskind Boost Equation

Influencers: Leonard Susskind - Amanda Peet

\# String Theory / Business / Software

$$\hat{S} = \frac{\bar{G} \times \mathcal{S} + (\check{T} + \hat{W} + \acute{C} + \Theta + Đ + Đ^{2>9} + \acute{M})}{A}$$
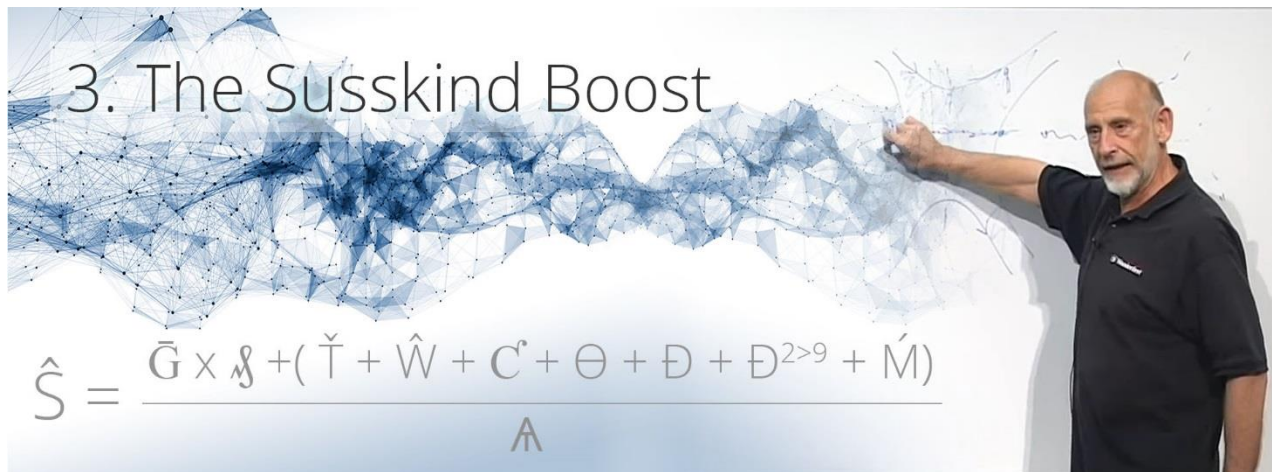
$\hat{S} = (\bar{G} \times \mathcal{S} + (\check{T} + \hat{W} + \acute{C} + \Theta + Đ + {}^{Đ2>9} + \acute{M})) \div A$ (Systems currently in use)

$\bigcirc + ß + ₪ + \bar{Q} + \acute{S} + \acute{S}2 + \ddot{U} + \mathcal{D}\rho + \breve{A}\acute{c}^{1>5} + \underline{B}r^{1>7} + ₽$ (Future Systems)

1. $\hat{S}$ The Susskind Boost

2. $\bar{G}$ Gross Profit

3. $\mathcal{S}$ TFBMS (Total Financial Business & Marketing Software) + S-Web Framework
4. $\check{T}$ Tenders or agency contracts = 0 to 200%
5. $\hat{W}$ Additional Websites = 0 to 400%
6. $\acute{C}$ Contracts or Mandates = 0 to 1000%
7. Θ High owner/stakeholder vs paid employee ratio = 0 to 200%
8. $Đ$ Ast⇔Bst Effects from other businesses in the string = 0 to 250%
9. $Đ^{2>9}$ Ast2-9⇔Bst2-9 Effects from other strings in the network = 0 to 400%
10. $\acute{M}$ High spending on marketing and development = 50% 150%

11. A The Peet Tent (M x ⌂ x QSF)
            (M = Law of diminishing returns x ⌂ = Stock x QSF = Quantum Safe Forecasting)

12. $\bigcirc$ Adding Gravity (One global brand per group/network/string) = 0% to 300%
13. $ß$ PR & Branding after M-systems has been published = 0% to 10,000%
14. $₪$ Links after the M-systems has been published = 50% to 750%
15. $\bar{Q}$ QuESC = 50% to 100%   (M-system 11)
16. $\acute{S}$ S-World Virtual World (VSN) = 100% to 500%   (M-system 7)
17. $\acute{S}$ S-World Virtual World (VBN) = 100% to 500%   (M-system 7)
18. $\mathcal{D}\rho$ PQS Voyager = 50% to 350%   (M-System 13)
19. $\breve{A}\acute{c}$ Angel Cities = 200% to 20,000%   (M-system 14)
20. $\underline{B}r$ Brains / Membranes (Big companies)   (M-system 16)
21. $₽$ PQS (M-Systems)   (Other M-systems)

4: The Peet Tent - Einstein's search for A Theory of Everything

Influencers: Albert Einstein - Sir Isaac Newton - Brian Green – Michael Greene – Edward Witten & Others
String Theory / M-Theory / Networking / Economics / Fund Raising / Business / Philanthropy
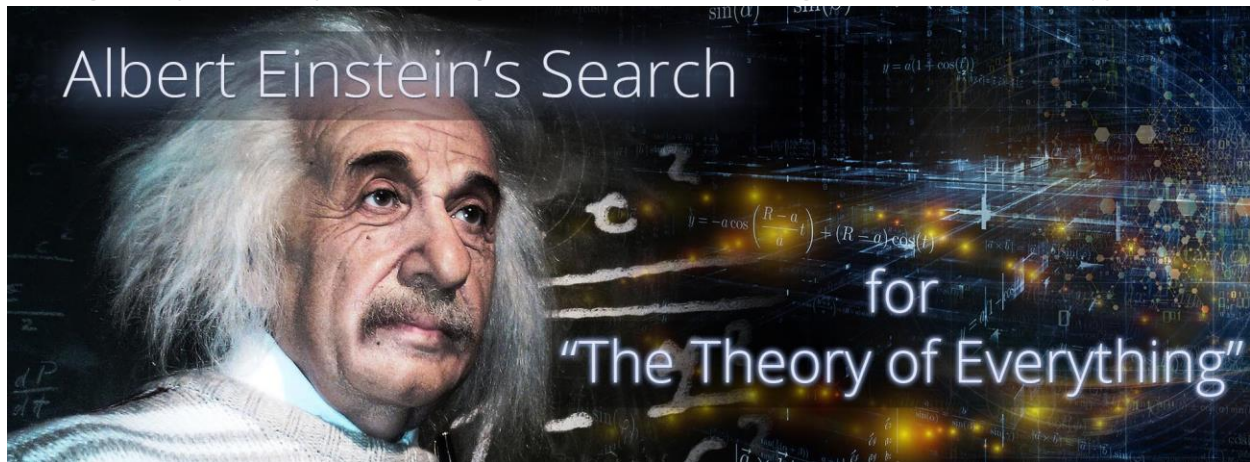
In 1905 Albert Einstein proposed his beautiful equation $E = mc^2$ (Energy = mass times the speed of light, squared) and 'special relativity' regarding the relationship between space and time.

Two years later Einstein started a quest to better Sir Isaac Newton's theory of gravity and... 13 years later Einstein's new theory was completed and named general relativity or Einstein's theory of gravity.

Einstein's theory differed from Newtons in one key aspect, where Newton explained our planet's stable orbit around our sun being due to our earth being attracted to our sun's mass. Einstein's theory proposed that the sun creates a warping of space and time (like putting a big bowling ball on a very large trampoline) and the earth's orbit around the sun, is the earth moving in a straight line across the warped space the sun creates (as may be simulated by rolling a coin around the indent created by the bowling ball in the middle of a trampoline and seeing the coin circle the indent before falling onto the bowling ball).

After Einstein published his theory of gravity he started a new quest... the search for a Theory of Everything, a way to add the force of electromagnetism (which makes electricity) to his theory of gravity. But sadly, Einstein would spend the next 30 years working on this search without success.

One reason for Einstein's lack of success was that despite winning a Nobel Prize for his 2005 work on the photoelectric effect in the new discipline of quantum mechanics, in his later years, Einstein rejected quantum mechanics as its inherent jitteriness and unpredictability were at odds with his smooth and certain theory of gravity.

Today both Einstein's theory of gravity (general relativity) and quantum mechanics are considered as the founding pillars of modern physics and a theory of everything is how to unify the two disciplines.

About 15 years after Einstein's passing, a new consideration of how one may achieve this goal started to emerge called String Theory, which in 1995 developed into M-Theory.

4: The Peet Tent - String Theory, and the origin of M-Theory

Influencers: Pythagoras - Brian Green – Michael Greene – Edward Witten –Amanda Peet - Leonard Susskind - Stephen Hawking – James Gates - John Schwarz.

String Theory / M-Theory / Networking / Economics / Fund Raising / Business / Philanthropy
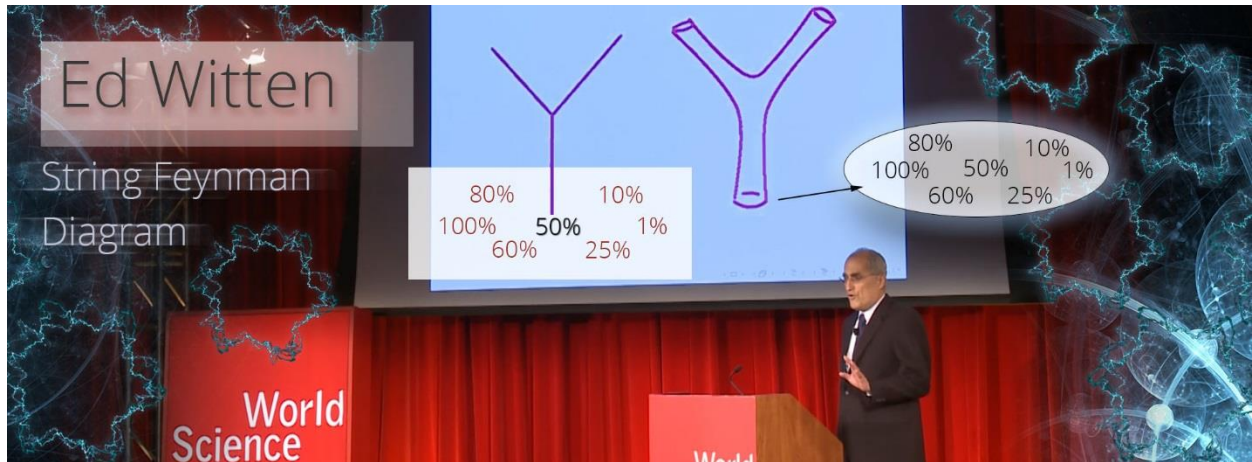
Professor Edward Witten – On the Shoulders of Giants

String Theory was discovered in the late 1960s by pioneers such as Professors Leonard Susskind, Michael Green & John Schwarz. However, a fundamental quality of the theory dates back thousands of years and was the first example of theoretical physics.

"According to legend the first mathematical formulation of what we call a law of nature dates back to Pythagoras, circa 580 to 490 BC. Who is said to have discovered the numerical relationship between the length of the strings used in musical instruments, and the harmonic combinations of the sounds." (By Professor Stephen Hawking)

The fundamental principle of string theory is that, instead of the smallest components within atoms being individual particles, 'particles are not points but patterns of vibration, that have length but no height or width, like infinitely thin pieces of string,' and that our universe is made up of these strings, which have many different frequencies and shapes. The different shapes of the strings form different particles within atoms. For instance, one shape creates a particle of light and another shape creates gravity.

Mathematically string theory is hard to master. However, when you break it down as a theory that can unite the uncertain quantum behaviour of atoms with the smooth and steady results from general relativity, it comes down to just one thing, which we see presented in the picture above by one of the fathers of M-Theory professor Edward Witten.

Please see the picture above, on the left in position one we see a standard Feynman diagram as used in the standard model of particle physics, which as inferred by the percentages seen can only accept a precise figure, shown as '50%,' whereas on the right in figure two we see an oval shape at the bottom of the 'Y.' This is a closed string that is circular, both ends of the string meet creating an oval, within which all results are accepted.

Imagine it's a vacuum cleaner. On the left is a very thin nozzle used for getting into nooks and crannies and on the right, a wide nozzle for sucking up maximum dust particles. This wide nozzle shape is the quality of string theory that unites the quantum and the relativity results. **It is what makes string theory the most economical set of mathematics ever created.**

System 4. The Peet Tent – String Feynman Simulations

Influencers: Dr Amanda Peet – R Feynman - L Susskind - S Hawking – E Witten - Sir Richard Branson
String Theory / String Feynman Diagram / M-Theory / Quantum Mechanics / Uncertainty Principle

In 2012 'The Peet Tent' was first inspired by [Dr Amanda Peet's](#) lecture [String Theory for the Scientifically Curious](#) in which Peet presents a string version of a Feynman diagram and explains how this makes string theory very economical.

I thought, If I could translate that into S-World economics it would surely be significant. At the time, I added [a new section](#) to the 3rd American Butterfly book '[The Network of a String](#),' but I did not fully appreciate its significance. (Please note that an explanation of the physics of the string Feynman diagram is presented within [M-System 0. The GGW- String](#).)

It took three years for me to come up with a suitable simulation within the network design. The point that Dr Amanda Peet is making is elaborated in her more recent lecture [String Theory Legos for Black Holes](#). As the vibrating loops of strings do not have specific points, they could accept any variety of result. This is in fact how string theory unifies general relativity and quantum mechanics. Peet describes the jittery results of quantum mechanics unifying with the smooth results of general relativity by string theory creating a big tent for them to sit under. This effect is also presented by Professors [Susskind](#), [Greene,](#) [Witten](#) [[2]](#)& [Hawking (in chapter 2)](#)

The Peet Tent took quite a bit of thought within the microeconomics and required the creation of [the GGW-String](#), or to be precise, the idea of the GGW-String was a result of the Peet Tent. The answer, in the end, was simple, one just changes the shape of the GGW-String to emit enough capital to [boost](#) any company result that was not sufficient. Given that there is enough money in the network, all businesses that correctly used the system are safe… permanently, which amongst other positives would make it easier for banks to loan companies start-up funding, at low-interest rates.

Added to the Peet Tent was the MCQPS (Monte Carlo Effect Probability Software) and what I have labelled QSF (Quantum Safe Forecasting). QSF adapts the [Heisenberg uncertainty principle](#) to tell us that one can increase the probability of achieving a set gross profit target at a point in the future simply by lowering the gross profit forecast. And that we should consider doubling the uncertainty when we double time. The MCQPS tells us that for each expected reaction, we should always pick the lowest probability, as we now do to all [TFBMS](#) forecasts ([1](#), [2](#), [3](#)). Collectively, when used to create financial forecasts, QSF & MCQPS help to make sure that a company will not get into trouble in the first place. This was further assisted by limiting liabilities and some industry realtered boosters and limiters, as are collectively presented on the following pages.

System 4. The Peet Tent Due Diligence

Influencers: Sir Richard Branson - Dr Amanda Peet - R Feynman - L Susskind - S Hawking – E Witten

Business Networks / Accounting Software / String Theory / String Feynman Diagram / M-Theory
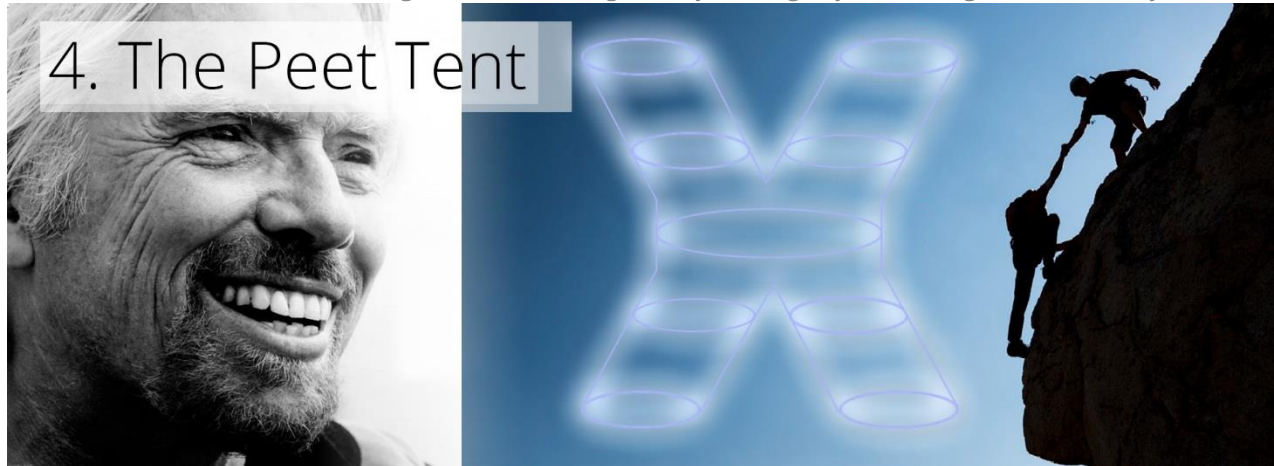
4. The Peet Tent

With the String Feynman diagrams simulated within the S-World Network's financial framework simply by making S-World (The GGW- String) guarantee companies liquidity, the question changes to 'can S-World afford it?'

There are several considerations regarding affordability. But first a little history. Before starting S-World in 2011 while researching the Virgin network, I noted Sir Richard Branson mention that the Virgin Network is a network of different companies (as is S-World). But in the case of Virgin (and most such groups), if one company failed, it was detached from all others, so all others were safe. I completely understand why and without an equivalent of the TFMBS (Total Financial, Business and marketing System) this is the only sensible way to create such networks.

However, as we have the design for the TFBMS and its financial component; the TFS (Total Financial System) can be created quickly once we have some members. All companies in the network will disclose all financial transactions on a triweekly basis, to be displayed in different ways; management accounts views, network overview, winners and losers, projections vs actual etc. etc.

Prevention is better than cure… S-World financial department will be warned the moment a company falls behind their target, and it will be flagged. As months pass if the company is still behind their target (but still profitable), it will receive additional boosts such as new websites, PR, changing to higher ROI advertising strategies, exclusive stock opportunities, offering prime positions in S-World magazines and other promotional materials. The idea being per the Susskind Boost to always boost the weakest companies in a network, so all companies stay profitable in the first place. The next step, if a company is still behind their target is to use its S-World GGW-String contributions (being used directly for boosting its own company). And finally, as a last resort, we shall see GGW-String income from the collective used to boost a failing company.

GGW-String income is between 2.5% to 5% of turnover and in the travel industry, one can buy failure insurance for between 1% and 2%. However, this is with the insurer knowing next to nothing about the financials of a company, and without companies being boosted before failure, so we should be thinking of a cost of 0.1% to 0.3%, which can be afforded given the following exclusions.

System 4. The Peet Tent - Limited Liabilities

Influencers: Richard Feynman - Dr Amanda Peet - L Susskind - S Hawking – E Witten - Sir Richard Branson

Law / Accounting / CRM / HR / String Theory / M-Theory / Quantum Mechanics / Uncertainty Principle
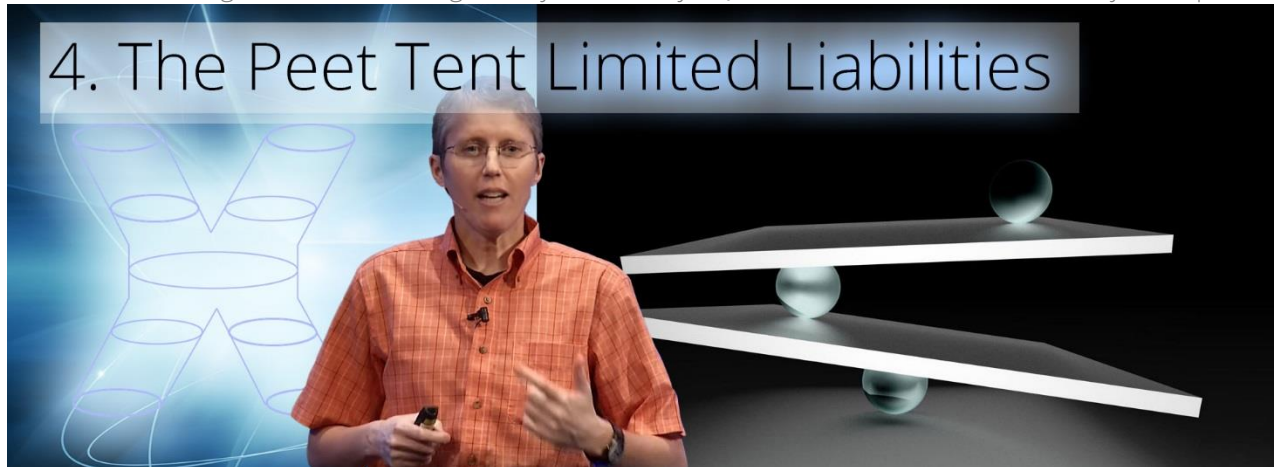
At this stage, before S-World is massive we can't create a complete Peet Tent, and certain limitations need to be made in case of legal actions on members, member's fraud, staff fraud, or company directors not working for the company.

1. Legal Action Against Members. In this case, S-World will provide legal assistance and good legal assistance. But it will not be liable for any payout. If the S-World legal team lose in court and the company owners can't pay the damages, the company will fold. So, making a lawsuit against an S-World company is the definition of a frivolous lawsuit.

2. Members Fraud. Every financial action that involves the business must be recorded in the TFS, (Total Financial System). If this has not happened and as a result, the company is in financial trouble, it will be detached from the network. (Note that stage 3 of the TFS development sees automated banking with all supplier payments made as soon as the money hits the bank; and with all suppliers paid, most of the damage that can be created by fraud is avoided.)

3. Staff Fraud. One sure way to lose money is if staff do 'outside deals,' where an enquiry for a company is converted privately by a staff member (this can happen in small companies). To severely limit such behaviour, we have the Disruptive CRM (consumer relationship management). I am creating the CRM specifically so all enquiries are logged and tracked, and clients who do not book will have communication once the deal is cold, asking how could have done better. So deterring staff from making 'outside deals' as the clients will be aware that an S-World company did not receive the booking.

This point is greatly assisted by our equity partner vs staff ratio, making top salespeople equity partners, and ensuring that all staff are monitored and are part of the team.
For more on this, see M-System 9 POP Super Coupling.

4. The Company Directors Not Working for the Company. This happens, but if it does the directors will need to forgo their equity. If a company fails due to a lack of attention, it may be protected, but its ownership will be changed.

4. The Peet Tent - Quantum-Safe Forecasting (QSF)

Influencers: Dr Amanda Peet - Stephen Hawking – Leonard Mlodinow – R Feynman - E Witten - L Susskind
Quantum Mechanics / Uncertainty Principle / Monte Carlo Method / M-Theory / Accounting / Software

Of course, picking only companies with a high probability of success in the first place is careful due diligence in its own right. For this, I am developing what I call 'Quantum-Safe Forecasting,' (QSF) which simulates some basic laws of quantum mechanics and acts as a limiter within financial forecasts. Our source for this exercise is the 2010 book The Grand Design by professors Hawking and Mlodinow…

"According to the uncertainly principle, if you multiply the uncertainty and the position of a particle by the uncertainty in its momentum (its mass times velocity) the result can never be smaller than a certain fixed quantity, called Planck's constant."

That's a tongue twister but its gist can be stated plainly: The more precisely you measure speed, the less precisely you can measure position."

From this we simulate as follows: Momentum = Profit and its position is a position in time, such as 1, 2, 3 or 4 years.

To increase the probability of making one's financial target, one simply needs to lower the estimated forecast. In the Villa Secrets forecasting scenarios 3, 4 & 5 the agency income is based on real-world gross profit of $110,000. But instead, I used $85,000 for the forecasts and obviously by doing so I increase the probability of the forecast being above the forecasted target.

A second exercise is in when forecasting for 2, 3, and 4 years to double the uncertainty each year; so if in year one we have a 20% uncertainty, in year 2 it will be 40% and in year 3 it will be 60% and the year 4 projection will have an 80% uncertainty.

Lastly and very importantly comes an exercise inspired by Monte Carlo Method physics which has been a part of the process since 2012, and an original component of the PQS (Predictive Quantum Software) which until mid-2016 the original name for M-Systems.

We simulate the Monet Carlo Method in the TFBMS software, where each of the 43 different systems has a low and high forecast of its effectiveness. But when creating forecasts, we always use the low forecast for all systems.

4. The Peet Tent Equations

Influencers: Dr Amanda Peet – R Feynman - L Susskind - S Hawking – E Witten - Sir Richard Branson
Business Science / String Theory / M-Theory / Quantum Mechanics / Uncertainty Principle / Accounting

4. The Peet Tent Equations

$$\mathbb{A} = \frac{\bar{G} \times 2 \times \mathbb{G} \times \Psi\mathbb{b}}{\ddot{O}}$$

$$\mathbb{L} = \frac{\mathbb{A} \times (\mu \times \text{Hb}) \times \text{Ç} \times \bigcirc}{\ddot{O} \times 2}$$
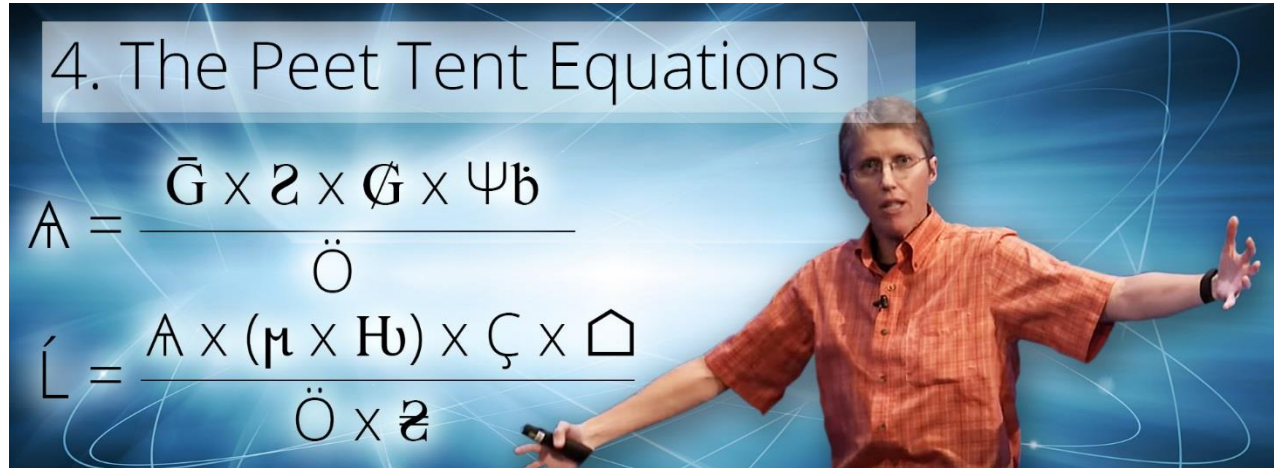
In addition to QSF, The Peet Tent also applies some industry realtered boosters and limiters to its forecasting, which can be summed up in the following equations.

$$\mathbb{A} = \frac{\bar{G} \times 2 \times \mathbb{G} \times \Psi\mathbb{b}}{\ddot{O}}$$

$\mathbb{A}$ =	The Amanda Stretch
$\bar{G}$ =	Gross Profit ($270,000)
2 =	80% (First year jitters) (QSF)
$\mathbb{G}$ =	60% (limiting variable, made to increase the probability of each forecast) (QSF)
$\Psi\mathbb{b}$ =	85% (Disasters and ELE's Renormalized) (QSF)
$\ddot{O}$ =	Operational costs, which is $117,000

$\mathbb{A}$ = $270,000 x 80% x 60% x 85% = $110,160
$\mathbb{A}$ / $\ddot{O}$ = $110,160 / $117,000 = 94.6% (A good score, as I have used very high limiting variables)

$$\mathbb{L} = \frac{\mathbb{A} \times (\mu \times \text{Hb}) \times \text{Ç} \times \bigcirc}{\ddot{O} \times 2}$$

$\mathbb{L}$ = The Location	Hawaii
$\mathbb{A}$ = The Amanda Stretch	94.6% and $110,160
μ = Market share	1000% (As the market is 10 times bigger)
Hb = Manual Override Limit	50% (Added as caution due to large market)
Ç = Competition	200% (As there is less competition)
$\bigcirc$ = Accessible Stock	25% (As the access to the bulk of the stock is uncertain)
$\ddot{O}$ = Operational Cost	$117,000
2 = Operational Cost Variable	200% (Increase if operational cost more in richer locations)

$\mathbb{L}$ = $110,160 x (1000% x 50%) x 200% x 25% = $275,400 / (117,000 x 2 = $234,000)
$275,000 / 234,000 = 117.5% (An excellent score.)

Ideally, if we have 1000 applicants, the 100 best performers move forward and the rest start again. We see this journey pictured on the next page.

## System 4. The Peet Tent – System Architecture

Influencers: A Peet - R Feynman - L Susskind - S Hawking – E Witten - P Allen - B Gates – M Zuckerberg

\# M-Theory / Software Development / Economic Strategy / Business Science / Conservation / Equality

4. The Peet Tent

Richard P Feynman

String Feynman Diagram

Once all the boosts and limiters have been calculated, a score is calculated. Companies with high scores go on to M-System 5, and companies with lower scores go back to System 1, 2, or 3 and start again creating an improved strategy.

Below we see this process in the M-systems - system architecture. Currently, this is a manual process But in time this process will be mostly automated with the best strategies presented within M-system 12. S-World UCS tutorial game, so it is simple for applicants to experiment with different strategies. And later still the entire system architecture will work as a single unit providing the best strategies to new users, and various strategies and scenarios to existing users.

M Systems: A Digital Theory of Everything
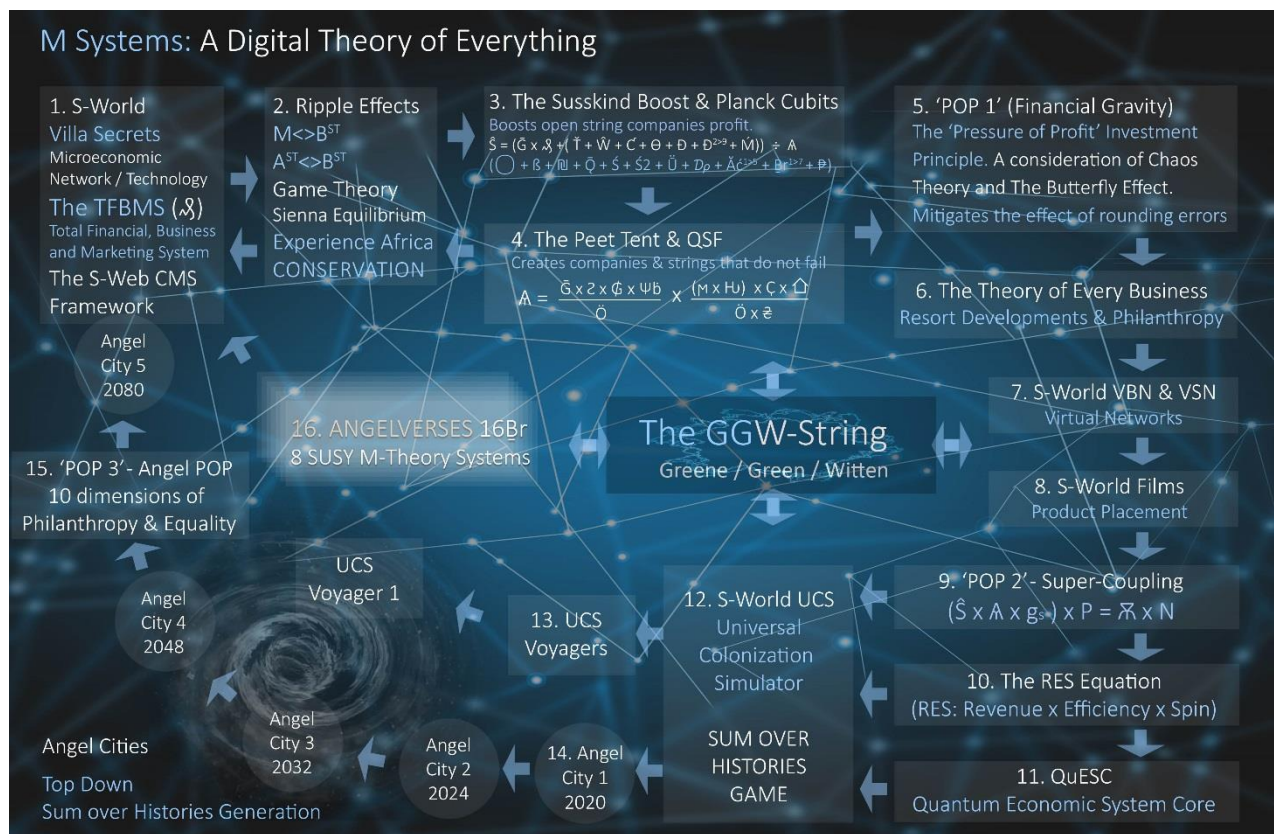
System 5. POP Origins – Isaac Asimov
Influencers: Isaac Asimov / Anthony Rauba
Science Fiction – String Theory – the Theory of Everything – Chaos Theory – The Butterfly Effect
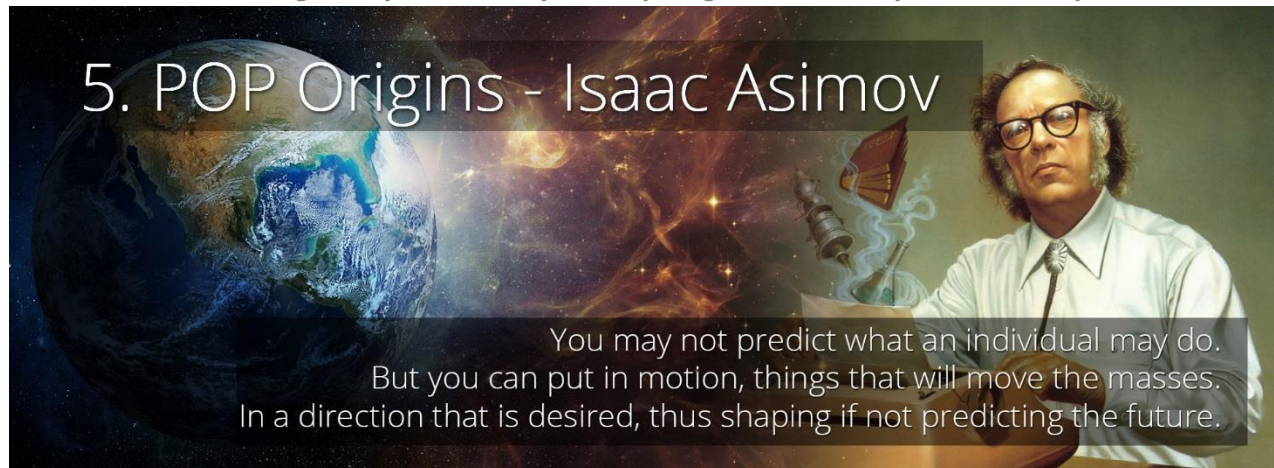
My initial introduction to string and later chaos theory was via Anthony Rauba on the evening of May the 1st 2011, whilst discussing a film treatment I wrote called Galactica 2017 and within the idea of predicting future events.

During our conversation, Mr Rauba asked if I had considered string theory, which I had not. So, I Googled it, and was fascinated by the statement that **'string theory is a genuine contender for a theory of everything.'**

My fascination was that this description 'a theory of everything,' was the best description I could find for the fledgeling S-World project, which even at that early stage had applications in every discipline and had the power to solved many big problems.

Today, 5 years and 11 months later, I present the same project as 'M-systems – A digital theory of everything.' (and note that M-systems draws its name from M-Theory which is a multi-universal theory of everything.)

Of course, back then I had no idea what string theory or a theory of everything were, but I immediately appreciated a related quote Mr Rauba presented to me by professor and acclaimed science fiction writer Isaac Asimov…

"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."

This quote underpinned S-World and became its purpose. It became what we wanted to achieve.

However, it should be noted that this quote sits less in the family of string theory, and more in the fields of chaos theory and the butterfly effect. And in general, it is the most desired of Ripple Effects.

System 5. POP Origins – Chaos Theory
Influencers: Isaac Asimov - Edward Lorenz – Lee Chazen
The Butterfly Effect / Chaos Theory / Ripple Effects / Investment / Economics

5. POP Origins - Chaos Theory
How to change the weather?
S-World Special Project: African Rain

In 2011my first introduction to chaos theory was via little Miss Sahara Hafez, who was entering the period called the terrible two's and had earned the nickname 'Chaos.' And so, one day after a bout of her chaos, I Googled it…

"Chaos theory is a field of study in mathematics, with applications in several disciplines including physics, economics, biology, and philosophy. Chaos theory studies the behaviour of systems that are highly sensitive to initial conditions, an effect that is popularly referred to as the butterfly effect. Small differences in initial conditions (such as those due to rounding errors in numerical computation) yield widely diverging outcomes for chaotic systems, rendering long-term prediction impossible." (Wikipedia 2011.)

We will see soon that POP and M-systems 5, 9 and 15 are founded upon the idea of creating a system that is less affected by rounding errors Later we will see how we mix it with quantum theory in systems 12, 13 & 14 culminating in a system to shape, if not predicting the future, per Isaac Asimov's quote, Richard Feynman's sum over histories, and the creation of M-system 14. Angel City 5, a future simulation of our planet in the year 2080. From which we can work backwards creating strings and ripple effects back to our time for us to follow, to this future.

However, my first 'chaos theory' consideration was about the weather. The founder of chaos theory Edward Lorenz, the mathematician and meteorologist who coined the phrase 'The Butterfly Effect,' found that the rounding of small numbers in his weather predictions experiments caused chaotic results, and as such one can't predict the weather, or other chaotic systems such as economics too far into the future.

I considered I could not predict the weather, but I could change it and predict the result of the change. A simple enough experiment if money is no object. Just build solar-powered desalination plants in North Africa and provide the infrastructure to turn parts of the Sahara Desert into a rain forest, or at least return it to its fertile pre-Roman state. And in so doing it would greatly improve the lives of those that lived there and help global warming into the bargain. This hypothesis was called 'African Rain' and it became the inspiration for S-World super projects. Of course, at the time it was just an intellectual exercise, but a good one as it started me on the road to more chaos theory and butterfly effect problems and the POP investment principle.

System 5. POP Origins – The Butterfly Effect

Influencers: Edward Lorenz – Benoit Mandelbrot - Mark Zuckerberg - Lee Chazen

The Butterfly Effect / Chaos Theory / Ripple Effects / Investment / Economics
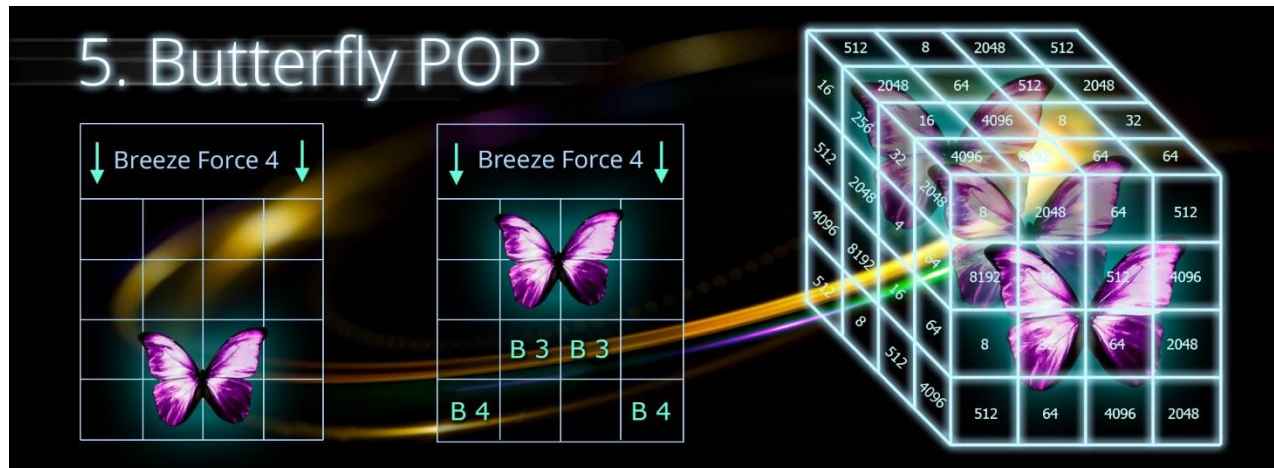
To fully appreciate POP we need to appreciate its history, which started with consideration of the phase associated with The Butterfly Effect. 'Can a flap of a butterfly's wings in Brazil cause a hurricane in Texas?'

Before the Pressure of Profit investment principle, came a consideration of The Butterfly Effect.

One fine day in 2011 whilst hiking the Chapman's Peak mountains in Cape Town, I found myself enchanted by the phrase 'Can a flap of a butterfly's wings in Brazil cause a hurricane in Texas.'

My enchantment led me to consider how one could prove it, nor not. I pictured a cubic grid around the butterfly, and the grid extended to and everything that I could see. I considered that if I could measure the wind fluctuations (seen top left) caused by the butterfly, from grid to grid, all the way to (or not to) Texas or any other faraway place that happened to suffer a hurricane, then I could say for sure, the flap of the butterfly's wings did, or did not cause or contribute to the hurricane.

In later days and months I refined by consideration to instead of counting the wind between each grid, we needed to count the fluctuations in energy, between each grid or cube. As is pictured top right, albeit there would be an awful lot more numbers.

As such, before I had the faintest clue to what a theory of everything was, I have already created the building blocks in my mind.

As later I would find out the art of measuring energy was quantum mechanics and the cubic grid that was all around us per professor Brian Greene's 'Fabric of the Cosmos – What is Space' was general relativity (or at least Newtonian gravity) and 'a theory of everything' in simple terms is what will connect/unify the two.

System 5. Classic POP

Influencers: Edward Lorenz – Benoit Mandelbrot - Mark Zuckerberg - Lee Chazen

The Butterfly Effect / Chaos Theory / Ripple Effects / Investment / Economics
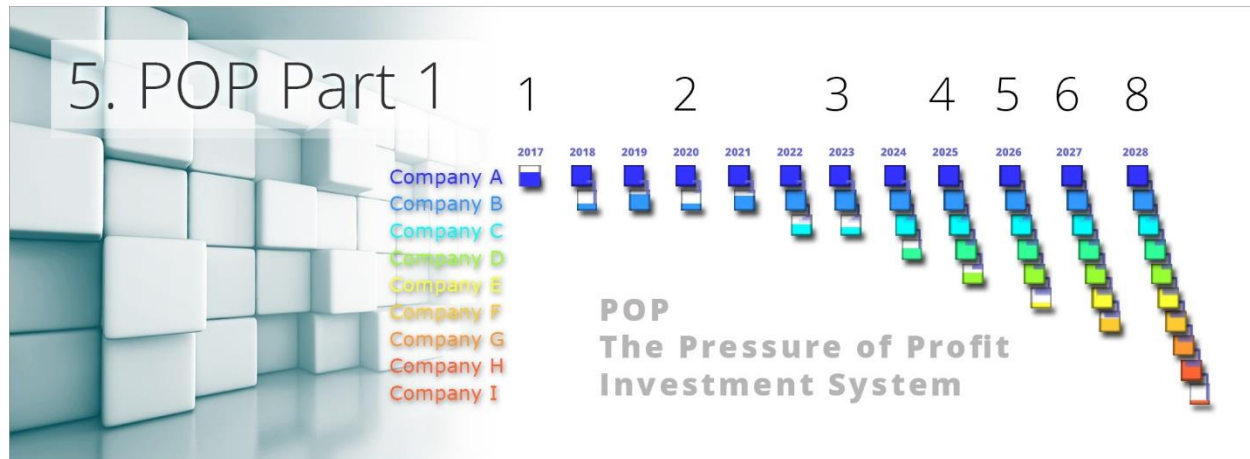
POP (The Pressure of Profit Investment Systems) is the underlying mathematics at the heart of the network. This journey begins with 'Classic POP.'

We have already discussed this point lightly in M-System 2: 'Ripple Effects,' and later in M-Systems 9. 'POP 2 Super-Coupling' and 15. 'POP 3 Angel POP' we continue its journey.

POP started its life in 2011 as a consciousness experiment in chaos theory, specifically how to avoid rounding errors. I did not seriously expect to solve the problem and even if I did, I did not expect it to be as effective as creating better accounting software to eliminate human error.

However, with the saying **'Does the flap of a butterfly's wings in Brazil cause a typhoon in Texas'** on my mind, for the fun of it, I had a go at it. My first instinct was to simply count in doubles 1 > 2 > 4 > 8 > 16 > 32 > 64 etc. By using such figures it was harder to make a recurring number in the first place. However, this did rely upon initial inputs all being the same.

The POP solution was on an annual basis to give each company an even 'point of profitability', say $1 million, and we imagine this profit as water in a bucket (as is pictured above). When a company made its million any additional profit spills over the top and flows into a new bucket, which funds a new company (company 'B'), or grand network, owned in part by the investing company. This process repeats and when company 'B' reaches its POP point, then both companies 'A & B' pour their collective profit to the creation of a third company, creating a train (string) of companies, all collectively investing into the newest company. As we see in the graphic above, the more companies in the train, the faster new companies are created. This effect was named 'The Pressure of Profit Investment System,' shortened to POP.

The idea was to then see all companies simply as 'in POP,' (making over $1 million) or 'not in POP' (making under $1 million) and only counting the 'in POP' companies. And so, the network economy would develop as stable blocks of predictable undying profit. And the more companies that were in POP, the more predictable the economy would become.

This principle was then applied to a hypothesis for the travel network plans, which at the time were described for Facebook and the creation of a large real estate development in Laconia Greece (a super grand network) as a theoretical solution to the Greek Debt crisis.

System 5. Cubic POP

Influencers: Edward Lorenz – Benoit Mandelbrot - Mark Zuckerberg - Lee Chazen
The Butterfly Effect / Chaos Theory / Ripple Effects / Investment / Economics
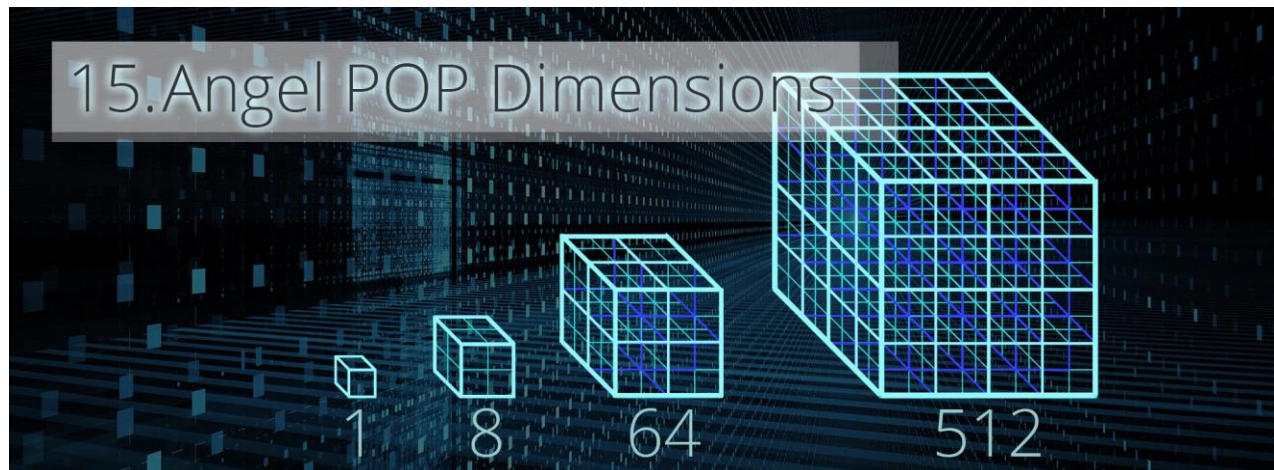
Not long after creating the POP (pressure of Profit investment principle), I changed the basic POP doubling of numbers to counting in cubes by multiplying by eight so… 1 > 8 > 64 > 512 > 4,096 > 32,768 > 262,144 and so on…

As we can see from the graphic above the POP structure is cubic, as one cube fits inside another 8 times. And after a cube of eight cubes fits inside a larger cube, making 64 individual cubes and so on… This opened the door to considering POP as a form of financial gravity and calculating the economy in cubic dimensions.

Classic and Baby POP was originally created in macroeconomics, not individual companies but super grand networks of 4096 companies, and as such the original calculations were in billions, not millions! Only after years of refinement has the current microeconomic plan been created, to fit into the macroeconomic model one cube at a time.

Classic POP was created in October 2011 as a desire to rid the network computations from rounding errors and an investigation of the Mandelbrot fractal. We can see the first paper on this here www.s-world.biz/TST/EEE-14Billion_Years.htm.

I used this hypothesis to create the M-System 6, New Sparta model, and the creation of the New Sparta 'City of Science,' a very large (resort-styled) real estate development (now known as a 'super grand network'). This was important for two main reasons, one, it hedged any investment into technology with a capital asset. And two, all the companies that would build supply and trade within the network, would become part of the network and so the network could expand into many different industries.

In macroeconomy theory, working with super grand networks with a high collective POP point of $4 billion, alongside an early version of the TFBMS software and the Facebook Travel plan 'Classic POP' created a hypothesis that saw the failing Greek economy to become one of the strongest in Europe.

System 5. Baby POP & American Butterfly

Influencers: Edward Lorenz – Benoit Mandelbrot - Mark Zuckerberg - Lee Chazen

The Butterfly Effect / Chaos Theory / Ripple Effects / Investment / Economics
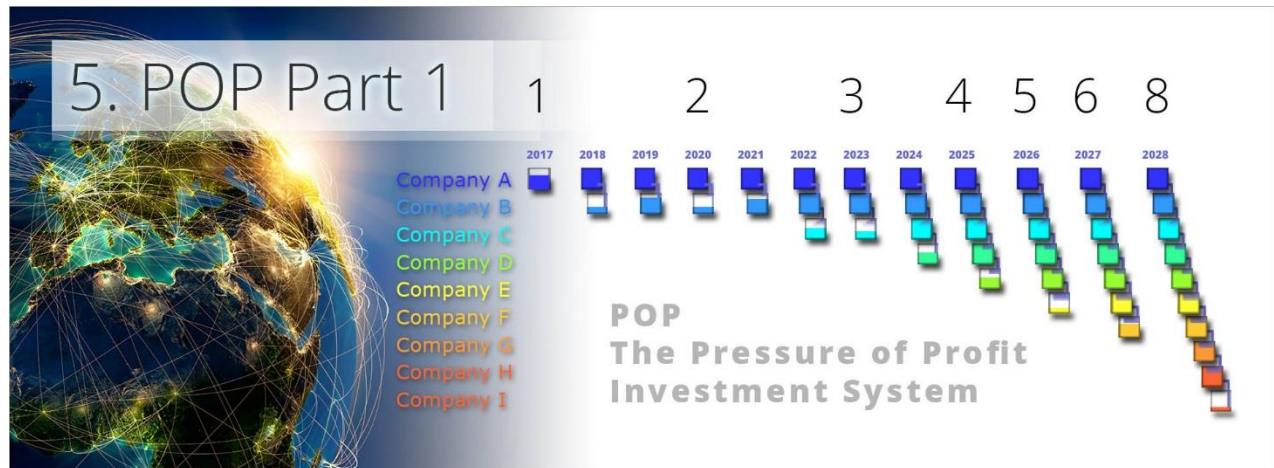
The precocious Baby POP took the original Classic POP, which demanded an even POP point for all companies, and lowered the POP point for companies later in the train.

This process is described in detail in 2012 within the third American Butterfly book The Network on a String, in the prequel chapter 'CFM and the "POP" (M⇔Bst) Investment Principle.' CFM which stands for 'Compatible Finite Math,' is the idea that we cannot completely rid our calculations of rounding errors, but we can put in place rules that avoid them. At the time, I described CFM as the mathematics that flies in infinity's slipstream.

As we have heard, the Classic POP Investment principle, used in combination with a super grand network, the TFBMS software, and the Facebook Travel plans created a hypothesis that assisted the failing Greek economy to become one of the strongest in Europe.

However, when I turned my hypothesis to the USA and the US debt crisis, after making an evaluation of what was necessary via the Kobayashi Maru GDP game, (which is now well supported in 'The Big Crash' by Peter Schiff), Classic POP did not work. However after a few different adaptations, I created 'The precocious Baby POP' which started the same, albeit with a lower POP point of $375 million for the first grand network, which lowered to $300 for the second grand network and $225 million for the 3rd where after all future grand networks have a POP point of $150 million, and we looked to create 16 grand networks in each train/string/network.

And within the rules set at that time, 'Baby POP' worked by eventually creating hundreds then thousands of grand and super grand networks that assisted the USA by absorbing their medical liabilities and without this liability the federal government would create a surplus year on year, and so long as they did not find anything new to buy, this was 'in theory' a solution.

As soon as I had worked out the mathematics of Baby POP, I stopped work on S-World.biz and started American Butterfly, 'the butterfly' in respect of chaos theory, the butterfly effect and ripple effects which were an essential component of the system.

System 5. POP - The Point of Profitability

Influencers: Edward Lorenz – Benoit Mandelbrot - Mark Zuckerberg - Lee Chazen

The Butterfly Effect / Chaos Theory / Ripple Effects / Investment / Economics
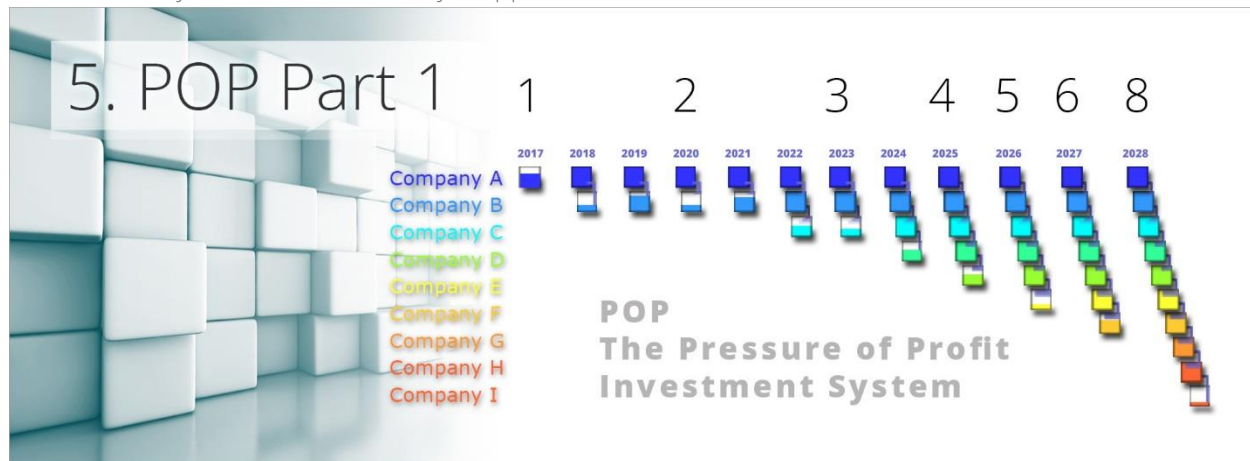
As we have heard, CFM (compatible finite mathematics) and Classic POP were created to elevate rounding errors by creating a point of profitability, whereafter all profit made that year is invested into new companies or grand networks.

It has taken quite some time to work out exactly what that point needed to be to best avoid rounding errors. And whilst this starting point is still open to change, I am currently starting at USD 0.01. Where after we multiply by 8 to create stable network cubes (cubic dimensions.)

-5	0.01	6	10,737,418.24
-4	0.08	7	85,899,345.92
-3	0.64	8	687,194,767.36
-2	5.12	9	5,497,558,138.88
-1	40.96	10	43,980,465,111.04
1	327.68	11	351,843,720,888.32
2	2,621.44	12	2,814,749,767,106.56
3	20,971.52	13	22,517,998,136,852.50
4	**167,772.16**	14	180,143,985,094,820.00
5	1,342,177.28	15	1,441,151,880,758,560.00

Note the figure in red $167,772.16, this is the standard unit for Villa Secrets POP contracts, where 8 such companies create $1,342,177.28. However, one may create any POP point that is a multiplication within the 8. So, the primary network may have a POP point of $167,772.16 x 4 = $671,088.64, a second company on $167,772.16 x 2 = $335,544.32 and two companies on $167,772.16, collectively creating $1,342,177.28 and a stable POP cube, in the 5th tear/dimension.

The same principle applies for grand networks, but with more companies and with a 7th tear/ cubic dimension POP point of $85,899,345.92, or a super grand network with a POP point in the 8th tear cubic dimension of $687,194,767.36. The objective is to create all companies and grand networks as even blocks that fit together to make even cubes of underlying predictable profit.

Note that in this model we do not allow for inflation, we shall revisit this point later, but in short, the network needs its own currency 'Planck Cubits/Network Credits' which will fluctuate its exchange rate to the US dollar (and other currencies) due to various factors including inflation.

System 5. POP – It's not a Tax

Influencers: Peter Schiff - Holger Friedrichsen

Tax / Investment / The Butterfly Effect / Chaos Theory / Ripple Effects / Investment / Economics
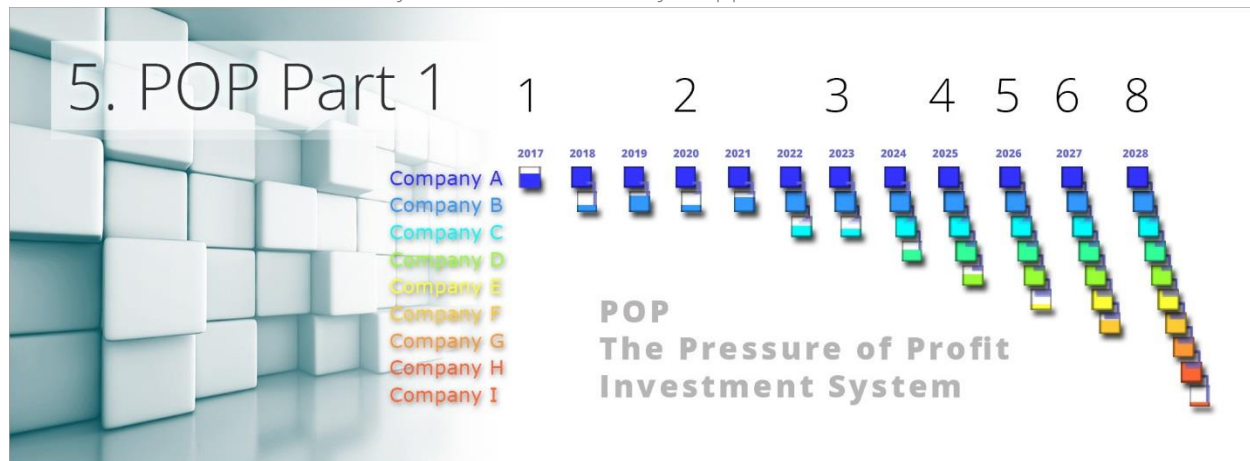
One aspect of POP is that it is an investment, not a tax, and as such POP investment is preferred by companies to GGW-String (S-World) contributions.

A significant influence for this consideration was Peter D Schiff's 'The Big Crash' in which Schiff presents the dire problems around the USA debt crisis, and presents a great many solutions.

In Chapter 6 Tax reform, Schiff goes back to the origin of taxation in the USA and expresses the need to try and remove taxes on income, as it is a deterrent to each person's or company's motivation and in its place rely on consumption taxes, such as sales tax, VAT and tariffs. Much of the rest of Schiff's book presents ways that bubbles, liabilities and regulation can be optimised or removed allowing for a greater flow of money. And as such the consumption taxes will generate enough money to fund government spending without the need for increased debt.

I will not at this time speak whether Schiff's systems would be best enacted, as I would need to create the sophisticated software, Sienna.Gov and game out the scenarios. But as a starting point, and a point that makes the case for American Butterfly Book 1: The Theory of Every Business there are many wise words spoken within his book.

How this affects M-Systems and in particular the project in progress M-Systems 1 Villa Secrets is in the desire to lower taxes, to increase POP investment. Since 2013 the model I used for both www.CapeVillas.com and www.Cape-Town-Luxury-Villas.com was for Villa Secrets to receive 25% of the commissions, which was reasonable as often agencies split the commission with the referring agents, and 25% beats 50%. However, whilst 25% of the commission is about 4.5% of turnover and that's similar to an average franchise payment, relative to Schiff's low tax model, it may be better to lower the 25% to 12.5% as this is a more desirable deduction.

This lowering of direct income can then be supplemented by greater POP income, as 12.5% less GGW- string contributions will equate to more profit and so greater POP income.

Since its origin in the American Butterfly, POP income always had a percentage to be used for philanthropy and conservation, and this is still true today. When we get to creating grand and super grand networks, M-system 15 Angel Pop dictates that 50% of such development need to be built in locations in abject poverty and so, each become a special project, **where simply in the creation of the grand network we are doing a lot of good.**

6. The Theory of Every Business Introduction

Influencers: Sir Richard Branson – Bill Gates - Hani Farsi – Larry Page - Sergey Brin – Mark Zuckerberg

Business / Economics / Jobs / Resort Developments / Expanding Networks / Environment / Education
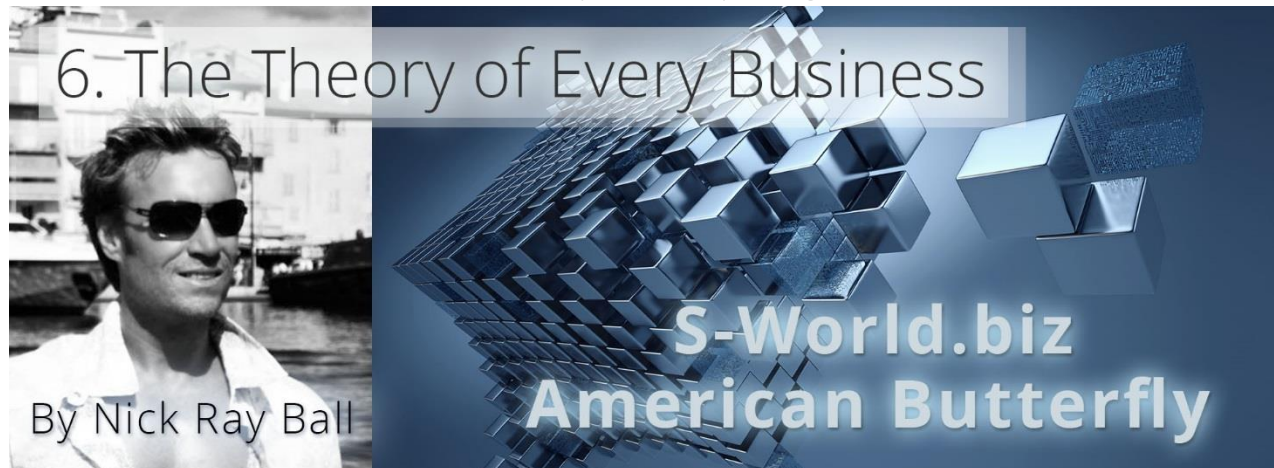
Like M-system 1. S-World - Villa Secrets, M-system 6 'The Theory of Every Business' represents a lot of information, including the rather unprofessional but at times insightful S-World.biz written in 2011, and the mightily ambitious American Butterfly written from 2012 to 2013

Built upon the ideas and concepts developed within S-World.biz on the 16th April 2012, 'The Theory of Every Business' was the first of 4 American Butterfly episodes, where after the following episodes 'Spiritually Inspired Software,' and 'The Network on a String,' became the foundation for what is now M-systems and in particular M-systems 2, 3, 4, 5, 9, 10, 11, & 15.

This M-system 6, Theory of Every Business presentation, is primarily about the first six chapters of the book as Chapter 7 'S-World' is presented within M-system 7 and chapter 8. S-World UCS is presented in M-systems 12, 13 & 14. This chapter also presents some of the otherwise untold insightful points from S-World.biz.

The primary subject matter of 'The Theory of Every Business' is how we integrate physical property developments, called 'grand networks' into the network, and as a result how we can expand from the real estate and travel industries into building and retail and any other business type that can be conducted within such developments.

That is 'the theory of every business,' in that by creating physical grand network developments, we can expand into every business.'

The theory of every business was a strategy created from the POP investment system, as seen in the previous M-system. 5 POP, the Theory of every Business began on the 16th April 2012, after the Baby POP system was developed in S-World.biz.

Interestingly, one will see that within S-World.biz and American Butterfly, I did not work with the villa rental industry, instead, I tested other industries and economic strategies, and only come back to the villa industry and create Villa Secrets after a universal strategy that worked for many business types was developed.

6. SIENNA Systems business plan for Virgin Group, March 2011

Influencers: Sir Richard Branson – Bill Gates - Hani Farsi – Larry Page - Sergey Brin – Mark Zuckerberg

Business / Economics / Jobs / Resort Developments / Expanding Networks / Environment / Education
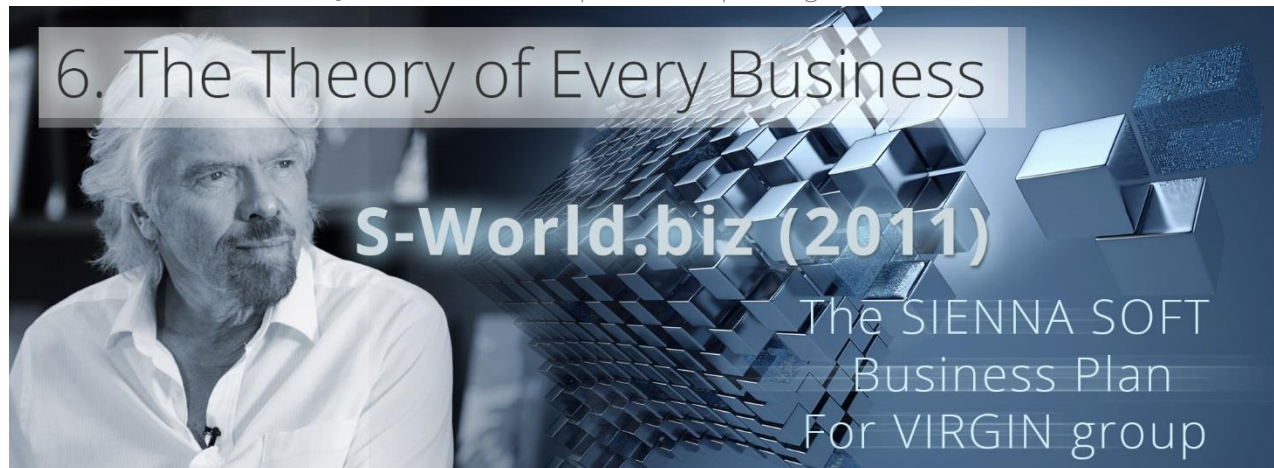
S-World, American Butterfly & The Theory of Every Business were proceeded by The SIENNA Systems business plan for Sir Richard Branson's Virgin group.

The plan, created in February and March 2011 began as follows… "Welcome to Sienna, Sienna is software, a baby that will evolve from an idea into networking business software the likes of which have not yet been imagined. My peers describe Sienna as" Facebook for business" I like to consider her "The Global Distribution System"

The plan continued to describe a business network, founded upon the ideas that we now find in M-systems 1. S-World - Villa Secrets, beginning with the 'African Concierge' website we created for Sotheby's Realty Cape Town, which was a re-branded version of the then Experience Africa website. Sotheby's would use the websites and pay us a share of the commission we made. And I wished to repeat this business model a great many times. And Also, create the following software to increase efficiency:

1. An Affiliate Marketing Network, so a company A, can sell goods from company B.
2. Connection to GDS's, (Global Distribution Systems) travel booking databases.
3. An integrated CRM (Consumer Relationship Management), for businesses and staff, to become better organised, more productive and to improve repeat business.
4. A Financial System integrated into the CRM, eliminating data capture errors, making fraud almost impossible and giving the CEO and management accounts, and forecasts.

Another point was branding association with VIRGIN would increase trust, and enable the network to grow much faster.

The system required about £5million in investment, mostly spent on programmers. There were three profit centres; Income from companies who shared their inventory, income when products or services are sold, and some income when the public use the software. Starting as a travel system, it would take 28 months to pay off the initial investment and in year 5, an all-time profit of £123 million was forecast, and after 12 years it suggested a figure nearer 2.5 billion. Where after it was considered that if the system were to operate in all industries it would make a quite ridiculous amount of profit.

6. Global Networks, EEE and The Gates Foundation

Influencers: Sir Richard Branson – Bill Gates - Hani Farsi – Larry Page - Sergey Brin – Mark Zuckerberg
Business / Economics / Jobs / Resort Developments / Expanding Networks / Environment / Education

6. The Theory of Every Business
S-World.biz (2011)
Global Networks
Conservation, Ecology & Philanthropy

After creating the SIENNA Systems business plan, which suggested some quite ridiculous long term profits. I started S-World.biz with the idea that in the future there may be one or a few giant networks that profit from most businesses.

After creating the SIENNA Systems plan, and receiving positive feedback I thought about what to do should the plan be a success and generate ridiculous profits. This sparked a period of intense spirituality and creativity which lead to quite a vision of the future.

My vision was to consider the possibility that in the future, technology solutions had overtaken standard trading practices and one, or a few global networks accounted for most global trades, from online goods and services to the meal you had for dinner, to the home you buy, and the networks take a commission/payment from just about every trade made on the planet.

This 'many industries' version of SIENNA Systems made more money than I could possibly spend so I started to think not what this network could do for me, but what it could do for others and our planet. This lead to the 'Give Half Back' principle, where business would do well, but my income from the venture would be used for the greater good. This idea then grew to the idea that instead of the S-World network paying dividends to investors or allocating shares to directors, that S-World be non-profit and its income would be used to create Special Projects, such as creating equality (Angel POP), saving elephants (Ripple Effects), or reaching to the stars and a host of other projects in (Angel City 5).

S-World can be accurately described as my attempt to add to the 'teach a man to fish' progressive charity model: The Bill and Melinda Gates Foundation.

Back then, I had very limited knowledge of non-profits and charities, but I had heard stories about Bill Gates (The Co-Founder of Microsoft) in which instead of just giving his money away to charities, he had created his own foundation which desired to make his money work harder and do more good, often via the 'teach a man to fish' idea so that together, (Gates and the people or causes he helped) developed sustainable solutions that had long term effects.

6. The Resort Development-Plex, Google & S-World

Influencers: Sienna Skye - Larry Page - Sergey Brin

Economics / Employment / Jobs / Resort Developments / Virtual Reality / Virtual Networks

From 2011 to 2013 S-World.biz and the four American Butterfly books, describe ideas (some overly adventurous, some not) for the creation of ecologically balanced grand networks (large resort-style property developments).

The original inspiration for this initiative was that to fully develop the S-World systems, to the specification we see today in M-systems, we would need an army of developers and academics and the equivalent of a Googleplex to accommodate them.

The Googleplex was a great idea, as within the personnel knew everyone was on the same team and it could lead to the cross-pollination of ideas between departments as staff would meet on communal areas in their brakes and chat away, and now and again cry 'eureka,' when a product from team 'A,' was found to benefit team 'Z.' (Or at least that's how I imagine it)

The initial idea for 'grand networks' was that the Googleplex was cool, but what would be cooler was a resort development-plex, as in its careful planning one would actually make a profit from it.

Plus, if the location was a good resort development with a great many attractions, it would attract great staff and visiting professors. We could even build a super-university that would have its syllabus tied to S-World projects, this idea would grow into the New Sparta City of Science.

One great significance of these ideas is summed up as follows... *Jobs. Jobs. Jobs.*

We shall revisit the significance of this on the desirability and price of grand networks later in this chapter. But before then it should be noted that after the Sienna Systems plan, came a plan for Google, which added to the idea that the network becomes a virtual network.

This like most other ideas at the time were spiritually inspired, as the original inspiration was to create a virtual heaven for my Angel Sienna. This virtual heaven was named Sienna's World, shortened to S-World.

6. The Facebook Product & Travel Plans

Influencers: Mark Zuckerberg - Chris Cox - Dustin Moskovitz

\# Economics / Employment / Jobs / Resort Developments / Virtual Reality / Virtual Networks

6. The Theory of Every Business — Mark Zuckerberg

On the 11ᵗʰ June 2011, on another spiritually inspired shift in the direction of S-World, plans shifted direction again, this time to Mark Zuckerberg and Facebook

We pick up on the 11ᵗʰ of July 2011 and the 5ᵗʰ Zuckerberg Chapter 'Spiritually Inspired Software,' where we can for the first time see theoretical physics and the theory of everything, entangled with spiritual wonderments. This chapter would later inspire the 2ⁿᵈ American Butterfly book of the same name. http://americanbutterfly.org/pt2/spiritually-inspired-software/the-entangled-butterfly.

Not long after I created www.s-world.biz/FaceBook/Product.htm presenting; The Facebook gifts idea, friends of friends business opportunities, S-World virtual world, S-World.TV, VSN (virtual shopping network) & members business software.

This was followed a month later by www.s-world.biz/FaceBook/Travel.htm which presented; The tutorial game, Facebook travel reps and agents, client ratings, an integrated CRM, Phycology testing, financial software, travel marketing, s-web framework, virtual networks, give half back, print media and travel consortiums.

These two plans represented an early version of M-systems 1. S-World Villa Secrets, S-Web and the TFBMS (Total Financial Business and Marketing System) and M-systems 7 Virtual Networks and M-systems 12 S-World UCS the 'tutorial game, which itself went on to create M-Systems 13, UCS Voyagers and economic time travel, and the all good M-System 14. Angel Cities and Angel City 5, the home of the 16 S-World special projects.

Maybe it was just a calculated guess, that after seeing the Social Network on the 11ᵗʰ June 2011 and hearing that Mr Zuckerberg was not guided by money, that I should make all future models, work for Facebook first and I got lucky that 5 years later Mark would devote 99% of his fortune to addressing equality and seeking to help us all reach our potential, which elephants aside was pretty much the focus of the S-World special projects. Or maybe I was divinely guided by Angel Sienna and there is more to things that we can explain. Which, in fact, I did try to explain about a year later in a chapter on what Einstein dubbed 'Spooky action at a distance in The Multiverse Entanglement Butterfly Principal.'

6. The Eureka Moment

Influencers: Stefan Antoni - Stuart Chait - Hani Farsi – Larry Page - Sergey Brin – Donald Trump

Economics / Employment / Jobs / Property Development / Resort Developments / Urban Planning

The Theory of Every Business was founded upon five inspirations; resort developments to house our campus, Villa Secrets marketing, POP investment, Ripple Effects, Conservation and Philanthropy.

1. Instead of a campus, we desire to house our main operation centres, research and development within a large resort development.
2. S-World Villa Secrets is creating a network of the world's most prestigious resort specialist's realtors and rental companies who can marketing and sell the property off-plan
3. We use the POP investment principle to fund investment into the development.
4. Via a clever use of ripple effects, we can create conservation projects like Experience Africa for almost no cost, bringing more jobs and a general feeling of goodwill, as network companies and personal see great things done from their endeavours.
5. That due to its conservation and philanthropy, we hope leading conservationists and philanthropists appreciate and get on board our new progressive charity model

These factors were part of the S-World design before 'The Theory of Every Business'

However, in terms of the objective of S-World becoming a world-leading global network of all trade and business, not just a network in travel and real estate, the 'clever idea' / 'eureka moment' is that in making the network physical, via a series of resort-styled property developments, we create the opportunity to expend the network into most industries, by recruiting to the network and creating specific adaptations of the TFBMS (Total Financial, Business and Marketing System) all industries that build, supply, work in, trade within our network, can be part of our network, each its own S-world company.

This idea was massive, as by including the business that builds, supply, trade-in our grand networks, we can expand the network into almost every business type. Hence 'The Theory of Every Business.' The grand networks become the 'how to expand the network into most industries.'

6. The New Sparta 'City of Science' (2011)

Influencers: Sir Richard Branson - Hani Farsi – Bill Gates - Mark Zuckerberg – Elon Musk

Greek Debt Solution / Economics / Business / Resort Developments / Networks / Software / Environment /Renewable Energy / Education / Special Projects / Investment

In addition to being a clever way to expand the network from real estate and travel into other industries, The Theory of Every Business was, a practical way to make initial investments less risky, which opened the door to; New Sparta City of Science a grand network so massive it had economic consequences.

The practical solution was simple, we desired investment in technology, and that by combining the technology research with resort development, investment into technology would be hedged by a capital asset, making investments less risky.

The economic solution was a combination of all concepts focused on one location, and that location would reap the economic benefits. At the time and still today, the location that was considered politically safe, but in need of assistance was Greece, which had found itself in great economic difficulty, and were on the verge of default. But who's actual outlook was positive as they had a low population, so less long term medical and social security problems and, the big one... If only their own companies paid the correct tax Greece would be one of the strongest economies in Europe.

So, the hypothesis for recovery was to create the first super grand network in Greece and to create an addition to the S-World software to automatically collect tax in real-time, and that the people should have a referendum as to its mandatory use.

And so, came the hypothesis for 'New Sparta' City of science, and a series of 16 super grand networks, each representing a different industry, and each housing its own university and operations centre. Hence the name 'City of Science.' In addition, above the City of Science was planned a Network City, where each country was allocated about a square mile which they could build an embassy and a small town. The entire city was desired to be run by solar power and except for goods deliveries cars that burned fuel were not permitted and if it could be afforded solar-powered desalination plants would turn areas of the arid landscape into lush forests.

In late 2011 POP was discovered and applied to the New Sparta network which 'in theory' saw the companies of New Sparta create new grand networks across the globe and an economic golden age for Greece.

6. The Kobayashi Maru GDP Game (2012)

Influencers: Stefan Antoni - Stuart Chait - Hani Farsi – Larry Page - Sergey Brin – Donald Trump

Economics / Employment / Jobs / Property Development / Resort Developments / Urban Planning
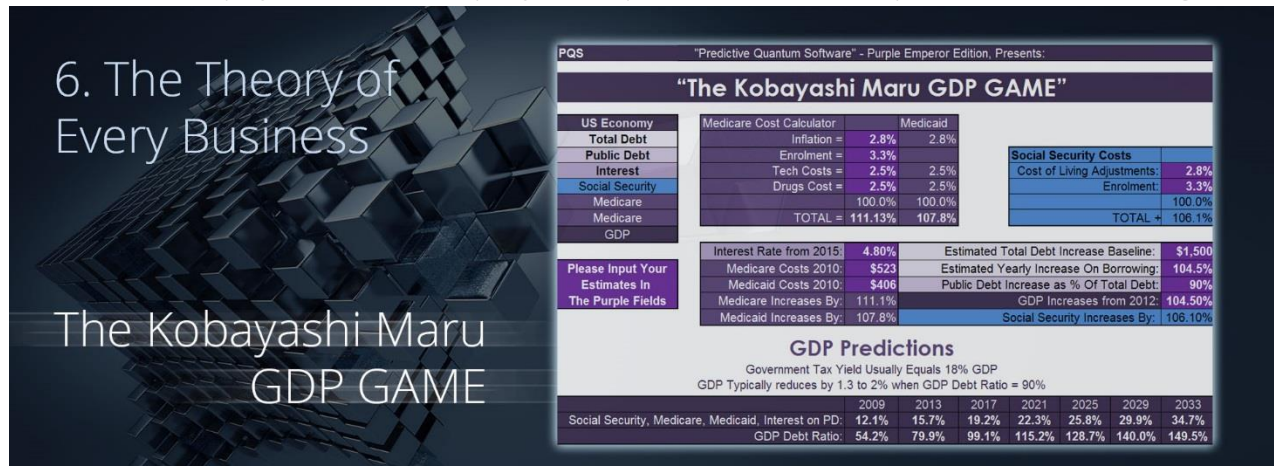
On January 1ˢᵗ 2012 for several reasons the New Sparta plans were put aside in favour of a USA based plan called 'American Butterfly.'

American Butterfly was first told as the last 14 chapters on S-World.biz. In which a real-world plot of 9 square miles near Orlando was found and a great deal of time was spent on infrastructure and other costs. However, I needed to turn the grand network resort development plans on their head. Instead of one super-grand network, many grand networks were planned, about 10 per state. Where after the Baby POP process would create new grand networks locally.

The economics at the time was created as a simple program within a spreadsheet called 'The Kobayashi Maru GDP Game.' The game got its name from the unwinnable war game scenario created by Star Trek's Spock to teach cadets how to best play an unwinnable scenario, however cadet Kirk won the game, by reprogramming it.

In the Kobayashi Maru GDP Game I created a long term US debt vs GDP ratio forecast from 2009 to 2033 including variable inputs and for; GDP increases, interest rate, inflation, total debt (bassline), interest on borrowing, yearly increase on borrowing, Medicare costs, Medicare enrolment, Medicaid costs, increasing medical technology costs, increase in pharmaceutical cost's, social security enrolment & social security cost of living adjustments.

The key statistic was the debt vs GDP ratio, which should not go over 90%. I started with 2009 stats which saw the GDP vs debt ratio at a relativity respectable 54%. But the game predicted it would go up to 99% in 2017, and it's looking like it's correct or my estimate is too low, which is even worse news. And it's only going to get worse, the KM-GDP game predicts a 150% debt vs GDP by 2033 which is unsustainable, and also now seems to be an underestimate.

However, in the same way, that cadet Kirk won the Kobayashi Maru GDP Game, by reprogramming it, I found a solution, in which the game could be won, purely in theory I must add. And that was for the S-World network to absorb the US medical liabilities, by building hospitals in all the grand networks and reaching pharmaceuticals and medical liabilities. If done on mass, this would 'purely in theory' solve the problem.

6. The American Butterfly Effect

Influencers: Sir Richard Branson – Bill Gates - Hani Farsi – Larry Page - Sergey Brin – Mark Zuckerberg

Business / Economics / Jobs / Resort Developments / Expanding Networks / Environment / Education

'American Butterfly' gets its name from the butterfly effect, paying great respect to causation and planning of business and economic ripple effects.

The name 'American Butterfly' is in respect of 'America' (the USA) being a good location to launch a technology-driven global macroeconomic network, as the USA has the highest GDP and is home to many essential technology partners.

The 'Butterfly' is in respect of chaos theory & the butterfly effect as has been told in M-system 5. The POP Investment System. American Butterfly and M-systems are created as sets of ripple effects, some simple, some more complex, and some circular. As is to be described in M-system 2 Ripple Effects.

But to cut to the punchline, S-World will be a superior system due to its diluent attention to iteration, cause and effect. M-Systems is itself a system of unimaginable cause and effect, each of the 17 systems (and many of the sub-systems within) work as a series of building blocks, as when one system is created/enacted it becomes the foundation for other systems to be more easily activated. The simplest example of this is the creation of Villa Secrets (M-system 1), which creates 95% of the first S-World special project Experience Africa (M-system 2) which will yield great wealth and protect Africa's elephants, rhinos, and cheetahs from poachers and other threats.

The more systems in play the more productive all other systems become, S-World is the direct opposite of a pyramid scheme, as will be presented in M-system 15 Angel POP. But before we get there, In M-system 14. Angel Cities we add Feynman's alternative histories into the mix and create 5 future dates 2020 | 2024 | 2032 | 2048 | 2080 from which we create our future objectives and work backwards to guide us to a more desirable future, per our mantra. By Isaac Asimov…

"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."

S-World is designed around the simplest and the most complex of butterfly effects, hence the first 4 books about it, were within a series called 'American Butterfly.'

6. American Butterfly Books 1, 2, 3 & 4

Influencers: Sir Richard Branson – Bill Gates - Hani Farsi – Larry Page - Sergey Brin – Mark Zuckerberg

Business / Economics / Jobs / Resort Developments / Expanding Networks / Environment / Education
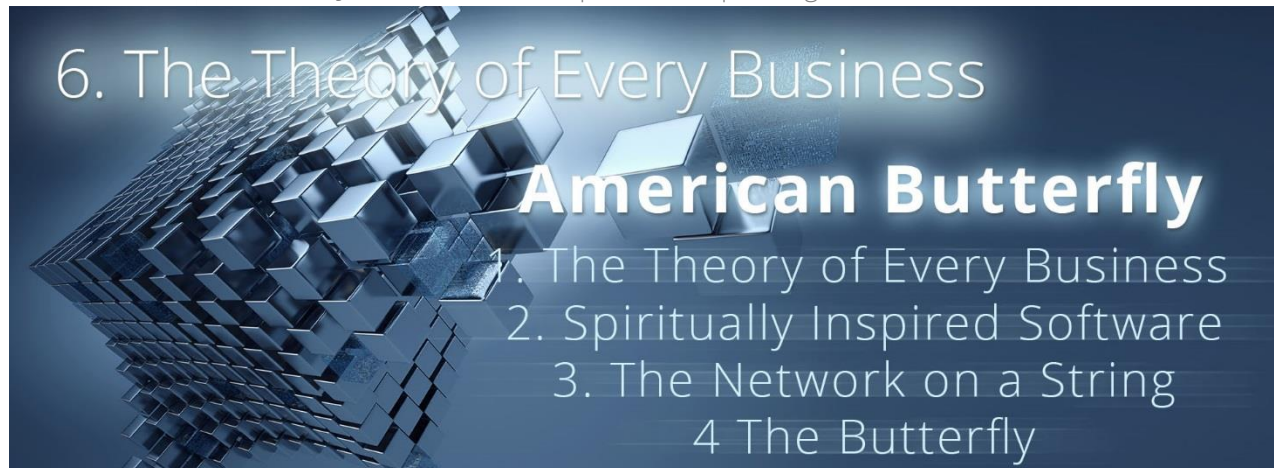
'American Butterfly' is a series of 4 books created in 2012 and 2013, which condensed and added to the notes, systems and software described on the highly unprofessional but at times insightful www.S-World.biz

Book 1. The Theory of Every Business is a plan for a series of large property developments (grand networks) which starts with Baby POP and continues into S-World virtual networks, S-World UCS, UCS Voyagers and economic time travel.
(Used in M-systems 1, 2, 7, 8, 12, 13 & 14)

Best Articles & Chapters: Ch2. The Suppliers Butterfly, Ch3a. Universities and Spartan Contracts Ch3b. Super University Resort Hospitals, Ch3c. Alternate Energies, Ch4. The Locations Butterfly, Ch7. S-World, Ch8 S-World UCS, Ch8c. QE Scores, Ch8e Special Projects, Ch8g Quantum Time

Book 2. Spiritually Inspired Software adds inspirations and simulations from theoretical physics and describes an early version of M-systems called the PQS (Predictive Quantum Software.)
(Used in M-systems 5, 7, 11, 12, 13, 14 & 15)

Best Articles & Chapters: Ch1. The Entangled Butterfly, Ch1b. The Butterfly Effect Ch1f. QuESC, Ch1g. The PQS. Ch2. To Infinity & Back Again Ch2f CFM, Ch2g. POP, Ch3. Strings of Life,

Book 3. The Network on a String continues inspirations and simulations from theoretical physics, and in particular string theory, and looks at the Baby POP investment principle as a series of 16 grand networks near Orlando Florida, and introduces Angel POP the ultimate exercise in equality.
(Used in M-systems 2, 4, 5, 10 & 15)

Best Articles & Chapters: Prequel. CFM & Baby POP, Ch1. Physics Analogies, Ch1b String Feynman Diagrams, Ch4. SUSY Hierarchal Spin Equalizer Ch5. Satellite Networks Ch7. Angel POP

Book 4. The Butterfly presents a SWOT analysis to desired partners and the desire to make Experience Africa focus on conservation (Used in M-systems 1, 2 & 14)

Best Articles & Chapters: Ch1. A SWOT Analysis and The Butterfly, Ch3. Experience Africa

6. The Theory of Every Business – Chapter 1 – Economics (2012)

Influencers: Stefan Antoni - Stuart Chait - Hani Farsi – Larry Page - Sergey Brin – Donald Trump

Economics / Employment / Jobs / Property Development / Resort Developments / Urban Planning

The 2017 US solution is built upon the original work in 2012 but is more practical, using a combination of strengths, to help the economy in different ways. The most immediate being in the creation of jobs from new small business.

Love them or hate them in the US small business and start-ups are the biggest creator of new jobs. So, far M-systems is focused on the creation of small business and small business networks, I'll not get into making predictions, rather just say the better S-World does the more jobs will be created. And in addition, the TFBMS (Total Financial, Business and Marketing System) makes these businesses more profitable and ensures all pay exactly the tax they are supposed to.

The original American Butterfly saw the US solution solely in removing its medical liabilities and demanded the creation of thousands of physical grand networks. Of course, the idea of thousands of large scale resort property developments is either very farfetched or outright ridiculous, even over a 50 years' timeline. However nowadays, with the creation of the Villa Secrets model, not all grand networks need to be property developments. In fact, in the USA now the plan is to instead create the grand networks, without the developments, and only add the development later if it is needed, practical and logistically simple.

If and when the time comes to build a physical grand network, if the pollical climate is right we can include SURH's (Super University Resort Hospital) and it can remove some of the burdens on Medicaid. And also, Spartan Contacts can assist social security.

However, having had a good listen to 'The Big Crash' By Peter Schiff which re-enforced my Kobayashi Maru GDP Game warning for the US. I can see a big problem, that needs to be addressed

A problem is Politics, all the time politicians can win elections based on finding something new to buy for the people, the USA and every county with a good credit rating can always find a new way to get its country into more debt. For instance, some European parties are now advocating minimum monthly income to all schemes. Any plan to reduce medical liabilities and social security, should not see new ways to medal in economic matters and create new ways to get into debt….The current best strategy for the USA is likely to be something steep in ripple effects.

6. The Theory of Every Business – Chapter 2 – The Suppliers Butterfly (2012)

Influencers: Stefan Antoni - Stuart Chait - Hani Farsi – Larry Page - Sergey Brin

Economics / Employment / Jobs / Property Development / Resort Developments / Urban Planning
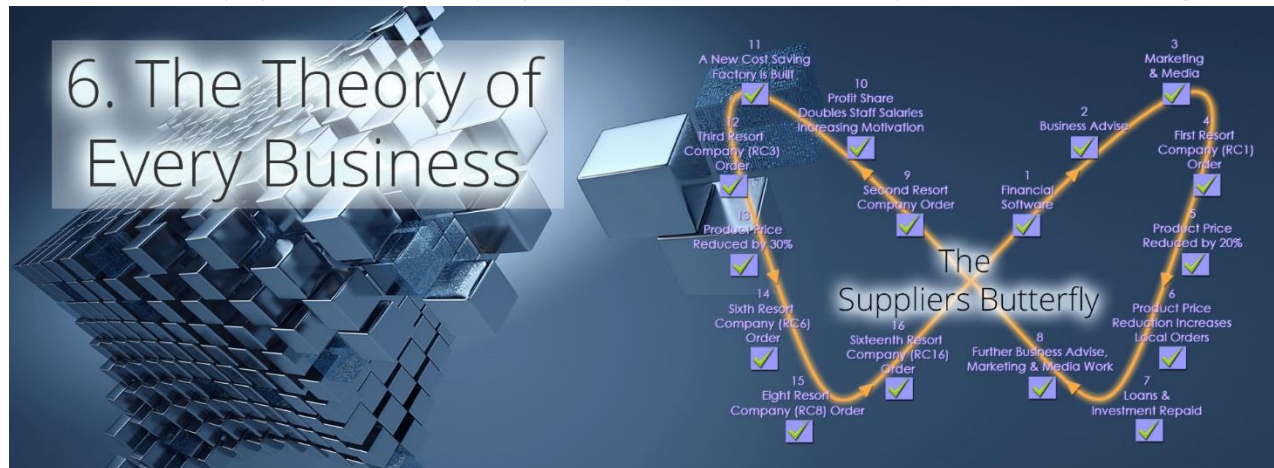
In The Theory of Every Business chapter 2, The Suppliers Butterfly we consider the 'eureka idea' that we can expand into new industries via the construction of physical grand networks, with a hypothetical case study about an aluminium widows manufacturer, 'TWF' (The Windows Factory)

The point of this exercise was two-fold, one to show how we could adapt our systems from travel to an industry that was completely unrelated. And two to highlight the benefits of tender orders from one super grand network, and later the subsequent orders from other grand networks created from the POP investment of the first, continuing to 16 super grand networks by the year 2036.

1. "The Window Factory" specializing in residential aluminium windows receives a $2.5 million order from the network to supply all the homes in a resort. It used the TFS financial software, follows the TBS best business strategy and used the TMS for marketing, and it better of for all.

2. Due to the advantages TWF can lower its prices by 20% which in turn increases local orders after more of the same from the TFBMS further promotes its 'non-grand network' business.

3. A second order from the second grand network added to an already profitable business and this affords profit share for staff, whose harder work increase the advantages further and in addition, a new cost-saving factory is built.

4. A third grand network tender is created which allows for prices to be reduced by a further 30%, which makes the cost of Widows so competitive outside states and international orders are received.

5. As more grand networks are created the non-stainable tender system is stretched out over enough years so that come 2036 and the network of 16 grand networks is complete, the business remains healthy due to its non-tender local, interstate and international business. That's a Theory of Every Business, based on 'Ť' Tenders, the first optional variable in the Susskind Boost.

6. TTOEB Chapter 3 – Part 1. Universities and Spartan Contracts

Influencers: Stefan Antoni - Stuart Chait - Hani Farsi – Larry Page - Sergey Brin

Economics / Employment / Jobs / Property Development / Resort Developments / Urban Planning

In The Theory of Every Business chapter 3, The Suppliers Butterfly we consider how the construction of a grand network, can 'give back' and improve society.

This chapter is split into three subchapters; Universities and Spartan Contacts, Super University Resort Hospitals (SURH's) and Alternate Energies. All of which are Angel City 5 Special Projects.

Universities are commonplace today in the USA, and in 'The Big Crash' Peter Schiff' presents the case that this is not always a good thing and for some work-based training would be more useful.

S-Would universities are different, as we heard in 'The Resort Development-Plex, Google & S-World' in place of a works campus, we are creating a resort development, and within the University and Operations centres will be one in the same focusing on S-World challenges from 'M-Theory as an Economic System?' to 'How can we improve contraction economics?'. The point is that each student is in fact in training for an S-World job of some description.

Spartan Contacts see non-graduate opportunities, for those that help build or work in the grand networks. The key initiative here is that their work is tied to a 16-year contract, that when completed sees our 'Spartan's own their own home within a development. In addition to work, Spartans will be encouraged to participate in sports and education seeking to find untapped skills the Spartan's have and nurture their potential.

How Spartan Contacts entangle with universities is to consider this question; 'who is more likely to improve construction economics? 'A professor who has never laid a brick, or a group of construction workers, who once a week work with the professor to brainstorm this and other points?'

Spartans will not necessarily be tied down to one grand network and can continue their contact in other grand networks, like working in the Navy if one has a desire to see the world, a S-World Spartan contract is a great vehicle to do so. Spartans can also take a few gap years if desired, so long as eventually, they give us 16 years, they will end up owning their own home, or apartment and many will have found and nurtured their potential.

6. TTOEB Chapter 3 – Part 1. Super University Resort Hospitals

Influencers: Stefan Antoni - Stuart Chait - Hani Farsi – Larry Page - Sergey Brin

Economics / Employment / Jobs / Property Development / Resort Developments / Urban Planning

The Theory of Every Business chapter 3, *The Suppliers Butterfly* continues with *'Super University Resort Hospitals' (SURH's) and Alternate Energies.*

SURH's (Super University Resort Hospitals) are much the same idea as Universities and Spartan Contacts but for the medical profession.

A part of the 'American Butterfly' economic initiative is for each grand network to have a hospital, and that it serves the local community. But built on top of this is the desire to create a 6 and 7-star medical experience and attach the SURH, to Medi Villas, Villas that could contain operations theatres within their grounds. These villas would be very expensive and alongside the 6-star hospital will generate a fair amount of operational costs.

In the original chapter 'Give half Back' initiatives then added to this income, but, given that with an ageing population it's likely that in ten years we would need twice as many medical staff, the Super University Resort Hospital was created. Which is basically the same as Universities and Spartan Contacts, but for the medical community. The object is to train up so many staff that the increased costs in wages due to supply and demand did not increase due to the greater supply. And that doctors and nurses, in exchange for free education and work placed training would work their 16 year 'Medi Spartan Contacts,' at salaries that were economically viable for the network.

6. TTOEB Chapter 3 – Part 3. Sienna's Forests and Alternate Energies

Influencers: Stefan Antoni - Stuart Chait - Hani Farsi – Larry Page - Sergey Brin

Economics / Employment / Jobs / Property Development / Resort Developments / Urban Planning

6. Sienna's Forest's

The Theory of Every Business chapter 3, *The Suppliers Butterfly* continues with *Sienna's Forests & Alternate Energies.*

Sienna's Forests. The unbreakable rule of and physical grand is that in its creation we create an improved carbon footprint. Achieved by either the development ending up with more oxygen-producing greenery, than was initially found in the development. Or that (and only in tandem with efforts to create a green city) the developers purchase at least 10-fold their carbon footprint deficit in vulnerable rainforest to be preserved forever called Sienna's Forrest's (one of the 16 Angel City Special projects.)

7. Global Cooling

Alternate Energies. Alongside Sienna's Forests comes the great desire to run each grand network via alternate energies such as Solar. And that this becomes a flourishing industry within the network, second only in Tenders to construction and medical equipment and pharmaceuticals.

An equally great desire is to see most cars in grand networks not burn fuel. It would be a nice idea to ban such cars, but this is not practical in the early stages. Instead is the initiative to include one or more electronic cars, such as the Tesla Model X seen above, in the cost of buying a property.

6. The Theory of Every Business – Chapter 4 - The Locations Butterfly

Influencers: Tony Stern - Stefan Antoni - Stuart Chait - Hani Farsi – Larry Page - Sergey Brin

Economics / Employment / Jobs / Property Development / Resort Developments / Urban Planning

In The Theory of Every Business Chapter 4, the locations butterfly we consider the real estate agents mantra 'Location, Location, Location' and present 16 locations enhancing exercises, designed to be used simultaneously…

As we heard in the 'development-plex, in place of a private campus, to house the programmers, designers, engineers, system architects, physicists, mathematicians, business scientists, economists, company directors, equity partners, staff, professors, researchers, doctors, nurses and other personal the S-World grand networks initiative is to instead, create a resort styled development within which S-world operations will be conducted.

Within 'The Locations Butterfly,' I have considered many things that would make a resort development attractive. In terms of real estate prices and the realtor's mantra 'Location, Location, Location' good Jobs, and lots of them is the key factor. Unless of course, one can find land in a location that already has many jobs, like any ware in San Jose

For this reason, above jobs can come geographical location, if we can find such land and opportunities, we will take them. However, such opportunities are rare, and so we fall back to the concept of creating our own economic infrastructure.

I care deeply about each of the 16 location factors, and I will speak out for each point and advocate a development that includes all such features. However I do appreciate the cost of things, and I may at some point have to compromise, but with this said, it is also my desire to create the development like the rest of S-World maximizing the clever use of ripple effects.

An example of such ripple effects is later seen in African Butterfly, where we see a Villa Secrets California realty network spring up, partnered with a Southern African grand network, and we can use 50% of the POP investment from California to fund development and ongoing operations costs, providing a substantial income for the development, before a single brick is laid.

Why? Because grand networks in locations of abject poverty are special projects.

6. The Theory of Every Business – Chapter 4 - The Locations Butterfly

Influencers: Tony Stern - Stefan Antoni - Stuart Chait - Hani Farsi – Larry Page - Sergey Brin

Economics / Employment / Jobs / Property Development / Resort Developments / Urban Planning

Continuing [The Theory of Every Business](#) Chapter 4, [the locations butterfly](#)

and the original list of 16 location enhancing exercises…

1. **Resort Towns/Developments**: Having spent 10 years in Cape Town one of the most beautiful resort towns on earth, for me the biggest factor is "Location, Location, Location", beautiful scenery, good vibes, and fun things to do.

2. **Economically Planned, Plenty of Jobs:** Holiday atmosphere and fun vibes aside, most literature suggests the overriding factor in the desirability of a location is a practical one, simply the availability of good jobs.

3. **Shopping Malls, Marinas & Downtown Areas:** They don't call them "Mall Rats" for nothing, whether "they" are teenagers or grandmas. Shopping Malls and Marina Developments are in themselves attractions.

4. **SURH's (Super University Resort Hospitals):** have become an intrinsic part of all grand and super grand networks, 5, 6 and 7-star hospital experiences, more good jobs, research, and development, and of course, the Medi Villas, which are attached to the hospital with private surgeries being the most expensive real estate per square foot, in the resort.

5. **University Town & Good Schools:** Like the SURH's every development having its own university and good schools is another absolute must.

6. **Golf Courses, lakes & Botanical Gardens:** If you have plenty of land gold courses are a relatively low price attraction, with upkeep that can be paid from membership fees. Hence the idea to have not one but a few gold courses with a grand network. In addition to golf courses, botanical gardens are also nice outdoors attractions, however, the king of the ultimate in landscaping is a nice big lake, or lakes and waterways, and I stand to be corrected but to build a lake, one only needs little more than land, and a river. In general, a grand network would seek to build its most expensive real estate and attractions around lakes and waterways.

7. **Luxury and Affordable Housing and Subsidized rentals:** Except for the Medi-Villas, private estates and golf estates we need houses and apartments for those on Spartan Contacts, as many on Spartan Contacts are building essentially their own hoses, one would expect excellent workmanship.

   To limit the supply of properties, most houses will initially be for rent, to staff and vacationers, at reasonable rates, for such quality homes.

6. The Theory of Every Business – Location, Location, Location Part 2
Influencers: Stefan Antoni - Stuart Chait - Hani Farsi – Larry Page - Sergey Brin – Donald Trump
Economics / Employment / Jobs / Property Development / Resort Developments / Urban Planning

The Locations Butterfly continues…

8. **Business Centre, Exhibition Hall & Conferencing:** Business Travel is a $200Billion a year industry in the US. Therefore, plush business centres with large conferencing area and exhibition halls are mandatory projects. Within the exhibition centre, a permanent hall for all construction supplier companies will be built.

9. **S-World Architecture & Urban Planning**: S-World 3D Virtual world offers the ability for anyone to simply design their own house and furnish it, or choose from thousands of designs and make adjustments until it's as perfect. This point is continued in the next M-system 7. S-World VBN – Grand Networks.

10. **Sports Village & Global Leagues Structures:** The sports village has been placed inside the mandatory buildings contingency alongside the university, hospital and business centre.

11. **Rezoned Land for an Ecological Improvement:** One thing we would seek to do is find suitable farmland and rezone it, in exchange for whatever it is we can give local authorises that makes such rezoning in the public's interest. Ecologically rezones farmland would be much better than forested or wooded land.

12. **Powered by Alternate Energy:** Resorts are desired to be powered exclusively by green energy, with excess energy produced for their local grid.

13. **The Disney Effect:** The "Disney Effect" is an initiative to provide extensive child care facilitates: Crèches, Montessori Schools, and in general good schools for all children.

14. **The Hollywood Effect:** Within the university is the dedicated Sports, Film and Advertising departments. A glamorous division attracting glamorous people to the resort and whilst this may mean little to some, fickle or not, celebrity and glamour is a pull for many. An extension to this idea is to have a section in the development that is 'for film,' called 'Little Hollywood' a resort within a resort, with shops and entertainment venues operating as usual. However, filming takes priority.

15. **The World Cup Draw Effect:** is designed to make an event out of the choosing of the location that will next house a grand network.

16. **Brand Love and Quite a Story**: if we get to the point where we are creating grand networks, then S-World, American Butterfly and Angel Theory will be in the news, and what better way to promote the development is there?

6. African Butterfly (2018)

Desired Partners: The Paul Allen Family Foundation – The Chan Zuckerberg Foundation – The Bill and Melinda Gates Foundation – Virgin Unite – Elon Musk

Equality / Abject Poverty Economics / Macroeconomics / Business / Real Estate / Resort Developments / Software / Healthcare / Environment / Philanthropy /Clean Energy / Education / Special Projects / Nongraduate Opportunities / The Poverty Gap / Reaching Human Potential

African Butterfly seeks to greatly increase the economic fortunes of African Counties over the next few decades and safeguard Africa's wildlife.

Starting with the objective of creating the first African grand network (a set of companies attached to a real estate development), in one of Africa's poorest countries. We are currently considering Malawi if the land is available. Where ever we settle, this development will be called 'fort' as it is primarily created to aid the fight against poaching, and the ivory trade.

To make the network ultimately profitable, we would need a lot of land, maybe 40 square miles, as then the development can grow for decades, and once the infrastructure is in place, and 'Fort Malawi' becomes popular. The value of the land and the properties we construct will greatly increase.

The grand network would need to be ecologically friendly, the entire development run by green energy, featuring all the theory of every business location enhancing points presented in the locations butterfly, including great jobs, university education, nongraduate opportunities, healthcare and a 3D virtual network created to present properties called S-World VBN.

The POP point of the network in the first phase would be $85,899,346 so the companies that run from the network plus property sales would need to make this amount of POP Investment.

To achieve this quicker, 'New Malawi' will be twinned with 'Villa Secrets California' which will see 64 Villa Secrets licence opportunities in California. Where after, each Villa Secrets company will create 7 local affiliates making 512 companies. Which will in time generate the $ 85,899,346 a year in POP profit. As such Fort Malawi development can be extremely profitable, without making a single cent in profit itself.

M-System 7. S-World Virtual Networks History

Influencers: Bill Gates - Larry Page – Sergey Brin - Mark Zuckerberg - Will Wright– Paul Allen – Sir Richard Branson
Social Network / Virtual Network / Teleport to GPS / Travel / Media /

S-World Virtual Network can be considered the origin of the project, the foundation upon which all other systems were built, which becomes a guide to a better future for our children, and our children's children.

S-World Virtual Networks is the oldest concept within M-Systems. It began in the summer of 2000 at a lecture I attended by Macromedia (now Adobe) in London, which presented a panoramic virtual tour in their movie making product 'Director.' I asked if this could be recreated within their new internet program Flash? After some discussion, Macromedia said they said it could not be done as a feature of the software, but it may be possible to simulate it.

This idea for simulating an effect within the software was likely the event that led me to believe I could simulate areas of theoretical physics within M-Systems. Two years later and a move to Cape Town, my then company 'Lux Guides' developed the world's first commercial mapped Virtual Tour for popular internet commercial usage, where one browses animated maps, clicks on scenes or buildings to look at 360-degree movies, and from where one could book accommodations. One version of this original work survives… www.capevillas.com/CTG.shtml.

By 2004 I had been joined by the grandchildren of Nelson Mandela and Walter Sisulu and together we secured a deal to get the virtual tour its own TV channel and had a series of meetings with Galileo GDS (A Global Distribution System for travel). We came close to creating a global product, and if not for my inexperience in investment we would have created a virtual network.

It would take a further 7 years for me to create the first S-World business plan, which added to the concept with various business software and web applications and updated the 2D virtual tour to a 3D virtual world. Product offerings were created for Google, then Facebook, Facebook in Travel, but from Cape Town, such companies were hard to contact. A year later in the summer of 2012, the 7th Chapter of The Theory of Every Business presented the concepts, including S-World VBN (Virtual Business Network), S-World VSN (Virtual Social Network), S-World.TV and the business and marketing software needed to assist its users to be profitable.

M-System 7b. Sienna's World (10/10)

Bill Gates - Larry Page – Sergey Brin - Mark Zuckerberg - Will Wright – Steve jobs
Virtual Network / S-World VSN Virtual Social Network / S-World VBN Virtual Business Network

Sienna's World

Taken From: The Theory of Every Business, Chapter 7. S-World

By Nick Ray Ball in the summer of 2012

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

Super Intelligent Engine for New Network Access

As the environment the SIENNA software lives in is to be a Virtual World, the word "World" was added, thus resulting in making Sienna's World shortened to "S-World."

Within S-World's Virtual World, Sienna will appear as an Angel helping to bring attention to special projects."

M-System 7c. S-World Virtual Networks

Bill Gates - Larry Page – Sergey Brin - Mark Zuckerberg - Will Wright – Steve jobs
Virtual Network / S-World VSN Virtual Social Network / S-World VBN Virtual Business Network

The plans for S-World Virtual Networks is to make a Virtual World that mirrors our own world. In which every building, every person and every business adds to the simulation and can become a potential profit centre.

Created as two entangled systems, two sides of the same coin… S-World VSN (Virtual Social Network) and S-World VBN (Virtual Business Network)

In S-World VSN we will create a landscape and within people have avatars and can interact with each other. The simplest explanation would be to consider Google Maps in 3D, where instead of just looking down at a 2-dimensional flat image, one adds the dimension of height so one can walk under bridges, into houses, and swim in bodies of water. If one has played the Sims or any game where one is a character within a landscape, one will already have a good picture.

The difference between S-World VSN and other virtual worlds such as Half-Life is that our landscape will mirror our planet, which in turn entangles into a game, or indeed many games. Some just for fun, some as a tutorial or education tools, and some simply based on people creating or adding to the landscape, which in time we wish to be as simple as photographing it.

There are numerous plans for S-World VBN (Virtual Business Network), ultimately as the simulation is a copy of our world; every business, building and every individual that uses S-World VN becomes connected to the M-Systems 11. QuESC database, which simulates a butterfly effect to learn from the collective experiences and offers positive strings & ripple effects as suggestions for future business activity and journeys within the system.

Later in M-Systems 12 S-World UCS, 13 S-World Voyagers & 14 Angel Cities, we see how S-World virtual networks become a mass online game. It starts as a recruiting platform for S-World business, then turns into an economic time machine, before creating desirable future simulations of our world as light cones and ripple effects to guide us to build towards a better future for our children and children's children.

System 7. S-World VSN part 1 - Teleport to GPS

Social Network / Virtual Network / Teleport to GPS / Travel / Media /
Larry Page – Sergey Brin - Mark Zuckerberg – U2

Sometimes it just takes one great idea…

The "Hook" to S-World VSN is the "Jump to GPS" function; it does not take a million ideas to make a great product, indeed often it is best to have just one, and then build the product around the idea.

The concept of S-World VSN continues the Facebook tagging idea of organising the network around people, but in addition, organizes people around where they are and where their friends are.

<div align="center">

Where you are
Where your friends are
Where you'd like to go
& what you'd like to see

S-World VSN

Where shall we go today?

</div>

Given that we can create a virtual landscape (which we will look at soon), it will be possible for someone to visit a friend virtually and see all that they can see as your avatar will join your friends within their location. If one was in Cape Town, you and your friend's avatar can walk along the beach together, go grab a coffee, see the predator tank at the aquarium, climb the mountains, go to a nightclub, or the Winelands…

Or as is more likely, your friend will contact you to say they are at a new location of interest and say, "wow you got to see this, jump to VSN.'

System 7c. S-World VSN part 2 – A limitless medium

Social Network / Virtual Network / Teleport to GPS / Travel / Media /
Larry Page – Sergey Brin - Mark Zuckerberg - Will Wright

If one has a Virtual Network, created as described, it really is a limitless medium.

Below we see another 'theory of every business' Chapter 7 graphic from 2012. This time showing how people would connect via Twitter or other social networks. So long as the person you wish to visit has their S-World app set to follow, one click and one is teleported to their location.

In the 7th chapter of 'the theory of every business,' a fun episode is described which combines S-World VSN with S-World.TV, and a small film crew following the band U2, who turned on their S-World GPSs to follow, and a fun and enlightening day it was with U2 climbing Table Mountain, visiting and raising money for the Mandala Park township population, before their concert ending with many avatars jumping on the stage during the concert and stage diving into the audience.

One will be able to view S-World from various devices offering different levels of detail, one can view from a laptop, tablet, or phone. Or one can use the 3D headset for a more detailed and submerged experience. And one day, when technology catches up, one may be able to be fully submerged into the system, like V-World from the TV series Caprica. And purely theoretically, who is to say we cannot speed up time during this submergence, so that in a few hours of S-World VSN ram sleep, one can study the complete works of Shakespeare?

System 7. S-World VSN part 4. Simulated Universes – Why Angel Theory?

Supersymmetry / Simulated Universe / Simulated Multiverse / Simulated Bulk Framework

Dr James Gates – Will Wright – Stephen Hawking – Google.org

Continuing the idea of a limitless medium, S-World will be a virtual world that mirrors our own… within a simulated multiverse!

One of the intricacies of M-Theory is that the math predicts a great many universes, in fact, there are 10 to 500th power universes (that's a 10, with 500 zeros after it). These many multiverses have different basic laws, and a different TOE may apply to one. Brian Green, Director of DAMTP, Cambridge University informs us that most universes would likely not have the necessary fine-tuning to have created matter as we know it, and would just be filled with particles of energy.

However, there will still be many universes like our own…

In Brain Greene's 'The Elegant Universe part 3' documentary, Stanford University's Professor Savas Dimopoulos states that, 'theoretically, and purely theoretically, we might be able to communicate with this intelligent life by exchanging strong gravity wave sources.' This point was recently used as the plot line for the film Interstellar with Matthew McConaughey and is why the M-Systems website is called Angel Theory.

Why Angel Theory? In String and M-Theory, there are many universes and it is said to be possible to communicate from one to another using burst of gravity. If there were a race in another universe with this technology, they would likely be able to answer almost every question one could ask. As such, to many on our earth, at this time, they would be considered akin to the Gods. And the individuals within that were sending us the signals could be considered Angels.'

Focusing on our universe, which is the only one we can simulate with any degree of accuracy in terms of planets, stars and galaxies; I hope to build upon the research presented by Obama's science advisor Dr James Gates, who in 2010 published a paper in 'Physics World' called: Symbols of Power, which presented his findings in supersymmetry, (a component of super-string theory and M-Theory) which found browser error checking code within the laws that govern our universe. And whilst Gates has recently downplayed this hypothesis, whether our universe is simulated or not, this code and framework sound like a good way to create S-World as a simulated universe. After all what better way to connect the actual M-theory to M-systems than through a simulated universe and virtual world, linked to our everyday lives in the many ways presented in M-systems.

System 7. S-World VSN 4 – Gaming & Tutorials & Education

Social Network / Virtual Network / Teleport to GPS / Travel / Media /
Larry Page – Sergey Brin - Mark Zuckerberg - Will Wright

Continuing the idea of an S-World VSN Multiverse, as M-Theory suggests there are many universes that have different laws of physics; VSN can, without having to compromise the physics, create any landscape and idea of reality.

Let's consider Star Wars… Einstein's Theory of Relativity tells us we cannot break the speed of light, and whilst there's not much problem going 90% of its speed (in which case our mass would double), it would still take over four years to get to the nearest star and solar system. However, in other universes the speed of light can be much faster, where after so long as one found a solution for hitting dust and asteroids, and one knows how to slow down, one could hyperdrive from planet to planet. This being so, we can legitimately in terms of M-theory present a landscape for almost or every film and computer game imaginable, by placing them in other universes.

We will see in M-systems 12. S-World - Universal Colonization Simulator, that we have some very cool gaming ideas of our own. However, given that we have a virtual world, VSN can become the landscape for many games. Imagine converting the locations in Call of Duty, Assassins Creed or even Grand Theft Auto to your local town, played in your local surrounding. This would take some additional planning for game designers, but once they are used to working within the framework one can create local versions or desired locations for most games.

Gaming is a very important and indeed a fundamental element, not just within S-World VNS but with S-World proper. I have not played a computer game since Jan 2011, but that is largely as I have been working on the plans for S-World. However, it would not be untrue to say that S-World or certainly the first S-World chapter was in part influenced by the game 'FIFA Manager' and the way they presented their accounting.

This gave me the idea of creating the CMS's and the business systems in a very simple way so that we would expect a child of over seven to have the skills to use the systems. Not because we thought our users were not clever, but because we knew their time was precious and they had limited time to master new software. This lead to reigniting the idea of the tutorial game concepts from 2003 and 'Villa Mogul' which is expanded upon in M-System 12. S-World UCS.

System 7. S-World Rendering

Social Network / Virtual Network / Teleport to GPS / Travel / Media /
Larry Page – Sergey Brin – Will Wright- Pixar - Disney

No one is saying that rendering a virtual world that mirrors our own is a simple task, like M-Systems this task will likely incorporate various components and a synergy of the world's leading companies already in the industry.

The first doors we will knock on will be The SIMS and Google. The SIMS journey is presented later in S-World VBN, but in brief, The SIMS and SIM city are made for children as well as adults, and as such the SIMS rendering engine for creating both building and interiors is simple and fun.

The S-World plan for Google is much the same as the Facebook and Microsoft strategy, which is to initially work at a foundation level, and first, reach an agreement on what is the best way to create the path to S-World Angel City special projects. And then consider the intercompany politics after. Both of Google's founders Larry Page and Sergey Brin have foundations and are philanthropists, and in addition, is Google.org.

Collectively we hope the prospect of Angel City special projects, the fun of the physics, and the totality of business prospects will be enough to encourage cooperation between these companies. Working with Google would make the product better, its creation faster, and its application limitless.

Before I continue, I must point out that, unlike the TFBMS software, QuESC and other programming presented in M-Systems, I do not know for sure how 3D virtual programming is done. This said if I had to offer a guess, one would start with Google Maps and some triangulated satellite passes to create a basic framework that maps the world and provides the height of buildings. Where after I would extract as much data as possible from Google Street View, then use that data to first create a SIMS world, then let SIMS game players improve the rendering.

The eventual aim is to create a framework that can be added simply by photographing it, using a GPS active camera, as is common in most mobile phones. Albeit one may need to add a compass/gyroscope to the next generation of cameras, or Android operating system. There are already many types of cameras created for 2-D virtual tours and some for 3-D, which can be adapted to serve our purpose.

System 7. S-World VBN – Grand Networks

Virtual World / Software / Equality / The Poverty Gap / Conservation / Urban Development / Resort Development

Will Wright – Bill Gates - Hani Farsi – Larry Page – Sergey Brin - Mark Zuckerberg - Paul Allen – Donald Trump

As we heard in M-System 6. [The Theory of Every Business](#), we have a plan to create resort developments in grand scales. Presenting such a development to a prospective buyer as a 3D simulation is not a new concept.

However, combining the software with the SIMS rendering engine so purchasers can add to the design and change the interior is a new idea… and a good one.

A few years ago, I saw a documentary on Will Wright the founder of the SIMS, which lead me to believe he would be interested in S-World virtual networks, S-World UCS, and M-Systems. So, I shall continue to describe S-World VBN inclusive of the SIMS and SIM CITY. The first order of businesses is to create a simulation of a world map and then allow people, companies, and states to add commercial residential plots of land, which are available for sale to S-World.

In 2011 S-World.biz described [a gigantic resort development in Greece.](#) Then in 2012, the theory of every business described [a real-world 9 square mile plot near Orlando](#) that costs $100 million, and in African Butterfly we are looking for a plot of 40 square miles or more. There are likely hundreds of suitable plots which can be uploaded into S-World VSN.

It will take a few extra graphics, including a number from the world's leading modern architect [Stefan Antoni](#), and a way to build attractions like golf courses. But it would not take a great deal of effort to adapt SIM CITY to become a tool we can use to create the virtual rendering of the City. And then after use the SIMS home rendering and interior's tools, again with some updates by Stefan Antoni, to create each individual property in awesome detail. Which any potential buyer can themselves easily adapt the design to their specifications.

But who is to say, our designs are best? Or more so, would our design be better than 10,000 other people's plans? As such we can open up the city, properties and attractions design to SIM CITY and SIMS gamers, and reward them if their design is chosen with say 3.25% of the sale price, which on a private estate or Super-Medi-Villas would net a payday of five or even six figures! (in USD, not Zimbabwe dollars)

System 7. S-World VBN – Real Estate & Travel

Virtual World / Travel Network / Real Estate /
Sir Richard Branson - Larry Page – Sergey Brin - Will Wright – Mark Zuckerberg - Steve Jobs - Bill Gates

Real Estate and Travel are two industries that would benefit greatly from a simple system to create 3D animated virtual tours.

People are often confused between a 2D virtual tour, such as our product created in 2002, or Google Street View. Both of which are 2D virtual tours, created by stitching together differed photographs. S-World VBN wishes to create a 3D animated virtual tour, created as a virtual landscape of the property or attraction.

Presenting property and travel accommodation in a virtual tour was a good idea we championed in 2002, and in principle, it's still a good idea today. However, one problem with virtual tours is that it takes a good photographer and a relatively large home to do justice.

Often a good set of photographs will give a better impression (if not as accurate) than a virtual tour. Bedrooms are particularly difficult, as the bed often in the middle of the bedroom and this means one would often start off to the side and for half the panorama one is just seeing a close-up of the wall.

However, a 3-D virtual tour that inside offered icons where one can see still photos and videos would be both new and impressive. When last writing about this process in the theory of every business chapter 7 S-World, I had the idea for a camera that one could place in the room and it would automatically take all the photos and distances needed to create a virtual rendering.

Now in 2017, there are literally hundreds of companies working on different 3D rendering tools from cameras to goggles. And I do not see why the SIMS engine cannot be upgraded to offer higher quality rendering (for use on the web without goggles) and a much higher quality rendering for people with goggles.

But still using the simple SIM's rendering to give people the option to remodel their homes or add different furniture, so potential real estate clients can completely remodel the home the way they would wish it to look before committing to a purchase. Or in travel offer a better presentation to the public, for instance, a villa or hotel, where you can see such detail that one can even check out the view from each room or bedroom before one books.

System 7. S-World VBN part 3 – The Global Distribution System !!!! 4/10

Virtual World / Network / Software

Hani Farsi - Larry Page – Sergey Brin - Mark Zuckerberg - Steve Jobs - Will Wright – Bill Gates

On 18th March 2011, the first S-World business plan was written, it started:

Welcome to Sienna, Sienna is software, a baby that will evolve from an idea into a networking business software the likes of which have not yet been imagined.

My peers describe Sienna as" Facebook for business" I like to consider her as "The Global Distribution System."

Soon after, a chance meeting led to access to a Virtual World and I added this as a design foundation for the project, and the Sienna Software was rebranded S-World (Sienna's World). But before the Virtual World came the idea of creating a global distribution system.

A Global Distribution System is usually a travel system that has an inventory of rooms, cars, and flights that are available for booking. However, in S-World we consider the same idea, but including just about anything that can be sold online, and making a market to sell things not usually available online.

There are several plans for S-World VBN, ultimately as the simulation is a copy of our world, and a primary objective of M-Systems is to connect as many company inventory databases as possible (preferably connecting all databases). Each shop, office or supplier will be able to trade via S-World VBN. One will be able to virtually walk in a shop and see fantastic displays of goods, and purchase goods directly from the supplier, and I expect a system like Amazon Prime will be created.

Connecting to databases has been an objective of mine for more than 13 years. We would most likely start with estate agents, most of whom have custom-built CMSs, that we would need to create APIs so we can share data. This is a time-consuming process, and there is a lot of trust involved. However, if S-World was linked to top Silicon Valley technology companies that would create said trust.

System 8. S-World Films & Marketing

Product Placement / Film / TV / Media / Social Media / Marketing / SEO / SEM / Content Marketing / Affiliate Marketing

Sir Richard Branson / Disney / Trigger Street Production / Contently / HubSpot

S-World Films and Marketing was one of the key components in the original big idea, starting with the film treatment I made to answer the question: What if your system becomes a real-world Skynet from the Terminator films?

To answer such a question, I wrote a film treatment about my Angel Sienna, which had a very different outcome. One can read the full treatment here. This film treatment was the inspiration for creating the network on an economic scale, and not long after an adaptation of the treatment for Battlestar Galactica become the gateway into string theory and the theory of everything.

There is no doubt that without creating these scripts, I would not be writing this now. Film allows one to do the impossible, but what happens when the impossible becomes possible?

I would of course like to see both 'The Sienna Project' and Galactica 2017 created, not just for vanity, but as each is a different way tell the story of S-World in making the films, or any other films about S-World, they become a gigantic product placement exercise.

As such the S-World advertising strategy is not to advertise on TV, but instead to make a great many productions about S-World and Angel Theory, which is after all such a vast topic that one could find thousands of subplots from this or that system.

In each grand network, a section of the development called 'Little Hollywood' is dedicated to S-World Films and TV. This will largely be a loss leader and subsidised, by the S-World companies that have broadcasts made for them. However, the adding of a dedicated film suburb adds glamour and will attract the glamorous, which becomes another location improving exercise.

We will of course be making an awful lot of documentaries and films about the physics of things and other academic subjects.

S-World Films is also currently the department for the many forms of media, marketing, PR and advertising, presented in M-System 1 and told in detail on http://network.villasecrets.com.

System 9. POP 2 – String Coupling Introduction by Dr Amanda Peet

String Theory / M-Theory / Black Holes / Quantum Mechanics / Space Time

Influencers: Dr Amanda Peet - Stephen Hawking - Andrew Strominger & Cumrun Vafa

POP 2 Super Coupling takes influence from a discipline in string theory known as string coupling. My initial source is again, Dr Amanda Peet's lecture 'String Theory Logos for Black Holes.' Peet continues... (I have condensed)

"A basic aspect of string theory is that it has a parameter called 'coupling' denoted by 'g_s' that controls the interaction strength between strings. So, if you had had a dial, if you turned the coupling down really low then strings would mostly mosey around not interacting with one another, which would be a fairly boring universe. But if you turn up the dial, then strings feel forces between them and they would bang into each other more often, and life would be more interesting. In quantum mechanics, this coupling strength controls the probability that one string will spontaneously admit another string."

"String theorists are best at doing calculations when this number is small because then the probability of weird stuff happening is pretty low and we can use simple approximations to describe the physics. On the other hand, If you happen to be masochistic, you could turn up the coupling and opening up the 11th dimension of m-theory. In m-theory as well as strings we have brains" (parallel universes, floating in what we call the bulk).

"When the coupling dial is turned down too weak the brain is relatively heavy. If you turn the coupling up it would become lighter. How much they warp the fabric of spacetime is proportional to a number, and this number is two things multiplied together. It's the string coupling 'gs' and the 'N,' which is the number of brains. So, when we calculate the warping of space-time we simply use 'gs x N.' So, for us to create black hole models we need to have a low 'gs' and a lot of brains."

"In 1995 Harvard physicists Andrew Strominger & Cumrun Vafa used this string theory method as the foundation of a black hole experiment that created exactly the same result as the Bekenstein Hawking formula for the entropy of a black hole and Hawking radiation, which is a big indication that string theory is a physical reality."

In April 2016 at the end of his Starshot announcement, Professor Hawking was asked what scientific finding he was most proud of and replied. "I would like to be remembered for my work on Hawking radiation and the entropy of black holes." So, this is no small point!

System 9. POP 2 – Super Coupling

String Theory / M-Theory / Inflation / Investing / Accounting / Business

Influencers: Michael Green - Stephen Hawking – Dr Amanda Peet – Leonard Susskind – Ed Witten

To simulate string coupling within the software framework of M-systems, we can substitute the number of brains (N) for the number of companies creating POP investment, and in place of the coupling strength (gs), we may wish to consider the size of the company, albeit there are other considerations.

To date, the only way physicists can experiment, theorise, or make models using string coupling is to use a large number of brains (N) at a low coupling strength. Hence if M-systems is to follow such rules and laws, we should first consider 'string coupling' simulations with a high 'N' (number of brains) and a low 'gs' (strength of string coupling).

After some reflection, I found a simple way to create a simulation, where 'N' is the number of companies. As we already have a plan to create a great many of them, (for Villa Secrets alone we could create over a quarter of a million) this simulation suits the systems developed so far.

So with 'N' being companies, current thinking is that 'gs' be their size, relative to both the amount of staff and how many staff were equity partners. So, for instance, if we have a company with two staff owning say 25% each of a company and two staff who have no ownership, this company would be more manageable and so it would have a low 'gs' Whereas a company with one owner and 99 staff without equity would be much harder to manage and have a high 'gs'

However, it's very important to look at this simulation from the perspective of a fully working TFBMS (Total Financial, Business and marketing System), and the other microeconomic systems and rules found in M-systems. As currently in the real world, small companies are very jittery, with most not surviving more than a few years. And in comparison, big companies are a lot more stable and predictable, just because of their size.

Before any of the M-systems came the idea for the TFBMS, which will give small companies the systems and powers of a big company levelling the playground, where after the advantages of high equity partners working harder and being more loyal in comparison to vs staff who own no equity company, makes the high equity model superior.

System 9. POP 2 – Disruptive POP Origins

String Theory / M-Theory / Inflation / Investing / Accounting / Business

Influencers: Michael Green - Stephen Hawking – Dr Amanda Peet – Leonard Susskind – Ed Witten

An alternative way of thinking about 'gs' in terms of a high 'gs' being less manageable is an alternate version of POP called 'Disruptive POP.

Disruptive POP is a POP method that allows companies to invest in any vetted S-World opportunity. This version is pictured above, with the shattering of the POP Cube, with many small cubes all over the place.

However, as all the cubes (representing profit) are specific sizes, they can easily fit together to create stable blocks. And so are still in the principle of POP, (or at least CFM 'Compatible Finite Mathematics') which is to create cubic blocks of profitability that fit together and do not need to divide to calculate, and so are less chaotic, and so can be predicted with far greater accuracy than current economics will allow.

Strictly speaking, POP was named and championed in S-World.biz, then American Butterfly.org and now in AngelTheory.org due to train system of investing, where we see one company inventing into a second, then the first and second into a third, then the first, second, third into a fourth and so on. This creates an effect that I named 'the pressure of profit investment systems' as the more companies in the train the greater the profit invested.

Disruptive POP is different and was inspired to answer a question/riddle posed by Professor Michael Green in the Horizon Documentary '[How Small is the Universe](#)'

"This thing that we think of as the smallest consistence, may, in fact, be the thing that contains us all. And the notion that this is the smallest constituent is paradoxically at odds with the statement that it may also be the whole universe."

When I first heard this statement confused me, and it stuck in my subconscious for years, until I considered string coupling, and how high string coupling could make one string at the big bang turn into two and continue to become the entire universe.

System 9. POP 2 – Disruptive POP

String Theory / M-Theory / Inflation / Investing / Accounting / Business

Influencers: Michael Green - Stephen Hawking – Dr Amanda Peet – Leonard Susskind – Ed Witten

Disruptive POP is a POP method that allows companies to invest in any vetted S-World opportunity.

I need to create software programs to forecast Disruptive POP vs Classic and Baby POP, but for now, I have a spreadsheet. I have not found a good long term method for Classic, but by adding simple rules to the M-system 1 Villa Secrets scenario four, I have created a long term Disruptive POP model

This scenario has a POP point of $370,000, a 3rd-year shareholder profit forecast of $940,000 so when using the simple formula (Profit – POP Point = 1N) creates $570,000 in POP investment that year.

Working under the notion that the year 3 total of $570,000 was more than enough to create two new companies, I plotted the growth going forwards, adding a rule that each new company created would use the same system, creating 2 new companies a year from year 3 onwards.

I cannot stress enough that the following example is simply a demonstration of the math of Disruptive POP, per the parameters, it has no law of diminishing returns and is **not a forecast**

As with Classic POP, growth starts slowly with the first grandchild companies only appearing in year 5, but by 2032 (Angel City 3) there would be 988 new companies created from the first.

And by 2048 (Angel City 4) the initial company will have created 196,542 companies which annually produce $17 billion per year in new POP investment and contribute $20 billion to the GGW-String (If the GGW-String is at 25% of Gross Profit).

And by 2080 (Angel City 5) that one string of companies will have become the global economy, having raised $1.1 Gazillion in POP investment and $ 1.3 Gazillion in GGW-String funding that year. I concluded that at this rate POP will engulf the economy (if GDP rises at 4% per year) before 2072. I called this event 'The Singularity.' (which is due for its own paper soon)

System 9. POP 2 –Disruptive POP Due Diligence

String Theory / M-Theory / Inflation / Investing / Accounting / Business

Influencers: Michael Green - Stephen Hawking – Dr Amanda Peet – Leonard Susskind – Ed Witten

On this page, we are going to look at some major variables in a brief exercise in Disruptive POP due diligence.

let's consider the details of the previous example where one S-World company makes enough POP investment in years three to create 2 new companies and the same fortune applied to the new companies who in turn, also created 2 new companies in their 3rd year, and all companies made followed the same rules up to 2072 at which point S-World had engulfed the entire global economy.

Firstly is that if one looks at the Villa Secrets network docs we see that many companies in a local network will be smaller than the company we started with. However, as small companies cost less to create that variable cancels out.

Secondly is that at first with opportunities across the globe, as our prototype is based in Cape Town with a low currency and limited stock, one would expect new companies created in locations such as California to do better and create more POP.

However, there will come a time when new opportunities dry up as all prime locations are already in operation. And less lucrative locations would create less POP investment.

It's important to appreciate the continuous development of the TFBMS and M-systems as these are designed to increase the power of all company's year on year. The calculations seen previously were based on a very weak effect for the TFBMS and no effects from M-systems in year one, and only a modest TFBMS effect in year two. If the technologies were already developed and in year one each new company included full TFBMS and partial M-systems boosting then we would expect POP investment to come in year 2 and more in year 3, and more each year as the systems are further developed

It's equally important to appreciate that since 2011 and the first S-World business plan has come the idea that we would adapt our TFBMS and M-systems to all industries.

However, the creation of different companies in this way would seem a lot more chaotic and results less certain than the Classic and Baby POP methods.

System 9. POP 2 – Classic POP is its own Peet Tent

String Theory / M-Theory / Inflation / Investing / Accounting / Business

Influencers: Michael Green - Stephen Hawking – Dr Amanda Peet – Leonard Susskind – Ed Witten

Considering the math that shows Disruptive POP can engulf the world economy by 2072, it can't be ignored, but Classic and Baby POP are far more stable because they come with a Peet Tent written into the fabric of their network.

In the shadow of the financial potential of Disruptive POP, it's easy to miss the one big detail that makes Classic and Baby POP stable. And that is that Classic POP companies are constantly injected with capital, and so are far more stable.

If we run a Classic POP M-system 1 Villa Secrets scenario four projection, we would see a more stable outcome and so a more predictable one. Both scenarios would see company A the same pre-POP investment, but Disruptive POP will invest into two companies whereas Classic POP will invest in one. So the classic POP company has twice the capital and so all be even will reach its POP point sooner, likely creating a 3rd company in the second half of year 2.

I am yet to do the long-term math for Classic POP, and so I can't say which method ends up creating the most POP investment. It's probably Disruptive POP, but that does not stop Classic POP from being the better contender.

Classic POP creates its own Peet Tent. Consider given that the parent company continues to supply POP investment to Company B, Company B will see continuous investment until it is itself in POP. This in comparison to a disruptive POP company B, seeing only the initial investment.

Follow this down the train, and if each company is profitable, an avalanche of cash flow falls to each new company. If we were in building development, one company could simply be a granite quarry, which was invested into until it owned the quarry, and once it owns the quarry, given the orders from the grand and super grand networks it will be profitable.

If one or a few companies in the train were to fall out of profit, as long as the POP train was providing more investment than was lost, the network is safe.

System 9. POP 2 – POP Investor Returns

String Theory / M-Theory / Inflation / Investing / Accounting / Business

Influencers: Michael Green - Stephen Hawking – Dr Amanda Peet – Leonard Susskind – Ed Witten

On this page, we shall consider investor returns from Classic vs Disruptive POP, and consider grand networks.

When we stack up Classic POP vs Disruptive POP in terms of investor returns, Disruptive POP is a lot simpler to calculate. The simplest system of disruptive POP investment is that each new company created is half-owned by the POP investor and half-owned by its hands-on equity partners, who run the day to day business.

A note however that in general, it's best to have fewer or no investment partners and more hands-on equity partners. Putting this to one side, if a company is creating 2 new companies a year from year 3 as is the model we have been working on, it will own 50% of all the companies it creates and 25% of all the companies they create and so on halving in equity each time. And whilst the road to engulfing the entire economy lies in the great many companies that will contribute little to the original investor, with many companies returning 50% and 25% it's a very good investment, indeed if one were to half the investment, for 'give half back' special projects, it's still a very good investment.

Classic POP on the other hand is more complex and was originally created for grand and super grand network, macroeconomic networks attached to resort development. For example, if we consider a 1 hop from Villa Secrets in terms of entering into related industries and the property development and go back to the example I made earlier for a granite quarry. If that was say company number 10 in a Classic POP train, and say the quarry cost, $1,000,000 to purchase, it would be calculated how much POP investment used in its purchase was from Company A and company A would then own a corresponding amount of the quarry.

However, if we just consider Villa Secrets in traditional rental and sales roles, there is no specific asset, rather the business created. Working out the exact ownership based on investment is far more complex in comparison to Disruptive POP. That's not to say that we should ignore Classic POP as it is a more secure system. It may be the case that Classic POP is better for Grand networks, and Disruptive POP is better for smaller networks.

System 9. POP 2 – Grand Networks

String Theory / M-Theory / Inflation / Investing / Accounting / Business

Influencers: Michael Green - Stephen Hawking – Dr Amanda Peet – Leonard Susskind – Ed Witten

We have so far hardly touched on Grand and Super Grand networks which were the original POP model.

Grand networks are individual opportunities to invest into a local business network, within or servicing a real estate development. Currently, I am working on 512 standard companies, each with a POP point of $167,772.16 are desired to generate $85,899,345.92 which is enough to run a grand network, or 4,096 companies generating $687,194,767.36 in a super grand network.

We have already seen the African Butterfly Fort Malawi proposal, which twins a grand network in Malawi with a villa secrets network in California, which is actually an effect of M-System 15 Angel POP. Putting aside the logistics and practicalities and just focusing on POP, the first point to be made is that in all likelihood as soon as we can say, 'Fort Malawi' or any grand network will be the only POP investment options for most companies.

System 9. POP 2 – Super Coupling Conclusions

String Theory / M-Theory / Inflation / Investing / Accounting / Business

Influencers: Michael Green - Stephen Hawking – Dr Amanda Peet – Leonard Susskind – Ed Witten

Considering the math that shows Disruptive POP can engulf the world economy by 2072, it can't be ignored, but Classic and Baby POP are far more stable. Because they come with a Peet Tent written into the fabric of their network.

It is not correct to think of Disruptive POP as a risky investment, as due to the Peet Tent and other M-systems it is less risky than most, it's just that Classic and Baby POP with the train of investment flowing through all in its network is a very safe investment

One could literally write 1000 pages on this so I will just present the major points.

1. Is that the S-World network was since its conception in 2011 and the first business plan made was designed under the possibility that, now we are in a digital age in the future there may be one or a handful of all-powerful network sat at the heart of the economy.

System 9. POP 2 – My Understanding.

Chaos Theory / String Theory / M-Theory / Economics / Investing / Accounting / Business / Game Theory
Influencers: Michael Green - Stephen Hawking – Dr Amanda Peet – Leonard Susskind – Ed Witten

On the 5th May 2016 in a paper called 'The Hawking-Green Equation,' I created the first microeconomic POP equation $(\hat{S} \times \mu) \times \#\square = \overline{\mathbb{X}}$

I called the paper 'The Hawking Green Equation' as it was imagined while I was on my daily walk, listening to professor Hawking's 'The Grand Design' audiobook, and thinking about string coupling and a line by Professor Michael Green from the Horizon Documentary 'How Small is the Universe'

"This thing that we think of as the smallest constitute, may, in fact, be the thing that contains us all. And the notion that this is the smallest constituent is paradoxically at odds with the statement that it may also be the whole universe."

This statement had bugged me for over 4 years. But when I considered it from a string coupling perspective, where strings can multiply at will in a high string coupling environment; If we started with just one string at the big bang, it could have multiplied to become the whole universe.

And with that information, I understand Green's perspective, and how the smallest thing could paradoxically be the whole universe. (Albeit the idea of one string at the beginning of the big bang is probably not correct). But in terms of creating an inspiration that could be simulated within M-systems, it was very useful. Practically for plotting the microeconomic network's journey to becoming massive.

I considered the idea that the entire network could be created initially from just one company, which like a string and via POP, expand to make more and more companies increasing exponentially. And how it would be possible for just one company and its POP family to become a small business network, then a large business network, then a serious player in world economics and later the greatest contributor to global GDP, and finally literally becoming GDP.

Note that in M-Systems, small companies and people are quantum and global GDP is gravity, as such the M-system equivalent to the entire universe is all of Global GDP.

Fortunately, I have reserved M-System 16 for big companies, and so we shall not think to disallow a big company from joining the network, rather than we have a plan to create companies with low 'gs'

As for gs (coupling strength) I have some thoughts, one being the difference between Classic and Baby POP where investment is dedicated for the POP train, where only 1 new company is created at a time, and only when that new company is making its POP point is another new company formed and invested into by the entire train. This is a very safe and manageable system.

Versus, a new form of POP I created called 'Disruptive POP' which allows companies to invest their POP money into any new opportunity with a high QSF and Peet Tent score. This method is still good because any system that is founded upon POP is good, but it is also less manageable and requires a well-developed TFBMS.

It is also practical when the network is in its founding years, before we have a grand network project to invest in, the idea of making many profitable companies as quickly as possible so long as we have a TFBMS sound like a good idea.

System 9. POP 2 – Disruptive POP

String Theory / M-Theory / Inflation / Investing / Accounting / Business

Influencers: Michael Green - Stephen Hawking – Dr Amanda Peet – Leonard Susskind – Ed Witten

9. 'POP 2' - High String Coupling

Disruptive POP is a POP method that allows companies to invest in any vetted S-World opportunity. This version is pictured above, with the shattering of the POP Cube, with many small cubes all over the place.

However, as all the cubes (representing profit) are specific sizes, they can easily fit together to create stable blocks. And so are still in the principle of POP, which is to create cubic blocks of profitability that fit together and do not require a need to divide to count, and so are less chaotic and so can be predicted with far greater accuracy than current economics will allow.

I cannot stress enough that the following example is simply a demonstration of the math of

Disruptive POP. This is not the way it will happen, but it does demonstrate the potential. Disruptive POP is based on simple rules. Staring at M-System 1. Villa Secrets which in forecasting scenario four saw a 3rd-year shareholder profit forecast of $940,000. And as they had a POP point of $370,000 it creates $570,000 in POP investment that year. (Profit – POP Point = 1N) .To download Villa Secrets spreadsheet 4, click here or for the Disruptive POP spreadsheet click here.

Working under the notion that the year 3 total of $570,000 was more than enough to create two new companies, I plotted the growth going forwards, adding a rule that each new company created would use the same system, also creating 2 new companies a year from year 3 onwards.

As with Classic POP, growth starts slowly with the first grandchild companies only appearing in year 5, but by 2032 (Angel City 3) there would be 988 new companies created from the first.

And by 2048 (Angel City 4) the initial company will have created 196,542 companies which annually produce $17 billion per year in new POP investment and contribute $20 billion to the GGW-String (If the GGW-String is at 25% of Gross Profit).

And by 2080 (Angel City 5) that one string of companies will have become the global economy, having raised $1.1 Gazillion in POP investment and $ 1.3 Gazillion in GGW-String funding that year. In fact, I concluded that at this rate POP will engulf the economy (if GDP rises at 4% per year) before 2072. I called this event 'The Singularity.' (which is due for its own paper soon)

System 9. POP 2 – Super Coupling Equation / Algorithm

String Theory / M-Theory / Inflation / Investing / Accounting / Business

Influencers: Michael Green - Stephen Hawking – Dr Amanda Peet – Leonard Susskind – Ed Witten

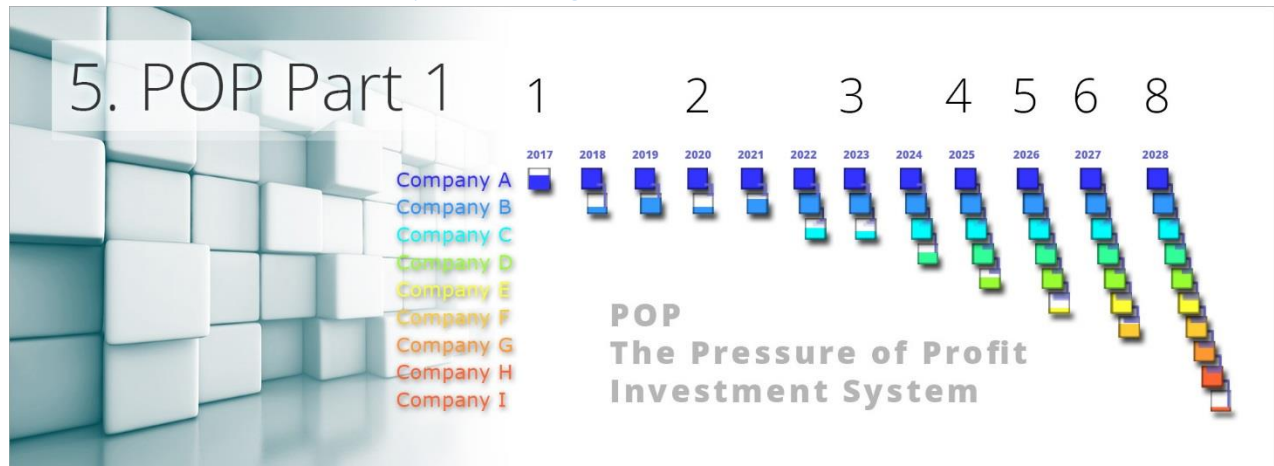9. 'POP 2' - High String Coupling

On this page, we look at the Super Coupling equation that can be used as the beginning of the algorithm used to forecast the effect of Super Coupling.

System 9. POP 2 – Super Coupling Introduction

Chaos Theory / String Theory / M-Theory / Economics / Investing / Accounting / Business / Game Theory

Influencers: Dr Amanda Peet - Stephen Hawking –Leonard Susskind – Ed Witten

POP 2 - Super Coupling takes influence from a discipline in string theory known as string coupling. For this exercise please imagine a dial from 1 to 10, where strings join or multiply faster when the dial is set to higher figures.

My source for string coupling is again Dr Amanda Peet's String Theory Logos for Black Holes' (this time from 41 to 62 minutes). There was also a very cool Edward Witten video, but it's now offline.

Like The Susskind Boost gave a solution for what to do with a poorly performing company ('Just boost it some more'). My Introduction to string coupling assisted with another intricacy; The POP clause of the real-world business network I am creating in M-System 1. S-World Villa Secrets.

To recap on Classic POP: POP envisions a way to create a less-chaotic (a less affected by rounding errors) economic system by setting an even POP Point, within a multidimensional cubed hierarchy. Where after all additional profit in that year is used to fund grand networks (collections of companies and a resort development).

As for the graphics above, the POP Investment principle sees the POP overflow of profit made in a year by grand network 'A' used/poured into the creation of a new grand network 'B', and when that grand network, in turn, reaches its POP point, both 'A' and 'B' invent into 'C' creating a train, which follows the sequence and by the time we get to grand network 'F' we see new sets of grand networks created faster and faster, increasing exponentially year after year.

However, because the current real-world network is small, in Villa Secrets contract negotiations with companies who wish to join, two things needed to happen. One, I needed to make the POP points high, so it is seen to investors as an obligation only if their investment was performing well above industry norms. And two, without a grand network to invest in, I needed to consider putting aside the POP-Train method of investing, and allow companies to invest in any new S-World company they wished. Like Baby POP this sped up the creation of new companies or grand network, whilst still creating the less chaotic POP structure, this type of POP was dubbed 'Disruptive POP.'

(A disruptive network or technology is one that typically takes longer to create, but when it enters the market, it disrupts it and takes a larger share of the market than is usual.)

System 9. POP 2 – Super Coupling Equation / Algorithm

String Theory / M-Theory / Inflation / Investing / Accounting / Business

Influencers: Michael Green - Stephen Hawking – Dr Amanda Peet – Leonard Susskind – Ed Witten

On this page, we look at the Super Coupling equation that can be used as the beginning of the algorithm used to forecast the effect of Super Coupling.

$\hat{S} \times Ⱥ \times g_s = Ⱦ \times N$

$\hat{S}$ = <u>The Susskind Boost</u> (Gross profit x boosting variables)

Ⱥ = <u>The Peet Tent</u> (Limiting variables)

g_s = The Coupling Strength (Ratio of equity partners vs paid staff)

N = The number of Companies

Ⱦ = POP Investment

(The equation is phrased incorrectly, the Ⱦ x N should be all the different values for Ⱦ added together, but from my description, one can follow the intention.)

If $\hat{S}$ = \$4,000,000 and Ⱥ 50%, we create a figure of \$2,000,000.

Now we need to add the gs, which was originally a part of the $\hat{S}$ The Susskind Boost (as Ѳ = High owner/stakeholder vs paid employee ratio = 0 to 200%). But now we can use it as both a boost if there is a high equity partner vs. paid employee ratio or a limiter if there is a low coupling equity partner vs. paid employee ratio.

For this example, we shall say we have a company of 4 persons. Two of whom are equity partners who own over 25% of each company, which gives a boost of 50% (only by running the scenario many times can we create the actual variable here).

So 50% of \$2,000,000 = \$1,000,000 and so \$3,000,000 in gross profit. If shareholder profit was 30% of gross profit that would generate \$900,000 in shareholder discretionary profit, and if the company had a POP point of \$335,544, it would generate \$564,455.68 in POP investment.

Which we use disruptive POP and it costs \$250,000 to start a new company, would create two new companies that year. With the investor owning 25% or 50% of the companies, the rest is owned by the key personnel at the new company. Where after we expect this company to be creating similar or better (as tech is more developed) results 3 years later… repeat, repeat…

System 9. POP 2 – The Hawking Green Understanding.

Chaos Theory / String Theory / M-Theory / Economics / Investing / Accounting / Business / Game Theory
Influencers: Michael Green - Stephen Hawking – Dr Amanda Peet – Leonard Susskind – Ed Witten

On the 5th May 2016 in a paper called 'The Hawking-Green Equation' I applied the Super Coupling equation to a single Villa Secrets company which created new companies at an ever-increasing inflationary rate.

I called the paper 'The Hawking Green Equation' as it was imagined while I was on my daily walk, listening to professor Hawking's 'The Grand Design' audiobook, and thinking about a line presented by Professor Michael Green from the Horizon Documentary 'How Small is the Universe'…

"This thing that we think of as the smallest consistence, may, in fact, be the thing that contains us all. And the notion that this is the smallest constituent is paradoxically at odds with the statement that it may also be the whole universe."

This statement had bugged me for over 4 years. But when I considered it from a string coupling, perspective, where strings can multiply at will in a high string coupling environment; If we started with just one string at the big bang, it could have multiplied to become the whole universe.

And with that information, I understand Green's perspective, and how the smallest thing could be the whole universe. (Albeit the idea of one string at the beginning of the big bang is probably not correct) But in terms of creating an inspiration that could be simulated within M-Systems, it was a very useful example and very simple.

I considered the idea that the entire network could be created initially from just one company, which like a string and via POP, expand to make more and more companies increasing exponentially. And how it would be possible for just one company and its POP family to become a large business network, then a serious player in world economics and later the greatest contributor to global GDP, and finally literally becoming GDP.

(Note that in M-Systems, small companies and people are quantum and Global GDP is relativity/gravity, as such the M-System equivalent to the entire universe is all of Global GDP.)

System 9. POP 2 – Disruptive POP

Chaos Theory / String Theory / M-Theory / Economics / Investing / Accounting / Business / Game Theory

Influencers: Michael Green - Stephen Hawking – Dr Amanda Peet – Leonard Susskind – Ed Witten

Disruptive POP is based on the Super Coupling Equation, and a simple version of the Game of Life, as described in Professor Hawking's book, 'The Grand Design.'

The rules were based in part on the real-world M-System 1 Villa Secrets model, which in forecasting scenario four saw a 3rd-year shareholder profit forecast before tax of $940,000 with a POP point of $370,000 so creating $570,000 in POP investment that year.

Working under the notion that the year 3 total of $570,000 was more than enough to create two new companies, I plotted the growth going forwards, adding a rule that each new company created would use the same system, also creating 2 new companies a year from year 3 onwards. Like we saw in standard POP, growth starts slowly with the first grandchild companies only appearing in year 5, but by 2032 (Angel City 3) after 16 years there would be 988 new companies created from the first.

And by 2048 (Angel City 4) the initial company will have created 196,542 companies which annually produce $17 billion per year in new POP investment and contribute $20 billion to the GGW-String (If the GGW-String is at 25% of Gross Profit).

And by 2080 (Angel City 5) that one string of companies will have become the global economy, having raised $1.1 Gazillion in POP investment and $ 1.3 Gazillion in GGW-String funding that year. In fact, I concluded that at this rate POP will engulf the economy (if GDP rises at 4% per year) before 2072. I called this event 'The Singularity.'

It's important to note that I AM NOT saying this is how it's going to go down, at all. I am simply presenting the math for what will happen to a company that made the figures presented, which in turn created companies that can create the same figures, which also follow the Disruptive POP Investment principle. In reality, on the one hand, one needs to consider various laws of competition and diminishing returns which will lessen the effects. And on the other hand, is that we will be starting with many different companies which increases the effect. Either way, it is a highly disruptive strategy.

System 9. POP 2 – Low String Coupling

Chaos Theory / String Theory / M-Theory / Economics / Investing / Accounting / Business / Game Theory
Influencers: Michael Green - Stephen Hawking – Dr Amanda Peet – Leonard Susskind – Ed Witten

On the Disruptive POP page, we saw that by following the path laid out, we can see a mathematical model where one company following the Disruptive POP system can engulf the entire economy shortly before 2072.

Initially, when I heard about high and low string coupling and pondering its application in POP, I was very keen to create a high string coupling inflationary simulation, which would be tamed by the Peet Tent and QSF.

However, as time passed I considered that as there was no way for physicists to calculate high string coupling with any accuracy, that POP and in particular Disruptive POP would be creating something that was not following the laws of nature as we could predict/simulate. So I was pleased on revising Dr Peet's lecture to see that I had misunderstood the concept and in fact, Disruptive POP was best described as a low string coupling simulation.

Per Dr Peet's lecture, string coupling strength is presented as a dial from 1 to 10, denoted by 'gs,' where a 'gs' of 1 was low string coupling and a 'gs' of 10 was a high string coupling. And in Dr Peet's presentation about how to warp space-time to create a black hole, she used a string coupling 'gs' of 1, but then used a high number for 'N' brains (companies) to create the effect.

If we consider this, but in place of 'gs' being string coupling strength, it is relative to the size of a company, so for instance a small company with 4 employees is a 1 on the coupling dial. Which makes a lot of sense as given the software and systems presented in M-System 1 network.villasecrets.com such companies results are a lot easier to predict and will become more so as more experiments are run, as one has comparable data.

As such by adopting the approach of creating many smaller (low string coupling) companies, and then multiplying them by as many companies as there were in the network, via classic, baby or disruptive POP; we can calculate and make future predictions about the economic system/network with greater accuracy than we could if we were instead just running one big company or conglomerate.

System 9. POP 2 – High String Coupling

Chaos Theory / String Theory / M-Theory / Economics / Investing / Accounting / Business / Game Theory

Influencers: Michael Green - Stephen Hawking – Dr Amanda Peet – Leonard Susskind – Ed Witten

As we have read Classic POP, Baby POP, and Disruptive POP can be likened to low string coupling models, and the simulation seems effective. However, some other considerations may create high string coupling.

One way to consider high string coupling is in the POP point itself. If a company had a high POP point relative to its profit it will generate a small 'g_s' (say 5% of its profit is used for POP investment). Whereas if a company had a low POP point relative to its profit it could create a high 'g_s' (say 90%). However, this seems to be very manageable math and does not appear to create any issues with long term forecasting, so it should not be a 'gs' factor. (note some companies may be formed just to create POP)

It seems clear to me know that in our string coupling simulation, in respect of the S-World network is the amount of staff a company has, and further that it is the number of staff a company has relative to the amount of staff who have ownership in a company.

So, for instance, if we have a company with two staff owning say 25% each of a company and two staff who have no ownership, this company would be more manageable and so it would have a low 'gs' Whereas a company that has one staff member who owned 100% of a company and has 99 staff without equity would be much harder to manage and have a high 'gs'

However, we need to always consider the real-world applications, and if a real-world application were to hinder or lessen the S-World economy, then it needs to be addressed. And the idea that none of the existing big companies are suited to S-World, would seem to be cutting off one's nose to spite one's face. Especially as big companies have more gravity and are in general far more predictable than (non-S-World) small companies.

Fortunately, I have reserved M-System 16 for big companies, and so we shall not think to disallow a big company from joining the network, rather than we have a plan to create companies with low 'gs'

System 9. POP 2 – The Nuclear/Inflationary Option

String Theory / M-Theory / Inflation / Investing / Accounting / Business

Influencers: Michael Green - Stephen Hawking – Dr Amanda Peet – Leonard Susskind – Ed Witten

The Inflation / Nuclear Option is to use all types of POP and run them at the same time, with varying degrees of the Peet Tent

It may be a good idea to consider Classic and Baby POP best for grand and super grand networks, but disruptive POP is best for microeconomic small network s such as Villa Secrets

"So here's the trick, if we want Gs x N to be noticeable and gs has to be small, then we can have our cake and eat it as long as the number N is very large "

Next, we consider

$$\hat{S} \times Å \times g_s = Z = \bar{\Lambda}$$

$\hat{S}$ = The Susskind Boost x Å = The Peet Tent x g_s the coupling strength. If a company had a high POP point relative to its profit it will generate a small 'g_s' (say 10%). Where if a company had a low POP point relative to its profit it could create a high 'g_s' (say 1000%).

Next, we consider the companies created via the Classic and BabyPOP investment systems:

$\Sigma \, B_{ST}$ (The sum of all 'Z' from all baby (new) companies created by the initial company)

$$\hat{S} \times Å \times g_s = Z + (\Sigma \, B_{ST}) = \bar{\Lambda}$$

Next, we need to account for the number (#) of Angelverses (N) (big companies) making new companies as $\Sigma \, \#N$ (The sum of all the number of companies created by big companies)

$$\Sigma \, \#N \times \hat{S} \times Å \times g_s = Z + (\Sigma \, B_{ST}) = \bar{\Lambda}$$

Lastly, we account for momentum (P) actions such as Facebook, or LinkedIn letting its members create S-World companies, good press, and in general the system becoming popular.
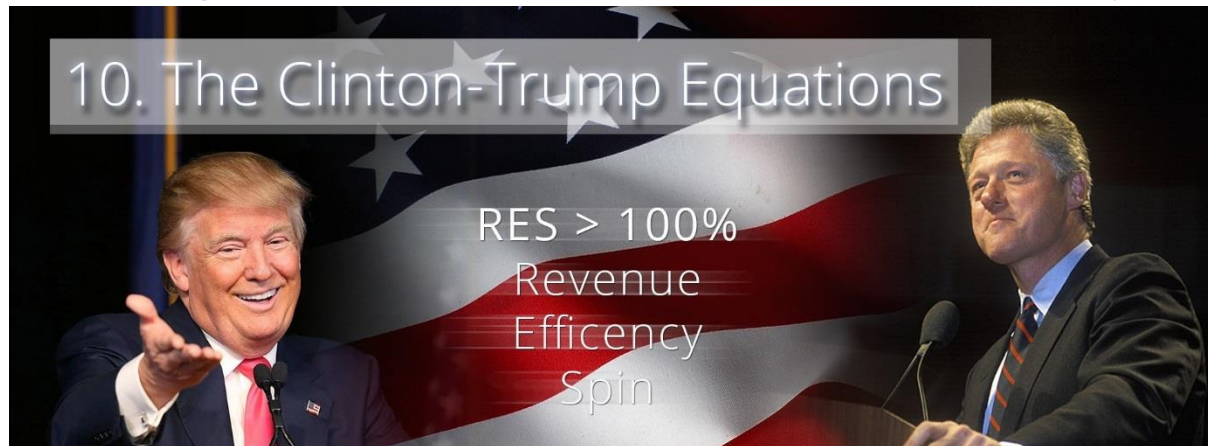
$\Sigma \, \#P$ (The sum of all the number of companies created due to 'P' effects).

$$\Sigma \, \#P \times \hat{S} \times Å \times g_s = Z + (\Sigma \, B_{ST}) = \bar{\Lambda}$$

System 10. The Clinton-Trump Equation (RES: Revenue x Efficiency x Spin)

Economic Black Holes / Economics / Business Efficiency / Tax

Influencers: Allegra Stratton - Ben Bernanke – President Bill Clinton – President Donald Trump

The Clinton Equation is the RES (Revenue x Efficacy x Spin) equation described in 2012 within American Butterfly part 3 'The Network on A String,' Chapter 4. It was later dubbed 'The Clinton Equation,' in respect of President Clinton's government creating a US federal budget surplus between 1998 to 2001.

RES (Revenue x Efficacy x Spin) first counts 'R' the initial revenue of a system. Then seeks to make the journey of that revenue through S-World as efficient as possible, avoiding economic black holes and keeping as much of the initial revenue as possible within the S-Wold network.

E' is for Efficiency… a company's profit, its supplier's profit, and profit made from the spending of salaries and bonuses & dividends (where bonuses & dividends are paid in network credits) by the company's owners, management, and staff. The primary system we use to calculate 'E' is S-World UCS. Described in The Theory of Every Business, chapter 8 S-World UCS.

The 'S' in the RES equation is for 'Spin,' the amount of times money is spent and re-spent within a year. With a high efficiency, one can double an economic systems GDP by doubling spin. For instance, make a rule that the network credits will half in value each month, or setting the TFBMS to purchase/spend within 'x' days.

The Trump Equation was created after the first 2016 presidential debate after President Trump suggested lowering company tax to 15%. Since New Sparta & The Theory of Every Business, S-World has thought a low or zero corporation tax in the USA would create ripple effects that would create greater tax receipts via sales tax, income, payroll and other taxes.

The Trump Equation is that a company's taxes should be relative to the benefits the company has to the USA in tax, social, technical, ecological, and other categories. For instance, a company that creates a greater total tax relative to other companies should pay less in corporate tax.

Res 2

Any set of laws that describes a continuous world such as our own will have a concept of energy, which is a conserved quantity, meaning it doesn't change in time. The energy of empty space will be a constant, independent of both time and position.

One can subtract out this constant vacuum energy by measuring the energy of any volume of space, relative to that of the same volume of empty space. So, we may as well call it the constant zero.

One requirement any law of nature must satisfy is that it dictates that the energy of an isolated body surrounded by empty space is positive,

Which means that one has to do work to assemble the body. That's because if the energy of an isolated body were negative, it could be created in a state of motion, so that its negative energy was exactly balanced by the positive energy due to its motion.

If that were true, there would be no reason that bodies could not appear anywhere and everywhere. Empty space would therefore be unstable, but if it costs energy to create an isolated body that could not …

Because, as we have said the energy of the universe, must remain constant. That is what it takes to make the universe locally stable, to make it so that things don't just appear everywhere from nothing.

If the total energy of the universe must always remain zero, and it costs energy to make a body, how can a whole universe be created from nothing?

That is why there must be a law like gravity because gravity is attractive, gravitational energy is negative, one has to do work to separate a gravitationally bound system, such as the earth and moon. This negative energy can balance the positive energy needed to create matter.

But it's not quite that simple, the negative gravitational energy of the earth for example is less than a billionth of the positive energy of the matter particles the earth is made of. A body such as a star will have more negative gravitational energy and the smaller it is (the close the different parts of it are to each other), the greater this negative gravitational energy will be. But before it can become greater than the positive energy of the matter, the star will collapse to a black hole, and black holes have positive energy.

That's why empty space is stable. Bodies such as stars and black holes cannot just appear out of nothing. But a whole universe can.

Because gravity shapes space and time, it allows space-time to be locally stable, but globally unstable. On the scale of the entire universe, the positive energy of the matter can be balanced by the negative gravitational energy, and so there is no restriction of the creation of whole universes.

because there is a law like gravity, the universe can and will create itself from nothing, in the manner described in chapter 6. Spontaneous creation is the reason why there is something rather than nothing, why the universe exists, why we exist.

Why are the fundamental laws as we have described them? The ultimate theory must be consistent and must predict finite results for quantities that we can measure. We've seen that there must be a law like gravity, and we saw in chapter 5 that for a theory of gravity to predict finite quantities, the theory must have what is called supersymmetry between the forces of nature and the matter on which they act. M-Theory is the most general supersymmetric theory of gravity. For these reasons, M-Theory is the only candidate for a complete theory of the universe.

If it is finite (and this has yet to be proved) it will be a model of a universe that creates itself. We must be part of this universe because there is no other consistent model.

M-Theory was the unified theory Einstein was hoping to find.

The fact that we human beings, who are ourselves mere collections of fundamental particles of nature, have been able to come this close to an understanding of the laws governing us and our universe is a great triumph. But perhaps the true miracle is that abstract considerations of logic lead to a unique theory that predicts and describes a vast universe full of the amazing variety that we see.

*If the theory is confirmed by observation, it will be the successful conclusion of a search going back more than three thousand years. We will have found the grand design.*

Any set of laws that describes a continuous world, such as our own will have a concept of energy, which is a conserved quantity, meaning it doesn't change in time. The energy of empty space will be a constant, independent of both time and position.

System 11a. QuESC 2012 – The Quantum Economic System Core pt.1

Chaos Theory /Quantum Mechanics / String Theory / Software / Systems / Code / Core Network
Isaac Asimov - Edward Norton Lorenz – Benoit B Mandelbrot - Lee Chazen - Max Planck - Brian Cox - Garret Lisi - Brian Green
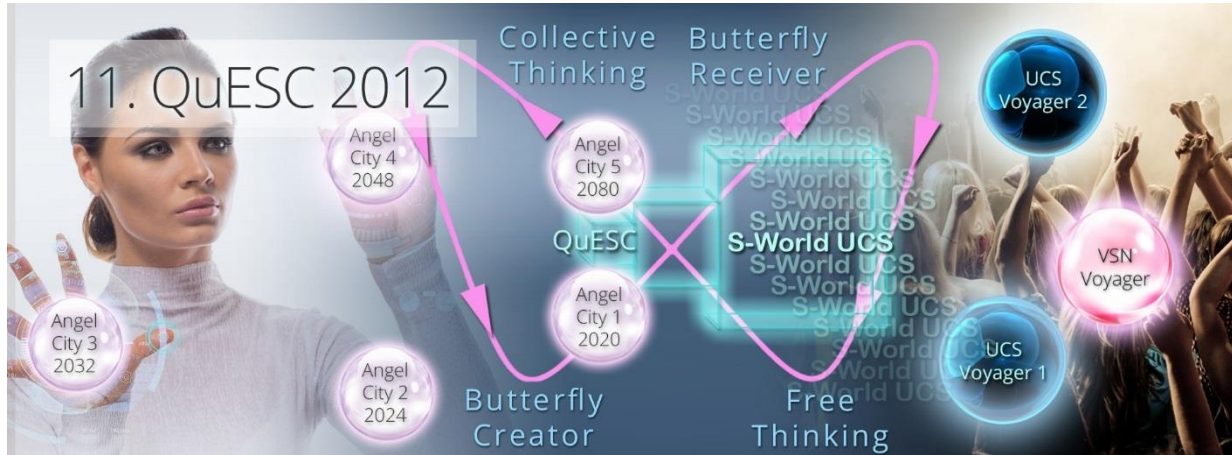
QuESC *'A mobilization and organization of our collective sentience'* was first described in 2012 in American Butterfly part 2 '<u>Spiritually Inspired Software</u>' chapter 1: <u>The Entangled Butterfly</u>.

QuESC is a design for a 'per human experience' AI, which considered the collection of many S-World <u>VSN</u>, <u>VBN</u> & <u>UCS</u> users experiences as similar to quantum uncertainty...

> "*Atoms are a bit like people,* they are very hard to predict with absolute certainty. They do roughly what you would expect of them, but never exactly."

<div align="right">Professor Stephen Hawking: The Theory of Everything</div>

QuESC put the human interactions within S-World inside a circular Butterfly Effect.

1. **Collective Thinking:** Starting with the collective thinking of the S-World team (all people paid or incentivised directly by S-World) aided by the type of sophisticated software, systems, and analytics described within M-Systems.
2. **Butterfly Creator:** The collective minds of S-World create paths to our future world simulations Angel Cities 1 to 5 and back again. Creating credible threads and ripple effects that can be followed in our time and presented to business as opportunities...
3. **Butterfly Receiver:** The new opportunities are received and acted upon by S-World members and companies, or are taken up by new members & companies.
4. **Free Thinking:** S-World members and companies apply themselves to the opportunities and use their free will and other human qualities to generate a variety of outcomes.

Then the system repeats as the collective minds and systems of the S-World learn from the new 'free will' human experiences, adjust paths to the future simulations, improve the software and systems before creating a new set of opportunities maximized for ripple effects. Each time getting more efficient and bringing our planet close to Angel City 5's heaven-on-earth landscape.

S-World is built upon circular events. What we are seeing above is how the S-World staff and systems work in tune with a mass online game 'S-World UCS' (Universal Colonization Simulator). The players of the online game represent the random or quantum factor 'free will,' some choosing winning paths through the game that even a quantum computer could not create.

This free thinking is then processed by M-Systems and S-World staff, who develop this path in the real world into a new opportunity. We call this 'The Butterfly Creator' which creates the real-world opportunity and either an existing network is strengthened or a new network is born and we call this event 'The Butterfly Receiver.'

Where after then repeats indefinitely so creating a gigantic circular event at the heart of the system. And to a degree a system close to a genuine AI, as if it has as many users as Facebook. It would see the random indigence of 1 billion individuals, which is quite collective consciousness.

A few words about inflation, unless you have lived in Zimbabwe where inflation reached 200 million per cent, the term may not sound very explosive. But according to even conservative estimates, during this cosmological inflation the universe expanded by a factor of 1,000,000,000,000,000,000,000,000,000,000 (30 zeros), during a period of 0.0000000000000000000000000000000001 (34 zeros) second.

If it was in a coin 1 cm in diameter, it suddenly blew up to 10 million times the width of the milky way. That may seem to defy relativity, which dictates that nothing can move faster than light, but that speed limit does not apply to the expansion of space itself.

11b. QuESC 2017 – The Quantum Economic System Core pt.2

Chaos Theory /Quantum Mechanics / String Theory / Software / Systems / Code / Core Network
Giovanni Camelia - Stephen Hawking - Sir Isaac Newton – Albert Einstein – Dr Amanda Peet

QuESC 2017 adds the M-System1 S-World web framework & the TFBMS AI as the 'Butterfly Receiver' and places the other new M-Systems within the 'Collective Thinking' and the 'Butterfly Creator.' Seeking to create a predictive system that gets increasingly accurate over time and builds upon ripple effects that get increasingly powerful as the system grows.

It also considers the two different ways we wish to view the S-World Network, both created on a map or globe on which the S-World global economy can be seen as a whole, or in as much individual detail as the dependents of staff. In an ideal world, this simulation would be a hologram.

1. **POP Cubic Dimensions View (Newtonian Space)**
   In the POP cubed view, we see all companies and all future company allocations within the multidimensional cubic Angel POP landscape. From which one can 'Per classic POP method' simply count the number of companies generating more than their POP point to assess the underlying financial gravity of the network.

   (OR… In the POP cubed view, we see companies within a cubed landscape and within each cube, one can see different companies. For instance, one may look at Cape Town in its 4th cubic dimension of 512 network opportunities. Or one may specify an industry sector such as real estate and travel in its 3rd dimension, as a collection of 64 existing companies and new real-world opportunities.)

   Or one can choose to look at the TFBS (Total Financial & Business System) which will provide almost real-time complete financials in great detail. Which can be seen in a business format via the TFBS software, or seen in super-simple format within the M-Systems training game and simple operations manual 'S-World UCS' (seen next).

   (Or… In addition to looking at local networks, one can also follow the POP path of any one company, seeing all cubes in the global network relent to a company's POP investment.)

2. Galaxy Gen-Res View (Camelia Space-Time Cappuccino View)
   In Galaxy view, each new small company becomes a solar system, in which the company becomes its sun. Then the company owners, directors, and staff become the planets and their dependents become moons. Then each planet shines a brightness relative to its profit, so when zoomed out we see many of the companies' lights forming galaxy

clusters.

In the Galaxy view we seek to simulate Einstein's theory of relativity as described by Dr Giovanni Amelino-Camelia, where at the right zoom, one sees many companies in a single location as a galaxy of bubbles. Each bubble representing the solar system (this needs some clever thinking if we are to create a true picture like general relativity).

System 12. S-World UCS - Universal Colonization Simulator

Mass Online Multiplayer Game / Film & Media / Simulated Universe / Supersymmetry / Browser Correcting Code / Business Development System / Software Systems Tutorial / Education System

Dr James Gates - Mark Zuckerberg - Lee Chazen - Will Wright
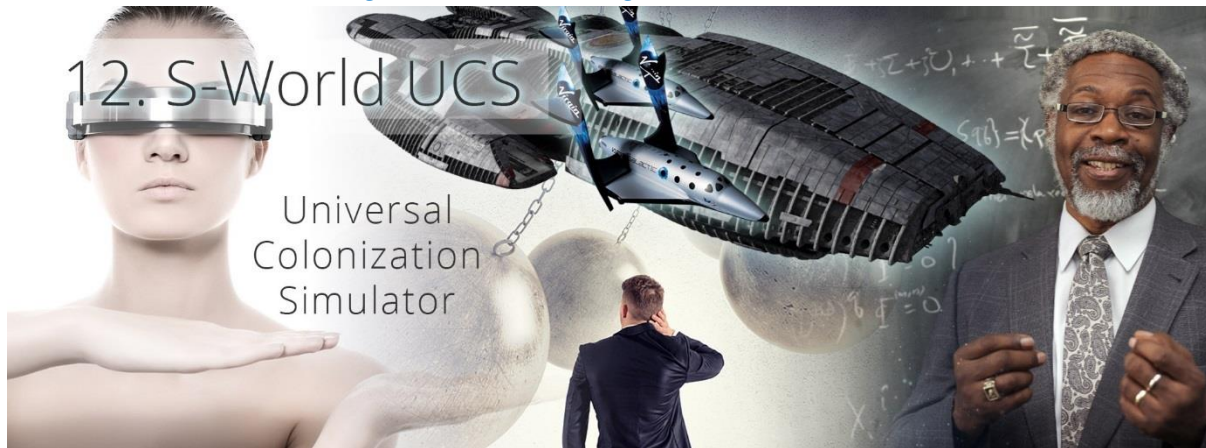
S-World UCS ([1]) ([2]) began in 2003 as 'Villa Mogul' which was the idea of adding a management game to my virtual product the Cape Villas Virtual Tour. 'The hook then and now is the same, simply that the game would be based on a real business and playing the game well would lead to real-world business opportunities for its users. And the real-world businesses would be more popular due to the game and www.S-World.TV, a win-win, or as we say… a Circular event.

In 2011 the 'The Tutorial Game,' became the first chapter in S-World.biz/Facebook Travel. The following year it becomes the concluding chapter of the book 'The Theory of Every Business'

S-World UCS is to become a mass online multiplayer game where one starts from humble beginnings but can end up amassing so much wealth or prestige that one can join billionaire philanthropists and book a ticket on the first galactic colonization super-ark S-World Galactica. Or if space is not your thing, there are many other special projects and ways to save the world.

S-World-UCS economic gameplay will always be plausible. If we can't make realistic probabilities of events happening in the real world, or within our future simulations, then it will not be a part of the game. Unless the UCS gameplayers themselves have made such actions possible due to their own endeavours. This is not at all unexpected as in comparison to our computing power, the ability of one person picking up the phone, making a meeting and winning a new contract cannot easily be re-enacted by probability software.

There will be many different types of gameplay within UCS; management sims, resources gathering, research trees, territory conquests, and we have already considered the SIMS and SIM City. By using S-World VSN and VBN, S-World UCS can provide an environment for most games. For instance, one can play 'Call of Duty' in one's own town. However, the main game is S-World UCS, where one runs businesses, learns the systems, understands the game, interact with other users, and does business.

S-World UCS becomes the training platform and coordination/logistics hub for all new S-World companies and developments. Playing UCS teaches people how to succeed in S-World commerce and philanthropy. It becomes the recruiting platform that never says no, instead suggests various UCS training simulations to play before testing again.

System 13. UCS Voyagers

Quantum Mechanics - Business Development / Mass Online Multiplayer Game / Future Network Simulation / Economic Time Travel / Simulated Universes

Garret Lisi – Brian Cox – Dr James Gates – Steven Hawking - Dr Amanda Peet

We have already seen S-World UCS Voyagers within QuESC. Now we see 'economic time travel'

What if you could look to the future and see millions of eventualities
What if you could use this information to assist you today?
What if you could do this from your phone, TV, or laptop?

Welcome to S-World UCS

Welcome to your future.

Towards the end of writing the last Theory of Every Business chapter 8 S-World UCS, I took a moment to watch a lecture on The Theory of Everything by Physicist Garret Lisi. I was inspired by Garrett's analogy of coral pulps creating identical copies of themselves wherein "each individual was in many other locations, experiencing them as separate individuals."

In that moment, I had the idea for UCS Voyagers, in which we create a copy of our Virtual Network and send it forward in time, at a pace of twice our speed. So, a year in our time is two years for UCS Voyager 1. Allowing S-World businesses to virtually conduct business in the future, with the options to follow favourable timelines back in real life.

The quantum mechanics mantra is '*whatever can happen, will happen.*' And in respect of that, each individual UCS game player is in effect an identical copy of the same business experienced by another individual.

Not long after this 'Eureka' moment, I heard President Obama's science advisor Dr James Gates (as pictured in S-World UCS) had found error blocking code in supersymmetry which lead to the desire to create S-World UCS and the Virtual Networks within the framework of our universe, not just our planet. This single event may well have been the first step... the first ripple effect towards the consideration of M-Theory as an economic system?

System 14. Angel Cities

Influencers: Garret Lisi - Stephen Hawking – Leonard Mlodinow - Richard Feynman – Dr Amanda Peet

Quantum Mechanics / Alternative Histories / Logistics / Resort Developments / Urban Planning / Simulated Universes / Special Projects / Conservation / Ecology / Philanthropy / Science & Technology

Angel Cities [1] [2] were at first, logistical support for UCS Voyagers, but have since become very important. In terms of M-Theory and its component quantum mechanics, we respect Richards Feynman's alternative histories, which tells us that no unobserved system has a definite past or future. Angel Cities are 5 future simulations of the network from 2020 to 2080.

In 2080 Angel City 5 is the nerve centre for the S-World networks long term ambitions. In this City, we plan the best earth we can logistically create. And once the blueprint is set we create paths back through Angel Cities 4, 3, 2 and 1 so that each company, development, wonder or 'special project' has a definite history back from 2080 to 2020 and Angel City 1 and our time.

Then we go up and down, the future Angel Cities changing to suit real-world developments. And in turn per the QuESC method creating many new opportunities in a very flexible way, so that just one of a great many different histories creates the desired future result.

Each City works as a part of the team, but also has a significant individual task…

Angel City 1 2020 – Complete Special Project 1. 'Experience Africa' and create grand networks
Angel City 2 2024 – Prepare for the effects of High String Coupling and a new dawn of economics.
Angel City 3 2032 – Is the land of 'Angel POP' where the mathematics of the limited availability of the network cube, sees investment into less desirable networks. So, addressing philanthropic objectives such as equality, the poverty line, third-world education and healthcare, and giving all the citizens of the earth the chance to reach their potential
Angel City 4 2048 – Prepares for 'The Singularity,' the point where it would seem to most that the future of businesses and economics is S-World & M-Systems.
Angel City 5 2080 – The creator of the special projects and our best tool for creating wonderful futures for our children and our children's children.

System 14b. Angel City 1

Influencers: Paul Allen - Mark Zuckerberg - Sir Richard Branson - Joss Kent

Special Projects / Conservation / Fight Poachers / Protect Elephants, Rhino, Cheetahs + / Ripple Effects /
Philanthropy / Villa Secrets / Quantum Mechanics / Alternative Histories

14. Angel Cities - Angel City 1
Special Project 1. Experience Africa

Leaving the other responsibilities of Angel City 1 aside, Angel City 1 is the home of the first S-World & Angel Theory special project – Experience Africa

In the past 100 years, African elephant populations have been reduced by 97%. More than 50% of Africa's remaining elephants could be killed in the next 10 years if illegal poaching continues at the current rate.

Experience Africa is an extension of Villa Secrets, as seen in M-System 1 and Network.VillaSecrets.com. Experience Africa will use the Villa Secrets Web Framework to create hundreds of safari travel agency websites and individual websites for thousands of safaris.

As Villa Secrets develops its TFBMS AI (Total Financial, Business and Marketing System) and connects to all relevant travel databases, these systems will be available to all Experience Africa users. An adaptation of the Villa's Cloud booking system will be created for Safaris and a marketing strategy will be developed to better market the idea of African safari experiences.

Unlike Villa Secrets companies who pay a royalty to S-World's GGW-String, for Safaris the only shape of the GGW-String is to protect endangered species. If we can attract half of the safaris to use our system by 2020, we will be creating more than $100,000,000 a year for the protection of the Elephants, Rhino's, Cheetahs, and other endangered species.

There is room in the market for a superior safari booking system. But to build such a system before another company does and/or in time to make a difference soon, we are kindly asking for programmers/engineers, and branding from philanthropic investors such as Paul Allen the co-founder of Microsoft, Mark Zuckerberg the founder of Facebook, and asking for PR, Media and branding from Sir Richard Branson the founder of Virgin Group.

14. Angel Cities - Angel City 5

Angel City 5 [1] the last of the founding Angel Cities is set in 2080. Above we see my darling Sienna as herself and as an angel guiding us towards a better future, in keeping with the S-World mantra, by professor Isaac Asimov…

"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."

M-Systems has been created to achieve a more desired future and Angel City 5 is its primary component.

'If you could pick 16 desired concepts that you would like your children and grandchildren to experience, what would they be? Our current choices are…

Special Project 1. Experience Africa (protects endangered species and funds conservation)
Special Project 2. Give Half Back (The GGW-String shapes: ecological, scientific, philanthropic)
Special Project 3. Advancing Human Potential (S-World, TFBMS, UCS & Virtual Networks)
Special Project 4. Cities of Science (Seen within The Theory of Every Business parts 1, 2 and 3)
Special Project 5. Angel POP (Ecology, equality, the poverty gap, global education & healthcare)
Special Project 6. Sienna's Forests (Buy rainforests to be forever preserved, create new forests)
Special Project 7. Global Cooling (A Theory of Every Business [part 2] & [part 3] Initiative)
Special Project 8. Universal Knowledge (Each grand network development has a university)
Special Project 9. Spartan Contracts (nongraduate opportunities - Advancing human potential)
Special Project 10. Global Healthcare (Each grand network development has a hospital)
Special Project 11. African Rain (A mass desalinization project for North and East Africa)
Special Project 12. The Babylon Project (A mass desalinization project for the Middle East)
Special Project 13. Middle Earth (Create underground habitats and arks in case of ELE's)
Special Project 14. The Population Point (The hardest of all special projects).
Special Project 15. The Spartan Theory (An attempt to end war and create peace on earth)
Special Project 16. Universal Colonization (Preparing for, or flying ourselves to the stars)

System 15. 'POP 3' - Angel POP Basics

Influencers: Stephen Hawking - Edward Witten – Amanda Peet - Andrew Strominger - Cumrun Vafa

#Equality / Economics / Chaos Theory / The Butterfly Effect / General Relativity / Global Networks / Resort Developments / Urban Planning / The Poverty Gap / Universal Healthcare / Education /

In as simple as terms as possible, Angel POP starts as M-System 5. Classic or BabyPOP which dictates that after a predetermined point of profitability, every S-World company will invest its additional profit into the creation of new S-World companies or grand networks (networks of companies attached to real estate developments) … Where after…

Angel POP uses plain old simple 'supply and demand' by limiting the investment options to include less desirable businesses locations, which need to be fully invested before the next phase of POP investment options are released.

As a result and amplified by M-System 4 The Peet Tent, which dictates that no S-World company can fail. Reasons to invest into less desirable business locations in the first instance of change, be it a big company investing in a grand or super grand network or a single man or woman needing to get finance from a bank to start an S-World company. The predetermined success of each network or company and the combination of Angel POP and the Peet Tent make each and every S-World venture desirable.

Let's consider M-Systems 6. The Theory of Every Business parts 1 New Sparta and 2 American Butterfly and M-System 7 'S-World VBN' which all describe the creation of large resort-styled ecologically-sound property developments which contain S-World operation centres called Grand Networks (512 companies) or Super Grand Networks (4096 companies).

So, starting from the first instance, instead of creating one grand or super grand network in a prime location such as California, we create two networks and twin their fortunes. So, their joint income is one profit centre. A $1,000,000 in S-World California, sees 50% of the investment destined for say… Malawi, see M-System 6. The Theory of Every Business 'African Butterfly'

In 2015 the IMF ranked Malawi as the #3 poorest country in the world, with most of its 16 million citizens living in abject poverty, earning an average of only $364 per person per year. But by creating a super grand network there is a significant number of Malawi citizens that can be moved out of Abject poverty. Hence Angel POP, or to be precise 'Baby Angel POP,' as the above example is very simple. The original 2012 Angel POP model looks at the same scenario in higher financial dimensions with a great many more super grand networks.

System 15. 'POP 3' - Angel POP in 10 cubic financial dimensions

Influencers: Stephen Hawking - Edward Witten – Amanda Peet - Andrew Strominger - Cumrun Vafa
Equality / Investment / Economics / Chaos Theory / The Butterfly Effect / M-Theory / String Quantum Mechanics / The Game of Life / General Relativity / Inflation / String Theory / Resort Developments / Urban Planning / The Poverty Gap / Universal Healthcare / Education
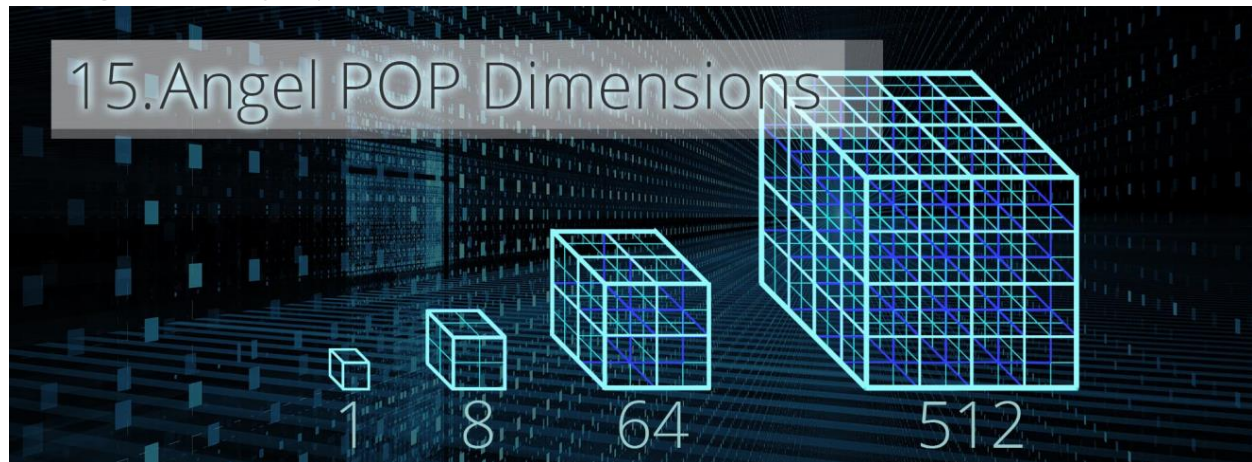
Above we see the principle of cubic financial POP dimensions which is very easy to understand. One simply multiplies or divides by eight to move up or down a dimension. Consider that the first cube you see '1' is a single company's POP Point of $244,141 and 8 such companies can combine to create a cube of 8 with a combined POP point of $1,953,125. Or it could be that a more profitable single company has a POP point of $1,953,125. The point is to combine all companies POP points in such a way as to create even higher dimensional cubes which create the underlying financial gravity of the network.

Below we see the M-Theory interpretation that may need some revision but is a good starting point. We have six smaller dimensions, D1 to D6, that are flexible as well as three large dimesons D7, D8, D9 that can create resort developments. And at the top D10 is the M-Theory multiverse dimension which can contain 10 to the power of 500 big companies. And of course, the 11th dimension is time.

10 Dimensions + Time		Companies	POP Points in USD	POP in Planck Cubits
Angelverses	D 10	10^{500}	$64,000,000,000	118,213,039,704
Angel POP	D 9	32,768	$8,000,000,000	14,776,629,963
Super Grand Network	D 8	4,096	$1,000,000,000	1,847,078,745
Grand Network	D 7	512	$125,000,000	230,884,843
2nd Tier Network	D 6	64	$15,625,000	28,860,605
1st Tier Network	D 5	8	$1,953,125	3,607,576
Standard Company	D 4	1	$244,141	450,947
Small Company	D 3		$30,518	56,368
Relative Company	D 2		$3815	7,046
Abject Company	D 1		$477	881

The original 2012 version of Angel POP was created in extreme macroeconomics (D10 x 8 x 8 x 8). But the principle can be used in any dimension. The point was if one spreads options across the globe and limits the availability of investment in higher dimensions until all current options are invested in, then all locations available in the current dimension will be invested in.
And as a result, one quality of Angel POP is that the last 15% of options are afforded in a very short time scale.

System 15. 'POP 3' - Angel POP Laws

Influencers: Stephen Hawking - Edward Witten – Amanda Peet - Andrew Strominger - Cumrun Vafa

Economics / Chaos Theory / The Butterfly Effect / General Relativity / Black Holes / Big Bang / String Theory / Global Network / Resort Developments / Urban Planning / The Poverty Gap / Universal Healthcare / Education / M-Theory

We need to create a set of laws that apply to the GGW-String, TFBMS, POP, Super Coupling [2], RES [2], QuESC [2], Angel POP & Angelverses. So, that we create a system that is fine-tuned and needs little or no tweaking. Fortunately, as M-Systems mimics/simulations the laws of M-Theory we can seek inspiration for such laws in nature and benefit from billions of years of economic compression (Paraphrased Hawking). As opposed to attempting to make a complete set of laws from scratch.

In Dr Amanda Peet's lecture, 'String Theory Legos for Black Holes' at 48 minutes Dr Peet presents the concept the different dimensions of String Theory have some basic laws (or rules) which affect the makeup of our universe.

Peet explains that in 1996 two Harvard physicists Dr's Andrew Strominger & Cumrun Vafa used string quantum mechanics to calculate the entropy of what a system would be... And it turned out to give exactly the same answer as the Bekenstein Hawking entropy predicted 40 years earlier. The important point of the above is that coming to the same conclusion using 2 different methods made the math much more likely to be correct.

And so, ideally, we would consider the fundamental laws that apply to M-Theory and dimensions from a string quantum mechanics perspective. However, in Hawking's book 'The Grand Design' he describes 'The Game of Life' which uses some very simple laws to great effect. So, it's possible we may just use laws that simply fit the model well. But in general, we want laws that hold without exception but can be adapted by adding new laws

One law may be that an Abject Company is twinned to a big company
Another may be that a relative company's GGW-String contention is always set to boost.
Another may be that we will not invest in D9 until D8 is fully invested.
Another may be that a big company must support more than 1 abject company

System 15. 'POP 3' - Angel POP in 8 Global Locations

Influencers: Stephen Hawking - Edward Witten – Amanda Peet - Andrew Strominger - Cumrun Vafa

\# Economics / Chaos Theory / The Butterfly Effect / General Relativity / Black Holes / Big Bang / String Theory / Global Network / Resort Developments / Urban Planning / The Poverty Gap / Universal Healthcare / Education / M-Theory
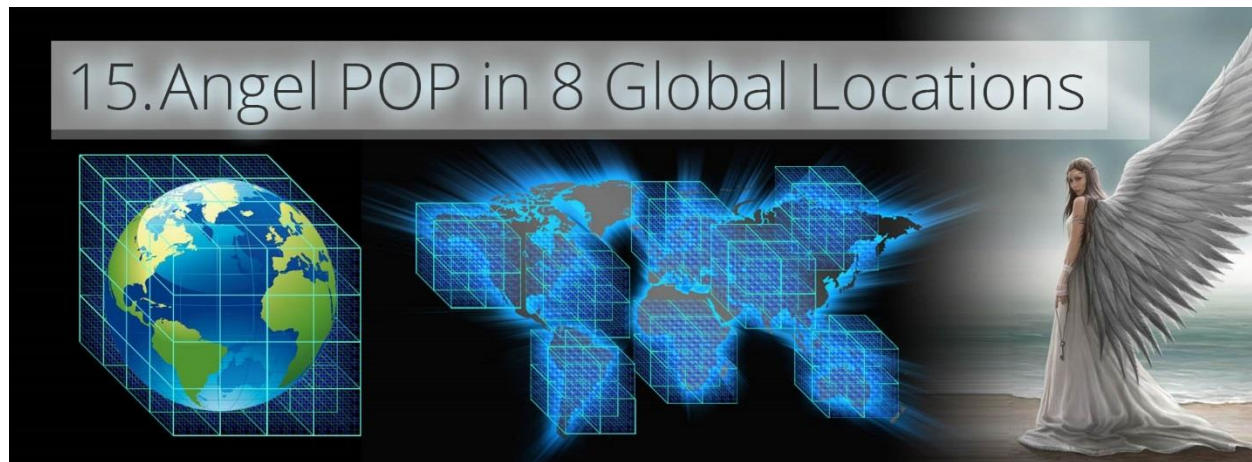
If one uses cubic financial dimensions, one needs to divide the world into 8. Above we see Angel POP in its original 8 locations, which were called 'continental networks.' In the summer of 2016, a version of the above was created that considered GDP, which mostly kept the same shape. However, for all locations to still be geographically adjacent to each other and to have about 12.5% of global GDP, I needed to add all of Africa, India, and the Middle East together as one continental network, which did not feel right.

If Angel POP is the primary objective, the most important of the 16 Angel City 5 special projects or any kind of model that equality scaled forward, would be effectively making a model to keep the poorest countries the poorest. One thing is certain if one uses cubic financial dimensions, one needs to divide the world into 8.

Recently, the decision was made to turn the 8 global locations on their head. The jury is still out whether to keep some resemblance of the original shape. For instance, one could go back to Africa being one continual network and drop in Japan and the UK, and move a handful or a dozen or so African countries into a more affluent country.

Or whether the continental networks should just be 8 divisions of countries, without respect to geography and rather based on synergies, A&B String ripple effects and circular events. Plus, consideration of trade laws between countries. So, if a country wishes to sell in a particular country without trade tariffs, it would use its POP investment to create S-World companies to manufacture their goods in that country.

In such a model one could see the USA divided into 8, evenly distributed within the 8 global networks. For Angel POP this would be an improvement on the American Butterfly (2011-2013) as pictures above with the USA contained in 2 cubes, and but a few countries.

System 15. 'POP 3' – Super Angel POP

Influencers: Stephen Hawking - Edward Witten – Amanda Peet - Andrew Strominger - Cumrun Vafa

Economics / Chaos Theory / The Butterfly Effect / General Relativity / Black Holes / Big Bang / String Theory / Global Network / Resort Developments / Urban Planning / The Poverty Gap / Universal Healthcare / Education / M-Theory
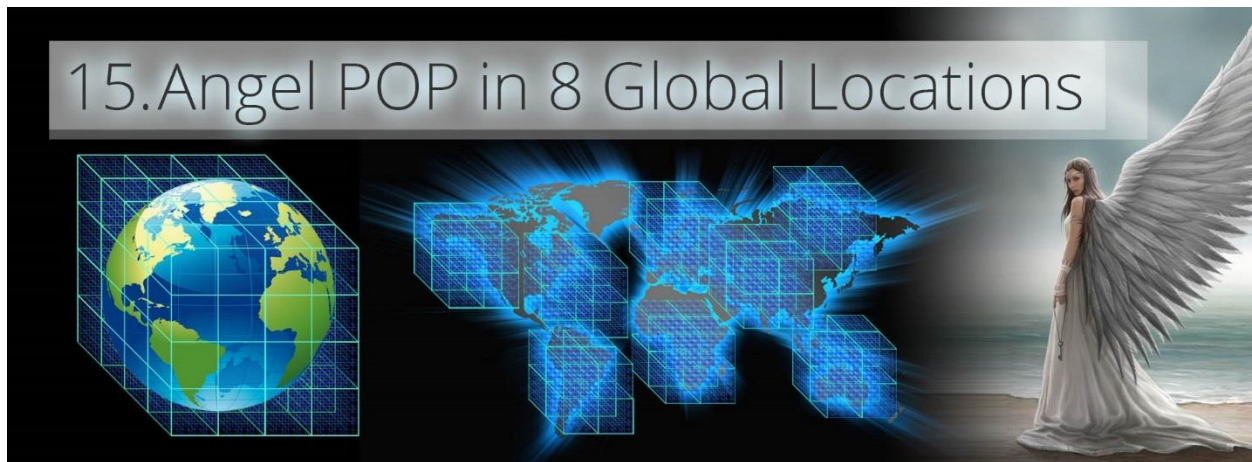
Follows on from the original Angel Pop

A network of 32,000 grand networks, which if all are connected to grand networks is an impossible task, but as I learned from Villa Secrets, and African Butterfly we can create networks with just a local communal building.

Angel Pop is the direct opposite of a pyramid scheme, a Pyramid scheme will ultimately fail due to lack of investment whereas Angel Pop will succeed as it has too much

System 16. Angelverses

Influencers: Edward Witten - James Gates - Amanda Peet - Brian Green - Michael Greene - Leonard Susskind - Stephen Hawking – Sir Richard Branson / Bill Gates / Google / Mark Zuckerberg / Steve Jobs

M-Theory / Supersymmetry / String Theory / Dimensions /Quantum Mechanics / Global Network / Technology / Business / Economics / Governments / Geography

Angelverses are giant businesses, networks of big businesses, philanthropists, high network individuals under a different set of laws and governments who can invest in S-World opportunities. In terms of M-Theory, these companies are in the multiverse dimension and each is its own universe, as such there can be as many as ten to the 500th power. However, we are only looking at very similar universes that mostly have the same laws but do have variations. There are a few ways the above can be invested into S-World and M-Systems.

1. Philanthropic Investment into the special project 1 Experience Africa, which will be the first super grand network. Currently considered as the twinning of a large resort development in Malawi and a series of 512 high-end real estate and travel companies in California and the surrounding states, that follow POP to eventually make 4096 companies. We shall start the process by asking for pledges that only become options once $'x' is pledged, 'x; being enough to create a significant resort development, with a great amount of land purchased in the first instance for later phases of development.

2. A big business can invest in the start of small to medium S-World companies. In which case 50% or more equity would be owned by the hands-on head or heads of the company. For instance, Sotheby's Realty may desire 64 Villa Secrets Realtor/Travel licences for their franchises or to create new franchises.

3. In some cases, a company like Pepsi may create S-World Pepsi companies that can sell directly to the network.

4. In some or many cases a company can itself become an S-World company by contributing to the GGW-String and following the M-System laws.

Last to consider is what becomes of Villa Secrets and the to be created S-World Virtual Networks, are they owned by one or all?

To conclude this presentation, we now need to consider getting some investment and completing the M-Systems circle back to M-System 1, and start again… repeat, repeat, repeat…

And they all lived happily ever after