

# Angel Theory - Paradigm Shift

## Book 6. S-World BES™

### Behavioural Economic Systems

*By Nick Ray Ball 20<sup>th</sup> July 2018*



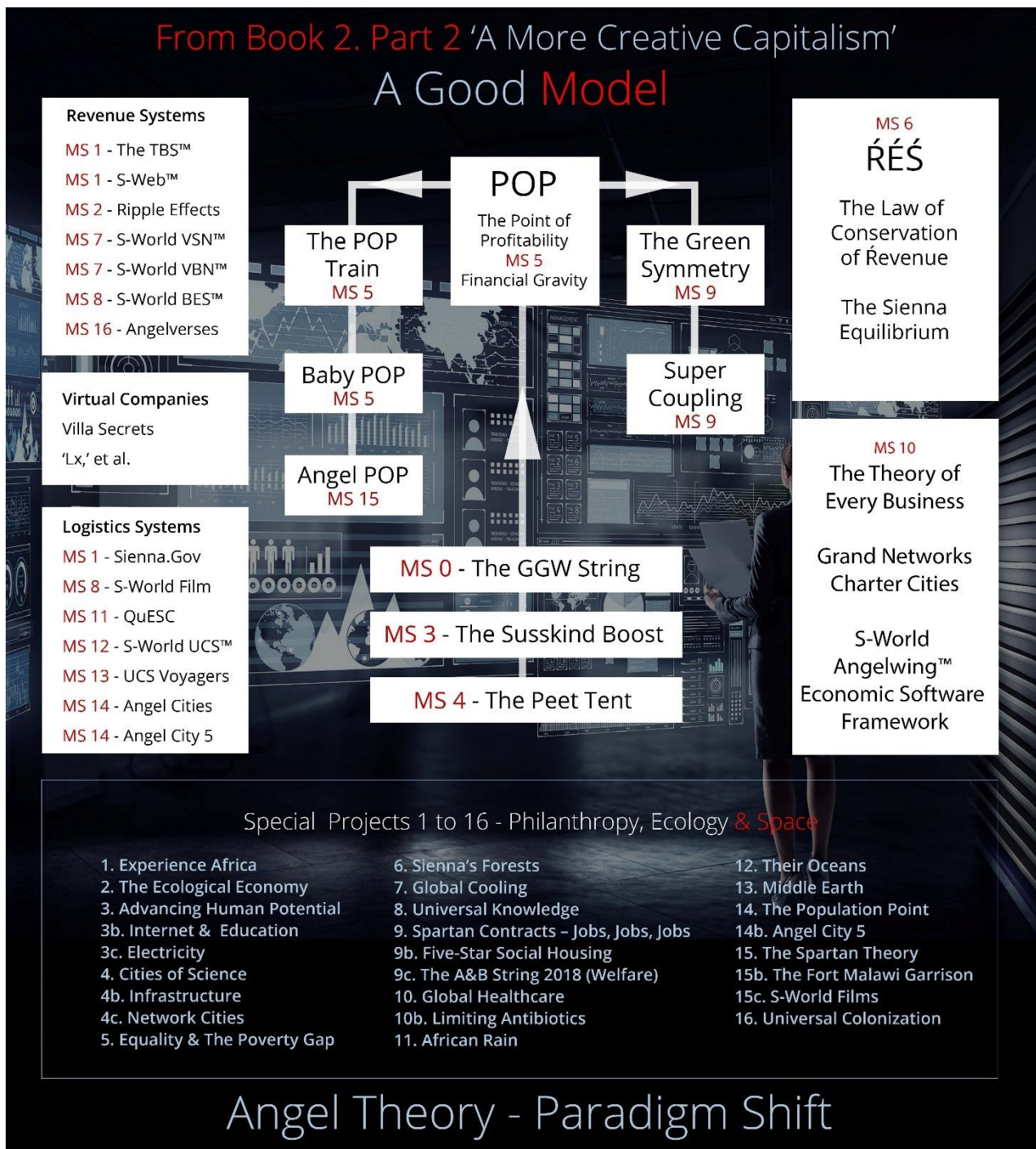
Welcome to S-World BES™ – Behavioural Economic Systems. Please note that this article is a summary of chapters that are in progress and will eventually become part of Book 6. S-World Films in the ‘Angel Theory – Volume 1 – Paradigm Shift’ series.

One may see an overview of the project at [www.AngelTheory.org](http://www.AngelTheory.org), and I advise quickly looking at this two-and-a-half-minute video: <https://youtu.be/m0gvi4c6smk> and reading the memo summary on the homepage which gives an introduction to the software design and the ambition of the project. Please do not be put off by the notion from Book 2 that Malawi can, by 2039, increase its share of global GDP to 0.4%. This point is the current focus of the project in Book 2. ‘A More Creative Capitalism,’ and in particular Chapter 4. ‘The RÉŚ equation,’ which I am almost positive is correct. And, if so, will lay the foundation for a Paradigm Shift in economics; a foundation, however, that would be nowhere without good complimentary behavioural economics and lots of it.

### *What is a Behavioural Economic System?*

In S-World – Sienna’s World (which is the catch-all name for the project since 2011), a behavioural economic system, its behavioural insights and/ or a nudge that is built into the software. Since 2011, there has been more software design than any other activity. One would not be incorrect to call S-World a software design. Initially, in 2011 and 2012, I started designs for the TBS™ – Total Business Systems, S-World VSN™ Virtual Social Network, and S-World UCS™ Simulator. And in the spring of 2018, after reading Richard H. Thaler’s *Misbehaving* and *Nudge*, the S-World BES™ – Behavioural Economic Systems were added to the collection.

Below, we see the system architecture with S-World BES™ in the top left box.



Please note that the 26 Special Projects above - these are **'the why!'** behind the whole project, see ['Special Projects – Ripple Effects and Elephants.'](#)

Since identifying the need for S-World BES™, I have started to chronologically go through my previous work and found over 20 insights in the 2011 work; so there will be about a hundred different insights and nudges within the work to date. Once fully catalogued, all of which will be within the system.

I will present some of my favourites that apply to the project as a whole, before zooming into some that are specific to the current book, A More Creative Capitalism.'

# The S-World BES™ Observer

Original name: S-Wold UCS™ Hawthorne

S-World UCS™ Hawthorne was originally described in Chapter 10 of the operations manual/business plan for S-World [Villa Secrets](http://network.villasecrets.com/the-secret/ch10/UCS-Hawthorne-for-Richard-Thaler). To see the original article, follow this link: <http://network.villasecrets.com/the-secret/ch10/UCS-Hawthorne-for-Richard-Thaler>.

Note that the BES™ Observer sits on top of the following systems, also from the Villa Secrets book (The Villa Secrets' Secret – Circa 2016 – 2017).

Chapter 1. [The S-Web CMS Framework](#)

Chapter 2. [The Villa Secrets Network](#)



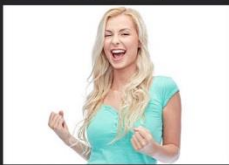


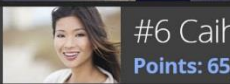

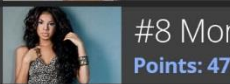
Chapter 4. [The CDS – Content Delivery System](#)

Chapter 6. [The CRM-Nudge-Ai](#)

Chapter 7. [The TFS – Total Financial System](#)

Chapter 9. [The CRM CC – Company Controller](#)

In brief, the data collected by the software system, 'The TBS' Total Business Systems (Book 4), is used to create a scoreboard, and create daily competition between personnel. And in the Villa Secrets case, the winner and runners up get a cash reward; in some cases, equal to a week's salary. This scoreboard will be seen on mobile, tablet, desktop, and a big TV monitor in the office as seen below.

S-WORLD UCS™ HAWTHORNE				Leaders Board: 11:26am 24th August 2018	
	#1 Ajanlekoko		#2 Mark Gosling		
	Points: 124,539 Handicap: 18   Wins: 26		Points: 115,271 Handicap: 24   Wins: 20		
	#3 Sarah Jones		#4 Monica Belgrave		
	Points: 93,261 Handicap: 16   Wins: 32		Points: 82,954 Handicap: 11   Wins: 38		
	#5 Richard Okereke		#6 Caihong Chan		
	Points: 75,823   Handicap: 8   Wins: 36		Points: 65,629   Handicap: 3   Wins: 45		
	#7 Mark Long		#8 Monica Knowles		
	Points: 57,862   Handicap: 17   Wins: 18		Points: 47,829   Handicap: 0   Wins: 42		







And, eventually, within a Virtual World (VSN™ Book 5) and an MMO Game (UCS™ Book 7).

This is not the first version of a TV that reflects sales and shows winners as champions. That is just the behavioural economics per the Hawthorne effect that tells us that personnel are more



productive when observed. The real benefits come from the supporting software such as the CRM-CC Company Controller, which assigns the tasks that will win points to non-sales staff such as a photographer or copywriter, marketing and other personnel; so, spreading the Hawthorne effect across the entire staff, and letting the entire team appreciate the tasks completed by each other. So, the act of observation is powered by the team themselves.

The same system can work in different environments such as the UK tax office HMRC seen below; this time displaying points won today, and the sum of all the tax receipts from the many different clients they have assisted so far that year. Which of course needs its own version of the TBS, and doubly so as the actual systems in the HMRC are unfathomably complicated; and, in many cases, they simply do not work. But we need not get into that here.

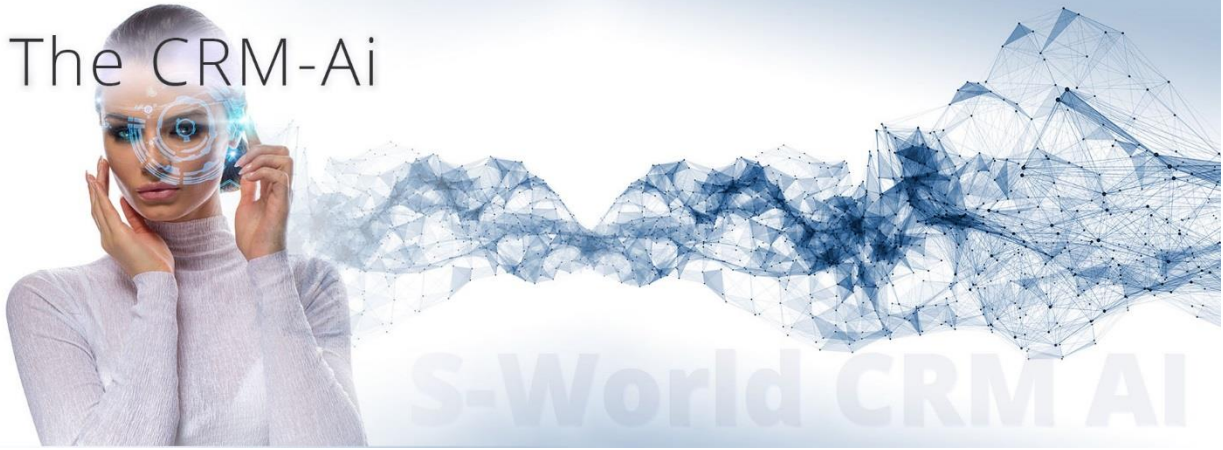
HMRC & Companies House		S-World BES™ Observer	
	#1 Mr Joy <b>Points Today: 125,832</b> <b>Year Receipts : \$252,903,201</b>		#2 Marie Gibson <b>Points Today: 105,293</b> <b>Year Receipts : \$233,073,122</b>
	#3 Tricia Mahoney <b>Points Today: 98,372</b> <b>Year Receipts : \$153,963,912</b>		#4 Mrs Green <b>Points Today: 78,244</b> <b>Year Receipts : \$97,629,283</b>
	#5 Other <b>Points Today: 78,309   Year \$53,827,293</b>		#6 Jackie HMRC UST <b>Points Today: 65,953   Year \$73,293,954</b>
	#7 Mrs S Davidge <b>Points Today: 2,367   Year \$23,872,192</b>		#8 Mrs Dawn Richards <b>Points Today: -23,962   Year \$ -72,812,843</b>
Leaders Board: 11:26am - 24th August 2018		Points Today and Total Revenue Assisted	

The latest evolution of S-World BES™ Observer is found in the current book, 'A More Creative Capitalism'- Chapter 5. 'Agrees with and Explains all Existing Observations' (the Economics Chapter). Where the S-World BES™ Observer provides observation of all that come into contact with development aid, which MIT professors Abhijit V. Banerjee and Esther Duflo tell, again and again, works spectacularly in decreasing corruption in their book 'Poor Economics: A Radical Rethinking of the Way to Fight Global Poverty.'

## The S-World CRM-Nudge-Ai™

Next, we will look at a component system for S-World BES™ Observer, the [CRM-Nudge-Ai](#). Note that the trademark, in this respect, requires the approval of Richard H. Thaler and Cass Sunstein. The name 'Nudge' was added, in hindsight, whilst reading 'Misbehaving: The Making of Behavioral Economics,' as it helped to describe what the software does. It nudges S-World personnel towards better decisions.

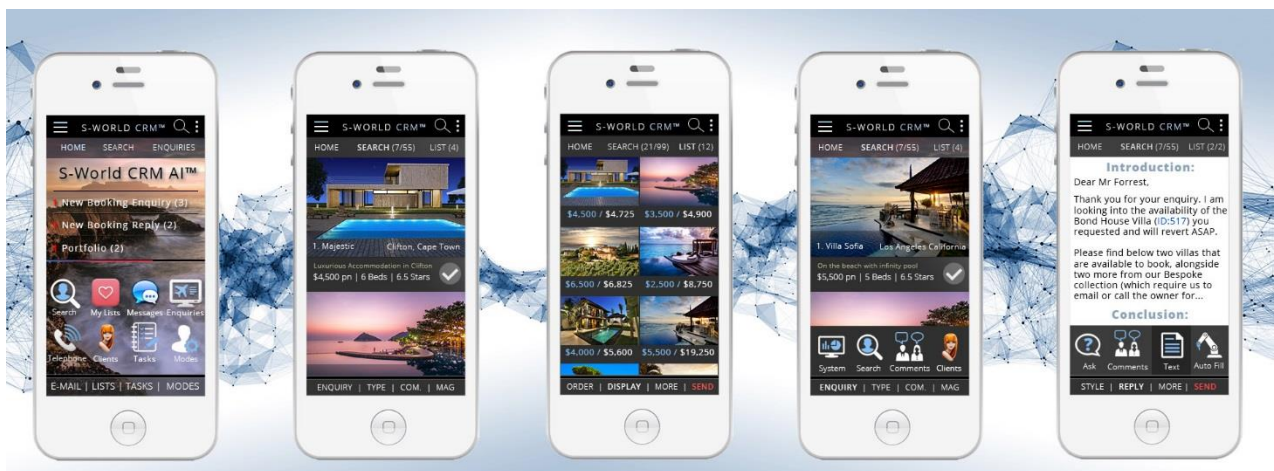
## The CRM-Ai



The CRM Ai is a CRM created specifically for an industry and, in this case, luxury villa rentals; when complete, changing defaults and choice architecture; and small additions will see it adapted to other industries one at time. But for now, we focus on the application.

As it is dedicated to an industry niche, it will be far simpler and can do much more than traditional CRMs; and, in some cases, can replace humans in the sales process.

Of course, a CRM, by its very name 'Customer Relationship Management,' is a behavioural insight software; see <http://network.villasecrets.com/the-secret/ch6/crm-nudge-ai>.



Of course, I need better insight to make the system better. But given that the whole idea behind Villa Secrets is to create tens, then hundreds, then thousands of different industry-related companies across the world; it provides the perfect testing ground for behavioural economics in high-cost environments, what with villas renting for between a few thousand dollars to a hundred thousand dollars per transaction.

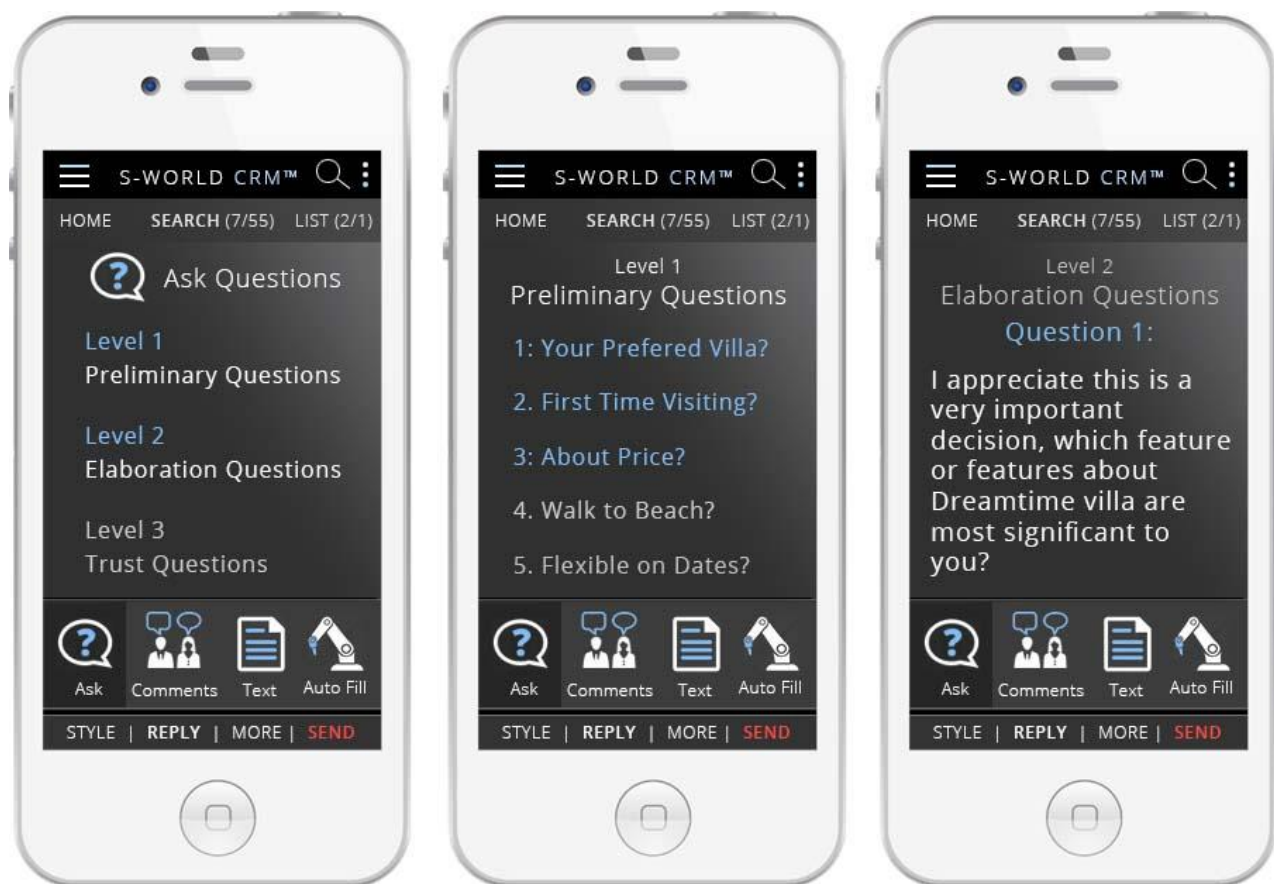
In this high-cost environment, we can create test groups. Say one idea has three solutions, and the network had 40 companies; ten can use one solution, ten can use another, and ten can use another, and the fourth may be used as a test group with no insights.

Then, when the results are in, the experiment can be refined for the next batch of 40 companies.

And if the data shows a clear winner, then we know what to advise all future batch of companies on this point. But of course, there are probably hundreds of different points one would like to test. So, the experiment goes on for years, until we have strong performance data from many different experiments supporting the best way... but including many contingencies.

Below, we see one example of one experiment and the asking of questions; which of course can be done by the CRM-Nudge-Ai itself during the enquiry process and can become part of an automatically generated email that gets sent to clients if salespersons are not available to answer. Where after, in many cases, the CRM-Nudge-Ai could progress the enquiry to a sale, all by itself.

Especially if it was joined by IBM's Watson, but that's another matter entirely.



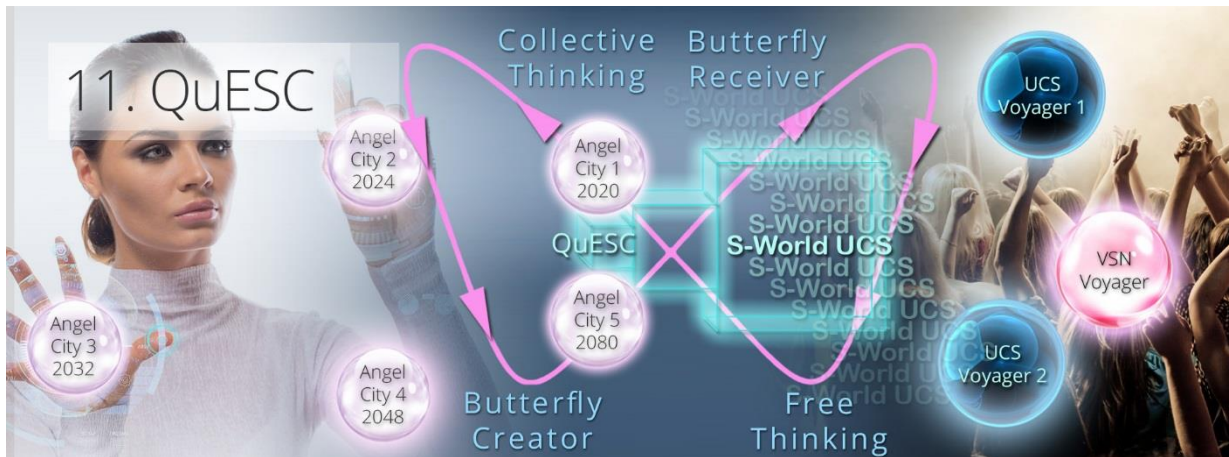
Note, of course, that in the full article, it's not my job to get the behavioural insights correct; just to know where they need to sit within the software, and how to make the insights (when correct) work for both the sales team and the Ai in terms of converting the sale.

The testing idea above, the idea that there would be expert business and economic advice at one end of the system and non-econ's on the other, was originally from the rather grandly named QuESC, which simulates the butterfly effect, from [www.AmericanButterfly.org](http://www.AmericanButterfly.org) circa 2012.



# S-World BES™ QuESC

## M-System 11. QuESC - Quantum Economic System Core



QuESC is the basic idea of controlled trials; assisted on the one side by the likes of economists, and on the other by the personnel using the system. Before we get into applications, let us first look at M-Systems (Book 1).



M-Systems 1 to 9. [www.angeltheory.org/book/1-2/from-m-theory-to-m-systems](http://www.angeltheory.org/book/1-2/from-m-theory-to-m-systems)

M-Systems 10 to 14. [www.angeltheory.org/book/1-3/the-s-world-ucs-m-systems](http://www.angeltheory.org/book/1-3/the-s-world-ucs-m-systems)

M-Systems 14. [www.angeltheory.org/book1-4/an-ecological-and-philanthropic-theory-everything-](http://www.angeltheory.org/book1-4/an-ecological-and-philanthropic-theory-everything-)

[plus-space](#)

M-Systems 15. [www.angeltheory.org/book/2-3/the-network-on-a-string#Angel-POP-2012-to-2017](http://www.angeltheory.org/book/2-3/the-network-on-a-string#Angel-POP-2012-to-2017)

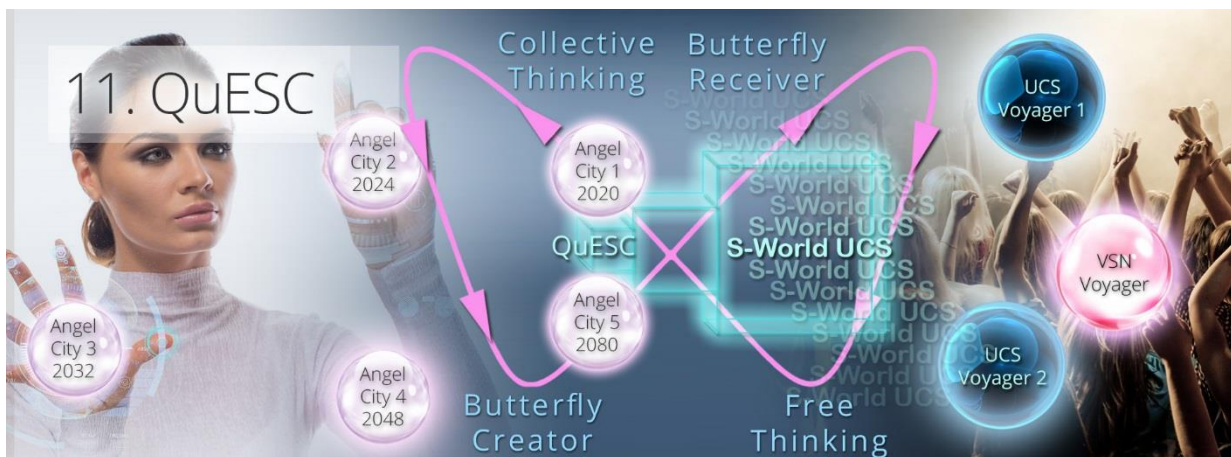
M-Systems 16. [www.angeltheory.org/book8/Audacious-Ideas-v1](http://www.angeltheory.org/book8/Audacious-Ideas-v1)

All the above have behavioural components and particularly M-System 8. S-World Films. But for now, as it follows on from the CRM-Nudge-Ai, allow me to present M-System 11. QuESC – ‘The Quantum Economic System Core.’

The reason for the grand name, ‘Quantum Economic System Core,’ is explained in my 2012 work ‘American Butterfly’ Book 2. ‘Spiritually Inspired Software’ - Chapter 1. ‘The Entangled Butterfly.’ [Americanbutterfly.org/pt2/spiritually-inspired-software/the-entangled-butterfly](http://Americanbutterfly.org/pt2/spiritually-inspired-software/the-entangled-butterfly)

For now, it is simply enough to know that it is the human element within the software (the general public using our systems) that gives the S-World System Core its quantum quality; as like quantum mechanics, we can never be really sure where the particle is, and we can never be sure what a human will do. But we can, in large enough numbers, get a fairly good feel for what the masses will choose.

Let’s have a closer examination of the graphic that we just saw above.



To begin, we have the journey from Collective Thinking, to Butterfly Creator, to Free Thinking, and the Butterfly Receiver.

This is self-explanatory. In Collective Thinking, we consider the results from experiments on mass from all system users. Then, in the Butterfly Creator, the S-World team including the BES™ team, come up with various options that would maximise the profit and/or utility (happiness) of the users, and the ecological and philanthropic impact. This phase can be considered as adding the ‘econ’ (economist) decision making’ to us all. It will give choices, but only choices that are a safe bet. Once the S-World personnel receive the Butterfly Creator, they apply their own free-thinking and individual will to the choices and ‘run with it.’ Then, when there is enough data created to warrant a new cycle, S-World receives all the free will choices and starts to create a new and improved set of options the next time around, and now we are full circle to the Butterfly Creator.





Now, let's have a quick look at S-World UCS™, UCS™ Voyagers, and Angel Cities.

S-Wold UCS™ is the most used M-System, being the foundation for the following: Book 2. A More Creative Capitalism, Book 3. The GDP Game, and Book 7. S-World UCS™. So, there's a lot to it. But in brief, it is teaching, recruiting, and is simulation software; packaged within a set of elaborate games, as games are more fun to play.

To be continued... For now, see [www.angeltheory.org/book/1-3/the-s-world-ucs-m-systems](http://www.angeltheory.org/book/1-3/the-s-world-ucs-m-systems). This link is a good link for behavioural scientists, it is one of the key papers in the study and is repeated in Book 2. Chapter 6. 'Makes Detailed Predictions about the Future.'



Note: "Behavioral" should be "Behavioural" in the image above.

# Angel Theory - Paradigm Shift

## Book 6. S-World BES™

### Behavioural Economic Systems

By Nick Ray Ball 20<sup>th</sup> July 2018



Now, let us quickly explore some of my favourite insights from the current book in progress, ‘A More Creative Capitalism.’

## S-World BES™ Malawi

*‘The Behavioral Economics of Football Leagues and Paying Women More.’*

To get an overview of S-World Malawi, the accompanying Chapter 4. The RES Equation gives a good overview and introduces my current burning issue, can we use the RES Equation as prescribed? The basics of the chapter are contained within 3 videos.’

The Law of Conservation of Revenue

Additional Revenue

The S in The RES Equation

And after, the concluding points from part 6 onwards provide more details.

I hope to soon create Chapter 1 as a chapter summary of ‘A More Creative Capitalism.’ But for now, the RES Equation is the best source.

The text from 'Part 7. Tax, Labour, and Interest on debt,' from the RÉÉ Equation specific to the behavioural economics follow.

### **S-World FC - Malawi Football League**

One idea that I am particularly fond of is the behavioural economics idea than in these 256 locations, long before 2024, S-World emerges simply as a football league, paying about \$1,000 a year per man/woman for maybe 50 people per location, which would cost \$12,800,000.00 plus maybe the same again for facilities that are, in fact, paving the way for a Charter Town.

Such a set up creates a team that will be motivated to win their league, as half their income will be prize money for winning their games.

- a. The salary allows full-time training, both men and women teams; which might be half football and half training for future Malawi Network jobs.

Having the strongest and the fittest and (in many cases) the most ambitious men and women in a specific catchment area is, in my opinion, the best base to grow from; as it is starting with what many do for fun, and can be performed with almost zero infrastructure, just a field, of which there are millions in rural Malawi, some posts, and maybe some grass.

Men and women from the local team will have opportunities at network positions and could lead the way to a company being created in their area; which would (on average) employ about 80 personnel, who from their salary deduction for welfare see maybe an additional 250 people join the football club, but mostly in education roles.

And with a twist, the women's team would win more money than the men's, which has too many positive externalities (ripple effects) to mention.

1. See my article to Richard Thaler's Nudge team on 'The Behavioral Economics of Football Leagues and Paying Women More.'



- ii. In (Y:36), we see education and technology, which can only come after solar arrays have been installed; and the technology, tablets, and VR goggles are delivered. Where after, the S-World football club takes on more members and most spend their time learning in very different ways to what has been tried in the past. This is, however, a very long conversation and is the domain of S-World VSN™ Virtual Social Network.
- iii. In (Y:37), we see health care, which features a medical centre at the football club which is now growing into a small town.
  - 1. Albeit in truth, in 2024, I would prefer health care to come from aid, not investment; which progressively migrates to a Malawi Network liability over a handful or maybe ten years.
- iv. In (Y:38 & Y:39), we go back to a [2012 American Butterfly idea](#) and Spartan Contracts for most or all personnel; which essentially commit to 16-year contracts that when completed, see the Spartans owning their own home. In some cases, this may be in rural villages; but as is more likely most profitable for the Spartans is that their homes be built in the suburbs of Charter Cities.
  - 1. If say Harvard Business Management see the wisdom in building a Charter City, they may have 40 square miles, half nature reserve, and half following an updated version of [The Locations Butterfly](#) including a manufacturing sector, artificial lake, and even mountains (well at least big hills).
  - 2. Where after, the surrounding 200 miles or so will again be half nature reserve and half suburbs, and new towns that will become very affluent neighbourhoods in the decades that follow.
    - a. Spartans can live in these neighbourhoods or sell their homes and move back to their villages and live like kings.
      - i. Note, however, that there are many safety measures in place to make sure a new breed of elites is not created. Currently, this is set to be described in the final chapter of 'A More Creative Capitalism.'

v. Lastly, in (Y:40, Y:41, & Y:42), we see items that our Spartans might like to buy with their Network Credits.

1. These are the Spartans disposal income and as mentioned earlier, some of this spending can be in cash dollars
2. Note, however, as business increase labours share of profits, all additional income will be in Network Credits, which allows the 5% of É assigned to personnel to get smaller as the network income grows.

1. Investment in both virtual networks like Villa Secrets Cape Town, or grand network such as the plan for Malawi always see at least 50 of the company owned by their that work for it.
2. In general Malawians are the nicest, most peaceful people that I have met in Africa, who have strong work ethics, but have been limited by a lack of education and economic opportunities. If choosing one's location based on the attributes of its population is not good behavioural economics what is?
3. Further, the ecologic policies will gain global recognition, as when it comes down to it, it is countries like Malawi that will be the mid-century carbon emitters
4. One does not need to do a lot of reading before working out that in locations like Malawi Education is the key to a more prosperous, and less overpopulated future
5. S-World will have several online education systems; indeed, this book is written as a part of one such system S-World UCS. But it's not much use without electricity ☹️
6. See the electricity plan
7. Staring in 2020 with 64 of the 256 local networks, the ones that have access to power, choosing 32 men and 32 women to become the first Malawi citizens in full-time education.
8. But where does one start? Do we build a school, or a medical centre or...? All of this costs money and requires at least a morsel of infrastructure.  
Or does it?
9. There is a lot one can learn from reading the right books and Google, if one has the time, I was fortunate, my company [www.CapeVillas.com](http://www.CapeVillas.com) allowed for my full-time education since 2011, but only a few have this opportunity. It is of course awesome that the under 21's can access the VNS and UCS educational software and in many cases be given the equipment. But what about the over 21's who in any case may be a bit more serious about their career and have more life experience. These adults need to work, to live, and can't take a few years off to study. So, we need to create this opportunity.
10. But how would that work logistically? Well for a start, given we have electricity and internet access, education would start as a combination of playing tutorial games, and virtual education, not too dissimilar from how Ernest Cline's book 'Ready Player One' presents, fun and often virtual. More on this to come in Chapter 5. S-World VSN™ Virtual Social Network.

11. For example, which is not virtual, maybe an S-World Malawi Football League addition to the game 'Football Manager.' Which teaches basic computer skills, language, math, tactics, statistics, accounting and of course Football. Whilst football management games are not for everything, if one is one of the footballers in the game, with everything from their strength, creativity and decision-making being monitored and updated regularly, most or even all will enjoy playing the game. And as at the very least, the rest of the players across the country are also playing and seeing everything else's stats and scores, this game becomes a highly advanced version of the BES™ Observer.
12. In addition to the Football Manager game, S-World UCS™ will create 'profession simulations' that teach whoever is playing what is involved in this or that profession for this or that S-World company. Then in the years that follow S-World UCS™ turns the whole Malawi Football League and education concept into a recruiting ground for then Network.
13. And where excellence is found in abundance, if the logistics are right a stranded Malawi Network company can be created in the area, adding another 250 or so 'paid to play and learn' personnel. And as the company grows, infrastructure is built, and more companies arrive, this small football club turns into a small town.
14. My last point in this summary is that the 'can only have 3 males' soccer team will win more money and opportunities than the 'must have 3 girls' team.

100 million women are missing from this planet, as they are not seen as economically viable to some parents. By giving girls and women slightly more opportunities and slightly higher salaries, we can break this cycle. This may not be in line with the efficient markets hypothesis, rather with RÉŚ increasing the money supply, (or an alternate method for doing the same is crafted), the software and systems more than making up for this, this initiative is another ingredient in: 'A More Creative Capitalism.'

Following on from Books 2. Part 2. 'A More Creative Capitalism' and Book 3. 'The GDP Game,' the



first objective of these books is to create a 'Grand Network,' industry, company's assets, and real estate, both commercial and residential.

The ripple effects created from this endeavour are extremely significant and are the reason why I hope technology philanthropists such as Mark Zuckerberg, Bill Gates, Elon Musk, Paul G Allen, Larry Page and Sergey Brin will assist us in the prior stage of developing the software to support the prediction. See Book 3. Chapter 14. [Ripple Effects and Elephants](#) to see 26 different significant special projects on either ecology, philanthropy, equality, or the conquest of space; all are created because of the Grand Network. The project is seen at the bottom of the system architecture on page 2.



The current hypothesis is to create a Grand Network in Malawi. And after, to create many more in other locations in abject poverty.

We know from Thomas Piketty, the author of 'Capital in the Twenty-First Century,' that Africa and especially Asia have been catching up with the West for over 30 years. But the countries that can catch up the quickest via good trade opportunities, education, and social taxation, trade routes and taxation have competent chapters on the way. ADD too...

For this exercise on BES™ Behavioural Economics System 2. S-World FC, we focus on education. The method of education that I am pursuing is web-based and often virtual. This is, in part, is the job of Book 7. S-World UCS™. But we need not get into the method right now, just the logistical problems associated with such a mission.

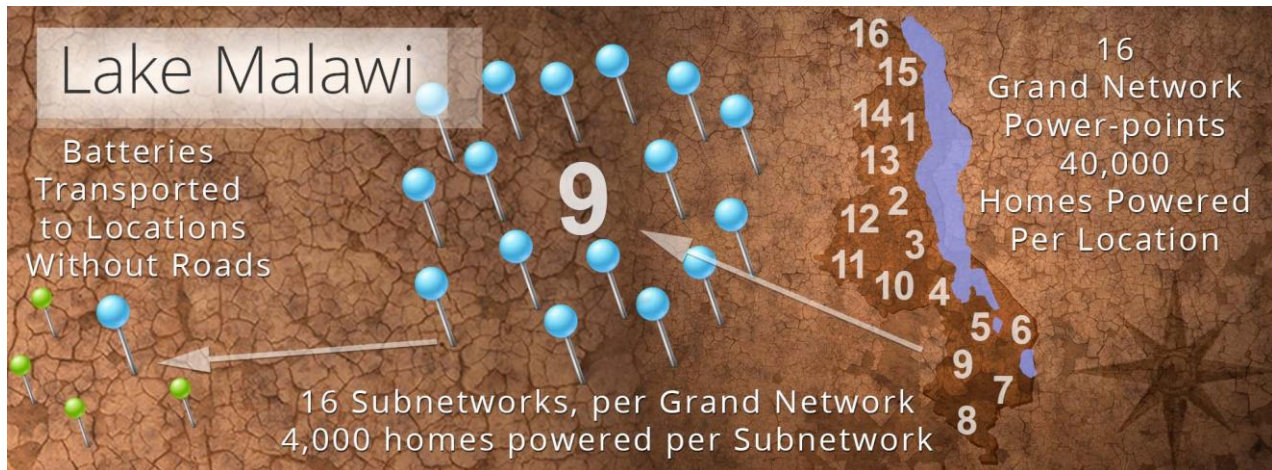
The equipment, typically a hard-wearing tablet and virtual goggles, can be a priority item for Malawi's new industry, or the Malawi Grand network can make other items and trade for the hardware. This is not what BES™ 2 is about, that is the comparative advantage chapter.

What's the point of making all the gear when there is no internet access in most rural areas? And more to the point, there's not only any internet but there's also no electricity; and in some parts, no roads.

On the series of spreadsheets that accompany the books, we find (quite a way to the right) the tab

'Solar in Malawi' and on it using US prices for solar panels (which, by virtue of PPP, are possibly 3 times more expensive than the same product made in Malawi), I created first a set of 16 individual 'Network Cities.'

We can see the locations below right, all of which get modest power for 40,000 homes near to the supply.



Where after, from each main location, 16 satellite locations are identified, each with modest power for 4,000 homes

Albeit the object is not to power the homes but to power the S-World VSN Virtual education system. So in place of 4000 homes, we could see 40,000 pieces of education technology powered, and enough for S-World and aid projects to grow.

For a total of 256 locations that can power 20,480,000

new solar arrays, and

where after one can go further into locations that have no roads with batteries, from the Elon Musk School of the Gigafactory, which is currently the first big investment considered in Lake Malawi.

With this spread, almost all of the population that wanted to learn could get to one or another power source to charge their tablets and goggles.

I cannot talk about the installation costs, but the solar arrays in US prices based on small projects would be just over \$1 billion which may be reduced by a quarter. This again is not the BES™ Behavioural Economics System 2. S-World FC.

BES™ System 2. S-World FC comes into play in terms of 'how do you encourage a community not to liberate the solar arrays once constructed,' and how (in general) does one go about

encouraging the population to learn.

One may consider that a good idea in these 256 smaller sites is to create a medical centre. But such places can be mistrusted, such examples like this are seen in Zero Dark 30, where the doctors were CIA. And I believe the Bill and Melinda Gates Foundation has had trouble eradicating smallpox in Taliban controlled Pakistan and Afghanistan due to mistrust of medical facilities.

If one reads President Obama's 'Dreams from My Father,' we see that in Kenya, colonialist initiatives are often mistrusted, and sometimes just going to a support centre can see members of a tribe or community ostracized from the rest. And I have seen similar things in my 10 years in Africa.

It's not as simple as erecting a hospital.

Food would be better. And as a part of S-World Foods, there are plans to get cheap food to the public. But that's a lot of infrastructure to build and would take years to fully implement.

So, what does one do?

And of course, the solution is in the title of the project, S-World FC; as the best way to integrate into remote and popular locations alike is simply to sponsor a local football club.



# Angel Theory - Paradigm Shift

## Book 6. S-World BES™

### Behavioural Economic Systems

*By Nick Ray Ball 20<sup>th</sup> July 2018*



On the 20<sup>th</sup> of July, I started the process of compiling all the behavioural incites from the four S-World websites. Unfortunately, this exercise took a lot longer than the time allocated, as I found over 20 incites from the 2011 work alone and did not have time to catalogue the last 3 websites, [www.AmericanButterfly](http://www.AmericanButterfly) (2012 – 2013), <http://network.villasecrets.com> (2014 – 2017), and [www.AngelTheory.org](http://www.AngelTheory.org) (2015 to 2018).

I would however estimate that when I come back to and complete this task we would be looking at over 50 noteworthy behavioural economic incites, that adorn the S-World Network project.

## S-World.biz

Feb 2011 to April 2012

*By Nick Ray Ball 20<sup>th</sup> July 2018*

In many ways, this website is just awful. Technically, as a website, I would have to give it a zero out of 10. It does not even have navigation, just index pages leading to articles. The grammar is equally bad, and (at times) it's personal rants and gothic song lyrics.

In terms of ideas, however, it's a goldmine, albeit from the Gamow school of physics, where not everything pans out. This said, in writing this summary, it's quite amazing how (M-theory points

aside) just about everything in Angel Theory – Paradigm Shift was originated in S-World.biz.

As for behavioural science, we can see some articles specific to the disciplines. But mostly, I have found articles that contain fragments of behavioural science, and what follows is a list of such articles with a line or two of explanation.

## 1. **The VIRGIN Presentation (2008 to March 2011)**

CRM and Guest Gifts

[www.s-world.biz/TST/The\\_Virgin\\_Business\\_plan\\_in\\_Retrospect.htm](http://www.s-world.biz/TST/The_Virgin_Business_plan_in_Retrospect.htm)

Includes plans for a CRM (Customer Relationship Software) which can increase client retention by sending them gifts on birthdays and anniversaries.

## 2. **The Spartan Theory (April 2011)**

Vision, Creativity, and in general trying to do the right thing run amok.

[www.s-world.biz/TST/The\\_Spartan\\_Theory\\_in\\_retorospect.htm](http://www.s-world.biz/TST/The_Spartan_Theory_in_retorospect.htm)

### a. The Sienna Project (April 2011)

[www.s-world.biz/TST/The\\_Spartan\\_Theory\\_in\\_retorospect.htm](http://www.s-world.biz/TST/The_Spartan_Theory_in_retorospect.htm)

Very personal film plot designed to give a positive perspective of Ai Sentience.

### b. The New 21st Century Economic Football Theory (April 2011)

[www.s-world.biz/TST/The\\_Spartan\\_Theory\\_in\\_retorospect.htm](http://www.s-world.biz/TST/The_Spartan_Theory_in_retorospect.htm)

Increase potential - Demonstrate the value of loyalty and teamwork to society.

### c. The Libyan Grand Network (April 2011)

[www.s-world.biz/TST/The\\_Spartan\\_Theory\\_in\\_retorospect.htm](http://www.s-world.biz/TST/The_Spartan_Theory_in_retorospect.htm)

Stop the Libyan war by encouraging the Gaddafi Faction to cede power in exchange for a semi powerful position in an S-World Libyan Grand Network.

### d. The New 21st Century “Ecological Experience Economy” (EEE) Hypothesis

[www.s-world.biz/TST/The\\_Spartan\\_Theory\\_in\\_retorospect.htm](http://www.s-world.biz/TST/The_Spartan_Theory_in_retorospect.htm)

11 Points...

#### i. Point 11 – ‘The Spartan Theory’ (April 2011)

In exchange for guaranteed NATO Protection, Libya destroys all weapons.

Sienna’s companies fund compulsory education for 16 to 21-year olds.

Education is geared toward environmental awareness and physics.

All students are rigorously taught martial artists.

If it comes to war again, 300 warriors will fight hand to hand.

### e. Offer to Greece (April 2011)

[www.s-world.biz/TST/The\\_Spartan\\_Theory\\_in\\_retorospect.htm](http://www.s-world.biz/TST/The_Spartan_Theory_in_retorospect.htm)

The beginning of 'New Sparta – City of Science.'

### 3. **Google Proposal - (May 2011)**

[www.s-world.biz/Google/Original\\_Google\\_Proposal.htm](http://www.s-world.biz/Google/Original_Google_Proposal.htm)

#### a. Press, Film, Media, TV (May 2011)

[www.s-world.biz/What exactly is it that you want to do.html](http://www.s-world.biz/What_exactly_is_it_that_you_want_to_do.html)

[www.s-world.biz/S-WorldTV\\_Executive\\_Summary.html](http://www.s-world.biz/S-WorldTV_Executive_Summary.html)

The beginning of S-World Film.

#### b. 3D Village – Base Camp (May 2011)

[www.s-world.biz/3D\\_Village - Base camp Koh Samui.html](http://www.s-world.biz/3D_Village_-_Base_camp_Koh_Samui.html)

Exciting base camps increase the desirability of investors to visit and/or programmers to work in/for S-World.

#### c. S-World VSN™ - 99 Questions and Answers (May 2011)

[www.s-world.biz/S-World\\_99\\_Questions\\_&\\_Answers.html](http://www.s-world.biz/S-World_99_Questions_&_Answers.html)

The Making of S-World VSN™ Virtual Social Network.

#### d. Global Sports Leagues (May 2011)

[www.s-world.biz/Global\\_Sports\\_Leagues.html](http://www.s-world.biz/Global_Sports_Leagues.html)

Now the first action considered for Grand Networks in locations in abject poverty.

#### e. The 24-Hour TV Stage Spectacular (May 2011)

[www.s-world.biz/The\\_24\\_Hour\\_TV\\_Stage\\_Spectacular.html](http://www.s-world.biz/The_24_Hour_TV_Stage_Spectacular.html)

Making a big deal out of the choice of which locations will become Grand Networks, part of S-World Film and subset of S-World Music.

#### f. The Celebrity Agency (May 2011)

[www.s-world.biz/The\\_Celebrity\\_Agency.html](http://www.s-world.biz/The_Celebrity_Agency.html)

The original idea behind "The Celebrity Agency" came simply from the desire for Sienna Foundation representatives to love their jobs.

### 4. **Facebook Product Proposal (June & July 2011)**

[www.s-world.biz/FaceBook/Product.htm](http://www.s-world.biz/FaceBook/Product.htm)

#### a. Summary Highlights (June 2011)

[www.s-world.biz/FaceBook/Summary\\_Highlights\\_New\\_Product\\_Ideas.htm](http://www.s-world.biz/FaceBook/Summary_Highlights_New_Product_Ideas.htm)

"If everyone one on Facebook sent just 10 Africards a year, 6 million African children will enjoy a much better life."

#### b. Facebook Gifts (June 2011)

[www.s-world.biz/FaceBook/About\\_the\\_FaceBook\\_Gifts\\_Idea.htm](http://www.s-world.biz/FaceBook/About_the_FaceBook_Gifts_Idea.htm)

Expands upon the previous 'Guest Gifts' idea, shows how Facebook could capitalize



on a Gifts Service which becomes a gateway to E-Commerce. Suggests that 50% of profit be used for good. And because of this and the PR about 'the good done,' Facebook Gifts could become globally popular.

Originally, a game was made to show how much would be made. But unfortunately, this was presented on a different website that is no more. But it was a lot!!!

c. **About the Facebook Gifts Idea (June 2011)**

[www.s-world.biz/FaceBook/The\\_FaceBook\\_Gifts\\_Idea\\_&\\_S-World.htm](http://www.s-world.biz/FaceBook/The_FaceBook_Gifts_Idea_&_S-World.htm)

"Well, it started with the simple business philosophy that it's 10 times cheaper to retain a customer than find a new one. Never is this truer than in the travel industry, a happy guest will return and tell their friends."

d. **Friends of Friends New Business Opportunities (June 2011)**

[www.s-world.biz/FaceBook/Friends\\_of\\_Friends\\_New\\_Business\\_Opportunities.htm](http://www.s-world.biz/FaceBook/Friends_of_Friends_New_Business_Opportunities.htm)

This concept was truly killed 5 years later by Cambridge Analytica.

e. **What is S-World Virtual World? (June 2011)**

[www.s-world.biz/FaceBook/What\\_is\\_S-World\\_Virtual\\_World.htm](http://www.s-world.biz/FaceBook/What_is_S-World_Virtual_World.htm)

Teleport to GPS – S-World VSN™ Property Listings Service

The continuation of the making of S-World VSN™ (Virtual Social Network).

f. **Facebook Members Business Software (June 2011)**

[www.s-world.biz/FaceBook/FaceBook\\_Members\\_Business\\_Software.htm](http://www.s-world.biz/FaceBook/FaceBook_Members_Business_Software.htm)

"The software will deal with employee admin such as salaries and PAYE, and at the touch of a button, you can see performance reports for your employees. For human resources, a string of psychological tests will be available for both the initial interview and general monitoring once they are at work."

~~The begging of M-System 16. Angelverse Operating System Recruitment. Attract new companies to S-World via Facebook, LinkedIn, Twitter and other business pages. This licencing deal has not been decided upon, it features in Supercoupling, being the '(Σ A<sup>st</sup>)' in the Supercoupling equation:  $A \times \hat{S} \times A \times N \times g_s \times P + (\Sigma B^{st}) + (\Sigma A^{st}) = \Sigma$~~

g. **Global Economic Recovery! Are you serious? (July 2011)**

[www.s-world.biz/FaceBook/Global\\_Economic\\_Recovery.htm](http://www.s-world.biz/FaceBook/Global_Economic_Recovery.htm)

"Governments across the world are spending more than they earn. That's no way to run any business or economy. If we look at "Chaos Theory," it states that "Small differences in initial conditions (such as those due to rounding errors in numerical computation) yield widely diverging outcomes!"

“If instead of just looking at simple rounding errors we look at hundreds of thousands of people in governmental administrative positions, all making small and sometimes big mistakes, that’s not “Chaos Theory,” that’s utter chaos.”

h. **Spiritually Inspired Software (July 2011)**

[www.s-world.biz/FaceBook/Spiritually Inspired Software SIS.htm](http://www.s-world.biz/FaceBook/Spiritually_Inspired_Software_SIS.htm)

(At this point, I had my string theory and chaos theory muddled up, oops.)

This page introduces the ‘S-World Mantra’ by Isaac Asimov:

Ref: Asimov's "Psychohistory" from Harry Seldon of the "Foundation Series."

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

Now seen in [www.angeltheory.org/book/1-3/the-s-world-ucs-m-systems](http://www.angeltheory.org/book/1-3/the-s-world-ucs-m-systems)

5. **Facebook Travel (August 2011)**

[www.s-world.biz/FaceBook/Travel.htm](http://www.s-world.biz/FaceBook/Travel.htm)

The Beginning of the ‘S-World - Villa Secrets Network.’

a. **The Facebook Travel Tutorial Game (August 2011)**

[www.s-world.biz/FaceBook/1 The FaceBook Travel Tutorial Game.htm](http://www.s-world.biz/FaceBook/1_The_FaceBook_Travel_Tutorial_Game.htm)

The Beginning of S-World UCS™.

The tutorial game is created to give a comprehensive overview of the travel industry in general and highlight the importance of our 20 travel advances.

The game is made to train and gauge aptitude in 2 areas: Facebook Travel Reps, where applicants concentrate on small businesses with excellent customer service; and Facebook Member Agents, where they can build a travel empire. This game demonstrates how we recruit and train both.

b. **Facebook Travel Reps & Agents (August 2011)**

Facebook Travel Representatives are people’s people who know and actively enjoy their Town or City and like to meet new people.

c. **Facebook Travel Service Ratings (August 2011)**

[www.s-world.biz/FaceBook/3 Facebook Travel Service Ratings.htm](http://www.s-world.biz/FaceBook/3_Facebook_Travel_Service_Ratings.htm)

Facebook Travel Reps will live and die by the sword that is “Facebook Travel Service

Ratings.”

- i. Could Try Harder
- ii. Thanks, I had a Good Time
- iii. I felt like a VIP

d. **Facebook Travel CRM – Customer Relationship Software (August 2011)**

[www.s-world.biz/FaceBook/4\\_FaceBook\\_Travel\\_CRM.htm](http://www.s-world.biz/FaceBook/4_FaceBook_Travel_CRM.htm)

Including The Organizer – Client Gifts – Psychology Tests – Total Email.

e. **Facebook CRM Psychology Test (August 2011)**

[www.s-world.biz/FaceBook/CRM\\_Psychology\\_Test.htm](http://www.s-world.biz/FaceBook/CRM_Psychology_Test.htm)

This specific test I learnt from an Oxford grad and I used it often whilst in my 20s, sometimes as a party piece, sometimes because I wanted to know more about someone. Try it, you will be surprised how accurate it can be.

f. **S-World 3-D Virtual World (August 2011)**

[www.s-world.biz/FaceBook/8\\_S-World\\_3D\\_Virtual\\_World.htm](http://www.s-world.biz/FaceBook/8_S-World_3D_Virtual_World.htm)

The continuing journey to S-World VSN™.

g. **Give Half Back (August 2011)**

[www.s-world.biz/FaceBook/9\\_Give\\_Half\\_Back.htm](http://www.s-world.biz/FaceBook/9_Give_Half_Back.htm)

“I’m introducing the branding exercise “Give Half Back” where half of the profits from S-World go to good causes.”

6. **Sparta Rises Again (September to December 2011)**

[www.s-world.biz/TST/index.htm](http://www.s-world.biz/TST/index.htm)

a. **The Introduction of "Chaos Theory" (September 2011)**

[http://www.s-world.biz/TST/Chaos\\_Theory.htm](http://www.s-world.biz/TST/Chaos_Theory.htm)

What if we consider Chaos Theory within humanity and economics?

b. **Saving Greece (September 2011)**

[www.s-world.biz/TST/saving\\_greece.htm](http://www.s-world.biz/TST/saving_greece.htm)

Various Articles and Graphics

c. **Chaos Theories for Dummies like me – African Rain (September 2011)**

[www.s-world.biz/TST/Chaos\\_Theory\\_for\\_Dummies.htm](http://www.s-world.biz/TST/Chaos_Theory_for_Dummies.htm)

Article on Chaos Theory, the super project African Rain, Chaos Theory in Neuroscience, Sienna Mountain et al.

d. **Proving Good (September 2011)**

[www.s-world.biz/Sparta\\_Rises\\_Again/Rough\\_Draughts/Chapter\\_2.htm](http://www.s-world.biz/Sparta_Rises_Again/Rough_Draughts/Chapter_2.htm)

A day spent manically working on a seemingly crazy TOE (Theory of Everything)

equation which started with the title 'Proving God' but ended with the title Providing Good.

The first step towards 'POP' (Point of Profitability) was taken.

e. **The Beautiful Butterfly Effect (September 2011)**

[www.s-world.biz/TST/Chaos Theory for Dummies-African Rain.htm](http://www.s-world.biz/TST/Chaos%20Theory%20for%20Dummies-African%20Rain.htm)

Continues the Chaos Theory theme, includes the following: 'How can you cause an effect on the other side of the Universe' and 'The Chaotic Earth Game.'

f. **EEE – The Economy for the Next 14 Billion Years**

S-World.biz - Most Significant Article (November 2011)

[www.s-world.biz/TST/EEE-14Billion Years.htm](http://www.s-world.biz/TST/EEE-14Billion%20Years.htm)

In general, this is the only article I present from S-World.biz. It continues the journey of the Proving Good equation into the Mandelbrot Fractal and to the POP Point of Profitability, which is almost ignored as it continues to POP 2 the 'Pressure of Profit' (now known as the 'POP Train').

We see how this was partly inspired by Mark Zuckerberg, and we see the principle applied to the Greece Initiative as 'New Sparta – City of Science.' We see Facebook Travel and the introduction of 'Network Cities' which is now the main revenue source of Grand Networks (Charter Cities). We see the Greece Initiative ripple effecting a more prosperous Europe and then the world.

g. **Cities of Science (December 2011)**

[www.s-world.biz/TST/The Virtual Network-Chapter 18-Cities of Science.htm](http://www.s-world.biz/TST/The%20Virtual%20Network-Chapter%2018-Cities%20of%20Science.htm)

More on New Sparta – City of Science

7. **American Butterfly (1<sup>st</sup> January to May 2012)**

<http://www.s-world.biz/TST/index.htm#3>

This section written in 14 chapters is extremely long and whilst there will be some points of interest, they are buried within the 300,000 odd words and hard to find.

This section was mostly concerned with working out the logistics for [www.AmericanButterfly.org](http://www.AmericanButterfly.org), including the adaptation of the POP principle to 'BabyPOP' which was better presented <http://americanbutterfly.org/pt3/the-network-on-a-string/prequal-cfm-and-pop> and summarised here [www.angeltheory.org/book/2-3/the-network-on-a-string#Baby-POP-Grand-Networks-POP-Trains-and-the-Boat](http://www.angeltheory.org/book/2-3/the-network-on-a-string#Baby-POP-Grand-Networks-POP-Trains-and-the-Boat).

(33 Points So far, from year 1, thus it is likely that there are over 100 points in years 1 to 7)

After I started on the second website [www.AmericanButterfly](http://www.AmericanButterfly) but time was not on my side, and only added one point.



# American Butterfly.org

May 2012 to May 2013

*BES Summary by Nick Ray Ball 21<sup>th</sup> July 2018*

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

<http://americanbutterfly.org/pt1/the-theory-of-every-business/ch2-the-suppliers-butterfly>

“The resort supplier’s business model consists of many small business owners who are, of course, loyal to themselves.”