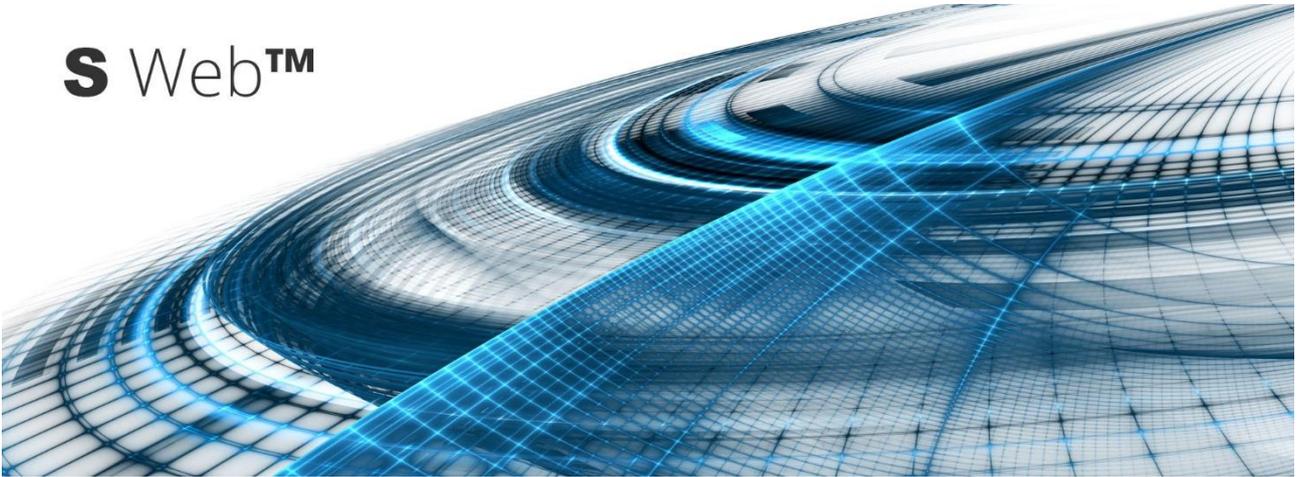


SUPERECONOMICS

Scenario 8: S-WEB™ SPECIALIZE AND SCALE

S Web™



S-World Villa Secrets is our real-world showcase for the S-Web™ Specialize and Scale business plan. Built on top of the 2017 book; The Villa Secrets Secret which presents Prestige Marketing, The Real Estate Agents Pack, and the S-World Total Business Systems software, a collection of over 70 systems to make money, save money or avoid landmines.



The Secret then is that Villa Secrets is not a vacation rental, luxury travel, or real estate company, instead, it is a technology company that provides the online presence, systems and software needed for just about anyone to enter the market.

S-World Villa Secrets

SCENARIO 8: S-WEB SPECIALIZE AND SCALE

In his book Zero to One, Peter Thiel suggests Proprietary Technology should be at least 10x better than existing Tech. So taking WordPress as the biggest competitor. If you want to book vacation rentals or sell homes in Camps Bay (Cape Town's most popular suburb), is this website www.VillasinCampsBay x10 better than the initial blank canvas one starts with on WordPress? Of course, it is.



This is S-Web™, in place of starting with a black slate and building websites, S-Web™ creates complete websites for those that desire them, and adds a suite of business tools, in exchange for 2.5% of a company's turnover. At almost zero cost to S-Web™, this product can scale to the tens (maybe hundreds) of thousands, and adaptations in different industries, versions for Facebook Business, LinkedIn and Twitter Business members, in education and for social use, the scale is everywhere.



S-World Angelwing

ECONOMIC SOFTWARE FRAMEWORK

On the page below (or right in the book version) we see the S-World Angeling zoo, first imagined as the [PQS](#) (Predictive Quantum Software) in 2012 within the [American Butterfly](#) trilogy, book 2 Spiritually inspired software. To be reimagined as M-Systems since 2016, see M-Systems on www.AngelTheory.org.

Today S-World Angelwing is the catch-all name for the many S-World software systems and designs, and within the many systems, I have highlighted S-Web™ and the TBS™, the core systems from M-System 1. The S-World Network.

In his book Zero to One, Peter sets out the conditions in which a VC (Venture Capital Company) would be excited about a start-up, stating that if a concept can not outperform its competition by a factor of x10, it's not worth it, and further explains the power-law and what is desired is that each company in a diversified portfolio should have the capacity to make more than all the other companies in the fund. And that such companies are rare and because they are rare they will most likely be offered far more than they need.

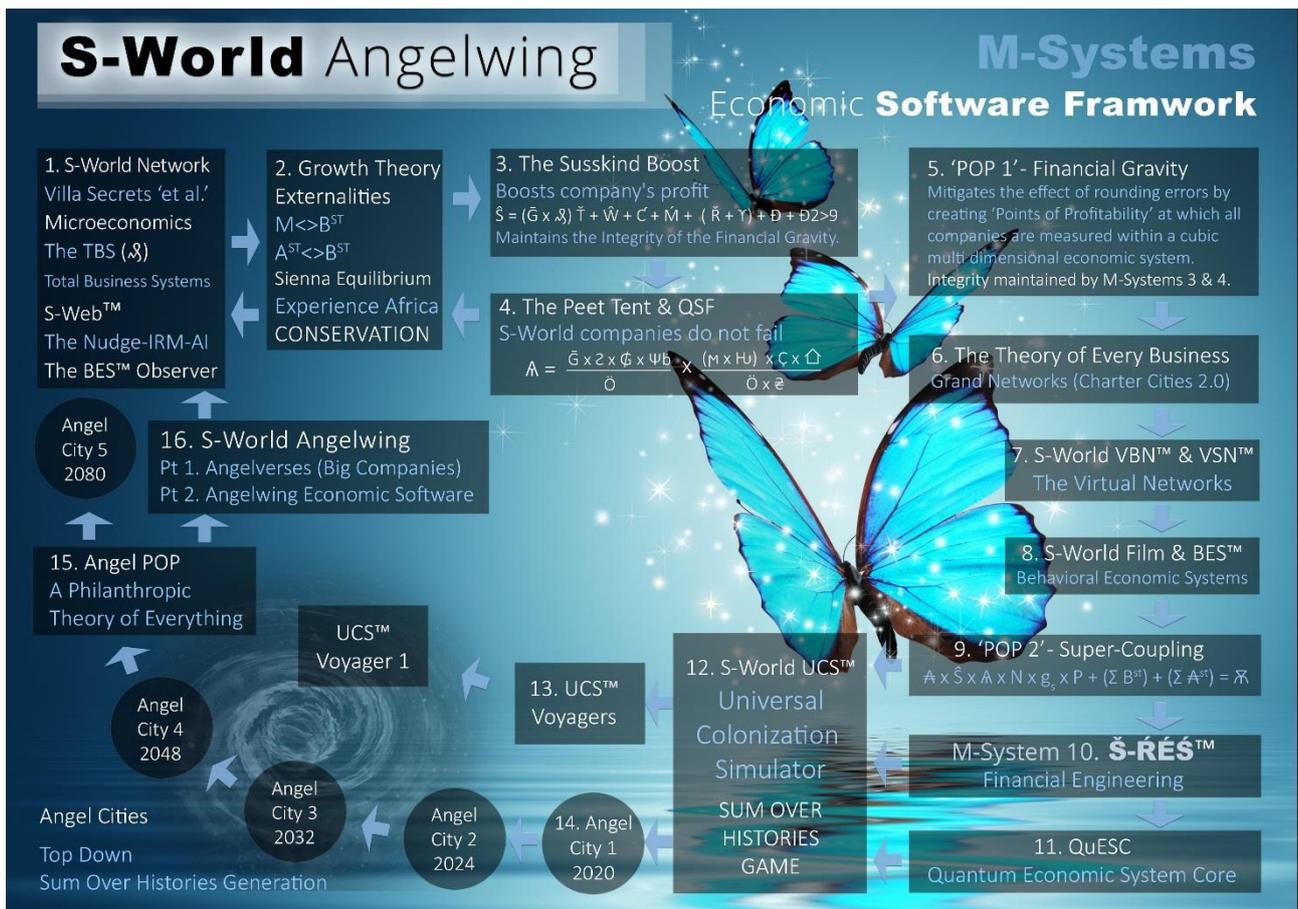


Good news indeed, because if x10 is what is desired with ambition on x100 welcome to the project that required me to remove three zeros off the long-term (2080) forecast, just so it did not look silly. See:

www.angeltheory.org/supereconomics1-the-what

www.angeltheory.org/supereconomics2-the-how

So then to the S-Word AngelWing Graphic, and systems list, each system seen is a complex system all by itself and each would need at least a book to itself.



S-World Angelwing is the catch-all name for the many S-World software systems and designs including the following: **The TBS™** (Total Business Systems) and **S-Web™**, S-World **BES™** (Behavioral Economic Systems), S-World **Film™**, S-World **TMS™** (Total Marketing System), S-World **TFS™** (Total Financial Systems), **S-World VSN™** (Virtual Social Network) and **VBN™** (Virtual Business Network), **S-World UCS™** Simulator et al., S-World **AE** (Aid Efficiency), **Š-ŘÉS-v6™** Financial Engineering, **S-World Net-Zero DCA™** (Net-Zero - Dynamic Comparative Advantage), S-World **PQS™** (Predictive Quantum Software), and The Theory of Every Business.

And the 17 following M-Systems: Zero. The GGW String, 1. S-World Network and the TBS™ (microeconomics), 2. **Ripple Effects**, 3. The Susskind Boost, 4. The Peet Tent, 5. **POP** (Financial Gravity and Equality), 6. The Theory of Every Business, 7. S-World **VSN™**, 8. **S-World Film**, 9. Super Coupling (Scale), 10. **Š-ŘÉS™**, 11. QuESC, 12. S-World **UCS™**, 13. **UCS™** Voyagers, 14. Angel Cities & **Special Projects**, 15. Angel POP (Equality²), and 16. S-World Angelwing.

Some macroeconomic systems like S-Web™ and the TBS™ can be x10, and some like Š-ŘÉS™ (Supermonopoly), and the Net-Zero DCA soft (Dynamic Comparative Advantage) can be x100, with relative certainty. Others such as S-World VNS (Virtual Social Network) and S-World UCS (MMO Game / Tutorial) have the potential for x10 or x100 but not with the same certainty, requiring mass adoption, but can be created as part of Angelwing Framework, to work in the specific applications. For example, S-World VSN™ needs only Will Wright and the other owners of the SIMS and SIM City to make in-game widgets designed by Stefan Antoni to create the framework to virtually design Angel City 1 and the 3 Network Cities described in Š-ŘÉS™ History 3.

It is in the combining of the systems where we would see an x10 not just in the circumstances but many or even most, so when one compared the Total Business Software with S-Web™ one really has something because of what 2018 Nobel laureate in economics Paul Romer calls a combinatorial explosion. The following is from his 2018 Lecture in Economic Sciences 2018 <https://www.youtube.com/watch?v=vZmgZGIZtiM>

“There's another concept that I need to flesh out about related to ideas, which is what computer scientists refer to as a **combinatorial explosion**.

If you have a number of elements that you can combine; say you have 10 elements and combine them, we can calculate how many combinations can you make. If you have 20, we can calculate again. Combinatorial explosion is a summary of the fact that the number of combinations explodes as you take more and more raw different elements that you can use to combine them.”



Link to the 10 million homes for the public and 1 million homes from the private purchasing (within Network City Suburbs) or in fact anywhere in Malawi.

We will build an x100 system to best display, price and sell real estate because right now, Villa Secrets is the Real Estate wing of S-World and it's has the inner network monopoly on sales of houses.

So if on average one sells every 5 years and the average price is $\$250,000 \div 5 = 220,000$ villas x $\$250,000 \times$ commision = $\$550,000,000,000 \times$ commmsion of 1% in example 1 and 5% in example 2.

11,000,000	11,000,000
5	5
\$ 2,200,000	\$ 2,200,000
\$ 250,000	\$ 250,000
\$ 550,000,000,000	\$ 550,000,000,000
1%	5%
\$ 5,500,000,000	\$ 27,500,000,000

The difference in commission is the commission in South Africa and the USA (3.125% to 6.25%) Or the UK where the average commission is closer to 1%.

Of course, we prefer the 3.125% to 6.25%. model, but to justify we need to build such a system and service, including serving and maintaining the properties to justify the 3.125% to 6.25%. In this includes the maintaining of the properties and the creation of such software so to earn this commission, then one has the rights to the monopoly rents.

So when I say 'the creation of such software' were mostly talking about adding S-World VSN™ and UCS™ to the S-Web™ and S-World TBS™ systems, plus all the other systems play a part due to t the combinatorial explosion

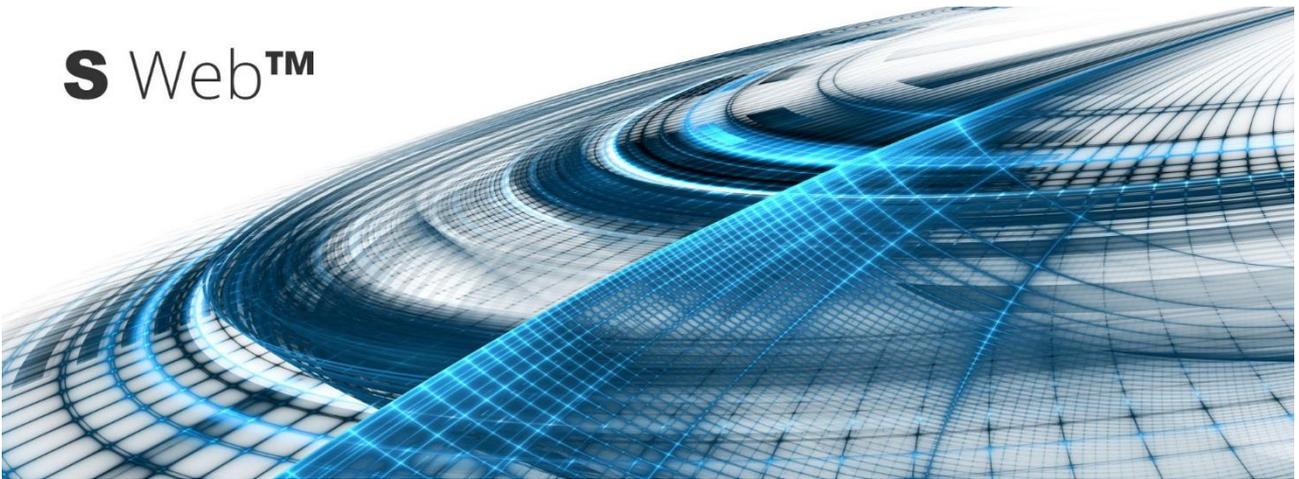
So if you have 10 different 10x systems, I am pretty sure the math when considering combinatorial explosion is more than x10 times x10 ($x10^2$), given that we can accelerate via S-RES were really looking at $x10^3$

Now think about this from another perspective, is this $x10^3$ system as described 10x relative to the MLS?

I'll not say yes, rather I say we keep working on it until it is, and it's definitely possible. Over half the properties sold in the USA use this system, replace the MLS with Angwing for homes, and one can claim rent of maybe 1% of more than half the homes in the USA perhaps forever.

Ideas: Hire fixtures, fittings, furniture, Kitchen and other electronics.

S Web™



S-Web™ is the web framework for the S-World software and can be described simply. Peter Thiel, founder of PayPal and the first VC investor in Facebook says “Your technology must be 10x the incumbent technology.

The biggest competitor to S-Web™ is WordPress, which has [35%](#) of the global market, this means out of every 100 websites, 35 will be made in WordPress, a gigantic monopoly.

So is S-Web™ 10x better?

To answer this, we must first consider the current limited location of Cape Town and Vacation Rentals. In this case, the S-Web™ product is as follows www.CapeLuxuryVillas.com. For a new entrepreneur, or an existing company that wants a better website, or a real estate company wishing to cash on vacation rentals, this website is much more than 10x a WordPress website, it cost us millions to make it, and no one spends millions on WordPress websites.

That’s the idea, and it’s very simple, whereas WordPress creates an environment for a web designer or dedicated employee or founder to make any website they want to build around different design themes, where the site is made from many widgets and plugins, S-Web™ starts with a completed website, on the shelf, ready to go in seconds (well actually at this point hours, but the jump to seconds is within sight.)



Under the bonnet

Look under the bonnet of an S-Web™ website and the first thing we see is a tried and tested marketing method, the websites are SEM optimised, that's not SEO, so we don't expect enquires from organic search, instead, we make websites that deliver a 5:1 ROI, this website, in particular, www.VillasinCampsBay.com is created for Google AdWords. We know from half a million dollars spent on AdWords that there are certain things you can do to pay less than your rival and get much better results. It's a combination of many factors, but the simplest to present without giving away too much, is that Google AdWords landing page score (one of three metrics Google Analytics rates) will gain an extra point (out of 10) if the search term is the same or similar to the domain name.

But, these sorts of tricks are of no use, unless the people who end up on the website make an enquiry, and one big enquiry is 10x times better than all the others put together.

It was a risk designing the website for the very top end, seeking inspiration from the websites of fashion companies. I remember my Dad (a designer himself) once got a job for a cable company's weekly magazine, and it was just awful, with harsh clashing colours and a complete lack of any refinement. When I asked 'what the Heck' was that all about, he said poor people buy into this style. So a super high-end design and a website that showed a lot of villas that only billionaires can afford could have backfired, but fortunately, it did not. This in the days of Airbnb dominance, was quite an achievement.

Villa Secrets

SEARCH HOME DESTINATIONS COLLECTIONS BLOG

Login | About | Network | Add | Contact | Inquire | MY LIST

Contact us..

Cousine Island

Cousine Island Presidential and Luxury Villas in Seychelles

Location: , Cape Town

Rated: Star

Bedrooms: 6

Price: £10 to £20 p/n*



Cousine Island: ID:6004

£1,510 Per Night

The above price is a close approximation, please click 'Enquire' for exact rates & availability.

4th February 17

4th February 17

6

Beds

6

Baths

3.5

Stars



This was the third time I had made a website that looked cool, applied an AdWords-only marketing method and won, the previous experiment [CTLV](#) in 2015 almost made as much as my first experiment www.CapeVillas.com which on a diet of \$6,000 a month in Google Ads excelled for 10 years.



The only thing stopping S-Web™ from creating millions of websites across the globe is ourselves making APIs with international and local PMS (property management systems), which is just about developer time, and then deals made with Real Estate against and others everywhere, many using the Google AdWords strategy, and nearly all using the Prestige Marketing strategy.

Scale is only a matter of time, as we add to the Cape Town portfolio, the option to swop to focus on Luxury Safaris in the Southern African Winter, so that one is always advertising when the fish are biting. Google AdWords lesson number 1 is only fish when the fish are biting. I know from personal experience, twice last year that safaris are a great source of additional revenue, be it a holiday making \$20,000 in commission or just an add-on making \$3,000 the idea of giving S-Web™ users a revolving landscape, so there is never a low season.

Private islands, signature villas and exclusive safaris.

In 2015 I spoke to two private islands [North Island](#), and [Cousine Island](#) about producing an S-Web™ website from them, which they can use to make money in two ways. 1. They could book other Islands if they were booking and had an enquiry. 2. They could offer their clients and the agents complete holidays, maybe a Safari In the Serengetti, a stay in Victoria Falls and a Villa in Clifton (Cape Town). Both were interested, and so will many others be, and these others did not have to pay to advertise, they got their enquires direct, and additional revenue made from the enquiry was essentially for free, except for the S-Web commission.

The S-Web commission.

That does not mean it should not use other strategies, and indeed the 'get mandates strategy' trumps all others. What it means is that one can make good business in mid and peak holiday seasons.

The Mandates Strategy

The mandate strategy was the main thrust in my 2017 book *The Villa Secrets Secret* and it is still the lead strategy today, along with the general idea that top-end real estate agencies are probably best

placed to maximize this strategy. This strategy is uniquely S-Web™, and can't be copied unless one copies S-Web™. The S-Web™ approach is that every sales agent should have their very own www.VillasinCampsBay.com type website, and should have the network and tools to recruit villa owners to let them market the property, along with the promise that for the real top end (\$5000 and above per day) should expect to see there home in more than a handful of publications, (Glossy Magazines and Oversized Art Books) including at least one publication where the villa is on the cover, and at least one full page top review in Conde Nast Traveller or other equal brands (Vogue, National Geographic). I call this Prestige Marketing, which was a big secret in The Villa Secrets Secret.

The screenshot shows the Villa Secrets website. At the top, there is a navigation menu with links for Login, About, Network, Add, Contact, Inquire, and MY LIST. Below the menu, the main heading reads "Connecting Extraordinary People with Extraordinary Homes" and "The Antoni Collection - Cape Town". The central image is a large, modern villa with a glass facade, illuminated at night, overlooking the ocean. Below the main image, there are two smaller images with quotes: "Once a year, go someplace you have never been before." by The Dali Lama and "It always seems impossible until it is done" by Nelson Mandela. The footer contains contact information, including phone numbers for the UK, USA, and Germany, and logos for Villa Secrets, ASTA (American Society of Travel Agents), and Condé Nast Traveler.

What we don't tell is that the glossy magazines and hardback prestige books would be low runs, of may 100, and the Conde Nast Traveller review was advertorial.

Of course, besides the print would be the villa's own website that would look like a million dollars. Actually, if you include Vineeths 6 years and my 7 years working 2.5 times longer than most, and

starting from the Cape Villas website that had already had 12 years of development and was a big success it has cost much more, but because it is scaleable across tens of thousands of users, and unique content aside is free of cost to S-World we can deliver million dollar websites every time. And we can coordinate, if say a Sotheby's agent has a client interested in a villa, the home pages of a dozen or more hi-end websites will feature the villa on their homepage.

It all adds up to a lot of Wow factor, which would in most cases not be captured, because no one has this kind of marketing and those that do don't bag up 50 editions of each magazine they get in. Whereas the Villa Secrets secret, well one of them is the real estate agent's marketing pack. Where 50 of each of the ten or so publications are collated and used to give to good sales leads and one of which is sent to each customer that enquires. This distribution is appealing to sponsors, such as Bulgari who offer \$100,000 in barter, or Prada who wishes to discuss exclusive advertising opportunities because they know the people who spend to stay in \$5000 a night or even \$10,000 a night are likely to buy their products.

But what use is barter?

A lot, if you use the bartered goods, say perfume from Prada, as gifts for previous clients at various anniversaries, such gifts would not only appeal to the receiver but alongside the magazines and books on the coffee table - help word of mouth marketing.

Taking a few steps back, let us consider the question; If we did an international deal with Southeby's how many S-Web™ websites should we produce? 11,000 one for each agent or 11,000 plus 275,000, one for each agent and one for each agents mandates (working on 25 mandates per agent over 5 years)



S-Web CMS Framework

A New Way

Simplicity & Ease of Use



S-Web Content Management



S-Web - Super Simple Website Builder



About S-Web™

I am looking forward to creating S-Web™ websites for just about every industry, I have theoretically designed a version of UCS™ Hawthorne for the UK TAX office, but next, I wish to make an off-the-chart website, software and CMS systems for college professors, authors and Film, because currently, such products are mostly just awful, and no one seems to even do the most basic of SEO. S-Web.org/Edu, and other S-Web™ sites, will be very powerful because many of the people looking at the site will be from other universities and links from top universities count for a lot. And lots of links across hundreds of thousands of private or business websites can help drive commercial initiatives. Its exceptional white hat SEO, unique because we can tell Google exactly our SEO plan, and they would not penalize us, each website must have a company or dedicated CEO, who would personally own the website, and will register for Google My Business, Facebook Business, LinkedIn, and many other legitimate authorities, and for the individual villas and properties, each will register for Google Maps. This plan has been created by literally starting with the Google SEO guide;

<https://support.google.com/webmasters/answer/7451184?hl=en>

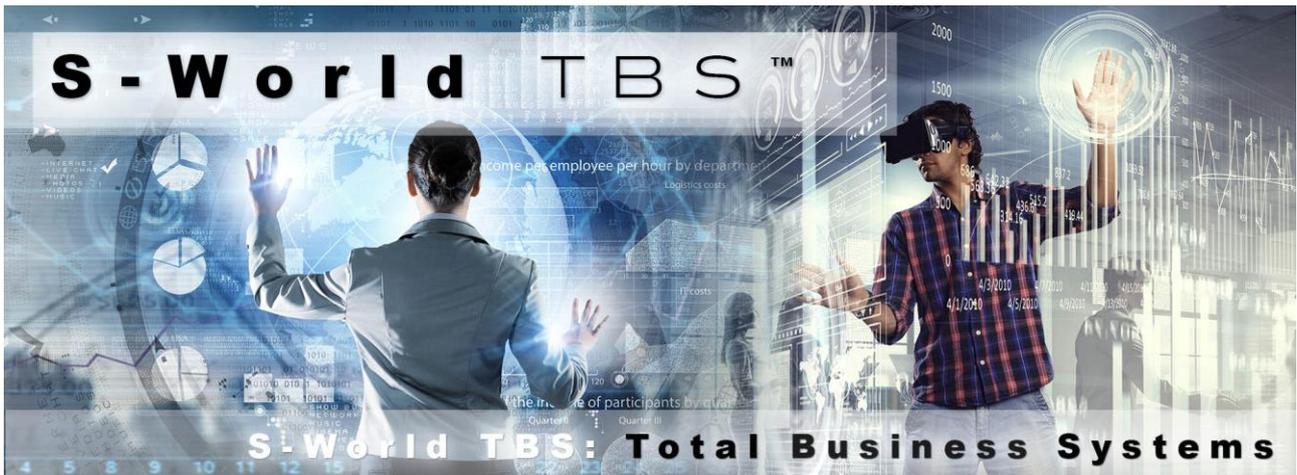
The websites are optimized for Google Ads, not Google organic, but the better and more legitimate each site, the better it will be for organic search.

S-Web.org/ SEO

Do not confuse S-Web™ with so-called 'black hat' networks created only for SEO; S-Web™ is completely different, not the least because each web company is run by a different individual or group. Each website will be registered by each company, and each individual villa website (of which a company may have many) will be registered and validated by Google. Google sends a postcard to the address with a code. The website is then accepted on Google Maps and Google My Business as the official Google website for the property address.



S-World TBS™ FUNCTIONS.



My 2017 book 'The Villa Secrets' Secret' summarises some of the TBS™ functionality and complementary ideas: <http://network.villasecrets.com>



Net-Zero DCA  **Microsoft**

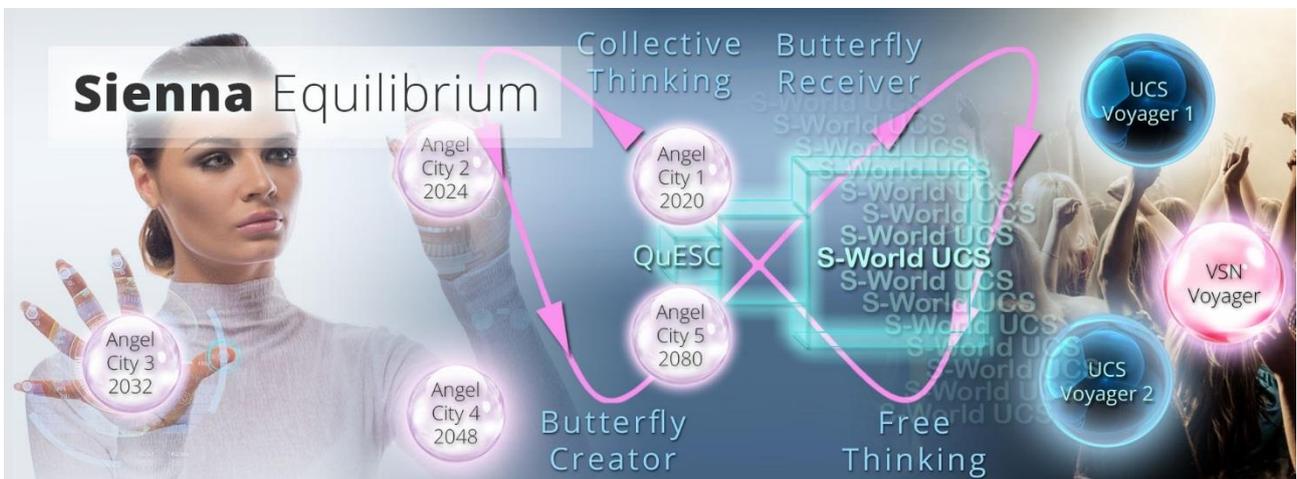


Net-Zero Dynamic Comparative Advantage

S-World History 3 Internalities



Sienna Equilibrium



Collective Thinking Butterfly Receiver

Angel City 2 2024 Angel City 1 2020

QuESC

Angel City 3 2032 Angel City 5 2080

Angel City 4 2048

Butterfly Creator Free Thinking

UCS Voyager 1

VSN Voyager

UCS Voyager 2

S-World UCS

1. The TBS™ – Total Business Systems



The TBS™ is a colossal system as it exchanges with all other key systems, not 'as if' they were the same system; in this case, they are the same system.

In 2014, when I finally started the TBS™, I thought all I needed to do is make the S-Web™ website part of the system and then attach different software for different solutions.

This turned out to be a futile idea because each piece of software has its own way of attaching to a website, use too many pieces (like four), and there will be conflicts and problems with fundamental data entry points for things like the price.

There is software for many tasks, such as Zoho, but you need to set it up (and hire coders for the APIs), and there are no functions for creating websites that connect to the database. It's also mind-numbingly boring to work with.

So, by 2016, I started a new idea - the TBS™ would not connect to all other software, the TBS™ would be all other software. One of the first charges is the TFS™ - Total Financial System.

Ideally, Virgin Money and Microsoft will assist us to make banking APIs that will let us capture S-Web™ e-company bank statements and pay liabilities remotely. So as soon as the client's money lands, the principal is paid.

Once we have this in place, we have a complete solution. Personnel only need to focus on their specialization, and most admin is done automatically via the CRM and its systems. One does not need a dedicated admin because the info from the website is collated in the CRM and added to by sales. If a booking is made, all the paperwork is automatic, and all recorded on the client's suite page.

The key TBS™ chapters are:

CHAPTER 2. **The VILLA SECRETS Network**



<http://network.villasecrets.com/the-secret/ch2/s-world-villa-secrets-network>

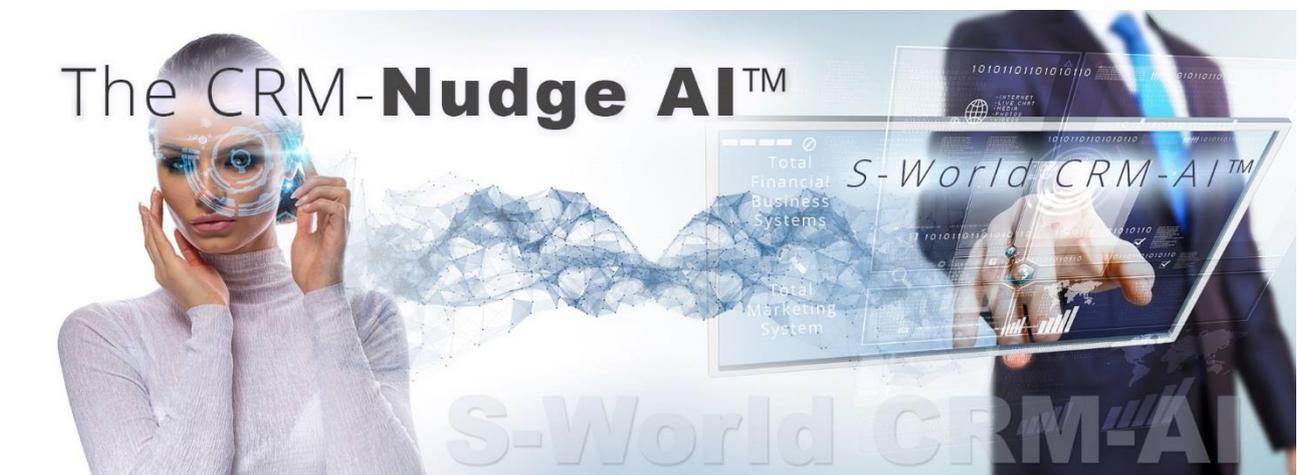
CHAPTER 3. **Mandates, Mandates, Mandates**



<http://network.villasecrets.com/the-secret/ch3/mandate-marketing>

<http://network.villasecrets.com/the-secret/ch3/mandates-mandates-mandates>

CHAPTER 6. The CRM-**Nudge AI**™



<http://network.villasecrets.com/the-secret/ch6/crm-nudge-ai>

CHAPTER 7. **The TFS™ – Total Financial System**



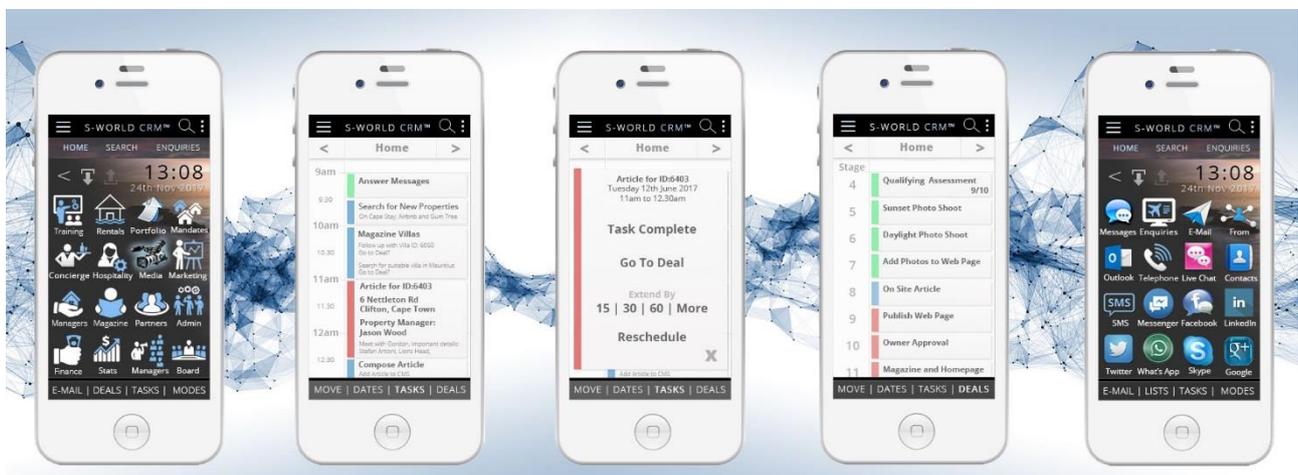
<http://network.villasecrets.com/the-secret/ch7/tfs-total-financial-system>

CHAPTER 9. **The S-World CC™ – Company Controller**

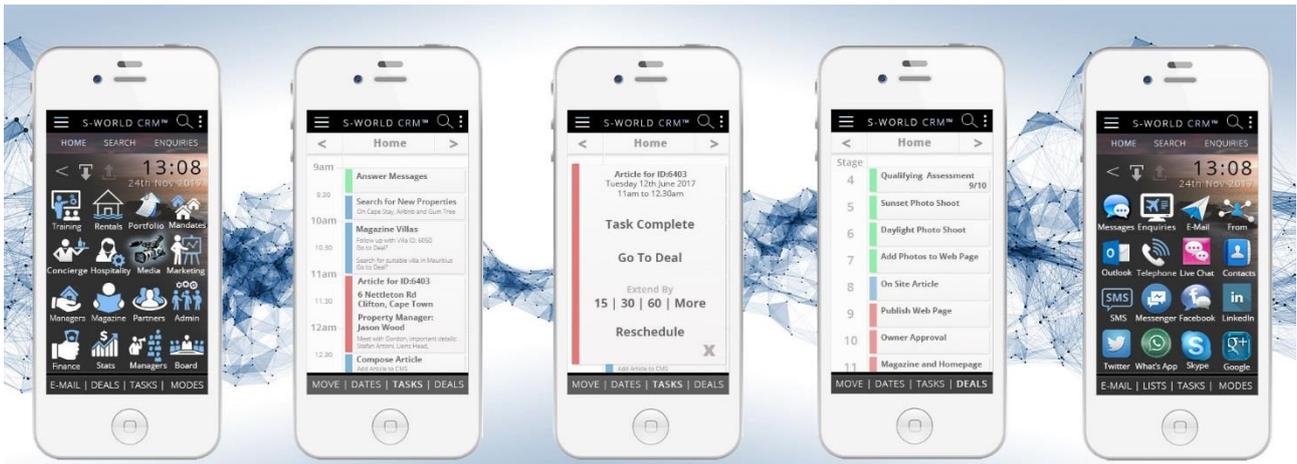


<http://network.villasecrets.com/the-secret/ch9/crm-cc-the-company-controller>

CHAPTER 9. **The S-World CC™ Mobile**

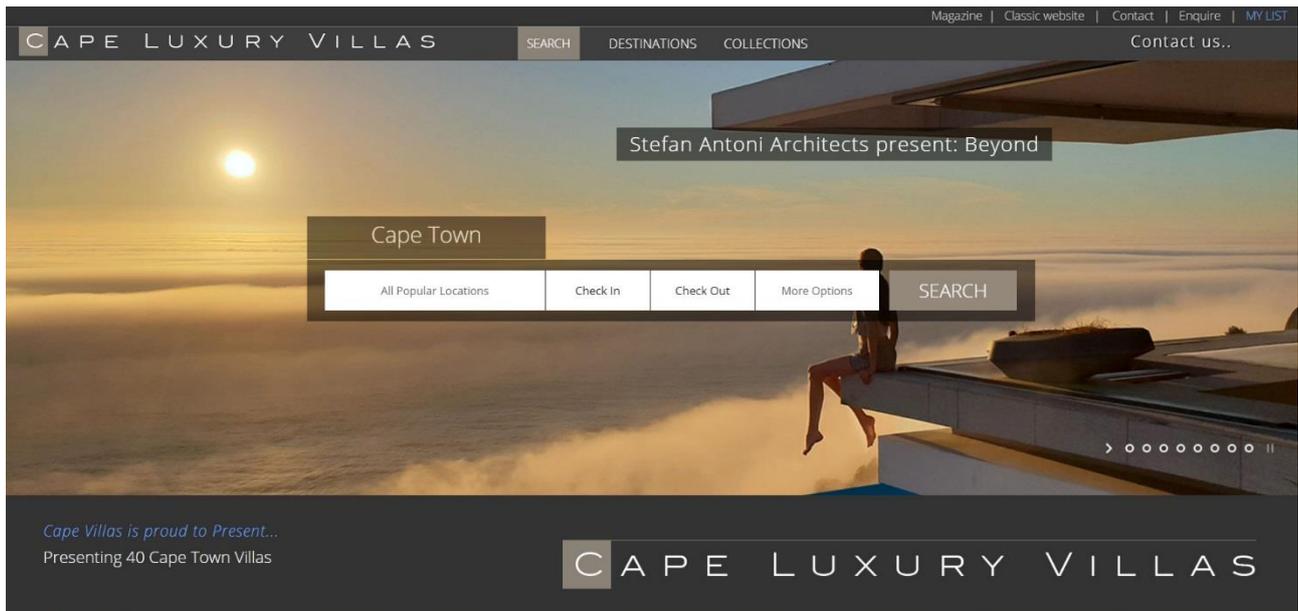


<http://network.villasecrets.com/the-secret/ch9/crm-cc-the-company-controller>



SCENARIO 8: S-WEB SPECIALIZE AND SCALE & Experience **Africa**

V1.10b – 24th February 2020



S-Web™ is the web development division of S-World; we start by creating one specialized website, which connects with all the current and future TBS™ functions.

S-World BES™ BEHAVIOURAL ECONOMIC SYSTEMS

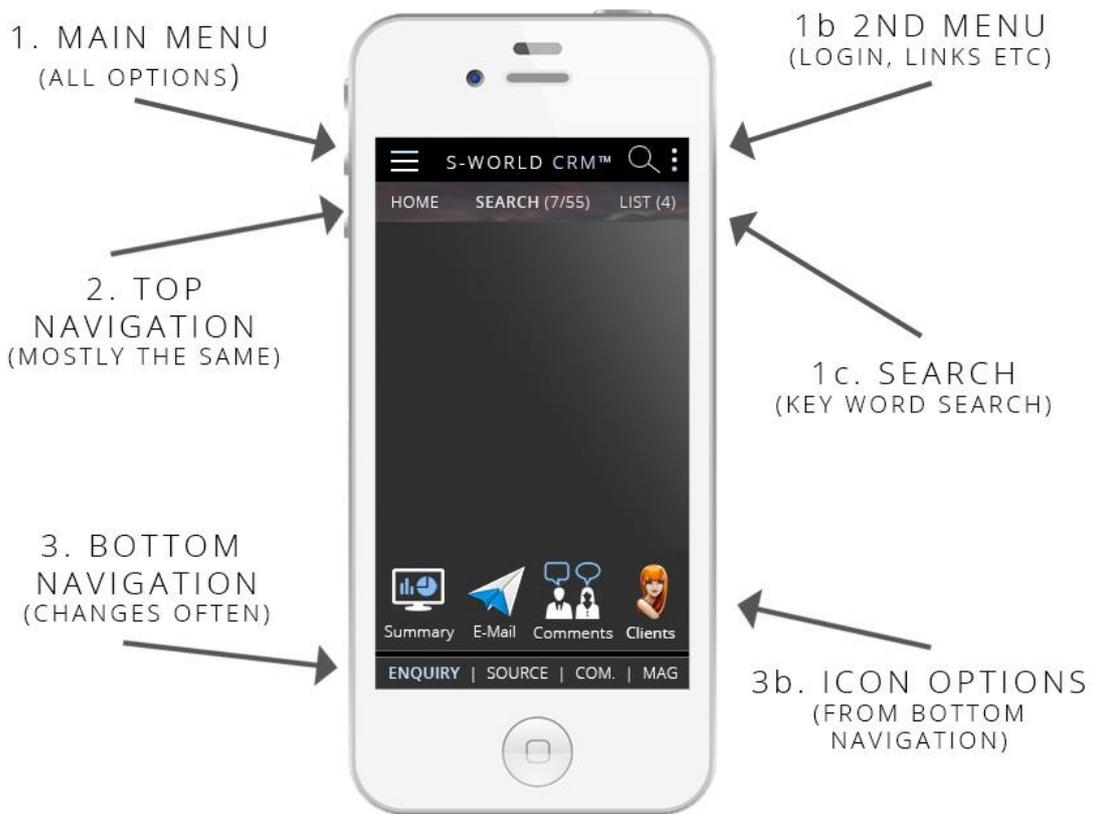


Richard H. Thaler was my first economics hero, in his books Misbehaving and Nudge; many

lessons are taught, I will, for now, home in on just two of these points. (For more see S-World Stories 20a and 20b.) First, we consider Choice Architecture, which is the art of making navigation and defaults most simply and intuitively. We accomplish this first by making the product for specialized niches, so we can throw away 90% of the clutter from the CRM and CMS.

Below we see an example of Mobile-First S-Web™ choice architecture for Thaler and others to discuss. This version allows 48 different 'quick tap' options available from each individual page.

Richard Thaler CHOICE ARCHITECTURE



S-World CRM CC OKRs Objectives and Key Results



Complementary to the S-Web™ CC is its sister system S-Web™ CC-OKR, a system inspired by **John Doerr**, an investor who greatly assisted the formative years at Google.

The trick here is to have long-term OKRs which are re-evaluated quarterly or even monthly, and every long-term, OKR should be a short-term OKR. For example, I have a long-term S-World Angelwing, but to get there may take years, or if you were not paying attention to the short-term projects, only in completing the small can you move on to the big.

My OKRs this month have been – 1. Launch CapeLuxuryVillas.com 2. Launch VillasinCampsBay.com 3. Nitro Search API gives correct prices and fix the emails going to the spam folder problem.

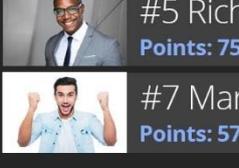
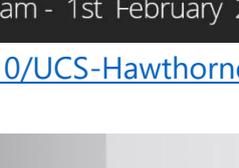
S-World CRM CC OKRs are recommended as essential to achieving scale within a technology company.



S-World UCS™ HAWTHORNE

Continuing the S-World BES™ theme, we come to an exciting system that builds upon the TBS™ functions seen so far, by making a game from the tasks assigned and completed in S-World CC (The Company Controller). **Below we see 8 sales staff** in a Villa Secrets company winning points, working with, and competing with each other. Half the cash flow allocated to salary is disbursed to winners each day. The result of this is that everyone is closely watching the performance of each other, and because of this, the Hawthorne effect kicks in and boosts team performance because people work best when they are being observed.

Villa Secrets **S-World UCS™ HAWTHORNE**

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

Leaders' Board: 11:26am - 1st February 2020

<http://network.villasecrets.com/the-secret/ch10/UCS-Hawthorne-for-Richard-Thaler>

S-World BES™

Richard H. Thaler
2017 NOBEL PRIZE

M-System 8. BEHAVIORAL ECONOMIC Systems



The second point of interest, and how I hope to get Thaler's interest, is the abundance of RCT trials we can perform, in high-stakes financial environments. From Villa Secrets clients spending over \$100,000 on a holiday, or \$10 million to buy a house. To Foundations, wealth funds, universities, and big corporations spending \$1 billion on a complete suburb.

S-World Villa Secrets

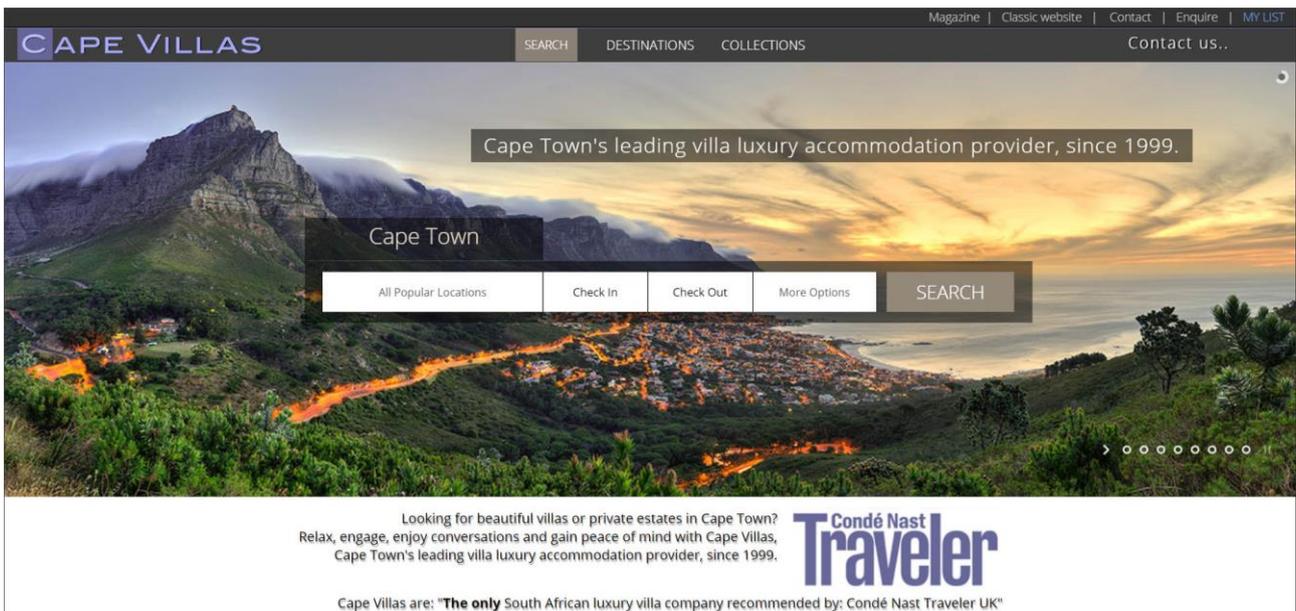
SCENARIO 8: S-WEB SPECIALIZE AND SCALE

S-World Villa Secrets Specialize and Scale is a very simple concept to explain now that we have created the second and third prototypes. Starting with www.capevillas.com which is not just a website, it is a ready-to-go business, a web-franchise that critically provides stock (villas, apartments safaris, private islands) at good prices. Just add marketing and/or the recruit mandates, and you are ready to go.



Below we see S-Web Scenario 8: Website 1. **CapeVillas.com**. To see some of the unique CRM Systems, watch this video: www.angeltheory.org/video/40a and note that soon, this system will automatically respond to enquires without human interaction. Our first AI-Driven S-Web Site.

CAPE VILLAS.COM | **\$322,122** plus 2.5% of turnover (includes 12.5% of VSCT)



Cape Villas.com is in itself, a specialist website that I first made in 2002. And we've never stopped developing it. Eighteen years later we are ready to apply a Specialise and Scale strategy, by adding only luxury villas to the homepage, and in just an hour, we create a new specialist in high-end Cape Town Vacation Rentals product: **www.CapeLuxuryVillas.com**

CAPE LUXURY VILLAS.COM | \$53,687 plus 2.5% of turnover



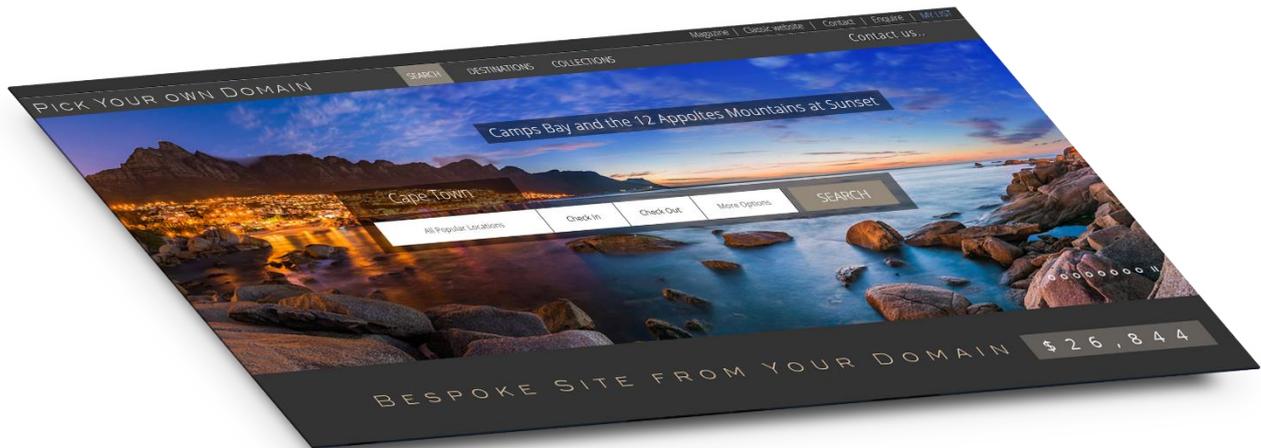
This website plus a lifetime S-World Angelwing software licence, with no marketing restrictions, is online now and is for sale for **\$53,687** plus 2.5% of turnover, note that to build this product from scratch you will not get change from a million dollars.

Another Specialization might be for a Real Estate agent working in Camps Bay using this website and others to attract property owners to sign rental and sales mandates.

VillasinCAMPSBAY.com | www.VillasinCAMPSBAY.com | \$40,265 + 2.5% turn



BESPOKE SITE FROM NEW DOMAIN: **\$26,844**



From \$26,844
 PLUS 2.5% OF TURNOVER
 (50% Commission when sold by an agent)

We have seen how we can make different adaptations of the web framework for different niches (specializations). In Supereconomics book 2, I describe a '64-Cube Network,' with 64 places with different specializations creating a network where there is always a specialist, increasing ROI from all marketing. We see one possible 64 Cube of specialists below. Of course, in some cases, there will be more than one company in a specific specialization, like Airbnb specialist property managers, we could recruit a score of such specialists. All in all, then we are looking at a 256 Network (4 64 Cubes)

1	Berkshire Hathaway	33	International Villa Rentals Companies
2	Virgin Limited Edition	34	Safaris Specialist
3	Sotheby's Realty	35	Private Jet and Charters
4	Christie's Real Estate	36	Celebrity Homes
5	SAOTA (Stefan Antoni)	37	Architectural & Interior companies
6	Will Wright (THE SIMS & SimCity)	38	Superyachts Specialist
7	Singita	39	Ski & Winter Holiday Specialist
8	Wilderness Safaris	40	Seychelles Specialist
9	And Beyond	41	Mauritius Specialist
10	Pam Golding	42	Southern Africa Specialist
11	Seeff	43	US Time Zone Sales Specialist
12	Dogon Group (Denise Dogan)	44	Asia Time Zone Sales Specialist
13	Luxury Retreats	45	Live Chat & Reservations Team
14	Nox Rentals	46	Social Network Team
15	In Residence	47	German Speaking Sales and Support
16	Rhino Africa - Go2Africa, et al.	48	Other Language Specialist
17	The One and Only - Cape Grace, et al.	49	Rental Mandate Specialist (Mid to High End)
18	Quintessentially & Amex Concierge	50	Rental Mandate Specialist (Top End)

19	Travel Clubs and other Concierge	51	For Sale Mandate Specialist (Mid to High End)
20	Private Islands, and Resorts	52	For Sale Mandate Specialist (Top End)
21	Private Villas (6.5 and 7 Star)	53	Africa Luxury Travel Specialist
22	Luxury Safaris book the overflow	54	Flights Specialist
23	International Top-End Tour Operators	55	Media & Social Media
24	Business Travel and Accommodation	56	Apartments Specialist
25	Stills, Film & TV Location Companies	57	Content Writing and Portfolio Manager
26	Film Companies / Film & Video Unit	58	Hospitality, Concierge, and Film People
27	Property Development Companies	59	Tax and Accounts Specialist
28	Property Managers & Maintenance Co.	60	Admin Specialist
29	Airbnb Property Managers	61	Marketing: SEO - SEM - Content -
30	Booking Channels (MyBookingPal et al.)	62	Legal Specialist
31	Cape Town and SA Vacation Rental Co.	63	Private Islands Worldwide Specialist
32	Prestige Marketing - S-Web Publishing	64	Prestige Marketing - Condé Nast Traveller

The list goes on and on.... But the headline is ‘Most companies will recruit a mandate that only the real estate partner can sell.’

Now villa companies can now make money from safaris, and safaris can in turn book villas, add some specialists working live chat and phones in US time zone, foreign language exerts and German, and of course real estate sales agents.

There are over **30 specialist roles**, and in some cases, like mandate specialists, there could be a great many in the same speciality. Add Legal, accounting, photographic, copywriting, film making, and you get the idea. Relative to hiring a professional, the cost is less than half and can be a quarter for a 256 Network.

The greater the skill of the network, (the more specialists it has), the better it will fare in the market. No one disputes this. As the enquiry comes in, the AI directs it to the most specialized team member. However, all specialists will have added their portfolios to the system so that anyone in the network can answer enquires in a semi-pro manner, assisted by the AI, until the specialist is ready to take over. This is called a specialized network; this is the ‘Specialize’ in Scenario 8: ‘Specialize and scale,’

The following list is a set of ways on how an affiliate, let's call them; TSC (The Safari Company) can make money from S-Web™. This process may start with TSC appointing a member of their personnel (or someone they wish to recruit) to take control of an S-Web™ website such as www.CapeLuxuryVillas.com (CLV).

Money is Made IN THE FOLLOWING WAYS;

- a. Answer enquires to S-World non-Safari companies on a commission sharing basis, in much the same way we currently work with Wilderness Safaris.
- b. Assign 50% of each new e-company to a strong salesperson with marketing potential and (over the years) see the company grow due to their effort/productivity.
(Classic Adam Smith econ 101)
- c. Do this again...
- d. And again...
- e. Profit from the new companies created by the first-tier S-Web™ companies which TSC created.
- f. Make profit (dividends) from the third-tier companies created by the second-tier companies, and the fourth, fifth etc.
(But note that each tier halves the dividends to the principle, so returns are small from 5th and higher tier companies.)
- g. Use www.CapeLuxuryVillas.com to make Cape Town Villa bookings for the TSC (The Safari Companies) clients.
- h. Use a Pan-African version of S-Web™ to assist in booking villas and resorts and other travel experiences across Africa.
- i. Create a contactless reseller website for TSC agents who do not wish to give their clients a more direct way (for them) to book.
If marketed correctly, this could greatly increase travel agency and tour operator enquiries.
- j. Create a magazine which, when sent to enquirers, increases the chance of booking and residual bookings, and increases the opportunity of mandates.
- k. Create the magazine as 32 sets of 8-pages, one set per property, print as 32 runs of 100 (150 pages each) £850 per run, total costs £27,200 and 32 different covers 'featured villa/safari' This cost can be borne by a few select hi-fashion or luxury brand advertisers.
- l. Attract more safaris and lodges to exclusive management contracts due to the larger corporate footprint, and more personnel researching and seeing mandates.
- m. Open new companies in the Seychelles, Mauritius, Zanzibar, and Madagascar.
- n. Create a collection of mandated villas in Cape Town and surrounds, including the Winelands and Constantia for The Safari Company.
- o. Make S-Web websites for each property managed and see direct bookings from the websites.
- p. Market each website (System in progress TMS – Total Marketing System)
- q. Invest in Villa Secrets, California.
- r. If The Safari Company introduces an opportunity for a mandate they do not wish to manage, they will refer and earn a share of all future bookings of that mandate and a share in the sale, if sold by a network realtor.
- s. Prestige Marketing - celebrity endorsements and S-World Film video shoots, awards, and competitions.

- t. S-World Opportunities from Villa Secrets Africa to S-World VSN™ Virtual Social Network to networks in the USA

(I think the following is repeated)

So, we have seen how we can make different adaptations of the web framework for different niches (specializations). In book 2, I describe a '64-Cube Network,' with more than half of places with different specializations creating a network where there is always a specialist, increasing ROI from all marketing. Now villa companies can make money from safaris, and safaris can in turn book villas, add some specialists working live chat and phones in US time zone, foreign language exerts and in particular German, and of course real estate sales agents. As the enquiry comes, the AI directs it to the most specialized team member. However, all specialists will have added their portfolios to the system so that anyone in the network can answer enquires in a semi-pro manner, assisted by the AI, until the specialist is ready to take over.

This is called a specialized network; this is the 'Specialize' in Scenario 8: 'Specialize and scale,' The scale is in effect in two different directions, for a start the art of creating the 64 Cube is a scale exercise. We need to make some APIs with industry names like Kigo, and MyBookingPal then we can scale to nearly every town in the world where a property has sold for more than \$ 1 million, and you have tens, probably hundreds of thousands of locations and specializations. That's the scale.

And remember the system is in constant development, however good we look now, we will look better tomorrow, as we bring out completely new designs. As I write on the 2nd of Feb 2020, we have just three websites, by March there will be more than 7, and there is no reason why we could not launch 10 new agency-level websites each day.



Ideally, I wish to see Facebook assist with the S-Web™ product, and eventually create their version and then allow Facebook Business Businesses to create their own S-Web™ sites in many industries. This must connect with the TBS™ (desired developer Bill Gates and Microsoft) and with VSN™ (desired developers Sergey Brin, Larry Page and others at Google & Oculus) and S-World UCS™ (desired developers are Elon Musk and Mark Zuckerberg).

I am looking forward to creating S-Web™ websites for just about every industry, I have already made a version of UCS™ Hawthorne to suit the UK TAX office, **but next, I wish to make an off-the-chart website and systems for college professors, and authors, because currently, such websites are mostly just awful, and no one seems to even do the most basic of SEO, let alone API integrations, and custom software.** S-Web.org/Edu will be a very powerful website because many of the people looking at the site are from universities and links from top universities count for a lot. And lots of links across hundreds of thousands of private or business websites can help drive commercial initiatives.



The current plan (that will evolve) sees one-quarter of equity reserved for desired technology partners, when possible, via their foundations. Another quarter is allocated to Real Estate Moguls, then 12.5% is reserved for academics such as Thaler, Raworth, Stiglitz, Romer, Collier Duflo, Nordhaus, and others. The remaining equity is for capital, patent partners and local operators. The holding company will be split into 8 continental networks, and below the country network then regional networks, for example, the Villa Secrets Cape Town Network.

Academic or venture capital equity bundles



S-Web in Other Industries and Niches.

The Realty NETWORK

<http://network.villasecrets.com>

The realty network starts with my 2017 book and operations manual; ‘The Villa Secrets’ Secret’, 350 pages on software, marketing, and how to create vacation rentals companies, that focus on acquiring rental mandates, that because of ‘prestige marketing’ and ‘the real estate agents marketing packs,’ sees the rental mandates turn to sales mandates when the property owner wishes to sell.

S-World – Villa Secrets Network

Villa Secrets

- 1. S-WEB CMS FRAMEWORK**
> Stunning ‘wow and awe’ Websites.
> Simple Intelligent CMS
> Software created within the web framework
> Ultra efficient systems
- 2. Network Strategy**
Creating a network of many individuals and small companies in different real estate & travel niches in many locations.
- 3. Mandate Marketing**
Commission from rental mandates is used for directly marketing properties
- 4. S-WEB CDS™**
Creates the platform for the evolution of CRMs into web content based systems
- 5. THE VILLAS CLOUD™**
Connects to PMSs, GDSs and Distribution Channels
- 6. S-WORLD CRM-AI™**
One agent performs the job of two in half the time with twice the efficiency
- 7. S-WORLD TFS™**
A simple financial system created as a part of the S-Web CMS Framework
- 8. Managers & Owners**
An Elite Prestige Marketing Club. Make multi-leg bookings for clients, & make bookings in other properties when full.
- 9. S-WORLD CRM CC™**
The Company Controller organizes and motivates the whole team.
- 10. S-WORLD UCS™**
Game based fun and addictiveness
- 11. Networking Systems**
Automated Social & Business Networking
- 12. Concierge, Hospitality PR, Film & Social Media**
- 13. Call Centre & Content Writing**
Live Chat, Foreign Language & Content Writing
- 14. S-WORLD TBS™**
A round up of the benefits of all S-Web & S-World software & systems presented so far
- 15. Marketing, SEM & Advertising**
How we get customers in the first place?
- 16. Google SEO**
Search Engine Optimization
- 17. Content Marketing**
The new face of SEO & blogging
- 18. S-WORLD PUBLISHING**
The Villa Secrets Coffee Table Book
- 19. Luxury Villa Rental Agencies**
10 years of in the field experiences, followed by 7 years of developing systems has led to an all-encompassing top end vacation rental solution, that is extremely profitable & simple to manage
- 20. Price & Value**
Primary Networks start at \$42,000 +2.5% pa
- 21. Prestige & Jet Set Marketing**
Increased villa values & # of jet set clients
- 22. Real Estate Systems & Wins**
Many systems for rentals work for sales Opportunity for 30% to 70% growth
- 23. Development Timetable**
All #1 Systems complete by Dec 2018
- 24. Be Easy to Buy From & The 6 Whys**
- 25. Gain Consensus Across Partner Organization**

For more on the realty network, see S-World Villa Secrets - Scenario 8 - S-Web Specialize and Scale. (Book 2)

Sole Mandates



Realtor Systems & Wins



The Jet Set Network

S-World Film & Concierge



Concierge, PR, Film & Social Media





The Realty Network – Scenario 8.

The Real Estate Network – Scenario 8 sits upon the 2017 Villa Secrets' Secret Scenario 7

Scenario 7 is about a real estate company using the Villa Secrets network and systems to increase sole or joint mandates, then market them online and make direct income from rentals and prestige market them offline in Conde Nast and other benchmark publications, making a 'marketing pack' in fact 100 marketing packs, to increase the sale price. Whereafter it just makes sense for the owner to first use the realtor with the marketing packs. So, it circles back to the estate agent's primary business model, and sign more for-sale mandates.

See: <http://network.villasecrets.com/the-secret/ch3/mandate-marketing>

See: <http://network.villasecrets.com/the-secret/ch3/mandates-mandates-mandates>

This plan is as good today as it was in 2016. The only reason we have not executed the plan is that we had not completed the S-Web technology.

As we have heard S-Web™ is S-World online; we now have a working S-Web system, which creates websites that look like a million dollars. Which are complete ready-to-go businesses, that already have some clever AI functions. For example, if one wants to present some top-end Africa options, the agent (please follow this example) can go to <http://www.villasecrets.com/Best-Of-Africa> and 'add to list' suitable properties, click half a dozen. Now click 'My List' top right <http://www.villasecrets.com/My/List> then choose 'Make My Webpage' add the weblink – I chose 'Ideas-for' and 'Mr Buffet' and it created the webpage www.villasecrets.com/ideas-for/Mr-Buffer. Which works on mobile, tablet and desktop. This takes less than a minute, a tool that can be used by anyone, because you just pick the choices near the top of the search, they are all vetted and ordered.

Because of the stock and the availability of data, and the AI's My List-My-Webpage function - a good salesperson with zero stock knowledge can deliver like an expert every time and in minutes not hours. I would take on this change myself as it was the best way to test for bugs and I closed about 75% of all-important enquiries.

The Network itself. The network (made up of S-Web websites with 10-year software licences) will grow to 64 specialise and scale companies. And maybe in the future 512 such companies in all industries.)

The best path to follow changes from realtor to realtor, For Dogon Group, for example, the new S-Web companies can both strengthen the existing heartland of Bantry Bay, Camps Bay, and Clifton, and can start new ventures in Seychelles, Mauritius, Tanzania (including Zanzibar) and other safari locations.

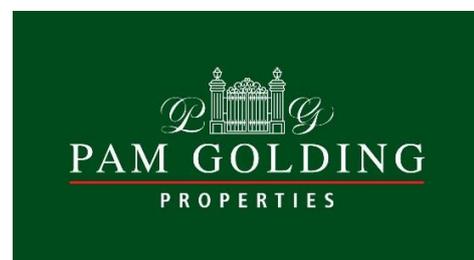
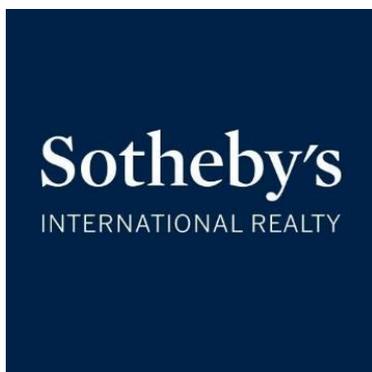
Pam strategy

Sotheby's strategy

Seeff strategy

At first glance one may think the Pam Golding and Seeff strategy were one and the same, however, Pam Golding is less like a franchise in some areas.

Greeff strategy



What does the 1st real estate agent get?

1. It gets one year of exclusivity with Villa Secrets in Cape Town

2. It gets to say 'S-World Villa Secrets – First Founding Partner.'
3. I suggest starting with 8 web franchises, of which 50% of each is given to a leading sales and mandate specialist.
4. Individual villa websites for the first 20 villas mandates (technology, not content writing, or photography)
5. Photographer, Video Maker, Copy Writer
6. **Villa Secrets Marketing**



A significant amount of marketing is performed whenever a new S-Web franchise is created as the user would not have gained a licence without a marketing plan or a mandated plan, or both.

And whilst new mandates for other ~~plates~~ do not offer a dividend to others, all others can now discount. Discount 5 different villas the client likes, and a sale is likely. So marketing 1.01 is the marketing done by each member.

7. SEO and Content Marketing

From the get-go, we have created S-Web per [the Google SEO Guide](#). Some SEO systems are, however, in the production cue. One such idea is turning the website into an image Library, with most pictures seen and royalty-free. This will provide a good and legitimate service that will in its creation, showcase the images from the website to the public, and will we hope to see inbound links to the service.



The thing about SEO is if you must do it in a way that Larry Page, Sergey Brin, and all at google accept.

Content marketing is such a method if the practice is used correctly, quite simple, make your content (written and visual) better than your competitors, and then you're fine, employ someone to write articles, and a full-time photographer plus video creator add them to the already well laid out websites, and over time these pages will pick up votes of confidence as other sites link to them.

It's a long-haul strategy.

8. Prestige Marketing and Media Packs

The plan for estate agents is to **sign rental mandates that turn into sales mandates** when the owner wishes to sell. Properties are prestige marketed, creating sales and media packs, including 8-page spreads in many magazines, and at least one with the photo of the villa on the cover. We can print short exclusive runs of 100 coffee table magazines, 150 pages, landscape brochures, like the 2009 Cape Villas magazine distributed by Condé Nast Traveller for £843, or hardcover books from £1128 per 100. (Plus, a graphic designer)

9. Villas on the front of hardcover books on luxury travel or real estate in Africa and the world.

Each with a different cover and varied copy, so in a short time, we can amass a large media pack, with 10 or more different books and magazines featuring the villa, books, and magazines that the owners would like to have, in their own homes.

The per owner would be about £2,000, which is barter, so they don't pay, they give us nights to sell.

10. Whilst the costs of the magazines and art books can and will be redeemed by a few choice advertisers, we are talking to Prada, who want exclusivity, but may allow Bulgari, then maybe Aston Martin, private jets, and superyachts.

11. Diamond Class Prestige Marketing.

for Diamonds and some platinum, villas are the option to be marketed in top international magazines like Condé Nast Traveller, Condé Nast Vogue, National Geographic, The Sunday Times Travel Magazine, and others. In all cases, we are buying advertorial space, so for instance in Condé Nast Traveller (from whom we wish to take three pages each month, (which is a lot). Each spread would show 3 to 5 properties, in Africa, one on a safari, one on a private island and 1 to 3 private villas, 2 in Cape Town. The discounted costs of the advertorial are then divided by the properties and taken from bookings.

12. S-Web Website for each villa, marketed to Airbnb users at prices lower than Airbnb.

13. The Complete package:

With say, two such features, and maybe even a cover page, alongside the ten or more books and magazines that feature the villa, plus the S-Web website, and many vacation rental, luxury travel and concierge company's websites featuring the villa, the sales or rental agent has a huge amount of marketing material to present to the clients.

14. Income from bookings

Also important is the villa rental for the owner, and for this reason, I recommend a significant AdWords spend to complement the books and magazines. The soft of money I spent from 2004 to 2010, was about R80,000 a month. Which will theoretically make double their amount in revenue (in fact in Cape Villas and CTLV I have over \$500,000 inexperience, and it has always on aggregate made more than double the cost)? Recent experiments are encouraging. We set 25% of what we make for AdWords spending and this fund applied to Jan 2020 figures shows that the 25% of the commission set aside for AdWords paid for not only January but also December.

Note however we do not need to budget R80,000 times 12 because the R80,000 will be debited each time a booking is made and come December 2020 (or earlier) the R80,000 will be paid via bookings, plus profit.

Of course, each mandate adds an Airbnb opportunity and an opportunity to make exclusive partnerships and direct bookings through the mandates villa S-Web website.

~~It is possible that at first no profit will be made from AdWords, except for your sales~~

~~agents incentivised. But this is still a good result because the bookings would be channelled to recently mandated villas.~~

Affiliate Prestige Marketing. And as for the very top end, that Cape Villas pierces through only occasionally, is S-Web, as it partners with safari companies like Singita, Ulusaba, Wilderness, And Beyond and Lion Sands start to make Cape Town villa bookings to their clients, via their S-Web interfaces

You need the bookings to satisfy the owners; it is no good winning a mandate and not delivering on the bookings. Like every other agency and a million property managers, we shall use Airbnb as a marketing tool. But we would use the opposite to the standard strategy, where now agencies advertise villas at the best price because they are duped into thinking its only 2.5% commission, we will do the opposite Villas on Airbnb will be 20% to 50% more than Airbnb and use the correct name so the public can google the Airbnb villa to find it directly from the owners' website at a price 20% to 50% lower. This will be aided by the S-Web comparison site VillasCompare.com

All of the above leads to more bookings and more mandates, and with the media packs and convenience, so long as we are partnered with one of the top four riviera realtors, the villa owners will give the first opportunity to see to the estate agent who gets the marketing material. And also, can try to win over those owners who offer an open or non-exclusive mandate.



LUXURY
RETREATS
PRIVATE VILLAS



Scale

For scale, I must thank **John Doerr**, whose book **Measure What Matters** taught me the importance of scale. He taught me how useful it was that we had spent ten years making a system that is almost infinitely scalable.



The more web companies, the greater the scale, in terms of making the websites, there is no reason why we can't make a thousand sites in just a few months with the S-Web™ technology we have right now. We would need to make some more APIs to get stock across the globe, but this is not a huge deal, we have already done this twice, another 10 connections to companies like Nightsbridge, KIGO and MyBookingPal and we will have a quality global portfolio.

12.5% of Villa Secrets – Mother Ship (Holding Company) is optioned for Berkshire Hathaway's Warren Buffett. Due to his connection with the Bill and Melinda Gates Foundation. This is a bespoke plan.

The next 12.5% of Villa Secrets – Mother Ship (Holding Company) can be optioned for whoever signs first from Sotheby's or Christie's, given a marketing and usage commitment.

This S-Web project started in 2009 with Sotheby's Cape Town, so there is some interesting history with Sotheby's. [Sotheby's Realty](#) has 1,000 offices worldwide, in 71 countries and 23,000 sales associates. So, a full package for Sotheby's would suggest a website for every sales associate and an individual villa S-Web site for each mandate that is acquired. That's going to be over 100,000 websites, each of which is expected to make some money or recruit some mandates, or recruiter some member of personnel. Each web franchise is built upon the 300-page '2017 Villa Secrets' Secret' scenario 7 business and operations plan to learn from.

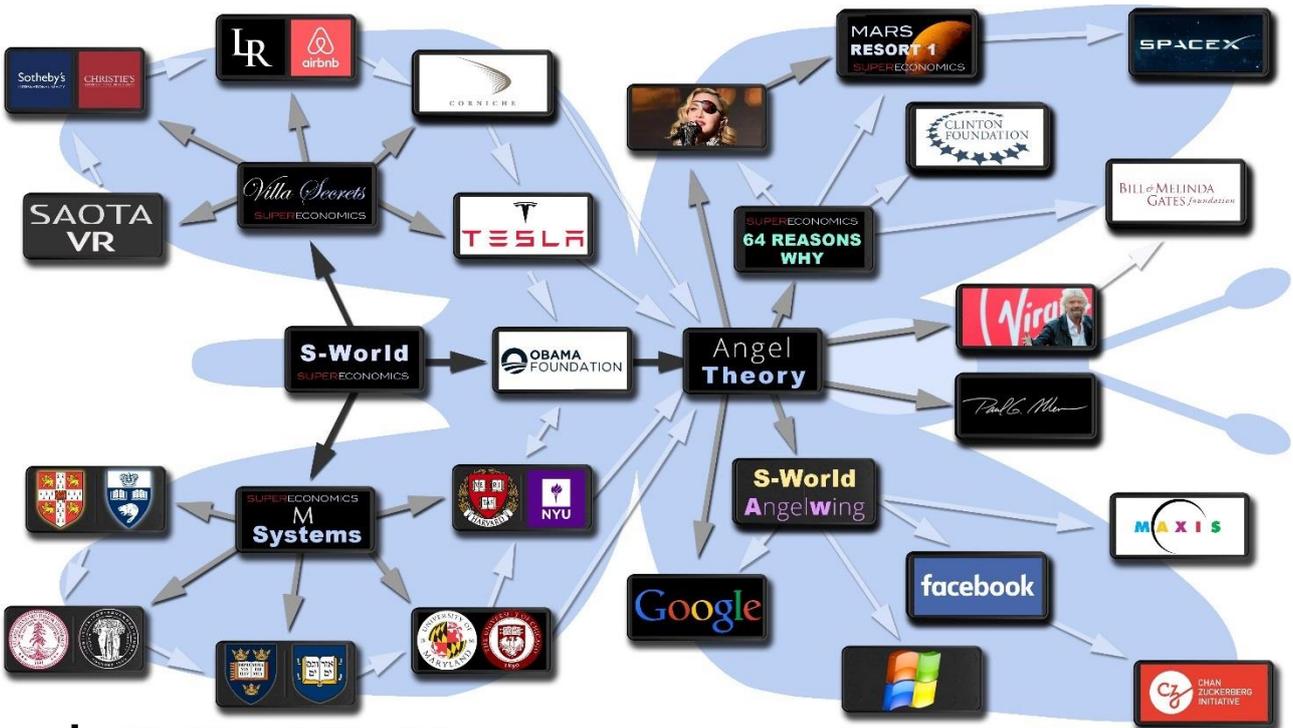
And all this for one company, whereas S-Web™ is designed to adapt to every industry and every speciality, billions upon billions of websites all better than the best of the rest. All, constantly improving and updating. From new industries to break thought technologies like S-

World VSN™ and UCS™.

Of course, we're not working on \$26,844 per website here, if its best for the long-term plans, we can make all those web franchises for almost no cost at all, so long as the 2.5% of turnover (on bookings) and 0.5% or 0.25% on sales made is paid.

In Measure what matters by John Doerr, Doerr tells us **“Ideas are easy. Execution is everything,”** and **Google’s objective is to be the systematic innovator of scale.”** Innovator means – new stuff, and **scale means big systematic ways of looking at things done in a reproducible way.**





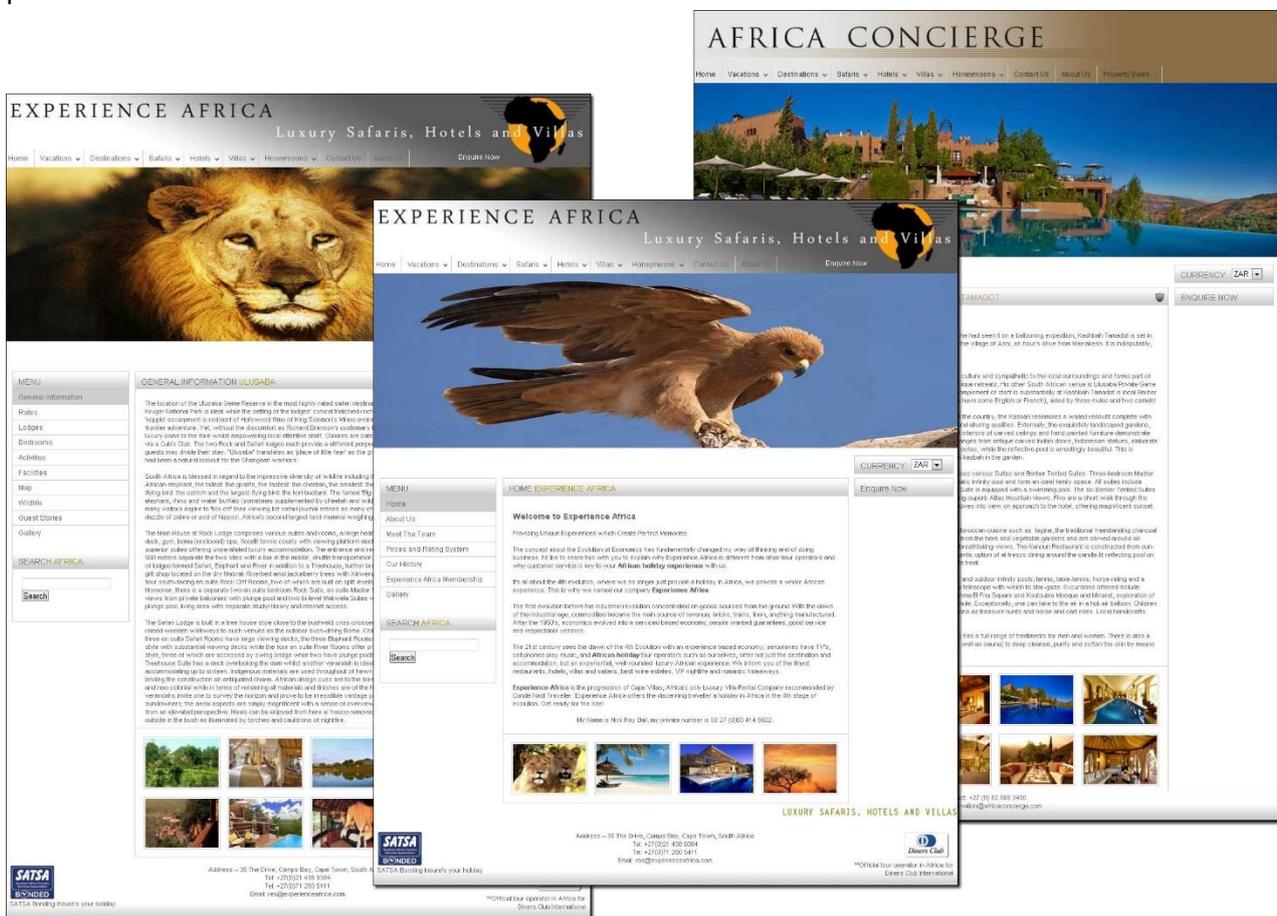
+ OTHER UNIVERSITIES



Experience Africa

I started the Experience Africa website in 2009 and soon after created a copy of it for Sotheby's Realty Cape Town, and this was the inspiration for S-Web™. Of course, what we should have done was duplicate CapeVillas.com for Sotheby's, but since 2007 and the breakup of the web developers' team that worked on Cape Villas, we could not copy it easily.

So, when the Sotheby's opportunity came up, we copied our new Safari Site, Experience Africa because after distributing Cape Villas magazines to all Condé Nast Traveler subscribers, it was decided that whilst successful, as only a few percent of Condé Nast Traveler readers were interested in Villas in Cape Town, we should sell all luxury accommodations in Africa, and in particular safaris.



The Sotheby's prototype may have worked if we had better developers, (or like now we hire and work with full-time software engineers.) The CMS was buggy, and sadly the Experience Africa experiment was closed in 2010. But I continued to theorize about what would happen if only we had a stable system, and out popped the business plan at the very begging of the S-World Stories- Story 1; www.s-world.biz/First-Business-Plan-2011 created for Sir Richard Branson and the Virgin Group, which was received and approved for submission to London by Fiona White (Head of Virgin Brands SA).

This was a huge boost and led to some huge Eureka moments, which in turn took me on a very spiritual journey which rendered me 'quite mad' for a couple of years. And of course, I blew my chance with Virgin, when I started talking about Sienna, cities and saving Libya. (Feb 2011)



In 2012 and 2013, I wrote American Butterfly; Ideas from chaos theory, quantum mechanics and string theory infused into the theorised Global Economic Network.

www.AmericanButterfly.org (2012/2013). The last of the 4 American Butterfly books 'The Butterfly,' which was not my greatest work, gave rise to the idea that Experience Africa should be a charitable loss leader. And that's the brunt of it, making that decision.

2013 saw my return to web and software development (after a 6-year absence) and this time; I hired programmers full-time from Support Resort in India (and I have continued this to this day) which meant I could do three times as much for the same money. It took a year to gel, but system by system we were moving forward, then in 2014 the first S-Web™ site was created from www.CapeVillas.com (2002 to 2020) we made www.cape-town-luxury-villas.com (CTLV) which was almost totally new, only the data was common, and it was a success straight out the gate, nearly making as much as Cape Villa.com in its first year. In 2015 I then duplicated CTLV and made Villa Secrets www.VillaSecrets.com which was built upon CTLV.

Later in 2015, after reading up on Paul G Allen, I chose to start to resurrect Experience Africa as the loss leader for Villa Secrets, S-Web™ and S-World. In short, we would create Experience Africa as a copy of the Villa Secrets S-Web™ website and Software, and Experience Africa would try to make commission deals that would let them donate more than 50% of their gross profit, which was 15% of turnover from each booking made donated to conservation, and in particular, Elephants, Rhino, Wild Dog and Cheetah.

On December 17th December 2016, I added these ideas to a new Experience Africa website, and until this week (22 Feb 2020) the following link was the homepage of the website.

<http://conservation.experienceafrica.com> It started:

Over the past 5 years, over 150,000 elephants have been killed for their Ivory.

With populations in Western and Central Africa virtually gone, the mass killing is now spreading to East and Southern Africa. The Criminal Network smuggle the raw ivory into China where it is carved into luxury items, fuelling a multibillion-dollar trade.

If the trade continues, the African Elephant could become extinct within 15 years.

The Ivory Game – A Netflix Documentary

<https://theivorygame.com>



In the article and on many complimentary videos, the 2015/16 Experience Africa plan was described. This plan developed over the next few years into the plan we have today. And in the week ended on the 23rd of February, we finally launched the S-Web™ Experience Africa website; www.ExperienceAfrica.com. And already we have our first new network company on the way in LuxuryVillasAfrica.com and LuxurySafarisAfrica.co for Liam and Thomas from Rabbitte Walsh Acquisitions who sought me out from LinkedIn.

Right now, the plan is to first work as best we can within the market, making as much money and creating as many partners as possible, with the 3–5-year goal to have 1,000 different safaris businesses created from the S-Web™ system, and each company pays 2.5% of their turnover (+/-12.5% of their Commission) to S-World.

Currently, we create safaris with the major players; Singita, Wilderness Safaris, And Beyond, and Ulusaba. In the most recent example, Wilderness Safaris booked everything except Ulusaba and gave us about 18% in commission, and Ulusaba gave 20%, but we gave a few percent in discount, so about 16% on aggregate (which is there or there about average in Vacation Rentals in Cape Town) And is nearly treble the 6.5% deal offered to me by Rhino Africa in 2015.

The big 2.0 plan for Experience Africa is that we do a deal with the major players, that when we book their products, we receive 15% and 15% is donated to conservation. A 30% STO split between us and conservation. Not completely unreasonable.



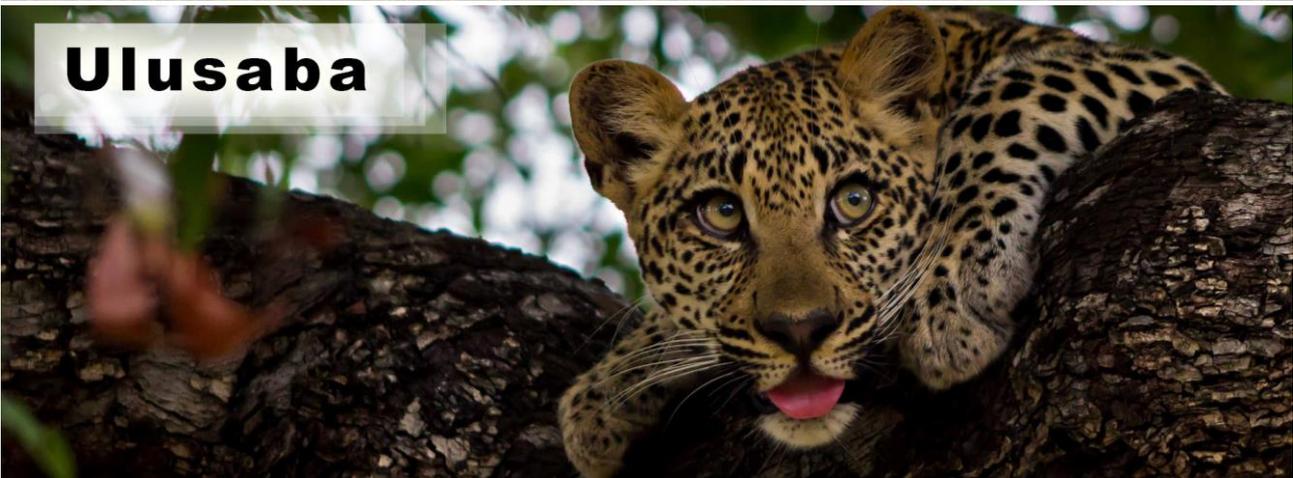
Once the deal is made, Experience Africa web users will start making bookings at 15% STO, which is not so much less than the 16% they are used to. Plus, clients are inclined to book with a company that gives 15% to conservation and who receives updates on what their money has achieved, which will be sent direct to the clients and told in coffee table magazines, Artbooks, newsletters, videos and in TV productions.

Because of the above, the current S-Web Experience Africa users will be only too happy to lose 1 percent for the PR and Marketing gains, achieved by the conservation efforts.

Ulusaba



Ulusaba



& Beyond



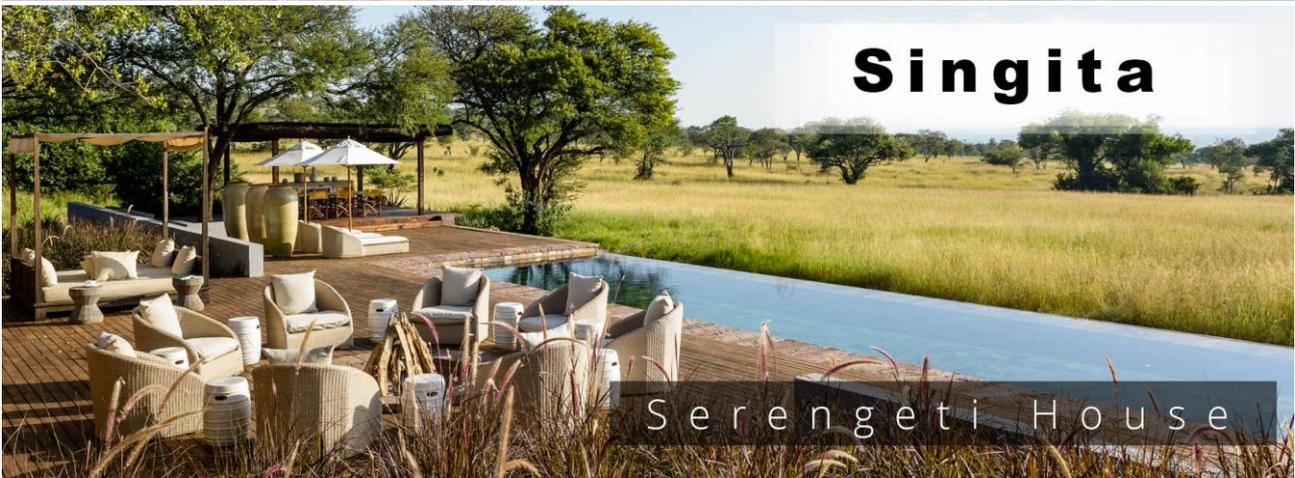
& Beyond





Singita

Castleton



Singita

Serengeti House



Wilderness Safaris

Sossusvlei
Desert Lodge



Wilderness Safaris

Sossusvlei
Desert Lodge

While a written copy of this book 'The 64 Reasons Why' will make its way to Singita, Wilderness, Ulusaba and &beyond, we are not expecting to become operational before a deal is done with one or more of; Microsoft, Google, Facebook, SpaceX, or Virgin Orbit who will put in the time and money to create the Villa Secrets and Experience Africa & Angelwing systems.

Note also that we don't mind if the 15% is allocated to the safari's own concertation initiatives, the idea is not to capitalise on the 15% from the top 4 companies but all of the safaris companies who would all use the next-generation product. And to make additional money from the safaris direct as their profits rise. However, if the top 4, and the second set of 4 who might be Lions Sands, The Royal Collection and two others, adopt the new system, it will not take long before the next 100 use it and then the next hundred and on to thousands.

What I do need is knowledge about the systems that the pre-mentioned safaris are currently using and some time spent with a few personnel in different departments letting me know what they like about the system, what they don't like and critically what new features would they like to see. From this point, with this knowledge, I can design the system in the traditional way, and write a book/operation's manual about it. Design or adapt a current design in mobile-first, then make the desktop version including all the S-Web web platforms and S-World Angelwing software. And see as many distribution channels as can be connected to, collated within one all-powerful Availability system, not necessarily online booking, but showing availability.

Experience Africa Trade

Singita, Wilderness, &Beyond and Ulusaba.

It will also speed up our development if the safaris use our S-Web™ Systems. For example, Singita has a set of exquisite Villas, and it would help us if they used the S-Web™ systems to book villas in Cape Town and soon. The income from this could be gigantic and will help Villa Secrets Cape Town. For Wilderness Safaris, we desire to see them use www.capeluxuryvillas.com (or other) to make Cape Town Villa bookings, and use www.LuxurySafari.vip or other S-Web™ sites to assist with their passive income made from booking non-mandated properties. A process that is already occurring, but not optimally occurring. If &Beyond could use the systems just discussed and create a new division for boeing Private Islands with www.PrivateIslands.vip that will help too. Lastly, there is a much longer conversation with Sir Richard Branson from banking to satellites, from media to airlines, from POP to Š-ŘÉŠ™ Financial Engineering, to Net-Zero DCA™ Soft. Dynamic Comparative Advantage Software, and of course, the 87 Quintillion Histories and Grand Špin Networks.

Starting soon, I wish to develop the Safari CMR-Nudge-AI and use all the software in design to create a safari system that is so efficient that it dominates the market. And once it does, it will see a proportion of the safaris that use its new income channelled to conservation.



If we can create the Airbnb of Safaris, with say 50% of safaris using the system adding all the business software from Villa Secrets and all the future S-World products, then added to the 15% of all S-Web™ Experience Africa generated businesses, and we start to see significant revenue forecast. Back in 2016, I thought if we can scale up to 1,000 agency websites and see 2,000 safaris using the software, we would be able to make more money than all other African conservation organizations combined.





Paul G. Allen



Going back to Paul G. Allen who inspired me back to Angel Theory and Experiences Africa, who very sadly died not so long ago, his legacy in inspiring both Experience Africa and Angel theory and the idea that we can create and staff most of Experience Africa, via the development, HR, and system architecture from Villa Secrets, it allows us to scale S-Web™ indefinitely starting in vacation rentals and safaris but ending with a product for every business type and every niche within.

This was the ripple effect Paul G. Allen inspired, however much more than this in writing material for Paul G Allen I realised that the construction of a city, could assist with the other 15 special projects that were nominated at that time, and this journey is told in the following link

www.angeltheory.org/book3-14/ripple-effects-and-elephants-for-paul-g-allen

Every cent Villa Secrets makes pays for the continued development of S-Web, the software and the business Network.

That's why it's the first special project because it was the first good deed that was created via the internalities of the network.

Starting with [this list of 16 Special Projects](#), the Paul G. Allen chapter shows how all the projects and another ten besides could all be funded by the creation of a Grand Spin Network. In this case in Malawi. And so, to the begging of the book to read the story of the first Grand Spin Network. A network that by 2080 may build 20 million homes and provide all the funding we see in the **Special Project** Allocations. At the beginning and the end of this book. Where we now see 71 Special Projects, and 71 reasons why S-World is a good home for the Š-RÉS™ Financial Engineering monopoly rents. All of which are enabling each other in an exponentially growing economy.

The Paul G. Allen Family Foundation



Ex Africa can use all other technology without royalty, so we can create this project very cheaply, and the 15% commission that the agents still get is an above-average commission for an agent, so the market is very much in play, just whenever it makes \$1,000 another \$1,000 is created for conservation, another beautifully simple symmetry within the Supereconomics S-World Angelwing family.

I am reminded of this quote from Nelson Mandela:

“It always seems impossible until it’s done.”

Nelson Mandela

“It always seems impossible until it’s done.”

PART 5A
Special Projects
34 to 71



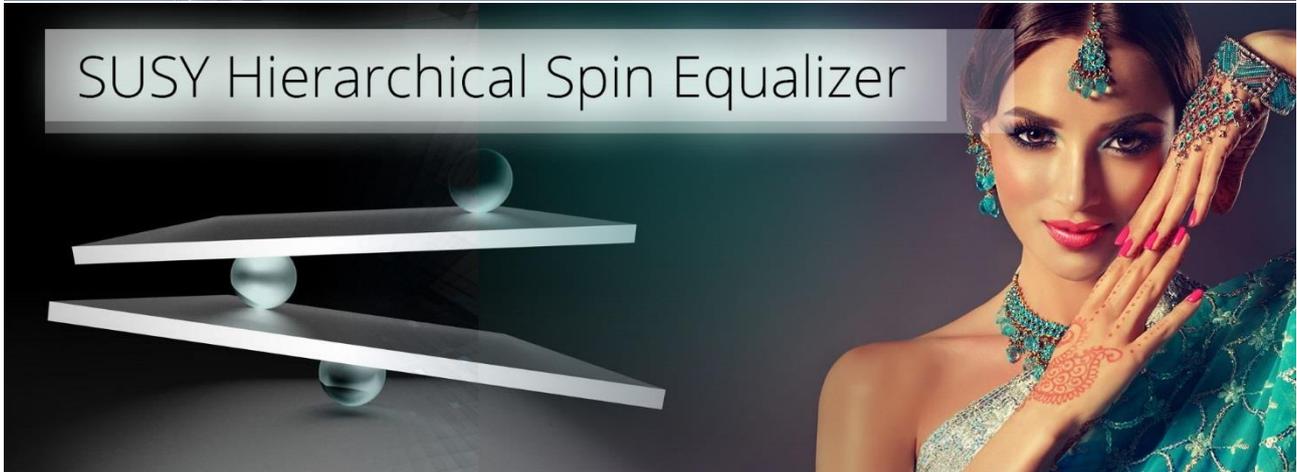
The Gates Foundation

The Bill and Melinda Gates Foundation



Super Projects

Technology, Film, PR and Media



SUSY Hierarchical Spin Equalizer

