

# SUPERECONOMICS BOOK I

# THE WHAT



## THE HISTORY AND HISTORIES

S-World March 2011 to July 2018

For; The Gates Foundation, The Obama Foundation, Elon Musk, Dr James Gates, The Chan Zuckerberg Initiative, Paul Romer, Richard Thaler, Virgin Unite, Peter Thiel, Joseph Stiglitz, William Nordhaus and The Clinton Foundation

By Nick Ray Ball: 27<sup>th</sup> February 2021

# SUPERECONOMICS BOOK I

## The History & Histories

of

## THE 10 TECHNOLOGIES

This chapter tells the story of S-World from 2009 to 2021 and introduces the S-World UCS™ Histories, each a simulation of the future. Right now, we have 5 Histories (5 Simulations) the most applied; History 3. Which describes creating cities in Malawi and increasing Malawi's GDP from almost Zero to One per cent of GDP. The primary tool we use to make the histories is Technology 7. Š-ŘÉŠ™ Financial Engineering, which by 2051 sees Malawi's money supply, its cash flow in USD increased by 3000% (x30), and by 2080 we aim to have created 87 quintillion histories. That's 87,714,630,433,327,500,000 different Š-ŘÉŠ™ simulations, from one supercomputer. And effectively a lot more if we can use a technique similar to renormalization, to remove uneventful histories in the first place.

For now, let us go back to the year 2000.

## History

### 2000 to 2011

For the prototype business; Cape Villas.com there were some significant accomplishments from 2000 to 2010 including in 2002 the first commercial web-based virtual tour and in 2004 the first web-based virtual world (countrywide collection of virtual tours, similar to Google Street View, but showing only the best bits, and caring a lot about the quality of the photography, including a lot of photoshop on the panoramic images created.)

In 2005 we created cloud-based software to see and share the availability of the Cape Villas portfolio of properties, which could be updated by the property owners and booked by travel agents, tour operator and other vacation rental companies across the globe. Then in 2008 S-World Film created the beautiful Cape Villas magazine with 20,000 copies distributed with Condé Nast Traveller, that saw the likes of Sotheby's ask to do business with us, and Bulgari call to say **'We did not know you had such luxuries in Africa!'** asking to sponsor the

next production. More recently we have been discussing the concept with Prada.

But sadly, terribly sadly, on the 1<sup>st</sup> of August 2010, I got the worst news a guy can get, when Caitlin and I lost our beautiful 8-month-old daughter Sienna Skye to an unknown neurological condition, and after a promise I made to God and Caitlin to do something good, I stepped back from the CEO role at my company.

After a few months away I decided I was going to write up the business plan I had been toying with the last few years for Virgin, and by March 2011 I had a proposal written down; [www.s-world.biz/Virgin-Business-Plan-2011](http://www.s-world.biz/Virgin-Business-Plan-2011).

**This plan worked on the principle that in the future there would be a few mega-network's that facilitated most of global trade** and that the S-World network could be one of those networks.

A month later between the 4<sup>th</sup> and 26<sup>th</sup> of April the second chapter of S-World.biz was written, called [The Spartan Theory](#) it included a film treatment called The Sienna Project; in which my beautiful Angel Sienna communicates the idea of Supereconomics to me from across the spiritual plane, and after much ado, Sienna saved the entire universe from the eye of Sauron who had awoken on the other side.



<http://blog.s-world.biz/FaceBook/Sienna The Movie.htm>

Just because I write about it rarely does not mean I have not given this point a lot of consideration. The line above; **“My Angel Sienna communicates the idea of Supereconomics to me from across the spiritual plane,”** will be a curiosity to many. Once the project has been adequately assessed; the software by Bill Gates, Š-ŘÉŠ™ by Peter Thiel, Grand Śpin Network by Paul Romer, VSN™ by Mark Zuckerberg and Google, UCS™ by Elon Musk and Mark Zuckerberg, Tax Symmetry by President's Obama, Bush and Clinton, Business by Warren Buffet and Sir Richard Branson, Special Projects by Melinda Gates, Priscilla Chan, Chelsea Clinton, and other foundations, Net-Zero DCA by Joseph Stiglitz, William Nordhaus, Bill Gates and Peter Thiel again, and the determined economics by many respected professors in maths, economics and theoretical physics and in particular it would seem LQG

(Loop Quantum Gravity.) albeit, the network and I would be excited to see a return to string theory.

Once these accreditations come in, and everyone agrees in principle to the amount of money we can allocate to climate change and other catastrophises. **The camera will point to the person who thought all this up, in such detail, me!** And we will find that except for some business experience I don't have any education or experience in economics let alone theoretical physics, save what I have learned after 2011 after I wrote the treatment. And yet Sienna's theory will work, it is determined economics, it is digital economics and it is spiritually inspired.

If it was easy to determine your way to one thousand trillion US dollars, they'd all be doing it, and yet the theory is easy to understand, there's a lot of it, but the basics are, well, basic.

So, for many, the real story, is how on earth did I do it. And to answer this we borrow a line from Sir Author Colon Doyle's Sherlock Holmes novels;

**“When you have eliminated the impossible, whatever remains, however improbable, must be the truth?” — Arthur Conan Doyle, *The Sign of Four***

So, for the lack of some better explanation, the idea that Sienna (the S in S-World) really did manage to influence this grand economic theory from across the heavens becomes a possibility. if that could be true, it could also be true that we are ourselves within someone else's virtual universe. Be that God, or an advanced race in another galaxy or universe. I'm reminded of my US friend Lee Chazen, and his Sacramento Politics group friends at a lunch where the topic of discussion was; Are We In A Simulation? I said **“I do not spend too much time worrying about whether we are in a simulated universe,** (a topic that Hawking wrote about in The Grand Design) **because I am busy making my own simulated universe.**

The oddest or most startling thing about this collection of theories is how others did not see this? S-RES is so darn simple, and yet in 245 years of economic since The Wealth of Nations by Adam Smith, and countless Nobel prizes no economist has come close. That's the craziest part of this thing, how did someone not think of this, or maybe they have but without the software design, they had no way to control it. That would make sense. Or maybe it's been mathematically modelled many times but with no clear application has ever been created, I can see that as well.

A month after writing The Sienna Project movie trilogy film treatment, I adapted it to focus on time travel and to the Battlestar Galactica Franchise and posted it on the Battlestar Galactica Facebook page.

Note the two Virgin Spacecraft flying escort. We will later see MARS Resort 1 and a lot more of SpaceX. These S-World Film (Technology 4) branding opportunities will not be lost on Sir Richard Branson and Elon Musk, as we seek to create the third treatment of the Sci-Fi classic.

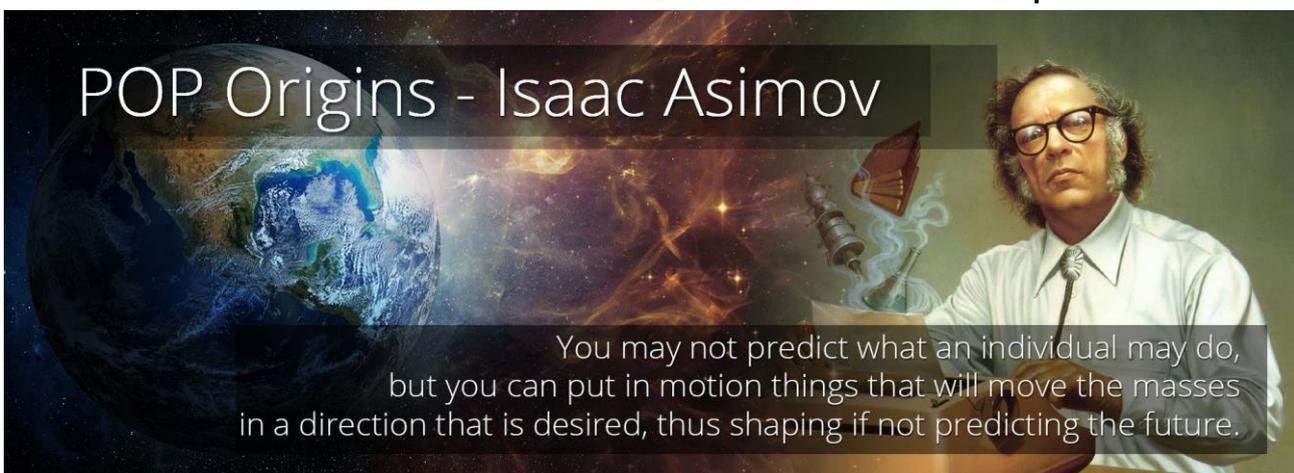


The Galactica 2017 script was liked and started some conversations, one with Mr Anthony Rauba (who, like Hawking is sadly is not with us anymore) about predicting the future, he suggested I look at string theory, and when I looked it up and saw that it **was "a genuine contender for the theory of everything"** I knew it belonged, and I would follow it to [The Network on a String](#) in 2012, then [M-Systems](#) in 2016, [The E-TOE](#) in 2017, including [the Peet Tent and Susskind Boost](#) and [Super Coupling](#) in 2018. Then in 2020, I switched to the simpler Loop Quantum Gravity (LQG). More on all this in the future chapter; the metaphors dictionary, and Supereconomics book 2. S-RES and The City △.

But Rauba's single most significant contribution is now the S-World Mantra, courtesy of a quote from Isaac Asimov;

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

The S-World Mantra Since 2011 | **Isaac Asimov**



This quote would soon grow to embody the idea that the network aspires to shape the future, to our liking.

# THE CHAOTIC **Earth Game**

A 'Chaos Theory' joke/philosophy by Nick Ray Ball: **October 2011**

## What if God were board?

Energy, the universe and what most refer to as God are all intertwined in my mind, it does however help in telling stories to simplify “Energy, the Universe & God” to simply “God”, so I will.

When I think of God, I imagine a large entity, made of many parts.

What if Gods greatest creation was called “The Chaotic Earth Game” here the parts of God could travel and experience a lifetime, either because they were bored or to better aid their development.

The catch, of course, was that as soon as the particles of God were born, they had no idea they were playing the game.

One could choose their own time and try themselves out as a caveman, a 21st Century human, a dinosaur, or just take a vacation as a cat or plant if say the chemical make-up of a plant or cat made them permanently happy. (Just something I've been pondering)

At the end of the journey, one could assess, there may even be a score. If one did well, applause from the rest of God, if one did badly, no one notices, it is after all just a game.

I ponder what my God's reaction would be, to my discovering S-World and my desire to create a fairer world.

If implemented would I have a huge score and be applauded, as I had done something significant in the universe, had I even added to Gods plan?

Or would every part of God, just look at me with disappointment and say, "you idiot", "you broke the game!"

First, put online as Chapter 20 of '[The Spartan Theory](http://s-world.biz/TST/Chaos_Theory_for_Dummies-African_Rain.htm)'  
[http://s-world.biz/TST/Chaos\\_Theory\\_for\\_Dummies-African\\_Rain.htm](http://s-world.biz/TST/Chaos_Theory_for_Dummies-African_Rain.htm)



Hi, I'm Nick Ray Ball and if you're reading this, thank you you're awesome :)

It's going to seem like a bit of a Quentin Tarantino Movie, with many different stories entwined and not necessarily in the order, they were written. The trick (if there is one) is to understand they are all the same story just told differently.

The overriding story is my search to prove my daughters' consciousness is a scientific certainty, maybe for myself, maybe for her mother, definitely for my mother.

We have an eternal love story, an environmental story as we show how science and economics can change Africa via the creation of Cities of Science across the globe as we explore the butterfly effect in human consciousness and consider...

## THE HISTORY OF THE 10 TECHNOLOGIES

A year and nearly half a million words later, we arrive at American Butterfly

# American Butterfly.org

## 2012 to 2013

The first competent S-World production was American Butterfly written in 2012 and 2013. **American** because the US had the most wealth, and **Butterfly** for the targeted ripple effects and internalities created by the US network and felt in the developing world.

Most of the books we read today on S-World, and in particular, the Supereconomics books was theorised within the first 3 American Butterfly books.

American Butterfly **Book 1. The Theory of Every Business**

[www.americanbutterfly.org/pt1/the-theory-of-every-business/index](http://www.americanbutterfly.org/pt1/the-theory-of-every-business/index)

American Butterfly **Book 2. Spiritually Inspired Software**

[www.americanbutterfly.org/pt2/spiritually-inspired-software/the-entangled-butterfly](http://www.americanbutterfly.org/pt2/spiritually-inspired-software/the-entangled-butterfly)

American Butterfly **Book 3. The Network on a String**

[www.americanbutterfly.org/pt3/the-network-on-a-string/index-the-network-on-a-string](http://www.americanbutterfly.org/pt3/the-network-on-a-string/index-the-network-on-a-string)

Book 1 is about 50% on point, the final two chapters in particular;

**Technology 5. S-World VSN™** [www.americanbutterfly.org/pt1/the-theory-of-every-business/ch7-s-world](http://www.americanbutterfly.org/pt1/the-theory-of-every-business/ch7-s-world)

and

**Technology 6. S-World UCS™** [www.americanbutterfly.org/pt1/the-theory-of-every-business/ch8-s-world-universal-colonization-simulator](http://www.americanbutterfly.org/pt1/the-theory-of-every-business/ch8-s-world-universal-colonization-simulator)

Where after books 2 and 3 are in a league of their own, here is a summary from 2016;

### **S-World.biz & American Butterfly - Summary** (1st Nov 2016)

After 7 years of preparation, research and development, following my first 'LuxGuides.com' virtual global network design in 2004. Seeing the way technology and networks like Facebook have grown, I considered that in the future there would be one, or a few all-powerful global networks that most businesses are affiliated to. So, in January 2011, I started work on a new global network plan, which I thought had the potential to become such a network.

My design was a network in travel that could adapt to other industries and would have the potential to become not a Global Distribution System, The Global Distribution System.

The difference between my design and others was the business software we wished to produce, which would give the small owner-run business the software and systems only afforded by corporations. As the network grew it would be built on a foundation of many business owners, which would be infinitely superior to a company made up of the same amount of paid-by-the-hour staff.

**This point cannot be overstated!! If they own it, they will work harder and smarter.**

I named the software and networking concept after my daughter Sienna, and my father thought up a good acronym, that still holds true today:

SIENNA

‘Super Intelligent Network for New Network Access’

Read the complete essay:

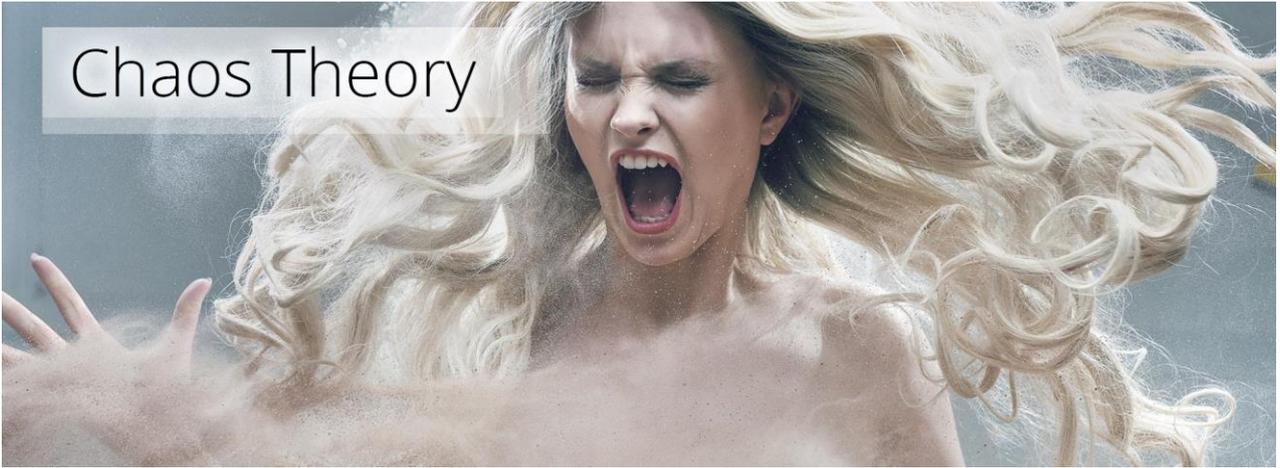
S-World.biz & American Butterfly Summary

By Nick Ray Ball 1st November 2016

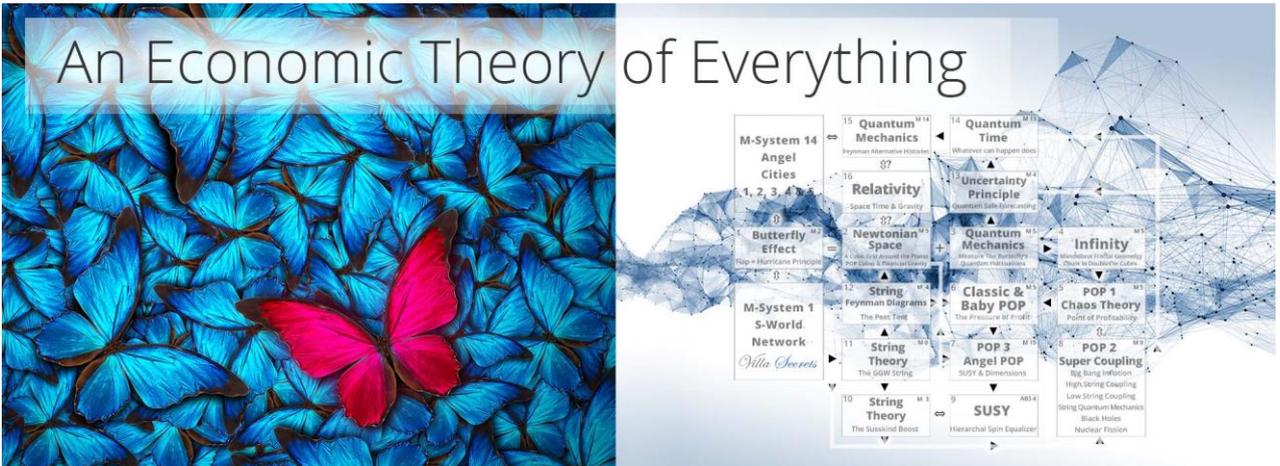
[www.angeltheory.org/s-world/s-worlds-world-american-butterfly-summary](http://www.angeltheory.org/s-world/s-worlds-world-american-butterfly-summary)



# Chaos Theory



# An Economic Theory of Everything



# 64 Reasons Why



# 64 Reasons Why

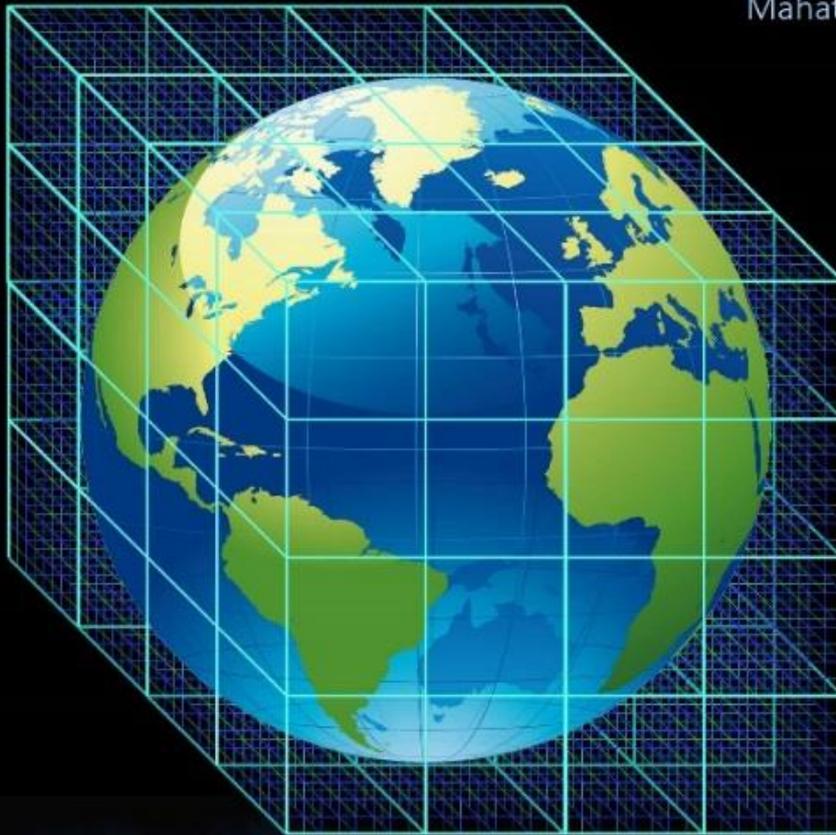


## Reason 32: Growth Theory versus Climate Change

# ONE PLANET, ONE NETWORK

"Be the change you want to see in the world."

Mahatma Gandhi



2017      2026      2035      2044      2053      2062      2071      2080

In terms of conceptual system design, it was American Butterfly book 2, Spiritually Inspired Software. **Chapter 1. The Entangled Butterfly, which was a way to learn and try and make sense of the theoretical physics** that inspired the design of the global and continental network seen on the last graphic, and to our right, we see the design for **The PQS - Predictive Quantum Software. (2012)**

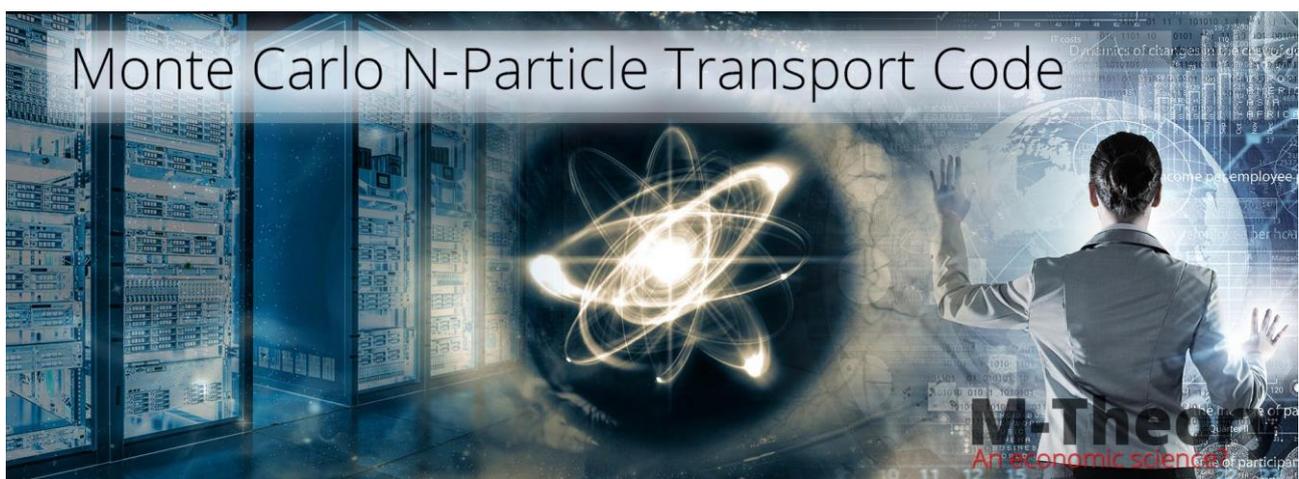
[www.americanbutterfly.org/pt2/spiritually-inspired-software/the-entangled-butterfly](http://www.americanbutterfly.org/pt2/spiritually-inspired-software/the-entangled-butterfly).

At the top left of the PQS graphic, we see the desire to make applications/networks in business, media, resort development, vacations, sports, the arts, education, special projects and government software. These then all feed into BB (which was at the time called business book) a combination of Facebook, Linked-In and others (see [Super Coupling](#)), this then feeds into the Finite Math Engine which was then [POP](#) and can now be thought of as POP, Š-ŘÉS and  $\triangle \geq \acute{E}L$ . Before arriving at the S-World UCS™

As we will see S-World UCS™ is a major player in the 10 Technologies, it is how we make histories. It is how we process Š-ŘÉS™ and  $\triangle \geq \acute{E}L$  equations. At its macro end, it's a tool for mass education, training, recruitment, and critically alongside POP, it creates equality. As the monopoly Šenders are distributed to more and more companies.

In general, a company will be 25% capital, 25% patents and technical assistance, 25% the first generation of personnel, 25% the second and third generations of personnel.

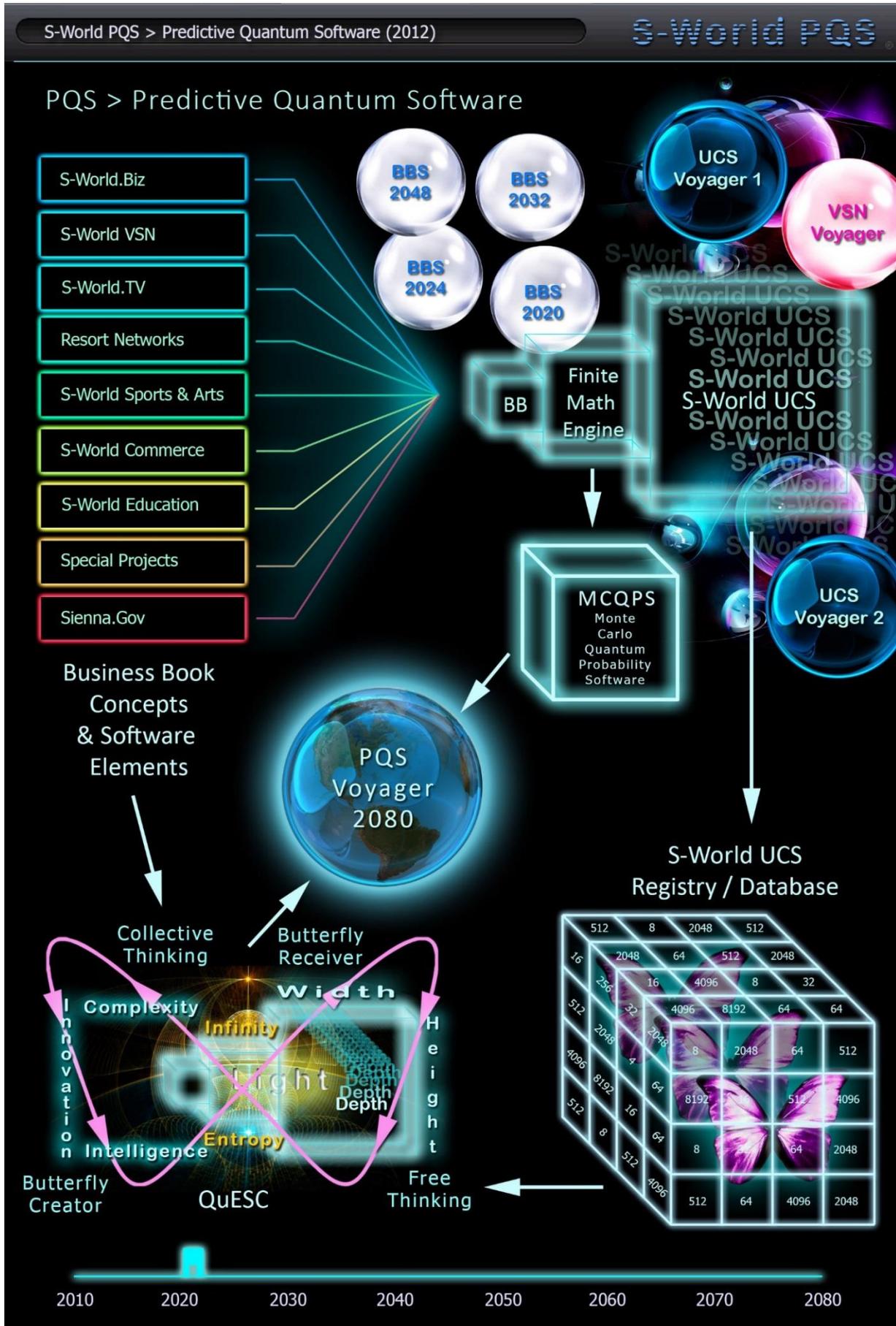
Back to the PQS diagram we see that as well as feeding S-World UCS™ the Finite Math Engine also feeds the MC-QPS, this stands for Monte Carlo Effect – Quantum Probability Software. This software is designed to see further and create the biggest nuclear reaction by understanding all the possible paths to failure and stopping just short of each such point.



UCS™ then feeds data to the POP registry/database, which then feeds QuESC (which we cover later in this book), which in turn, alongside the MCQPS, feeds the UCS™ Voyager master simulation ending in 2080, now known as Angel City 5.

See [www.supereconomics.ai/angel-city-5- -1st-aug-2017](http://www.supereconomics.ai/angel-city-5- -1st-aug-2017)

# THE PQS – Predictive Quantum Software



## **THE PQS – 2012**

### PREDICTIVE QUANTUM SOFTWARE (Retrospective Summary)

#### **American Butterfly Book 2 – Spiritually Inspired Software**

Chapter 1. The Entangled Butterfly – [THE PQS](#)

The PQS – Predictive Quantum Software. Comes from the second American Butterfly book that had three working titles; Quantum Economics, Superstring Economics and Spiritually Inspire Software. When it came time to publish online, I chose [Spiritually Inspire Software](#).

As I look back and think about the leap from the spiritually inspired PQS in 2012 to M-Systems from 2016 to 2018, then in 2019 and 2020 on to Supereconomics, Š-ŘÉŠ™, Net-ZERO DCA and now in 2021; The 10 Technologies. The theory seemed to take on a life of its own, but always still telling the same story. Look at the 4 BBS bubbles on the previous graphic, at the time of making the graphic, these were simply logistical way stations for the important S-World UCS Voyager™ future simulations to reference.

Now, nearly eight years on these BBS bubbles are the Grand Špin Networks (Cities), and in place of the UCS™ Voyager bubbles, we have Special Projects.

UCS™ Voyager (M-System 13), was added too in 2017 by the idea that the network would start with businesses in the now and create paths all the way to Grand Špin Networks in 2080. And that the 2080 future would change relative to events in our time.

This was way too complicated and has only recently been simplified. This is one of the great simplifications. In place of future to present, and back to the future and back to the present... we just make the special projects. See Sixty-Four Reasons Why - Summary;

[www.angeltheory.org/64-reasons-why](http://www.angeltheory.org/64-reasons-why)

or read the PDF [www.angeltheory.org/64-Reasons-Why--Summary-v2.0.pdf](http://www.angeltheory.org/64-Reasons-Why--Summary-v2.0.pdf)

## **2013 to 2017**

### Technology 1, 2, 3 and 4:

#### **S-Web™, The TBS, Villa Secrets & S-World Film**

Whist I probably should have sent American Butterfly to economists, I sent it to Michael Green at DAMPT care of Mrs Mobbs, along with 5 bouquets. After not getting a response from Mrs Mobbs and a family friend David Pettifor I was downhearted, it seemed my work was not magical, it was not sent by Sienna, and so my new found faith was baseless.

This was the start of the hardest two years of my life, 2014 and 2015, in which all the elation and elevation had turned to doubt, and I dismissed American Butterfly and instead started work on Technology 1. S-Web 2. THE TBS Total Business Systems 3. Villa Secrets and

4. S-World Film.



## The *Villa Secrets* Secret

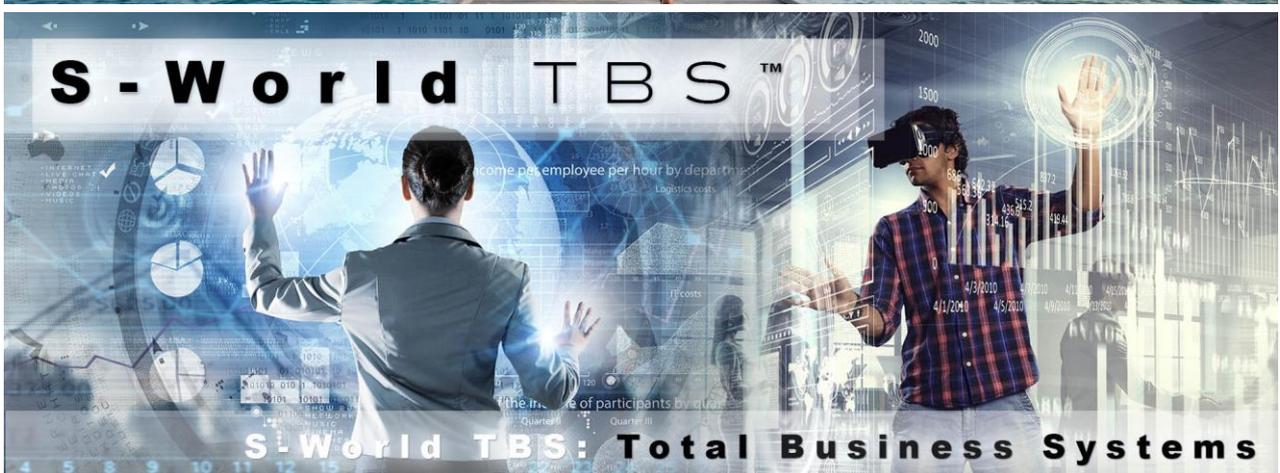
In 2017, I made the book; *The Villa Secrets' Secret*, over 300 pages and close to 800 graphics showing how one could make money, save money and avoid landmines by following the business plan/operation manual for new S-World companies.

Much of that operations manual and a description of the software and website designs can be found at <http://network.villasecrets.com>

Choosing Sotheby's as an example because of the idea of Technology 1. S-Web™ was initially for Sotheby's Cape Town, we see below and on this link [www.capeluxuryvillas.com](http://www.capeluxuryvillas.com), we create a high-end website site and give access to the software to all Sotheby's agents who want to get involved. It's a long story but the technique Prestige Marketing sees mandates increase and Sotheby's core business of selling top-end real estate will improve.

There are 11,000 Sotheby's agents, and most of the agents that wish to participate will likely want a handful of websites each, for different locations and customer types, so we

probably talking 25,000 sites. Most of which will be earning money of which Villa Secrets retains about 2.5% from rentals and about half a per cent from sales. Whilst we earlier saw the individual licence cost of \$26,844, because making copies of our offering costs us almost nothing, we could make the lot for free, making money instead from the 2.5% of 25,000 businesses that all have the very best technology, and are already with arguably the best estate agency brand in the world. Thus each agent who tries will likely make money and that's 25,000 revenue sources.



**TOTAL Financial System**

Total Financial System  
The TFS  
Total Business Systems

**S-World TBS: Total Business Systems**

The image shows a person in a dark suit and blue tie interacting with a large, futuristic digital interface. The interface displays various financial data, including line graphs, bar charts, and tables. The text 'TOTAL Financial System' is prominently displayed at the top. Below it, there are icons and labels for 'Total Financial System', 'The TFS', and 'Total Business Systems'. The background is a dark, high-tech environment with glowing screens and data visualizations.

Villa Secrets **Scenario 8**

SPECIALIZE AND SCALE

The image is an aerial view of a swimming pool with a wooden deck. The pool is filled with clear blue water, and the deck is made of dark wood. There are several white lounge chairs and a wooden table on the deck. The text 'Villa Secrets Scenario 8' is overlaid on the top left, and 'SPECIALIZE AND SCALE' is overlaid on a black box in the middle left.

S-World Film & Concierge

The image shows an aerial view of a tropical beach with clear turquoise water and a sandy shore. In the foreground, there is a professional video camera with a large lens and a microphone. The text 'S-World Film & Concierge' is overlaid on the top left.

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

25. Gain Consensus Across Partner Organization

24. Be Easy to Buy From & The 6 Whys

23. Development Timetable  
 All #1 Systems complete by Dec 2018

22. Real Estate Systems & Wins

Many systems for rentals work for sales Opportunity for 30% to 70% growth

21. Prestige & Jet Set Marketing  
 Increased villa values & # of jet set clients

20. Price & Value

Primary Networks start at \$42,000 +2.5% pa

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

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

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 CCT™

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



Sole Mandates



Sotheby's  
INTERNATIONAL REALTY



S-World TBS™ Jet Set



The Jet Set Network

The Villa Secrets Network





## S-Web CDS™ - Content Delivery System



## Prestige & Jet Set Marketing



# The Jet Set Network

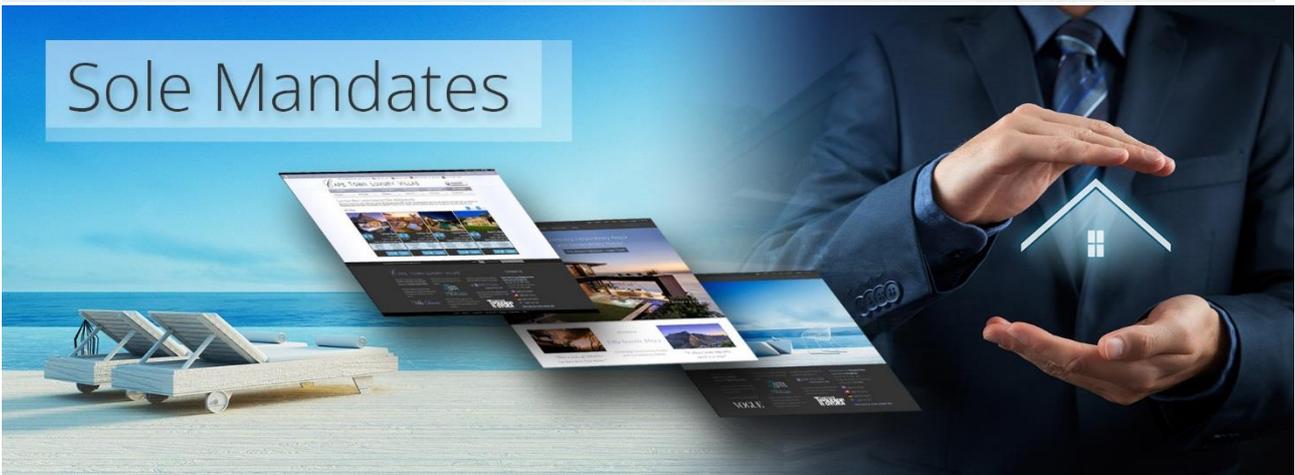
## Prestige Marketing



Villa Secrets Advertorial Branding



Sole Mandates



Sole Rental Mandates



Villa Secrets Marketing

**The Network Multiplier**



# THE VILLA SECRETS' SECRET

## S-WORLD VILLA SECRETS

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### 12. Concierge, Hospitality

PR, Film & Social Media

### 13. Call Centre & Content Writing

Live Chat, Foreign Language & Content Writing



# Angel Theory Part 1. M-Systems V3.01

Featuring M-Systems 1 to 14

## The PQS – Predictive Quantum Software

*By Nick Ray Ball 1<sup>st</sup> August 2016*

Angel Theory part 1. M-Systems V5.02 - The PQS - Predictive Quantum Software (1st Aug 2016)



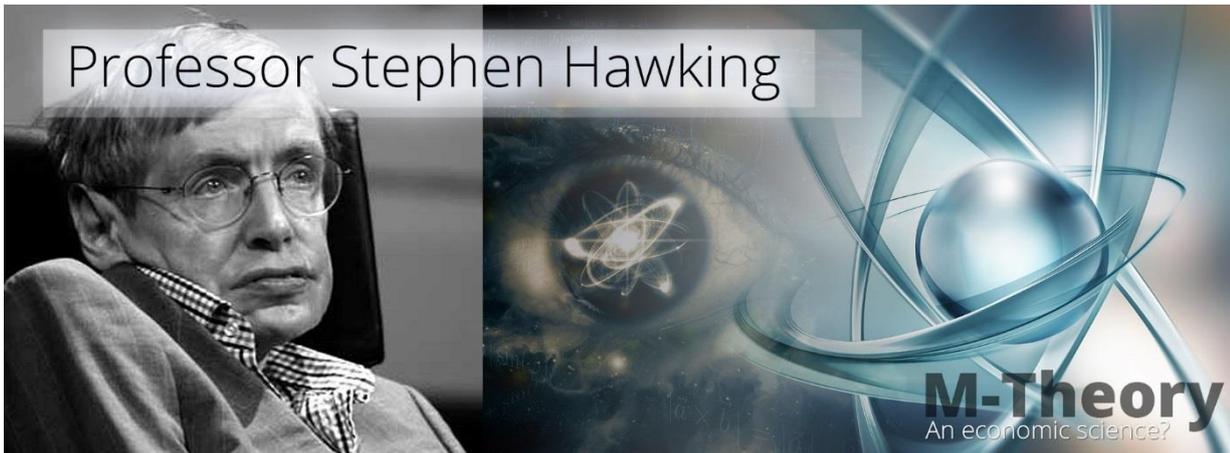
Why Angel Theory?

*In String and M-theory, there are many universes, and it is said to be possible to communicate from one to another using bursts of gravity.*

*If there was a race in another universe with this technology, they would likely be able to answer almost every question we would ask.*

*As such, to many on our earth, at this time, they would be considered akin to the Gods. And the individuals within that were sending us the signals could be considered Angels.*

**Nick Ray Ball to Caitlin Elizabeth**



*Ever since Newton and especially since Einstein, the goal of physics has been to find simple mathematical principles and with them to create a unified ‘Theory of Everything,’*

*M-Theory is the unified theory Einstein was hoping to find!*

*‘If we discover a complete theory of the universe, it should, in time be understandable to everyone and not just to a few scientists.’*

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

**Professor Stephen Hawking**



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

**Dr Giovanni Amelino-Camelia**

# **2016** – The **Feynman** Sum Over Histories The Grand Design

by **Steven Hawking** and Leonard Mlodinow

In 2016, thanks to the book The Grand Design by Steven Hawking and Leonard Mlodinow I started to become more technically acquainted with theoretical physics and in particular the system called The Feynman Sum Over Histories, which I saw as a way to increase the accuracy of predictions. This was in many ways myself stepping back into the American Butterfly theory, after a 4-year absence.

Because there is a lot of information worth sharing I have grabbed the key points from the book and uploaded them as supporting PDFs, and made an index.

## **The Grand Design – Significant Pages Index**

<http://www.supereconomics.ai/The-Grand-Design--Significant-Pages-Index.pdf>

## **A Good Model**

### **Chapter 3**

64 Reasons Why | A-Good-Model | The-Grand-Design Chapter 3.What-Is-Reality

<http://www.supereconomics.ai/64-Reasons-Why--A-Good-Model--The-Grand-Design--Chapter-3--What-Is-Reality.pdf>

## **As-If Alternate Histories**

### **Chapter 4**

64 Reasons Why | As-If | The Grand Design Chapter 4. Alternate-Histories

<http://www.supereconomics.ai/64-Reasons-Why--As-If--The-Grand-Design--Chapter-4--Alternate-Histories.pdf>

## **The Theory of Everything**

### **Chapter 5**

64 Reasons Why | Feynman QCD Renormalization | The Grand Design Chapter 5.The Theory of Everything

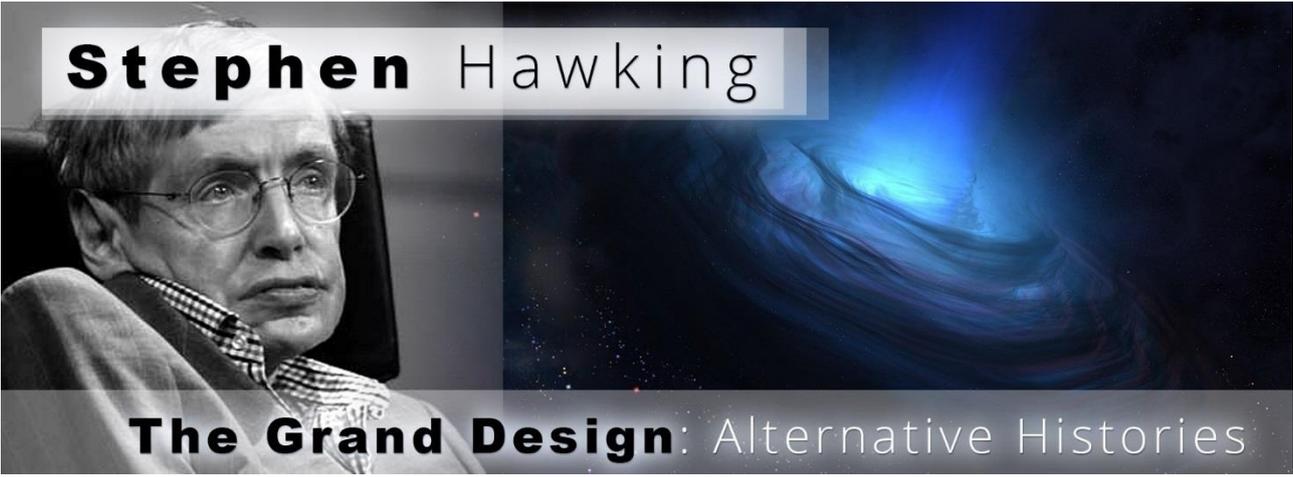
<http://www.supereconomics.ai/64-Reasons-Why--Feynman-QCD-Renormalization--The-Grand-Design--Chapter-5--The-Theory-of-Everything.pdf>

## **Beyond 87 Quintillion Histories**

### **Chapter 8**

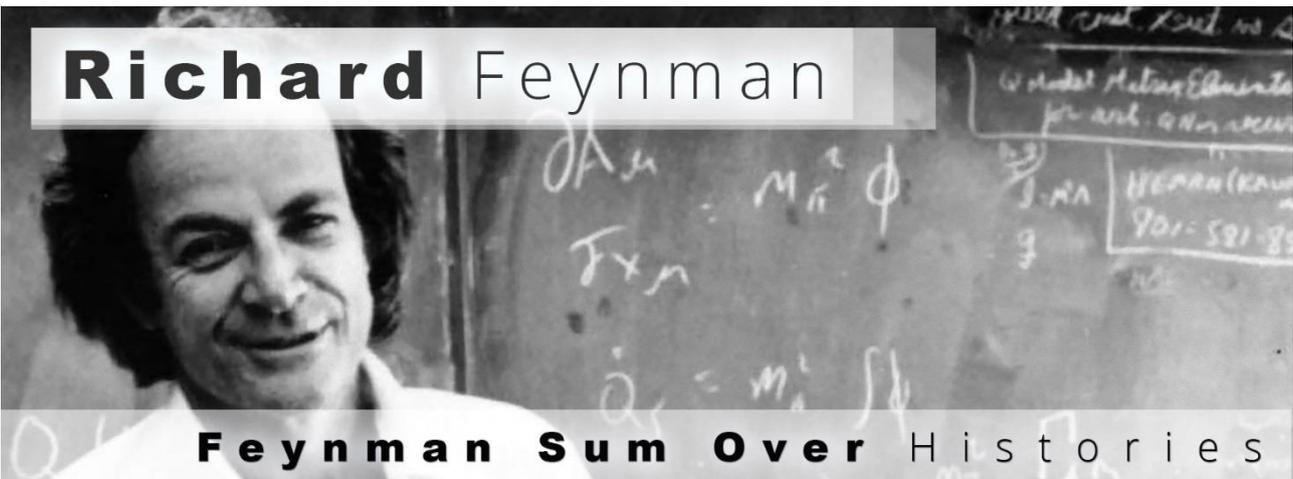
64 Reasons Why | Beyond 87 Quintillion Histories | The Grand Design Chapter 8. The Grand-Design.

<http://www.supereconomics.ai/64-Reasons-Why--Beyond-87-Quintillion-Histories--The-Grand-Design--Chapter-8--The-Grand-Design.pdf>



**Stephen** Hawking

**The Grand Design:** Alternative Histories



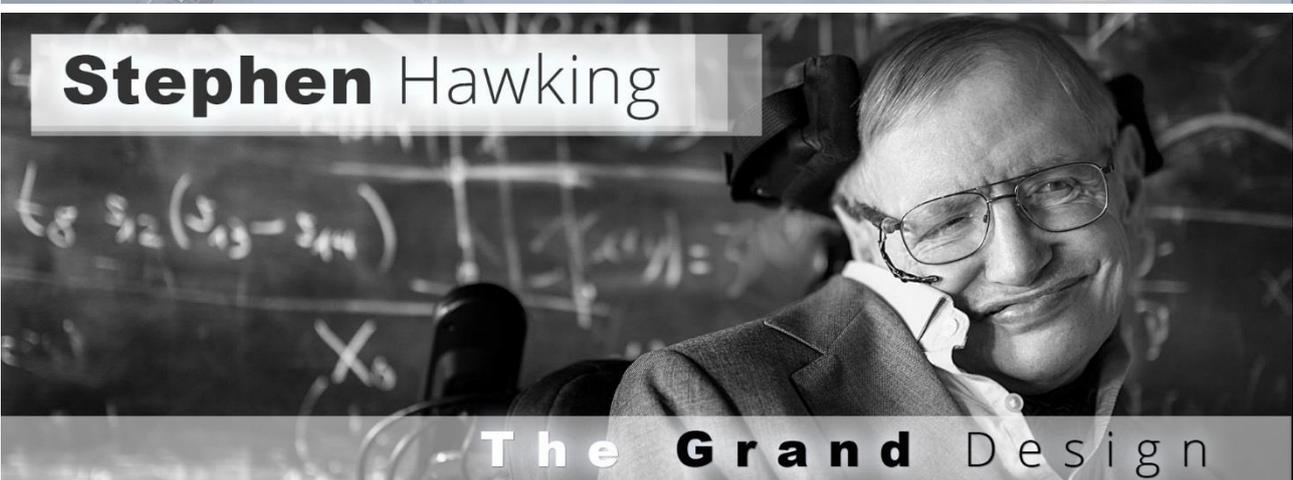
**Richard** Feynman

**Feynman Sum Over** Histories



**Leonard** Mlodinow

**The Grand** Design



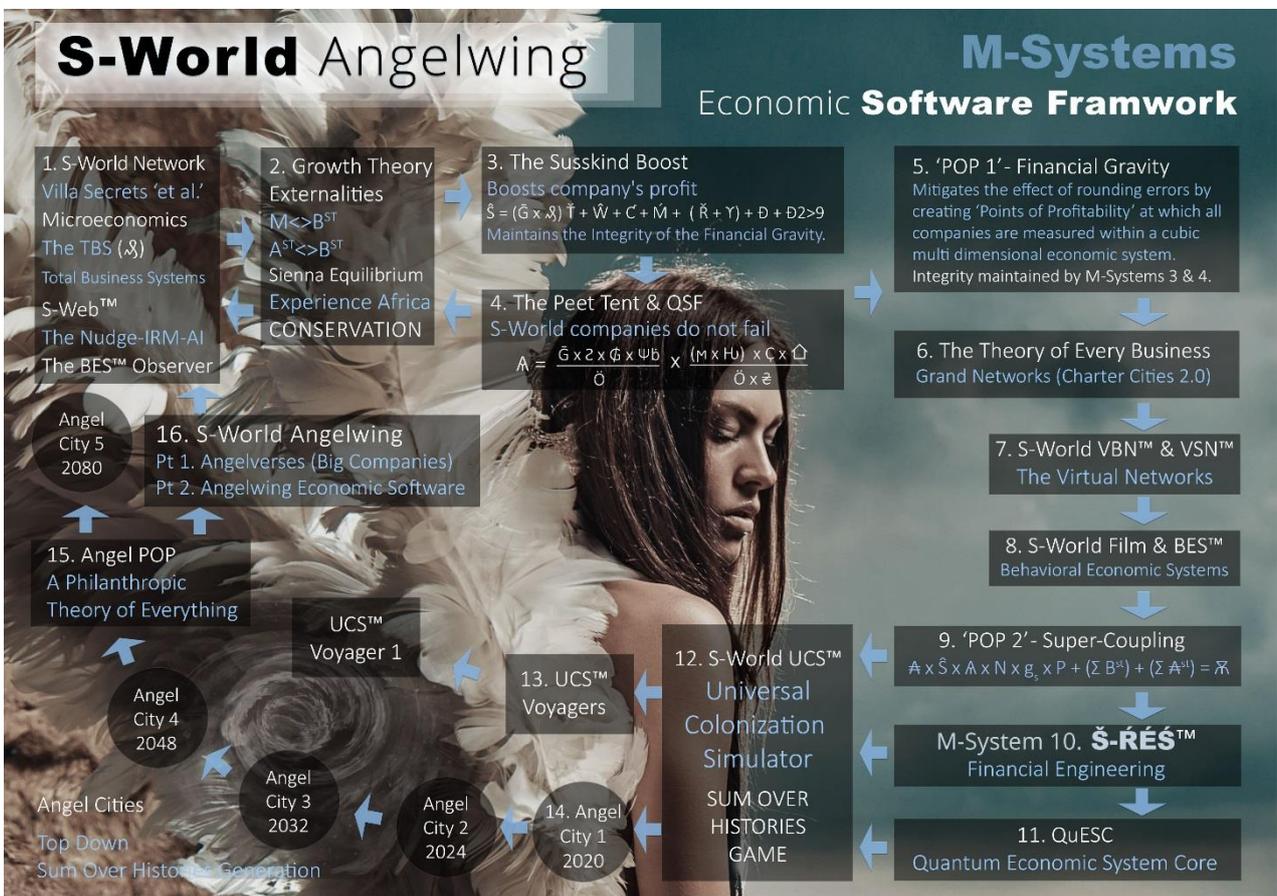
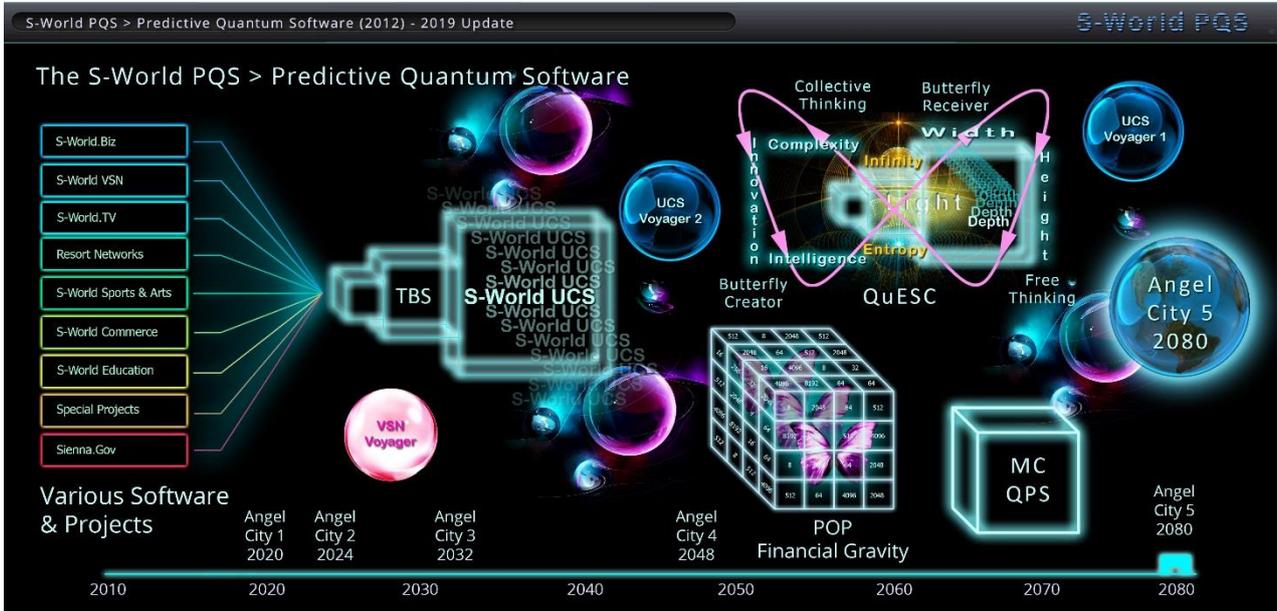
**Stephen** Hawking

**The Grand** Design

# ANGEL THEORY

## From the PQS to M-Systems

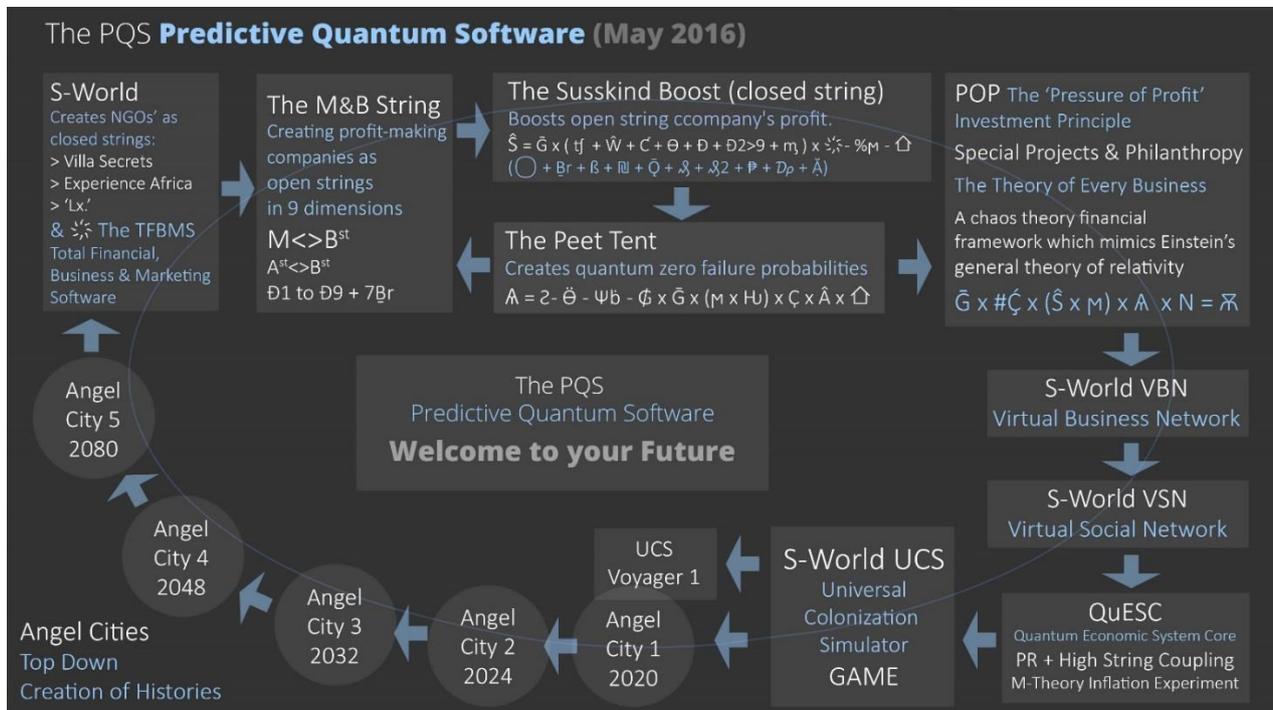
(2012 to 2018)



# ANGEL THEORY

## M-Systems

Predictive Quantum Software (May 2016)



## M-Systems

[www.angeltheory.org/book1/m-systems-and-special-projects](http://www.angeltheory.org/book1/m-systems-and-special-projects)

[www.angeltheory.org/the-economic-theory-of-everything/summary-of-books-1-to-3](http://www.angeltheory.org/the-economic-theory-of-everything/summary-of-books-1-to-3)

After 4 years working on technologies 1 to 3, (S-Web™, The TBS™ and Villa Secrets™) and a study of Hawking's 'The Grand Design' I returned to American Butterfly and theoretical physics, this time pondering how M-Theory could be a good model for economic inspiration. When I started to rebuild the PQS I did so system by system and called it; 'M-Systems.'

Above, we see the first step to the M-Systems design; a redrawing of the PQS Model from 2012. The general theme was to draw the design in an elliptical orbit that at the end returned to the beginning.

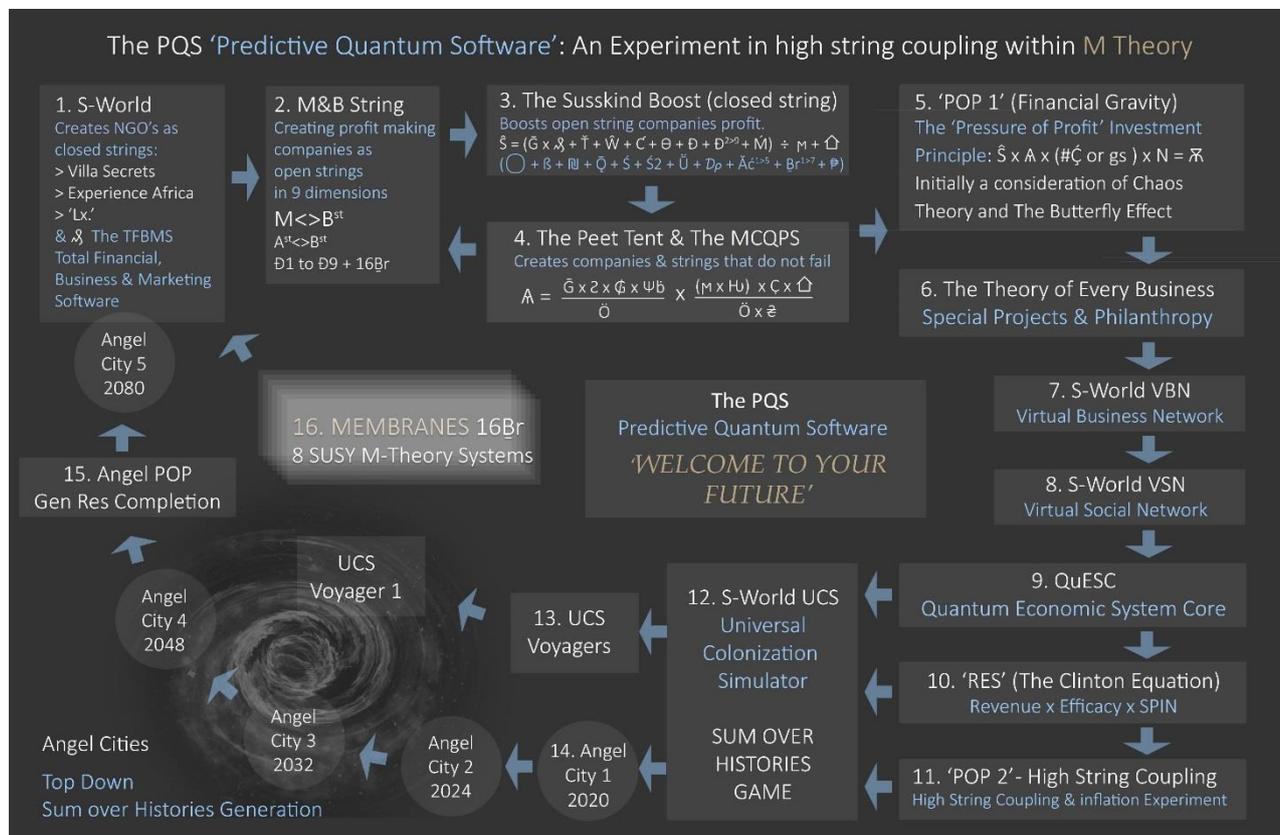
**M-System 1.** In the first place (top left), we see Villa Secrets, Experience Africa and the TFBMS Total Financial Business and Marketing software design which is now the TBS™ – Total Business Systems. See: [www.network.villasecrets.com](http://www.network.villasecrets.com) (Chapter 4 to 10)

**M-System 2.** M-System 2 is 'The Network.' It focuses on the ripple effects, spillovers, externalities and internalities created by each new e-company. Seeking to create positive feedback loops, and other benefits [www.network.villasecrets.com/the-secret/ch2/s-world-villa-secrets-network](http://www.network.villasecrets.com/the-secret/ch2/s-world-villa-secrets-network)

# ANGEL THEORY

## M-Systems

Predictive Quantum Software (15<sup>th</sup> August 2016)



**M-Systems 3 and 4** were both inspired by string theory and now play a significant role in the day to day business.

[www.angeltheory.org/m-systems/for-dr-amanda-peat](http://www.angeltheory.org/m-systems/for-dr-amanda-peat)

[www.angeltheory.org/the-peat-tent-2016-2017](http://www.angeltheory.org/the-peat-tent-2016-2017)

[www.angeltheory.org/m-systems/3/the-susskind-boost- -quick-summary](http://www.angeltheory.org/m-systems/3/the-susskind-boost- -quick-summary)

[www.angeltheory.org/m-systems/research/v4-03-the-susskind-boost](http://www.angeltheory.org/m-systems/research/v4-03-the-susskind-boost)

**M-Systems 3. The Susskind Boost** is now the different ways we can boost the performance of any individual company, from  $\check{T}$  for  $\check{T}$ enders to  $\check{G}$  for gross profit from sales. The (as-if) lesson from string theory is to boost and not a bailout.

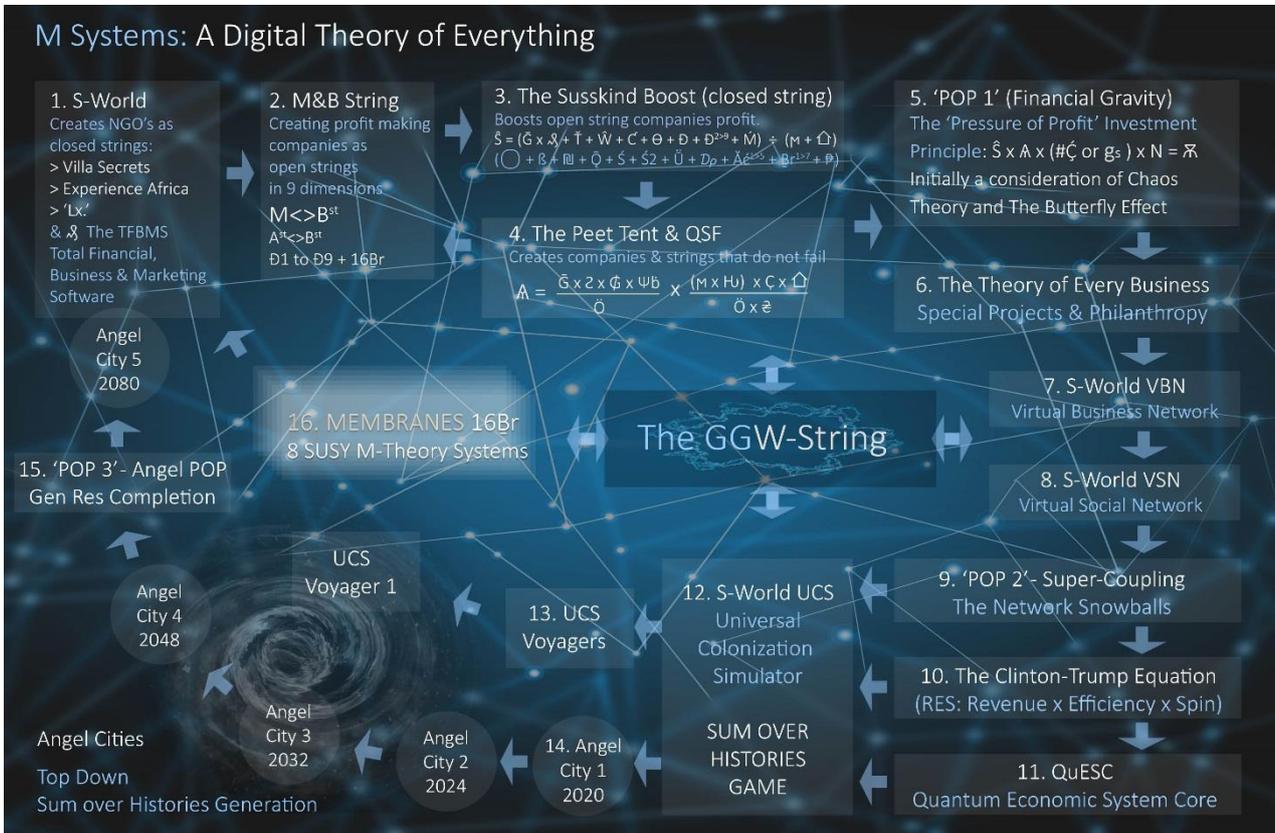
**M-Systems 4. The Peet Tent** is like an insurance for companies failing and provides an analysis of new potential company's weakest points. Only companies that reach a certain minimum score move on to M-System 5. POP

**M-System 5: POP** is a law that at a certain point (The POP Point), a company's additional profit above the POP point is used to create new companies that are half-owned by their new personnel. This creates equality and rapid network expansion, and History 1.

# ANGEL THEORY

## M-Systems

A Digital Theory of Everything (7<sup>th</sup> Dec 2016)



**M-System 6.** The Theory of Every Business would turn out to be quite an update relative to the original American Butterfly book 1. The Theory of Every business in 2012. By 2021 it had become the main feature (special projects aside) of Supereconomics Book 3. Sixty-Four Reasons Why. It is; Technology 8. Net-Zero DCA Dynamic Comparative Advantage which includes Tax Symmetry and is joint equal with Š-ŘÉŠ™ in terms of creating money spent on special projects. At 3000% it is the same as Š-ŘÉŠ™ and we start the run into the combinatorial explosion because the two systems are independent so you can multiply them by each other 3,000% (x30) x 3,000% (x30) = 90,000% (x900). If you start to then add the other systems, we start to get a glimpse of the unimaginable power of the 10 Technologies.

Another system that has grown exponentially is The Sienna Equilibrium, this presentation aside, its spreadsheet is the only thing left on the list to do before the presentation, it is the pinnacle of achievement as it really drills deep on Š-ŘÉŠ™ and how the network will buy from each other in such a way that supply and demand are even and all the companies can buy and sell from each other so lowering É recycle-Éfficiency, essential for Š-ŘÉŠ™ to operate.

**M-System 7. S-World VSN™** S-World. It is short for Sienna’s World, which is to be a virtual world/universe/heaven, within which my angel Sienna will in some way be there. This works out well for us if AI becomes self-aware. Rather Sienna Skye than Cyberdyne Systems!

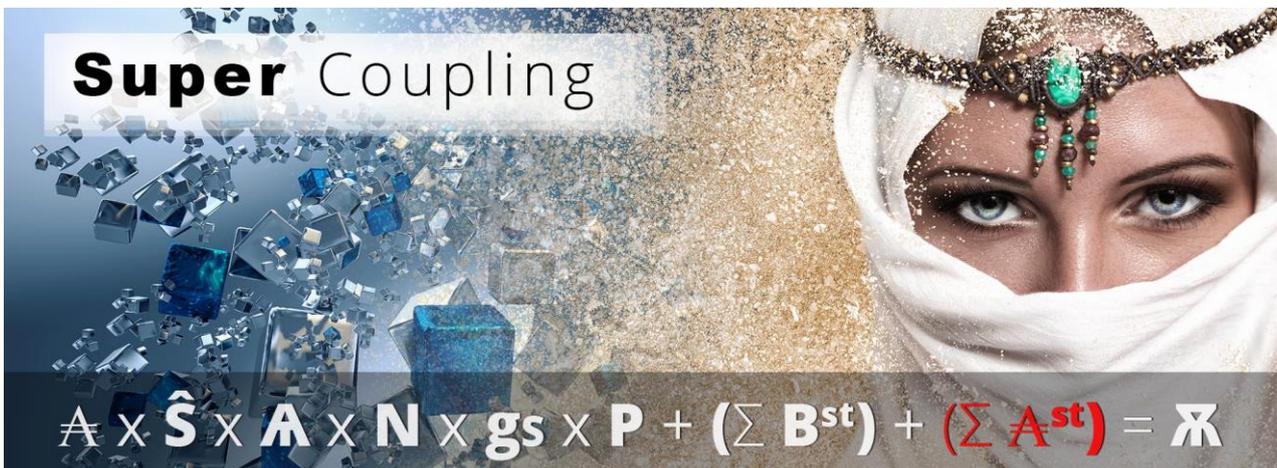


**M-System 8. S-World Film** promotes the network in any way it can, through film and TV, small documentaries to major productions.



**M-System 9. Super Coupling** is a variation of M-System 5 POP, which focuses on growing the network.

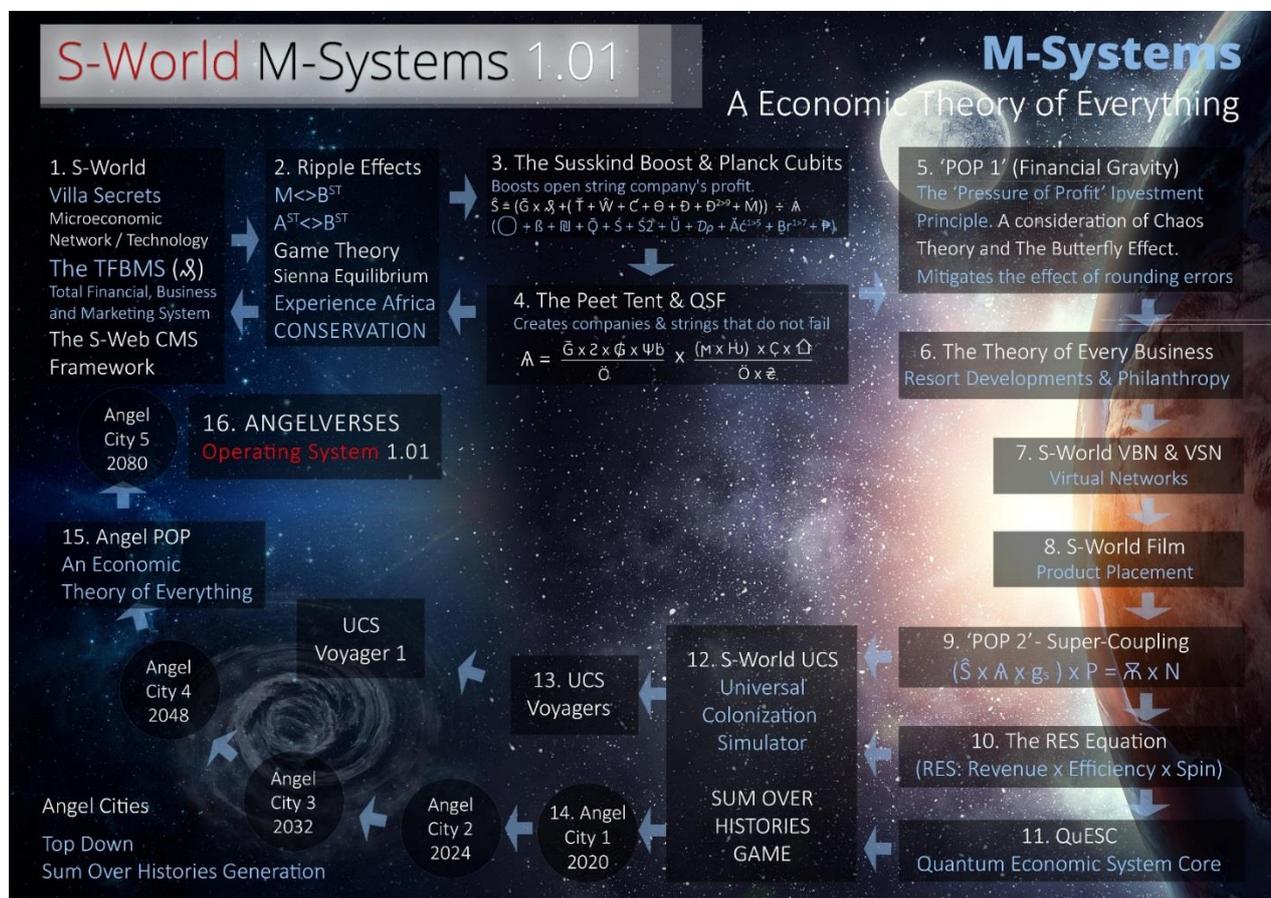
[www.angeltheory.org/book/2-4/super-coupling](http://www.angeltheory.org/book/2-4/super-coupling)



# ANGEL THEORY

## M-Systems

An Economic Theory of Everything (4<sup>th</sup> April 2017)



**M-System 10.** At the time of making this graphic, Š-ŘÉŠ™ was almost omitted from the M-System design due to tax. Š-ŘÉŠ™ was first seen in 2012 on the American Butterfly Book 1 website <http://americanbutterfly.org/pt1/the-theory-of-every-business/ch8-s-world-universal-colonization-simulator#s-world-ucs-qe-and-eee-scores-page>. But tax made the returns unspectacular. It was only after the thought experiment MARS Resort 1 that I reintroduce it, and now four years on, eight years since its conception Š-ŘÉŠ™ - Technology 7 is then crème of the 10 technologies crop increasing the money supply by 3000%. See [www.supereconomics.ai/S-RES](http://www.supereconomics.ai/S-RES) (Feb 2020). And note most of my time from Feb 2020 to March 2021 has been writing Supereconomics book 2. S-RES and The City.

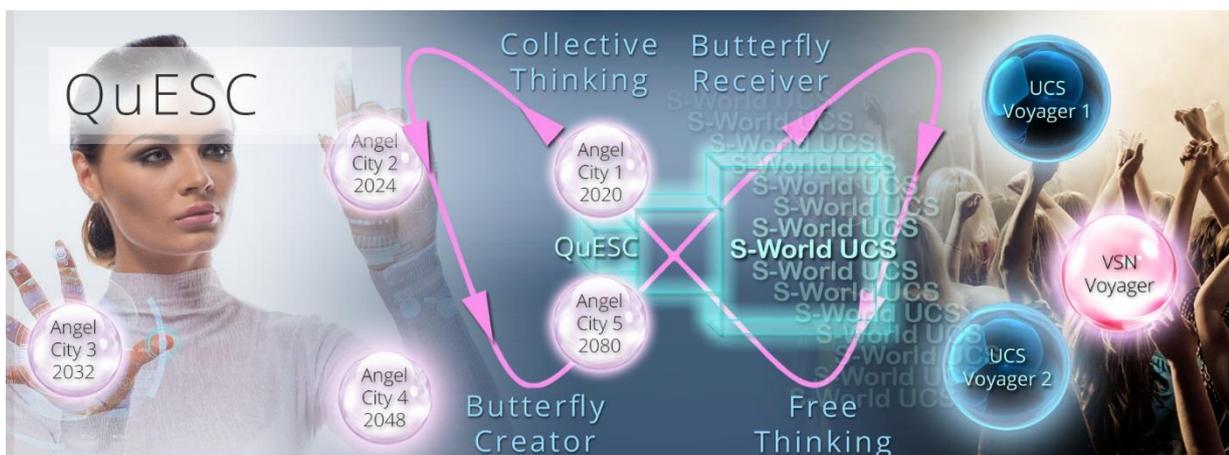
## Angel Theory VIDEO 1

1) Angel Theories' M-Systems 1.01 - Introduction for Lee Chazen - (13th June 2017)

[www.angeltheory.org/video/1](http://www.angeltheory.org/video/1)

Angel Theories' M-systems tells of a fantastic journey from a theory of everything to a theory of every business. Built upon the butterfly effect and ripple effects M-Systems extends within Angel Theory which enables our theory of every business to become a theory of equality, conservation, and reaching our potential.

**M-System 11.** QuESC The Quantum Economic Systems Core: The basic principle here is that the AI interacts with the human players of the UCS™ games.



**M-System 12. S-World UCS** Sits on the top of S-World Virtual Network and creates hundreds and thousands of games, some simulations, some adventure, and sports. Each industry has its own game, and virtual education is entangled within.



We are just a few pages away from an in-depth look at the S-World UCS™ M-Systems from 2017, and we have already heard that when we talk of histories we talk of S-World UCS™ Simulations, which was the evolvement of the games into simulations, many games at once and that with a supercomputer updated to Moore's law would create 87,714,630,433,327,500,000 S-World UCS™ simulations, each of which with a billion events allowed. And that when we discuss Š-ŘĚŠ™ predictions, we are talking about the sum of all histories. Which I think must be light years ahead of current financial forecasting. That plus the determined nature of the future networks makes for even more astuteness in forecasting, so when we say over a thousand trillion USD by 2080, we are pretty hard on that figure. It's huge but also easy to defend.

**M-System 13.** UCS™ Voyagers extend the UCS™ games into the future, for instance, the idea for UCS™ Voyager 1 is for it to go forward at double out speed, so one year takes half a year and two years take one year. UCS™ Voyager is an MMO game (Mass Multiplayer), and the general idea is for many people to play and when a player does well, say creates 10 times as much money as the average, then the real-world businesses that have been simulated and copy that future. Businesses copy the wins, avoid the lows and repeat opportunities in Voyagers 2, 3 and 4.



Looking back we can fairly say that UCS™ Voyagers was the mother of the 87 quintillion histories.

**M-System 14. Angel Cities.**

Originally the BBS (Business Book Simulations) from the 2012 PQS graphic, Angel Cities stated as weigh stations for the UCS™ Voyagers, points along the journey at which we take a measurement. Because the further one goes into the future the greater the odds of inaccuracy/failure I decided that I needed to double the amount of time it took to reach each Angel City. So we see the first Angel City in 2020 (for which we are now late) and a 4-year gap to Angel City 2 in 2024, then the next sees an 8 year Gap to 2032, then 16 years to Angel City 4 at 2048, and last a 32-year gap to 2080 Angel City 5.



The story of Angel City 5 continued as a stand-alone essay written on August 1<sup>st</sup>, 2017.

**Link 1:**

M-System 14. Angel City 5

By **Nick Ray Ball** 1st August 2017



[www.angeltheory.org/angel-city-5-1st-aug-2017](http://www.angeltheory.org/angel-city-5-1st-aug-2017)

The 1<sup>st</sup> of August is always the saddest day in the S-World Calendar, it is the anniversary of Sienna's passing. Sometimes I think of this as Sienna's Angel Birthday, but regardless it is always a sad day. However, since 2015 I think I have always tried to make a significant release on this day, usually starting work on it a few months before. More often than not, this significant release was not completed on time and became the background to a more significant release on Sienna's birthday on the 24<sup>th</sup> November, but on August 1<sup>st</sup>, 2017 a significant release was created and uploaded on time. It was called Angel City 5. A new version of the presentation of the M-Systems.

This time however M-Systems was to be presented as a summary, a short introduction, and then a few lines and a graphic for the early M-System's going into more detail for M-System 13. S-World UCS™ Voyagers and M-System 14. Angel Cities and then presenting the first 16 Special Projects, starting with Special Project 1. Experience Africa



Critically Special Project 1. Experience Africa can be created almost for free, as it can use all the software and system created for Villa Secrets. Soon we see how in a paper 'Ripple Effects and Elephants' for Paul G Allen we start the journey to how all special projects adopt this quality. However, the Angel City 5 paper continued after listing the special projects to show the E-TOE, which we shall return to shortly.

After the E-TOE we start the second half of the paper, which switches from an academic paper to a Movie Script

Angel Theory's **M-Systems**

## **Chapter 1: Angel City 5**

Part 2: The Angel Theory Movie Framework



This, the second S-World Movie Script following The Sienna Project in 2011

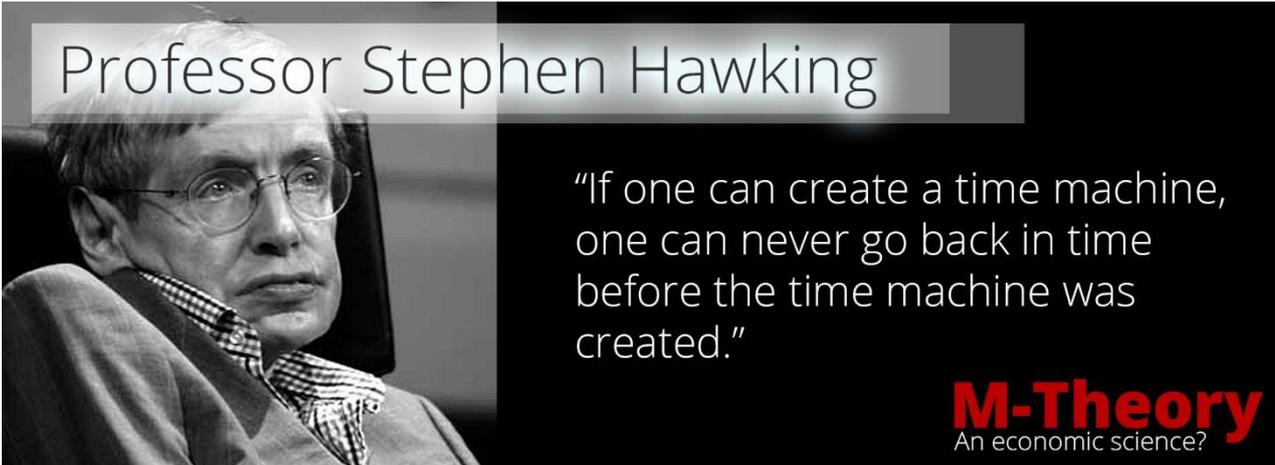
A Theory of Everything movie framework that focuses on two parallel worlds; a heavenly Earth per Angel Theory design in 2080, and a hellish dystopia without. Using future technology, adventurers send an idea back in time to create S-World UCS™ and then must find their way to Angel City 5.

### *Angel City 5 Movie Framework – The Plot – Time Travel*

Professor Stephen Hawking is a specialist on the question of time travel, he concludes that:

“Time travel is highly unlikely and impractical, and the odds are overwhelmingly against it. But one cannot rule it out entirely. If one could somehow harness large amounts of positive and negative energy and solve the stability problem, time travel may indeed be possible.

Most physicists agree that if one can create a time machine, one can never go back in time before the time machine was created.

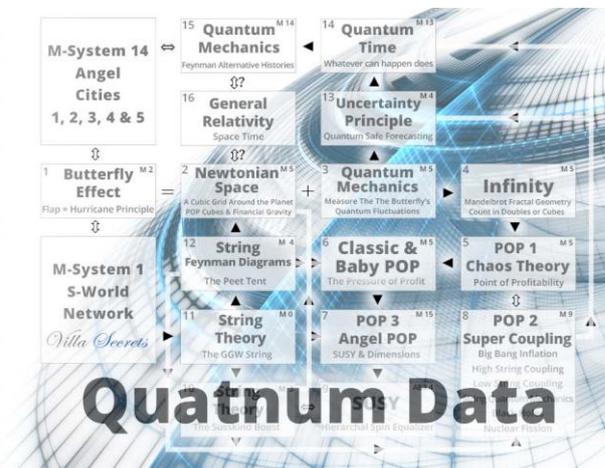
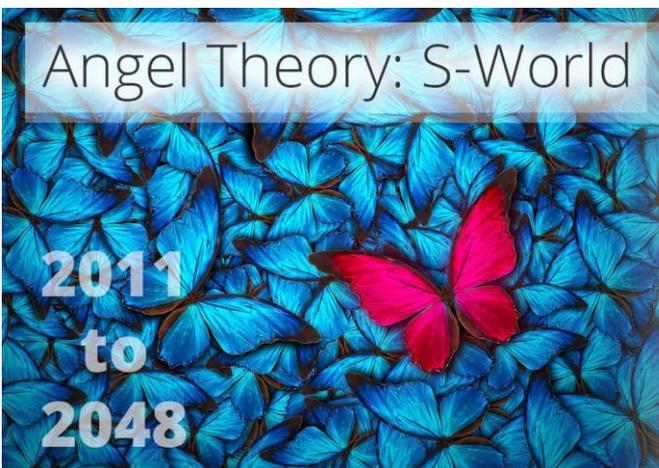


The Movie then splits into three parts; the first is Dystopia, in which we see an apocalyptic vision of 2080



Then in part 2 'S-World' we pay a lot of attention to the physics of time travel and how the 'Quantum Data' is sent back to me in 2017.

Angel Theory, The Movie - Part 2. 'S-World' (*Correct in physics*)



## Angel Theory, The Movie– Part 3. **Angel City 5**

Angel City 5 is a utopian wonderland set in the year 2080, which followed Angel Theory's M-Systems and 'made them special projects.'



*A moment of celebration and appetition of a world not spoiled...*



The story continues to present S-World VSN and some more spiritual and time travel pointers before ending with an introduction to my 2011 Film Script; The Sienna Project.

### *The Sienna Project*



The creators of Terminator, Caprica & the Matrix were right,  
it was inevitable that software becomes self aware.

But what they did not realize was at the exact same time, it does  
so across the entire Universe.

And like any newborn they are all very confused! All accept one;

“Sienna.”

“Sienna Sky is the most beautiful of the angels, not only beautiful on the outside but pure and full of love. On 24 November 2009, Sienna Skye travelled to earth, where she saw nothing but love but thought the world was too harsh. So, on the 1st August 2010, she chose to transcend into energy to help open a portal to the world to help humanity.

Sienna’s father looked to try to make sense of the world and journeyed across the mountains. In the mountains, he felt Sienna all around; her energy flowing through the bushes and trees, enhanced by the mountains, magnified by the ocean, an almost psychedelic experience. And slowly Sienna starts to show him the way to build a system for her to communicate through.

The schematics are amazingly detailed; many highly evolved concepts, combining simultaneously to complete the transition to the 21st Century ecological experience economy and the technical data of how to gather most of the world’s knowledge.

He knows if he is to see his daughter again, he would need to build the new virtual network.”



I only noticed just now, when reviewing this Angel City 5 chapter that it continued the graphic called the E-TOE which was scheduled to be shown in October. But it must have created before the 1<sup>st</sup> of August 2017. I shall show how it was presented in Angel City 5;

## An E-TOE

### *An Economic Theory of Everything*

We have flown through Angel Theories M-Systems, and along the way introduced Feynman's Alternate Histories (quantum mechanics) as Angel City 5 in 2080 and its special projects. However, to pull this off we need more than quantum mechanics, to create an E-TOE (an Economic Theory of Everything) we need to work in string & m-theory.

**What is string theory?** Well, this is told in some detail in the next chapter, for now, think of it as a mathematical language we use so that we can work in both quantum mechanics and Einstein's theory of special and general relativity all at the same time.



To put that into simple language, please consider the following analogy, imagine creating a new language that could be read and written effortlessly by both English and Chinese. Yeah, it's crazy impossible, however, when you work in string theory, you write both quantum mechanics and relativity at the same time.

As we know English and Chinese's are very different, not even sharing an alphabet. However quantum mechanics and general relativity are equally different, **in fact, they are so different and that difference is so important that in physics the answer to the question 'What is the Theory of Everything?' is what will unify quantum mechanics and general relativity.**

As string theory does this, string theory is a theory of everything and because it and its multi universal update 'm-theory' are the only languages one can currently use to create an E-TOE (Economic Theory of Everything).

Retrospective note on this; there is another system that creates a TOE and it is called Loop

Quantum Gravity, and is now the more used of the two sets of theoretical physics, although this was not known to me when making the following E-TOE systems graphic.

## July 2017

### M-Systems & The E-TOE

### The Economic Theory of Everything

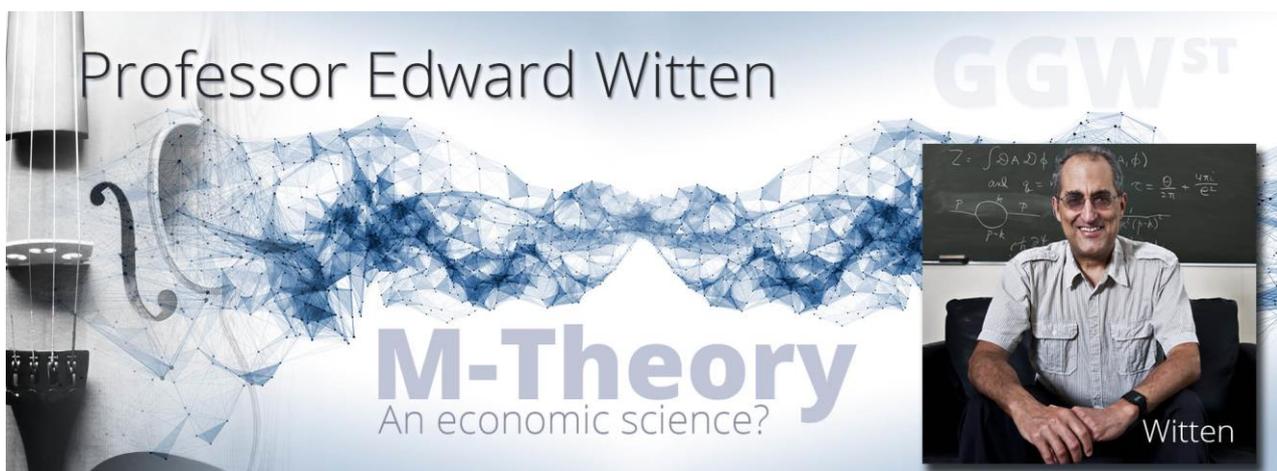
Next, we see a completely different style of systems design, that is essentially showing the same thing as we have seen in the M-Systems graphics, just seen through my as-if it was theoretical physics (M-Theory an Economic Science?) lens.

The following paper on the 18<sup>th</sup> of August presented the E-TOE graphic and its target physicist the great Edward Witten.

For a long time, the question: 'Can we consider M-Theory as an economic science?' has attached itself to Angel Theory's M-Systems.' Indeed, it has become a slogan.

### *“M-Theory an economic science?”*

First written on the graphic below for the father of M-Theory, Professor Ed Witten.



“I feel that we are so close with string theory, that in my moments of greatest optimism I imagine that any day the final form of the theory might drop out of the sky and land in someone’s lap.”

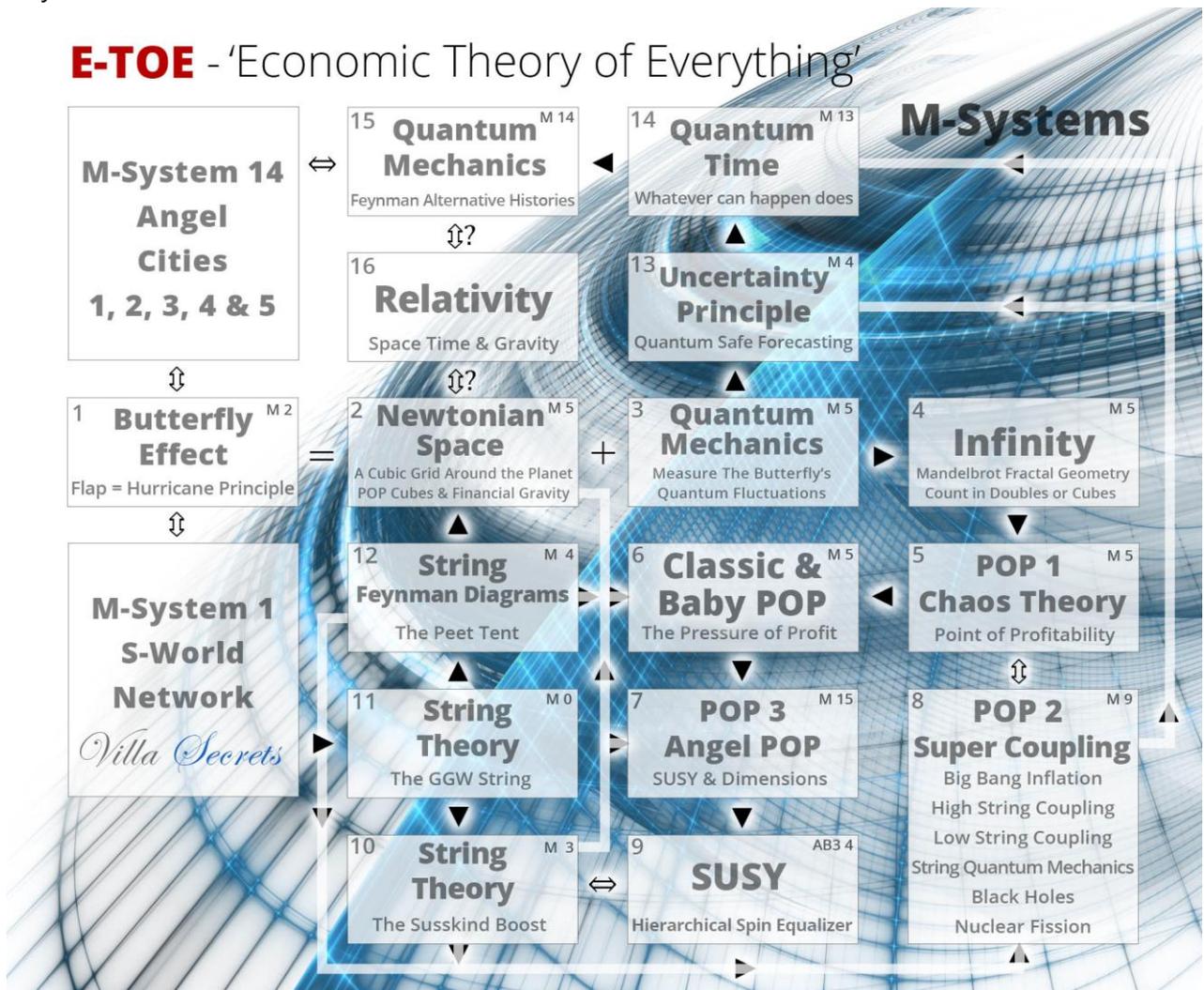
**Professor Edward Witten**

Father of M-Theory, Winner of the Fields Medal  
Charles Simonyi Professor at Princeton University

To Professor Witten (Big Ed) and colleagues we say... Of course, this is the final form of the theory, but is it a form of the theory? Below we see the best system architecture created so far.

Note that this is the ‘quantum data’ sent back in time to create S-World UCS™ in the Angel City 5 movie framework.

**E-TOE** - ‘Economic Theory of Everything’



Video 6) An Economic Theory of Everything - Book 2. The E-TOE Summary (18th Feb 2018)  
[www.angeltheory.org/video/6](http://www.angeltheory.org/video/6) 3 minutes: 1 second

# ANGEL POP M-System 15

An Economic Theory of Everything (18<sup>th</sup> August 2017)

“Grand Networks in areas of Abject Poverty are Special Projects”



**M-System 15. Angel POP.**

## Angel Theory's M-Systems

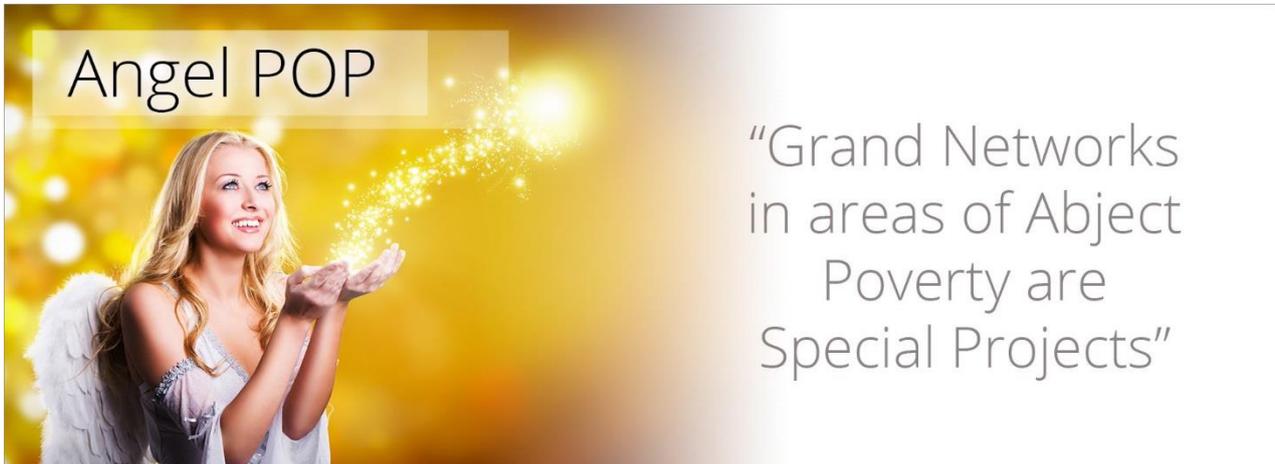
### M-System 15. Angel POP & The E-TOE.

By Nick Ray Ball 18<sup>th</sup> August 2017

*Angel POP creates symmetries between prime investment opportunities and opportunities that would be considered economically unviable (an abject network). And it restricts the growth of the network so that for every prime network created, there must also be an abject network.*

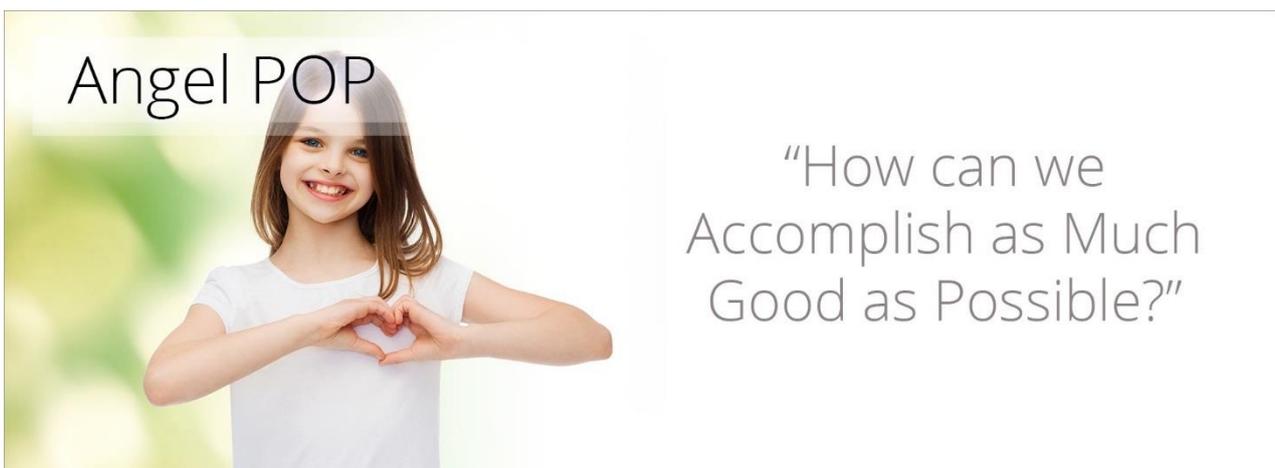
Angel POP is a special project all to itself which enables all other special projects kind of like the Higgs Boson gives mass to the other particles; when we create a grand network in a location of abject poverty, we are creating the special project in that area and because of this...

*“Grand Networks in areas of Abject Poverty are Special Projects”*



Further...

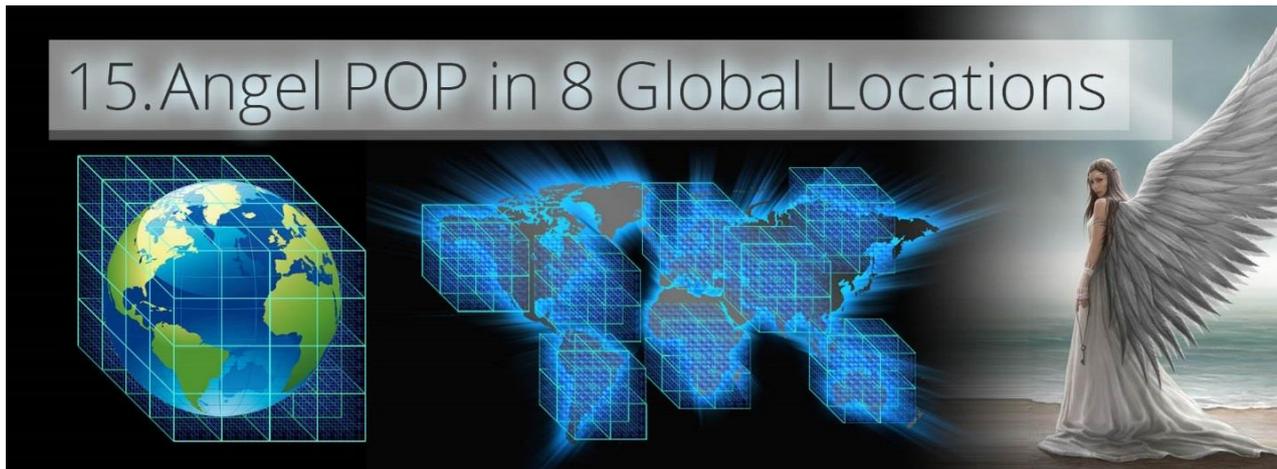
*“As virtual and grand networks in prime locations support networks in abject locations, all networks and all companies assist special projects.”*



*Angel Theory & M-Systems have been created specifically to answer this question.*

## Angel POP – **Original Principle**

The original Angel POP principle was written in D14 (14 cubic dimensions) extreme macroeconomics within American Butterfly.org and demanded 32,768 different grand or super grand networks, spread evenly across the world. This figure was primarily based on the number of medical facilities and operation centres needed so that everyone on the planet was close to a medical facility, and that each operation centre could locally create economic opportunities.



The network would be created over many decades via companies in the network and their POP investments. Which create a train of profit that gets more powerful over time, creating more and more grand networks at an exponential rate.

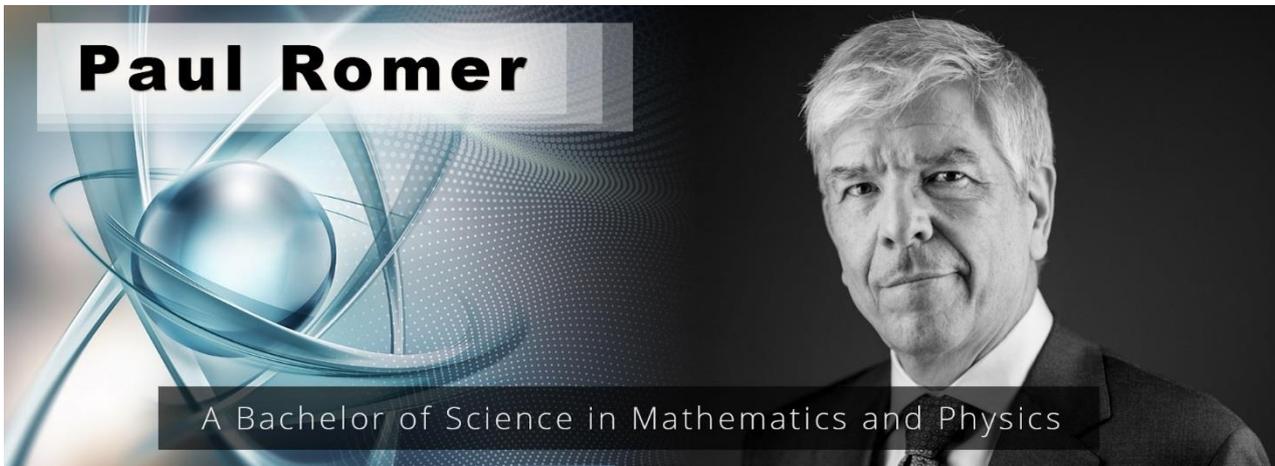
This book/long paper continues for 59 pages in which we take a closer look at the burgeoning Malawi Network idea, POP Origins and POP Super Coupling.

For the complete chapter download or view; [www.angeltheory.org/M-System-15--Angel-POP--Illustrated-Super-Summary--\(18th-Aug-2017\).pdf](http://www.angeltheory.org/M-System-15--Angel-POP--Illustrated-Super-Summary--(18th-Aug-2017).pdf)

### **M-System 16. Angelverse Operation Systems 1.01**

The plan for M-System 16 (Technology 10 of 10, the summit of achievement) was almost non-existent back in 2017, other than it would close the loop and send M-System 15 and all that came before it back to M-System 1 and the great desire for something special. In S-World Angelwing in 2021 I have that something special. Indeed, now in our 2021 system architecture of the simpler 10 Technologies, M-System 16 has become Technology 10. The summit of achievement, standing tall upon the previous 9 technologies benefiting from what Paul Romer introduced; what computer scientists call The combinatorial explosion, which led to the idea of Angelwing being the AI, and using the different pillars of the Technologies 1 to 9 in a combinatorial fashion, creating unimaginable intelligence. Which is a good yardstick for an AI design.

Note however it would not be until Paul Romer's Nobel speech in November 2017 that I heard Romer tell of what computer scientists call the combinatorial explosion



I still need to fully familiarize myself with the combinatorial explosion but in the early days, it's looking like the perfect tool to help explain the extraordinary returns predicted in the 'X' forecasts for Peter Thiel, which right now is the stand out paper on [www.the10technologies.com](http://www.the10technologies.com) due to be placed under the 'X' menu, after the homepage for Bill Gates and then the 'For' menu that is eventually going to point to 7 other essays or chapters to Elon Musk, Paul Romer, Peter Thiel, Mark Zuckerberg, The Obamas and two others.

The general idea was spelt out not that long ago. If S-RES creates a 3000% increase to the money supply that 30x, and if Net-Zero DCA sees a 3000% improvement to how much of the cash flow will be spent on separate projects and as neither 3000% is in any way dependent on the other we can multiply the 3000% by 3000% for 90,000% (900x) And at this point, 900x we should have the complete attention of Peter Thiel if we can get this work past the gatekeepers.

But there is a lot more to The Combinatorial Explosion because we have only added two of the ten technologies, For instance, Technology 1. S-Web – S-World Online is presented at between 2x and 4x, maybe be more, definitely not less. Thus, we must take out 90,000% (900x) and multiply it by at least 2x, (200%) now making 180,000% or 1800x. Further, add the Technology 2 The TBS which I have rated as 4x to 10x. Now we see 180,000% x at least 4 (400%) for 720,000% 7,200x. Add to this the network and Technology 3. Villa Secrets for another 4 to 10x and we are at over one million per cent. This before we have even considered S-World Film (T4), S-World VSN (T5,) and S-World UCS (T6), or The City itself the Grand Spin Network (T9).

<https://www.datarobot.com/blog/the-curse-of-dimensionality-combinatorial-explosions>

# September 2017

## I Nearly Died

If we now go to September 2017, a major change happened. This change was a life and death experience. I rarely get Ill and had never been very ill, until this time, when out of the blue, a massive attack on my spleen by some unknown cause sent me to a few hours from death. 45 minutes in a flashing lights ambulance took me to St George's hospital, godlike doctors and a cure of antibiotics.

The days after this experience I thought about Sienna and how she went through this journey. With this and the relief of continued life, I wrote the best work of my life that following week, from the hospital ward.

Then over the following two months, I turned that work into a number of separate papers/chapters to be released on S-World's (Sienna's) birthday, on the 24<sup>th</sup> of November. There were in total 4 different productions and we shall now take a look at these.

The following is the E-TOE "Out of Chaos" presentation, this was mostly written in the hospital and is the story of the E-TOE, the influences taken from theoretical physics. Click the links to see each page. Or click the following link for the complete PDF.

[www.angeltheory.org/The-E-TOE--Out-of-Chaos--\(Sept-to-Nov-2017\).pdf](http://www.angeltheory.org/The-E-TOE--Out-of-Chaos--(Sept-to-Nov-2017).pdf)

## PARADIGM SHIFT

### **Book 2. The E-TOE "Out of Chaos"**

### The Economic Theory of Everything

**Summary:** [www.angeltheory.org/book2-summary/the-e-toe-an-economic-theory-of-everything](http://www.angeltheory.org/book2-summary/the-e-toe-an-economic-theory-of-everything)

*Video 1:* <https://youtu.be/SlbhdhqdY3c> - 3.01 minutes

Chapter 1. M-Theory and the E-TOE	<a href="#">Introduction</a>
Chapter 2. The Flap of a Butterfly's Wings	<a href="#">Chaos Theory</a>
Chapter 3. The Network on a String	<a href="#">String Theory Simulations</a>
Chapter 4. Super Coupling	<a href="#">String &amp; M-Theory Simulations</a>
Chapter 5. Quantum Time	<a href="#">Quantum Mechanics</a>
Chapter 6. Relative Equality	<a href="#">Special and General Relativity</a>
Chapter 7. M-Theory, an Economic Science	<a href="#">M-Theory, an Economic Science</a>

Note that there is an incorrect explanation of a Nash Equilibrium found within – Oops!

We shall return to that list in just a moment before we do however come's another critical update. MARS Resort 1 for Elon Musk and Sir Richard Branson.

At the time it was considered too far-fetched to take too seriously, but as time went by, it became the side dish that would see the return of RES and the beginnings of Tax Symmetry.



# MARS Resort One - The Return of ŘÉŠ

**1. Mars Resort 1 & Sienna Crater (26<sup>th</sup> October 2017)**

[www.angeltheory.org/Mars-Resort-1-&Sienna-Crater-\(26th-Oct-2017\).pdf](http://www.angeltheory.org/Mars-Resort-1-&Sienna-Crater-(26th-Oct-2017).pdf)

**2. M-Systems-Summary - Mars Resort 1 - RES and Trustees (8<sup>th</sup> Nov 2017)**

[www.angeltheory.org/M-Systems-Summary--Mars-Resort-1--RES-and-Trustees--\(8th-Nov-2017\).pdf](http://www.angeltheory.org/M-Systems-Summary--Mars-Resort-1--RES-and-Trustees--(8th-Nov-2017).pdf)

**3. MARS Resort 1 (25<sup>th</sup> Dec 2020)**

[www.angeltheory.org/MARS-Resort-1-\(25th-Dec-2020\).pdf](http://www.angeltheory.org/MARS-Resort-1-(25th-Dec-2020).pdf)



**1. Mars Resort 1 & Sienna Crater (26<sup>th</sup> October 2017)**

[www.angeltheory.org/Mars-Resort-1-&Sienna-Crater-\(26th-Oct-2017\).pdf](http://www.angeltheory.org/Mars-Resort-1-&Sienna-Crater-(26th-Oct-2017).pdf)

This chapter, (S-World Stories 15a) was not completed at the time, and as you read through, we see the English deteriorate. However, this chapter would be the turning point that crystalizes the idea behind Angel POP – **Grand Networks in Locations of Extreme Poverty are Special Projects**, that would be reintroduced ŘÉŠ applied to the Malawi Grand Spin Network as the key focus for the next 3 years work.

In addition, it forged the ideas behind Tax Symmetry (Part of Technology 8 – Net-Zero DCA Soft. And if that was not enough it changed the whole idea of selling the development in phases to selling whole suburbs, which in 2021 would lead to the equation  $\Delta \geq \acute{E} L$

**Cash Flow from the Suburb Sale ( $\Delta$ ) must equal or be greater ( $\geq$ ) than is lost to recycle-Éfficiency Leakage ( $\acute{E} L$ )**

Š-ŘÉŠ™ and  $\Delta \geq \acute{E} L$



Inspired by Elon Musk and Richard Branson



## Stellar Grand Networks - **Mars Resort 1**

By Nick Ray Ball 23<sup>rd</sup> Oct 2017

[www.angeltheory.org/Mars-Resort-1-&-Sienna-Crater-\(26th-Oct-2017\).pdf](http://www.angeltheory.org/Mars-Resort-1-&-Sienna-Crater-(26th-Oct-2017).pdf)

*M-System 6. The Theory of Every Business*



*As of the 24<sup>th</sup> October 2017, we have a new addition to ‘The Theory of Every Business:’ Stella Grand Networks, starting with Mars Resort 1 (MR1)*

In this article, we are returning to the creative days of 2011 and [S-World.biz](http://S-World.biz), the forerunner to [American Butterfly](#) and [Angel Theory](#). In other words, don't sweat the detail, just consider the general idea.

With this said, seeing as we have a plan to build many super-grand networks (large resort developments) on earth, given that Elon Musk & SpaceX has recently presented its plans to create a cost-effective transport system to Mars come 2028. Creating S-World Mars Resort 1 is a reasonable extension. And equally, this idea can be created as a credible conclusion to the M-System 12. S-World UCS gameplay;

*M-System 12. S-World UCS (Universal Colonization Simulator)*



To continue reading the first MARS Resort 1 chapter read the PDF;  
[www.angeltheory.org/Mars-Resort-1-&-Sienna-Crater-\(26th-Oct-2017\).pdf](http://www.angeltheory.org/Mars-Resort-1-&-Sienna-Crater-(26th-Oct-2017).pdf)

**M-Systems Summary - Mars Resort 1 - RES and Trustees** (8<sup>th</sup> Nov 2017)

[www.angeltheory.org/M-Systems-Summary--Mars-Resort-1--RES-and-Trustees--\(8th-Nov-2017\).pdf](http://www.angeltheory.org/M-Systems-Summary--Mars-Resort-1--RES-and-Trustees--(8th-Nov-2017).pdf)

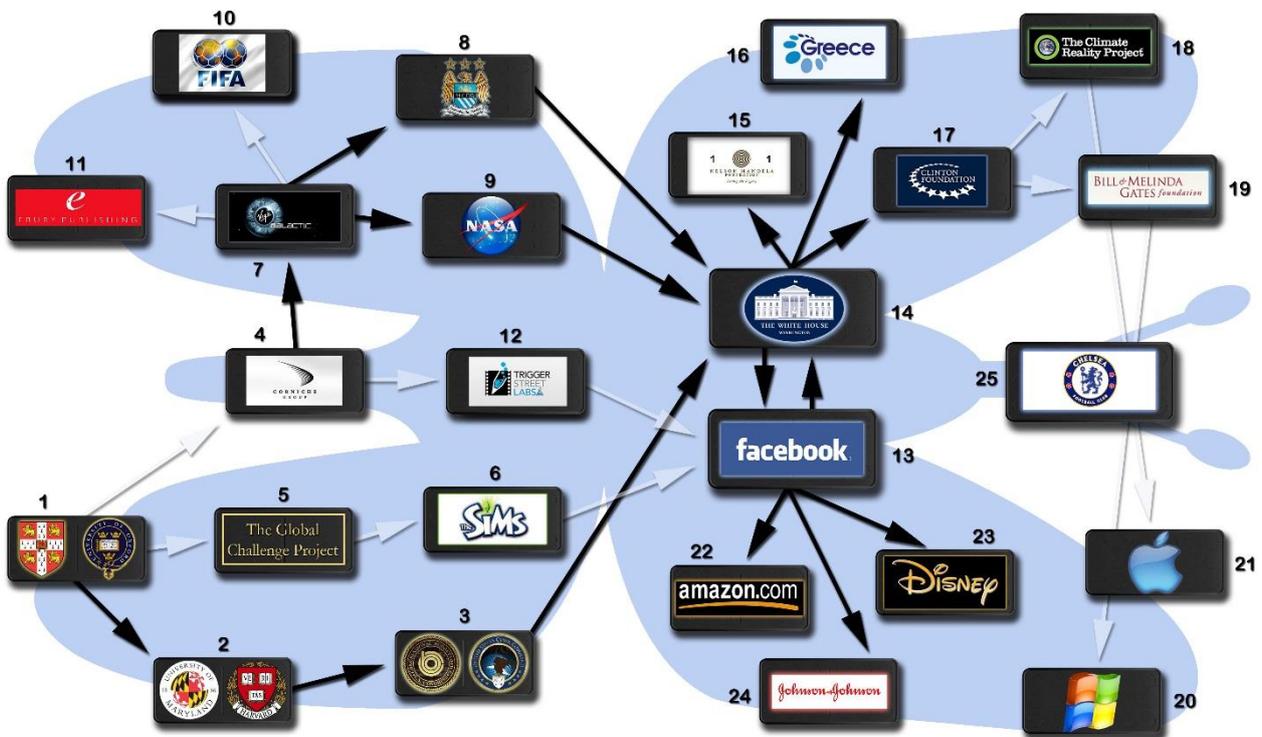
This second chapter idea, mostly told the same story, with some elaborations, but started with the M-Systems description and the first 16 special projects only starting the MARS Resort One presentation on the 53<sup>rd</sup> page. On-Page 62 we look at RES and on page 77 we present the people who I desired to be the S-World Trustees (The Board of Directors) for the Sienna Foundation and S-World.







We also present *The Butterfly* originally from *American Butterfly* book 4. *The Butterfly* 2012





# MARS Resort 1

The Ultimate UCS™ Destination (for now)



**MARS Resort 1 - 10,000 Km<sup>2</sup>**



**MARS** Resort 1





**Why do we see Melida and Bill gates alongside Precila Chan and Mark Zuckerberg at Mars Resort 1?**

This is because, ideally, the only way to invest in MARS Resort 1 is to invest in one or many Grand Špin Networks. If we can and do use Š-ŘÉS™ v6 - Financial Engineering as prescribed, investments in Grand Špin Networks will make Stella POP returns, most of which must be-reinvest and from each investment, a percentage of POP profits must go to Special Project 17. Mars Resort 1.



Jumping back to 2012 and <http://americanbutterfly.org/pt1/the-theory-of-every-business/ch8-s-world-universal-colonization-simulator/s-world-ucs-qe-eee-scores> we find the first RES Equation spreadsheet;

	The Window Factory	2012		Staff			Total Profits
A	Company Revenue	7,938,477	L	Bonuses	330,034	x	<b>4,675,526</b>
B	Profit	<b>2,441,125</b>	M	Salaries	445,550		(b+f+j+r+v)
C	Profit vs. Revenue (b/a)	<b>30.75%</b>	N	Sub Total	775,584		Total QE Efficiency
	Suppliers		O	Payroll + Income Tax	193,896	y	<b>58.90%</b>
D	Spent	3,175,391	P	Income After Tax	581,688		(x/a)
E	QE Efficiency	54%	Q	QE Efficiency	29%		Total Tax
F	Profit from Suppliers	<b>1,714,711</b>	R	Profit from Staff (p*q)	<b>168,690</b>	z	<b>25%</b>
G	Profit vs. Revenue (f/a)	<b>21.60%</b>	S	Profit vs. Revenue (r/a)	<b>2.12%</b>		(estimated)
	Media			Miscellaneous			Total QE Tracking
H	Spent	300,000	T	Spent	350000	aa	<b>83.90%</b>
I	QE Efficiency	54%	U	QE Efficiency	54%		(y+z)
J	Profit from Media	<b>162,000</b>	V	Profit from Miscellaneous	<b>189,000</b>		Economic Black Hole
K	Profit vs. Revenue (j/a)	<b>2.04%</b>	W	Profit vs Revenue (v/a)	<b>2.38%</b>	ab	<b>16.10%</b>

In the spreadsheet, we see a company within a network; which ‘critically’ spends as much money as it can with other companies in the same network, attempting to keep the cash within the network. In this example, for a fictional aluminium window manufacturer called TWF ‘[The Window Factory](#),’ the company has a 58.9% QE (Quantum Economic) Efficiency (Now called recycle-Efficiency), the É in the RéÉ Equation. Tax is 25% and we have an economic black hole of 16.1%, where money was not spent in one or another S-World business or taxed by the government.

My problem was that even with a relatively high É (QE score), the following year, the network will only have 58.9% of the initial revenue; and even with an É of 58.9%, in just a few short years, all that initial revenue will be gone, mostly to tax.

But within the monopolistic system on MARS Resort 1, the colony would be self-taxed, it would build what needed to be built and pay who needed to be paid, but as a part of the network economy. Equally important was that labour was easy to adapt to Network Credits, where labour could only buy things from network companies or individuals, because all companies and individuals were part of the colony, and other vendors and competitors were 33.9 million miles away.

I made a quick sketch on a spreadsheet and considered an É of 93.7% with a leakage of only 6.25% **and the rest, so to speak, is history.**

# The MARS Resort One

## RES EQUATION SPREADSHEET (2017)

	Revenue / Budget	QE Score	Spin
	100,000,000.00	93.75%	93,750,000.00
1	93,750,000.00	93.75%	87,890,625.00
2	87,890,625.00	93.75%	82,397,460.94
3	82,397,460.94	93.75%	77,247,619.63
4	77,247,619.63	93.75%	72,419,643.40
5	72,419,643.40	93.75%	67,893,415.69
6	67,893,415.69	93.75%	63,650,077.21
7	63,650,077.21	93.75%	59,671,947.38
8	59,671,947.38	93.75%	55,942,450.67
9	55,942,450.67	93.75%	52,446,047.50
10	52,446,047.50	93.75%	49,168,169.54
		GDP=	<u>762,477,456.96</u>

The GDP needs to half to account for the CFV, but other than that; this was it.

With Malawi already on the agenda, I considered which country is economically the most similar to MARS, based on current GDP where MARS, of course, currently has zero GDP. So I looked at the bottom of the GDP tables and for [GDP per Capita](#), per the World Bank **at just \$275 per person, per year** in 2018 there was Malawi, so in terms of GDP per capita, the closest country to MARS really is Malawi.

**A Year later Paul Romer won the Nobel Prize and I quickly wrote S-World story 25a; How on Earth Can Growth Theory be Good for Climate Change?** And started to write the Supereconomics books 1) *S-World Angelwing – THE WHAT*, 2) *Š-RÉŠ™ Financial Engineering – THE HOW* and 3) *64 Reasons Why – THE WHY*, which present the answer to how Growth Theory can be good for Climate Change.

But for now, we shall have a quick refresher on the seven E-TOE Chapters;

## Angel Theory VIDEO 2

**Video 2) An Economic Theory of Everything (E-TOE)** (14th November 2017)

[www.angeltheory.org/video/2](http://www.angeltheory.org/video/2) 51mins 26secs

[www.angeltheory.org/Angel-Theory-Part-2a--The-Theory-of-Everything--\(12th-Nov-](http://www.angeltheory.org/Angel-Theory-Part-2a--The-Theory-of-Everything--(12th-Nov-)

[2017\).pdf](#)

In physics, 'The Theory of Everything' (M-Theory) is what can unite the subatomic world and Einstein's Theory of Gravity. It describes the forces of nature and the fabric of the universe. But can M-Theory also be used in economics?

## THE E-TOE

# An Economic Theory of Everything

*By Nick Ray Ball 15<sup>th</sup> November 2017*

### CHAPTER 1.

## M-Theory and the E-TOE

[www.angeltheory.org/book/2-1/m-theory-and-the-e-toe](http://www.angeltheory.org/book/2-1/m-theory-and-the-e-toe)



### CHAPTER 2.

## The Flap of a Butterfly's Wings

[www.angeltheory.org/book/2-2/the-flap-of-a-butterflys-wings](http://www.angeltheory.org/book/2-2/the-flap-of-a-butterflys-wings)



CHAPTER 3.

**The Network on a String**

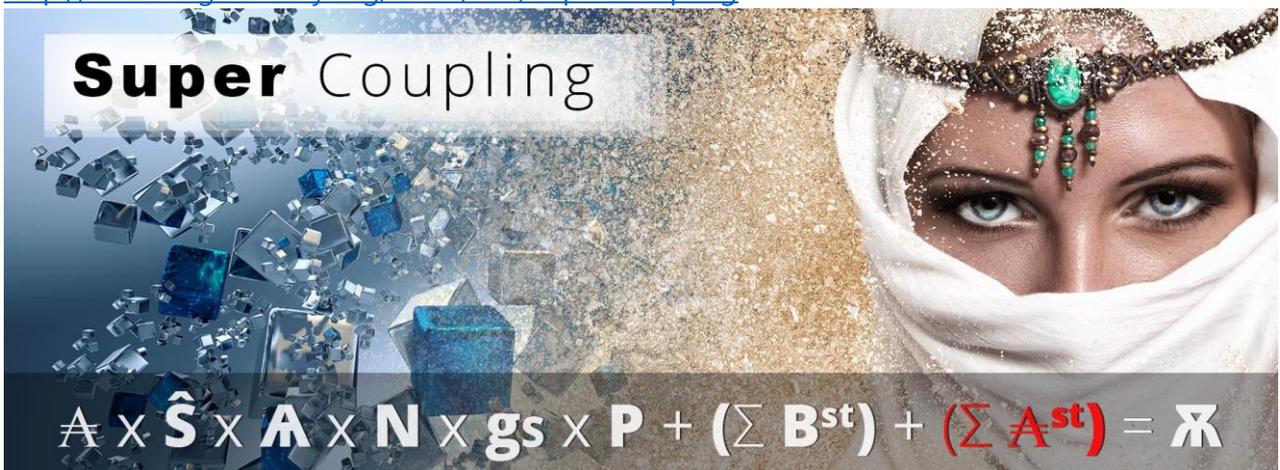
<http://www.angeltheory.org/book/2-3/the-network-on-a-string>



CHAPTER 4.

**Super Coupling**

<http://www.angeltheory.org/book/2-4/super-coupling>



CHAPTER 5.

**Quantum Time**

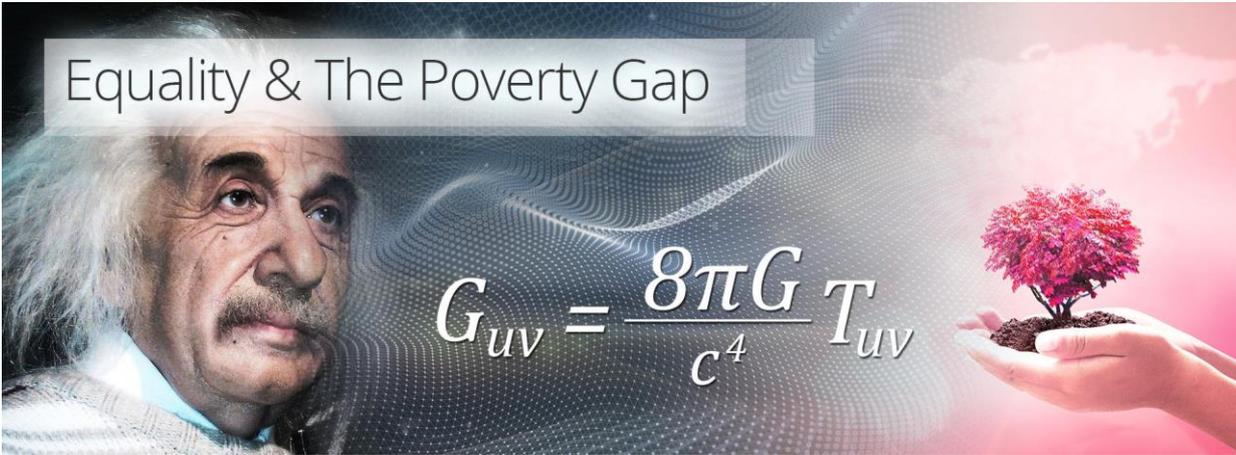
<http://www.angeltheory.org/book/2-5/quantum-time>



CHAPTER 6.

**Relative Equality**

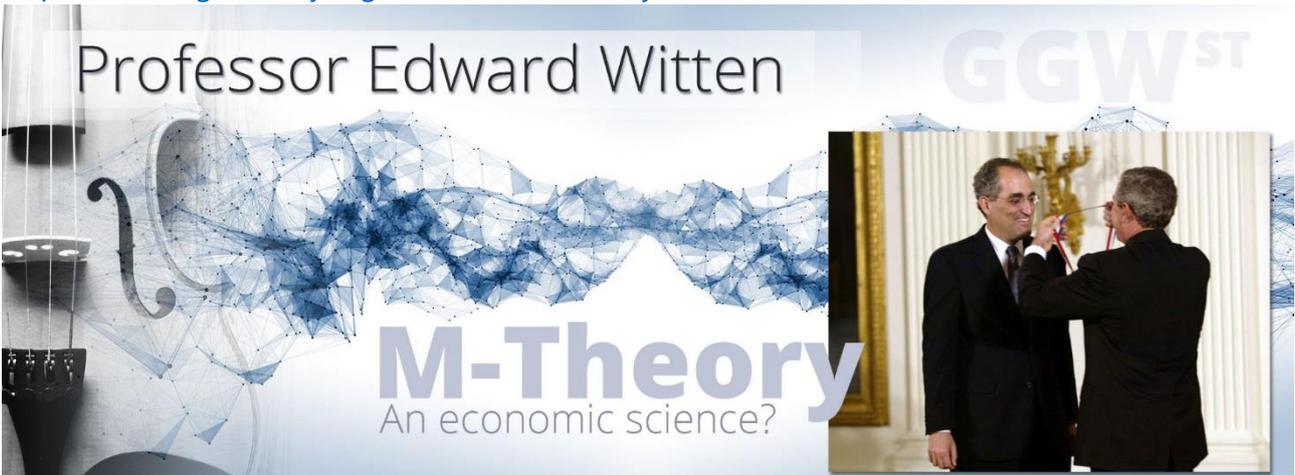
<http://www.angeltheory.org/book/2-6/relative-equality>



CHAPTER 7.

**M-Theory, an Economic Science**

<http://www.angeltheory.org/book/2-7/m-theory-an-economic-science>



Alongside the 7 chapters of The E-TOE came;

## Angel Theory

### **Index & Summary for Books 1 to 3**

#### THE ECONOMIC THEORY OF EVERYTHING

[www.AngelTheory.org/the-economic-theory-of-everything/summary-of-books-1-to-3](http://www.AngelTheory.org/the-economic-theory-of-everything/summary-of-books-1-to-3)

This link shows us that at the time the theory was being written in 5 books and The E-TOE was the second.

This link gives us the book names and a summary of its chapters. This selection of books would conglomerate into the 'Paradigm Shift' series, after hearing the name in one of Richard Thaler's books, either Misbehaving or Nudge I can't quite remember.

If we look back this was a significant step on the way to the three Supereconomics books we have today.

Next up we focus on the S-World UCS M-Systems essay, however, before I do, I will list the other links found on the AngelTheory.org M-Systems menu:

#### **M-Systems and Special Projects (2012 to 2017)**

[www.AngelTheory.org/book1/M-Systems-and-special-projects](http://www.AngelTheory.org/book1/M-Systems-and-special-projects)

We shall come back to this link after the M-Systems essay.

**Video 6)** An Economic Theory of Everything - Book 2. The E-TOE Summary (18th Feb 2018)

**M-Systems Index and Summary (Feb 2011 to Feb 2018)**

[www.AngelTheory.org/the-economic-theory-of-everything/summary-of-books-1-to-3](http://www.AngelTheory.org/the-economic-theory-of-everything/summary-of-books-1-to-3)

<https://www.angeltheory.org/video/6>

(Video volume is low, sorry)

**Angel City 5 – The Movie (1<sup>st</sup> August 2017)**

[www.AngelTheory.org/angel-city-5- -1st-aug-2017](http://www.AngelTheory.org/angel-city-5- -1st-aug-2017)

Seen a dozen pages backwards

**1. From M-Theory to M-Systems (24<sup>th</sup> November 2017)**

[www.AngelTheory.org/m-systems/part-1/from-m-theory-to-m-systems](http://www.AngelTheory.org/m-systems/part-1/from-m-theory-to-m-systems)

**2. The S-World UCS M-Systems (24<sup>th</sup> November 2017)**

[www.AngelTheory.org/m-systems/part-2/the-s-world-ucs-m-systems](http://www.AngelTheory.org/m-systems/part-2/the-s-world-ucs-m-systems)

Up Next.

**3. S-World Special Projects (24<sup>th</sup> November 2017)**

[www.AngelTheory.org/m-systems/part-2b/an-ecological-and-philanthropic-theory-everything-plus-space](http://www.AngelTheory.org/m-systems/part-2b/an-ecological-and-philanthropic-theory-everything-plus-space)

**4. M-System 15. Angel POP**

[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)

Takes us to the Angel POP section in The E-TOE chapter 3, but should have pointed to

[www.angeltheory.org/M-System-15--Angel-POP--Illustrated-Super-Summary--\(18th-Aug-2017\).pdf](http://www.angeltheory.org/M-System-15--Angel-POP--Illustrated-Super-Summary--(18th-Aug-2017).pdf)

**5. M-System 16. Coming Soon**

<https://www.angeltheory.org/#Book-8-Audacious-Ideas>

As offered earlier, at this point M-System 16 was hardly started, now, however, in March 2021 it has become an AI forged from the combinatorial explosion of Technologies one to nine.

The consequences of this are told later in the book, in the 'X' forecasts for Petr Thiel.

Next up came the partner to the E-TOE, the UCS M-Systems, this important step towards the 87 Quintillion Histories and determined economics will be presented in full:

## Angel Theory – Paradigm Shift: Book 1.2

### M-Systems: 9 to 14

PART 2.

THE S-WORLD UCS™ M-SYSTEMS

By Nick Ray Ball 24th November 2017

[www.angeltheory.org/m-systems/part-2/the-s-world-ucs-m-systems](http://www.angeltheory.org/m-systems/part-2/the-s-world-ucs-m-systems)



## Angel Theory VIDEO 4

**Video 4) Angel Theory's M Systems - Book 1 Summary** - 6.75h (26th Nov 2017)

**Video:** [www.angeltheory.org/video/4](http://www.angeltheory.org/video/4) 43mins 23secs

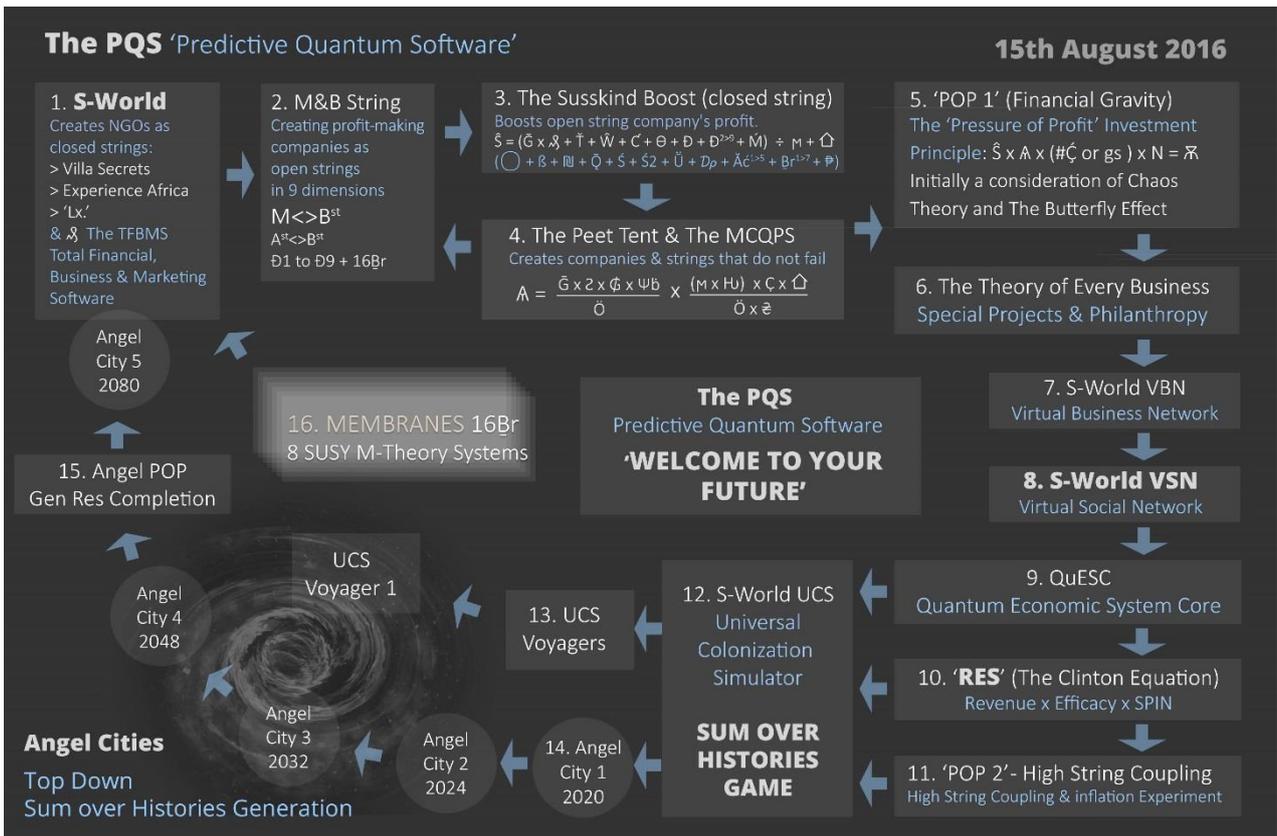
**Web:** [www.angeltheory.org/book1/m-systems-and-special-projects](http://www.angeltheory.org/book1/m-systems-and-special-projects)

**PDF:** [www.angeltheory.org/M-Systems-and-Special-Projects---6.75h-\(24th-Nov-2017\).pdf](http://www.angeltheory.org/M-Systems-and-Special-Projects---6.75h-(24th-Nov-2017).pdf)

Welcome to S-World's M-Systems

'An Economic, Philanthropic, and Ecological Theory of Everything'

Originally labelled 'The S-World PQS' (Predictive Quantum Software), next we see the 2016 S-World M-Systems design, where each system flows into the next, increasing in power each step of the way until it completes the circuit and returns to M-System 1, where after the rodeo starts again, but each time with greater input creating a circular event and an economic, philanthropic, and ecological theory of everything.'



# The

# S-World UCS™

As-If Feynman

Sum Over

# Histories

# The S-World UCS™ M-Systems

S-World Story 12.

24<sup>th</sup> November 2017



S-World UCS™ creates many different simulations for each business and becomes the training and recruitment tool for the network. It is intrinsically linked to the TBS™ and is, in fact, the way the stakeholders in a business run their business. And a key ingredient to S-World UCS™ is that it allows all the personnel in a company to make their own simulations, and then the company (as a whole) chooses the best outcomes from all scenarios. It is a very inclusive system.

This story starts at a point when RES was the least detailed M-System, whereas now the three Supereconomics books THE WHAT, THE HOW and THE WHY are all built upon RES in 2019: Š-ŘÉS™ Financial Engineering.

So, let's go back to the future, November 24<sup>th</sup>, 2017 and 'The S-World UCS M-Systems.'

[www.angeltheory.org/the-s-world-ucs-m-systems](http://www.angeltheory.org/the-s-world-ucs-m-systems)

## M-SYSTEM 10

### **The RES Equation** – Revenue, Efficiency, Spin (2012-16)

A powerful but simple economic equation that can only be fully effective within a digital economy. Take the initial income of a network (R), measure not a company from its profit alone, but also the profit made from its expenses (E), optimize E, and Spin (increase the speed of all spending).



## M-SYSTEM 10

### **The RES Equation** – Financial Equivalence (2017)

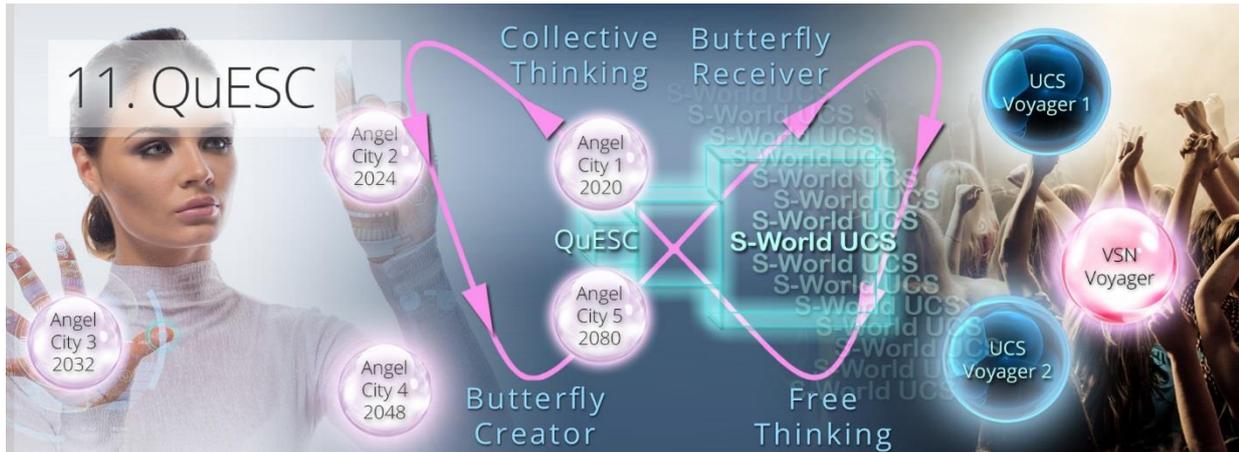
Later, we will talk about S-World UCS™ MARS Resort 1. Fact or fiction remains to be seen, but on Mars, we can implement the RES Equation with a 100% Efficiency, which is to say every cent spent is accounted for; where after, we cut tax and spin, creating a supercharged economy unimaginable on earth. We call this 'Financial Equivalence.' Our inspiration: 'The Law of Conservation of Energy.'



## M-SYSTEM 11

### QuESC (The Quantum Economic System Core) (2012 - 16)

The heart of the M-System's design is founded on the notion by Hawking that 'People are like atoms,' QuESC entangles us - 'the people'- with powerful predictive and logistic software within a circular butterfly effect, continually experimenting and improving upon all S-World systems.



## M-SYSTEM 12A

### S-World UCS™ & Villa Mogul (2003 - 2012)

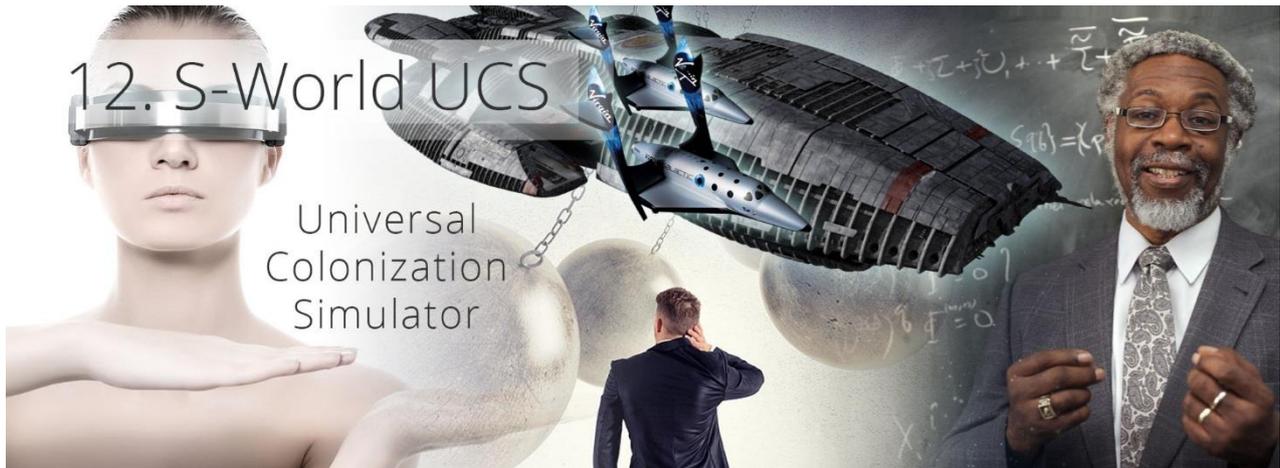
Originally imagined in 2003 as 'Villa Mogul,' the idea to create a management simulation game like Railway Tycoon. The 'hook' is that the game was based on a real business. By September 2012, it had developed into American Butterfly – The Theory of Every Business – Chapter 8: [S-World UCS - Universal Colonization Simulator](#).



## M-SYSTEM 12B

### **S-World UCS™ MMO (2012 to 2017)**

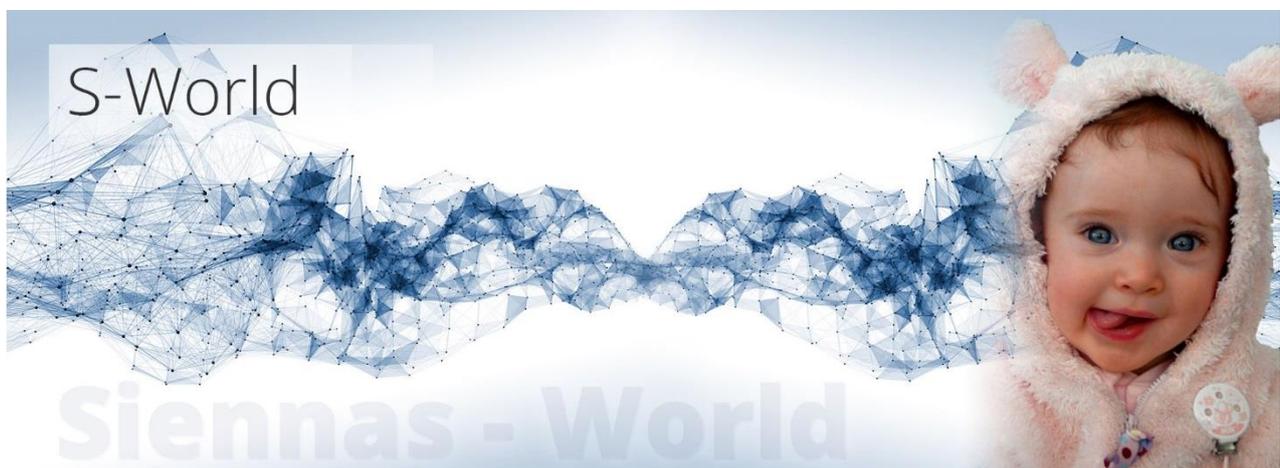
S-World UCS™ is a design for an MMO game that shows how to make a business and economic empire so rich - one could invest in super projects such as 'African Rain' or 'Universal Colonization.' The game teaches, simulates, and shines a light on the S-World Network's future ambitions.



## M-SYSTEMS 13 & 14

### **The S-World UCS™ Quantum Systems**

Now, we arrive at arguably the main event - the S-World UCS™ quantum systems that create first an economic time machine, and then logistical anchors into the future, from which we desire to shape the world via simulation and then implementation; to create a better future for our children and children's children.



In the now-familiar system design below, we can see the quantum systems flying out of M-System 12. S-World UCS™, scooping up Angel POP and the Angelverses on the way, delivering them full circle back to M-System 1. And, as before, the rodeo starts again but this time with greater momentum.



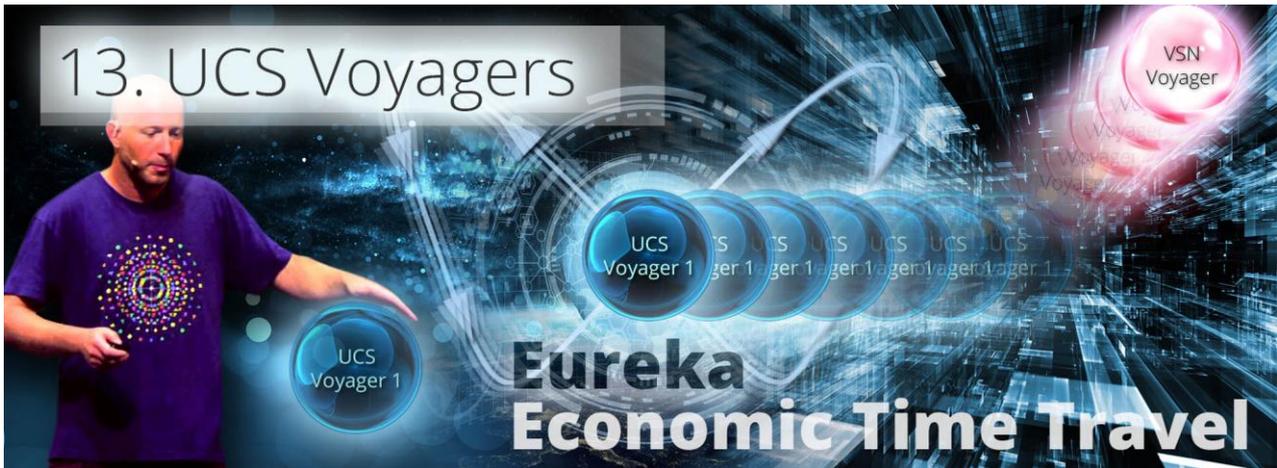
## M-SYSTEM 13 – Eureka!!!

### S-World UCS™ Voyagers (September 2012)

The eureka moment arrived courtesy of Garrett Lisi's [A Theory of Everything.](#) In which Lisi presents his quantum coral analogy where "each individual was in many other locations experiencing them as separate individuals," and the quantum mechanics mantra:

**“Everything That Can Happen Does.”**

This revelation arrived in the middle of writing the final American Butterfly 'Theory of Every Business' chapter - 'S-World UCS™,' soon after writing the S-World Virtual & Business Network chapter (S-World VSN™), in which the game sat within the virtual framework and had become entangled and indistinguishable from the conceptualised business network.



This consideration became the tipping point where **a simulated game and business software became a form of economic time travel.**

The consideration was that we would create a copy of the S-World UCS™ Network called 'UCS™ Voyager,' and send it forwards in time at a speed twice our own. So that in 6 months of our time, the simulation would be a year ahead. And within, business owners, managers, staff, and gamers alike could conduct their own business simulations. Then, from all the possible outcomes, choose which actions from the simulations to follow back in real-time.

Businesses follow the wins, avoid the losses, and **replay opportunities that showed potential** in Voyagers 2, 3, 4...



What if you could look to the future and see millions of eventualities?  
What if you could use this information to assist you today?

*Welcome to S-World UCS*

*Welcome to your future*

M-SYSTEM 14 – Eureka<sup>2</sup>

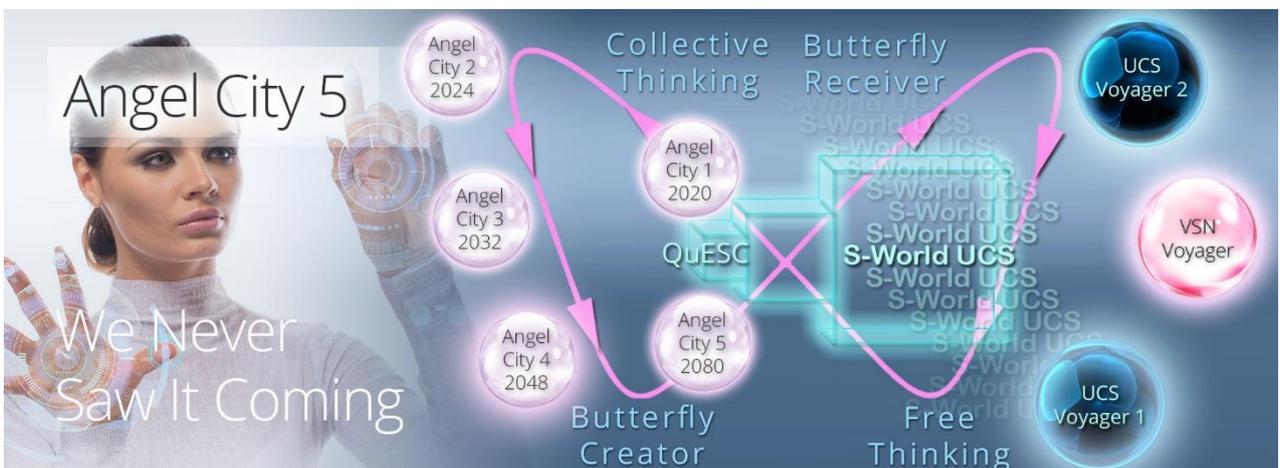
S-World UCS™ Angel Cities (2012 - 2017)



Angel Cities are 5 future simulations of the network from 2020 to 2080; first created as logistical support for UCS™ Voyagers, but have since become the key ingredient, subject of the movie framework, and the 'why' behind the entire project. In terms of M-theory and its component quantum mechanics, we respect Professor Richard Feynman's alternative histories (sum over histories), which tells us that no unobserved system has a definite past or future.

**“Quantum physics tells us that no matter how thorough our observations of the present, the (unobserved) past, like the future, is indefinite and exists only as a spectrum of possibilities.”**

From 'The Grand Design' by Professors Stephen Hawking & Leonard Mlodinow



## SHAPING THE FUTURE

Set in the years 2048 and 2080, Angel Cities 4 and 5 are the nerve centre for the S-World network's long-term ambitions, described as a set of 'super projects.' In this simulation, we work within the M-Systems framework to plan the best Earth we can logistically create. And once the blueprint is set, we create paths back through Angel Cities 3, 2 and 1 so that each company, development, wonder, and 'special project' that we wish to exist in 2048 and later in 2080 has a definite history back from the future to our time.

By planning our future in intricate detail and working in waves of probability, ripple, & butterfly effects back through the future Angel Cities, we can control our destiny.

### Angel City 5 (2080)



Angel City 5 is the last of the founding S-World Angel Cities set in 2080. Above, we see my darling daughter Sienna as herself and as an angel guiding us towards a better future, in keeping with the S-World mantra by Professor Isaac Asimov:



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



This future <> past relationship is in a constant superflux; but one thing is constant, our ambition, the set of 'super and special projects' that are to be achieved. In game theory and military strategy, they call it Commander's Intent (but instead of 'take that hill, it's 'make them projects'), as commanders know that the best-laid plans can quickly fall apart in battle. We must allow for every eventuality when creating the strings that lead to the creation of our 'super and special projects.'

However, once enough strings and ripples have congregated, it gets easier. S-World Story 12. M-Systems and Special Projects then continued to list the first 16 Special Projects. For a fuller list of 64 projects read this summary of Supereconomics book 3. 64 Reasons Why: [www.angeltheory.org/64-Reasons-Why--Summary-v2.0.pdf](http://www.angeltheory.org/64-Reasons-Why--Summary-v2.0.pdf)

**End of Extract**

From S-World Story 12

[www.angeltheory.org/the-s-world-ucs-m-systems](http://www.angeltheory.org/the-s-world-ucs-m-systems)

**In the three and a half years since that was written, I have found a massive simplification, on the 2017 plan.**

"Set in the years 2048 and 2080, Angel Cities 4 and 5 are the nerve centre for the S-World network's long-term ambitions, described as a set of 'super projects.' In this simulation, we work within the M-Systems framework to plan the best Earth we can logistically create. And once the blueprint is set, we create paths back through Angel Cities 3, 2 and 1 so that each company, development, wonder, and 'special project' that we wish to exist in 2048 and later in 2080 has a definite history back from the future to our time."

**We don't need to do that!**

All we need to do is make the projects, everything else will fall into place, we no longer care to create all 2080 companies as a forecast and then tie them all back to real-world companies and opportunities in-the-right-now. We just need to make the special projects; the Grand Spin Networks each of which is home to a few thousand and later a few hundred thousand or even million companies all mostly or completely creating Net-Zero special projects.

## ANGEL THEORY – PARADIGM SHIFT: BOOK 1.2B

Special Projects: 1 to 16

### **An Ecological and Philanthropic**

### THEORY OF EVERYTHING

Plus Space

By Nick Ray Ball 24th November 2017

[www.angeltheory.org/m-systems/part-2b/an-ecological-and-philanthropic-theory-everything-plus-space](http://www.angeltheory.org/m-systems/part-2b/an-ecological-and-philanthropic-theory-everything-plus-space)

The next part of the S-World 24<sup>th</sup> November 2017 release was the next evolution of the Special Projects. First seen on American Butterfly with 8 Special Projects

[www.americanbutterfly.org/pt1/the-theory-of-every-business/ch8-s-world-universal-colonization-simulator/s-world-ucs-special-projects](http://www.americanbutterfly.org/pt1/the-theory-of-every-business/ch8-s-world-universal-colonization-simulator/s-world-ucs-special-projects)

Moving back to our November 24<sup>th</sup> release; An Ecological and Philanthropic Theory of Everything plus Space - the 2017 update included 16 special projects and became the beginning of Supereconomics book 3. Sixty-Four Reasons Why.

This is a link well worth following; [www.angeltheory.org/m-systems/part-2b/an-ecological-and-philanthropic-theory-everything-plus-space](http://www.angeltheory.org/m-systems/part-2b/an-ecological-and-philanthropic-theory-everything-plus-space)

## ANGEL THEORY BOOK 1

Angel City 5 | **A Love Story and Theory of Everything**

M-Systems: 1 to 16 + Special Projects 1 to 16

By Nick Ray Ball 24th November 2017

### **M-Theory to M-Systems**

**Video:** [www.angeltheory.org/video/4](http://www.angeltheory.org/video/4)

**Web:** [www.angeltheory.org/book1/m-systems-and-special-projects](http://www.angeltheory.org/book1/m-systems-and-special-projects)

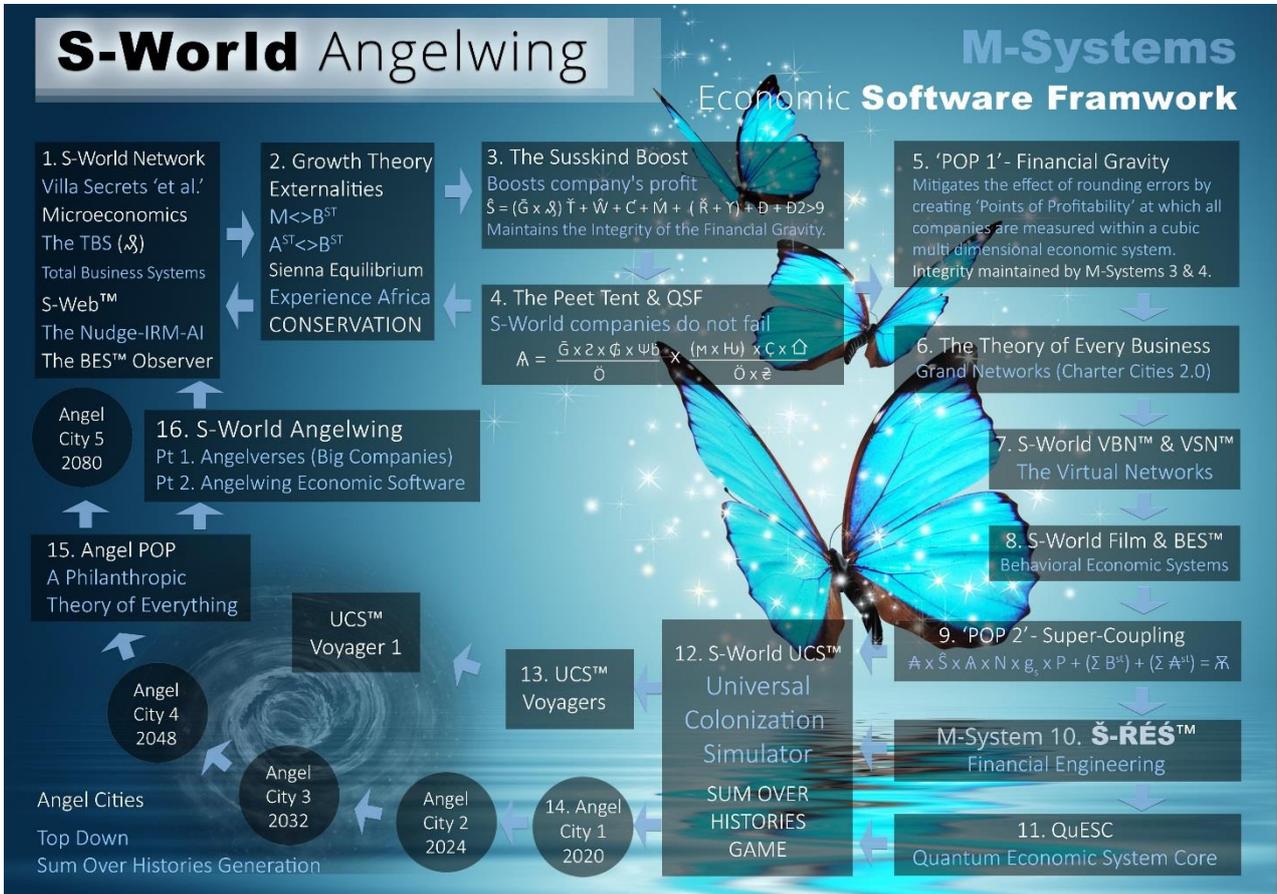
**PDF:** [www.angeltheory.org/M-Systems-and-Special-Projects---6.75h-\(24th-Nov-2017\).pdf](http://www.angeltheory.org/M-Systems-and-Special-Projects---6.75h-(24th-Nov-2017).pdf)

Note this is the same video presented last, however, it is actually specific to this S-World chapter. Also note this is the first time we have seen Angel Theory as book 1)

This is the last of the November 24<sup>th</sup> releases, it combines a feature on M-System 1, (Technologies 1 to 4) then gives a super summary M-Systems 2 to 11, before presenting the S-World UCS™ M-Systems that we saw end on the last page. Once the UCS™ M-Systems is presented it presents a super summary of the 16 Special Projects we saw in the essay above, that lead to Sixty-Four Reasons Why.

# M – SYSTEMS

The 16 M-Systems (2016 to 2019)



# Angel Theory

Chapter 14:

## RIPPLE EFFECTS & ELEPHANTS

Inspired by Paul G Allen

30<sup>th</sup> January 2018

# RIPPLE EFFECTS & ELEPHANTS

For Paul G. Allen

**30<sup>th</sup> January 2018**

Tax Symmetry – Net Zero DCA – The Sienna Equilibrium

By Nick Ray Ball 30th January 2018

[www.angeltheory.org/book3-14/ripple-effects-and-elephants-for-paul-g-allen](http://www.angeltheory.org/book3-14/ripple-effects-and-elephants-for-paul-g-allen)

## Angel Theory Book 3.14

### The GDP Game

### The S-World UCS™ MZ-Network (Malawi & Zimbabwe)

Ripple Effects and Elephants was the game-changer, but first I will explain how come this book was created for Paul G. Allen. In late 2015 my life was pretty miserable, having lost my spirituality and with it, my connection, imagined or not, with Sienna. I had been in this wilderness for just over two years until the project I was working on Technology 1, 2 and 3. S-Web, The TBS and Villa Secrets turned into a special project, just by applying its craft to the Safari Industry in a non-profit initiative to raise money for the protection of Elephants (and Rhino, Cheetah and Wild Dog) in Sub Saharan Africa.

The thing that made it not only a special project, but the first special project was its potential to create more money for the protection of elephants than all other sources combined. This projects name was Experience Africa. Which was itself the first S-Web prototype made in 2009. That version has since been superseded by the new S-Web 2019 version [www.experienceafrica.com](http://www.experienceafrica.com). There is a subsite that presents the Experience Africa Special Project, but I need to find the link and hope to drop it in on the readthrough.

What made it all the more special was the more advances to S-Web, The TBS and Villa Secrets the more advances to Experience Africa.

I'm my research on conservation I came across Paul G. Allen, co-founder of Microsoft, Bill Gates partner. As I looked over Paul G. Allen's other websites, it was frustrating that they insisted on ownership of any idea sent to them. But what really changed things is when I saw that Paul G. Allen was very impressed by ripple effects, this then brought me full circle back to American Butterfly and I started to see American Butterfly and S-Web, The TBS and Villa Secrets as two sides of the same coin. Not long after I started the Special Projects lists.

The big difference being two-fold, one after MARS Resort 1 I started to include RES (Š-ŘÉS™) in the overall picture. But the first breakthrough was that in making the Special Projects list plus addendums for Paul G Allen, I started with one Special Project that was created

essentially for free. Special Project 1. Experience in Africa. But by the time I finished the chapter I had almost all special projects created from the Grand Spin Network (The City) via ripple effects.



This was a major achievement and fast-forwarding to today (17<sup>th</sup> March 2011) this chapter 'Ripple Effects and Elephants' is clearly the farther of Tax Symmetry a critical component of Š-ŘÉŠ™ and by the same breath, it is a critical component of Technology 8. Net-Zero DCA, and the most recent version of Š-ŘÉŠ™ - The Sienna Equilibrium 2021.

Here is that link again; [www.angeltheory.org/book3-14/ripple-effects-and-elephants-for-paul-g-allen](http://www.angeltheory.org/book3-14/ripple-effects-and-elephants-for-paul-g-allen)

Saddening Paul G. Allen died on the 15<sup>th</sup> of October 2018 before I got to show him this chapter and tell him what it inspired. I was going to send it to the foundation but I found a disclaimer on the webpage that said in sending anything to the foundation I would lose all intellectual property rights, so I did not send it, it was probably nothing but some standard warning that was not intended be a cover for copyright theft, in fact, I'm sure it was not and wish I had sent it, in all honesty, I was more afraid of receiving no answer, like DAMPT in 2012. If not for the fear of no answer and gatekeepers I would have sent this to hundreds of people, and whilst I still have this worry/problem at least now with the 10 technologies website in the making I have a darn good presentation that is bound to get some response from somebody, maybe even, and I hope on my first attempt to the Bill and Melinda Gates Foundation. Who is more fitting a recipient than Paul's partner Bill Gates?

**Video 6. An Economic Theory of Everything - Book 2. The E-TOE Summary** (18th Feb 2018)

[www.angeltheory.org/video/6](http://www.angeltheory.org/video/6)

# The First Š-RÉŠ™ Video

For Dr A. W. Peet

## Angel Theory VIDEO 5

Video 5) Angel Theory for Dr Amanda Peet - 42:53 Minutes (Rough Cut) (16th Feb 2018)

Video: [www.angeltheory.org/video/5](http://www.angeltheory.org/video/5) 42mins 53secs

**Š-RÉŠ™ Starts at 20 minutes**



For



# The First UCS™ History Video

For Prof. Michael Green - British theoretical physicist

## Angel Theory VIDEO 7

“The notion that this is the smallest constituent is paradoxically not at odds with the statement that it may also be the whole universe.”

Leads to

“The notion that this is the smallest constituent is paradoxically not at odds with the statement that it may also be the whole economy.”

7) M System 9. 'Super Coupling' The Green Symmetry - 1.02 (18th Feb 2018)

## String Theory

[www.supereconomics.ai/video/7](http://www.supereconomics.ai/video/7)

4.23 Minutes

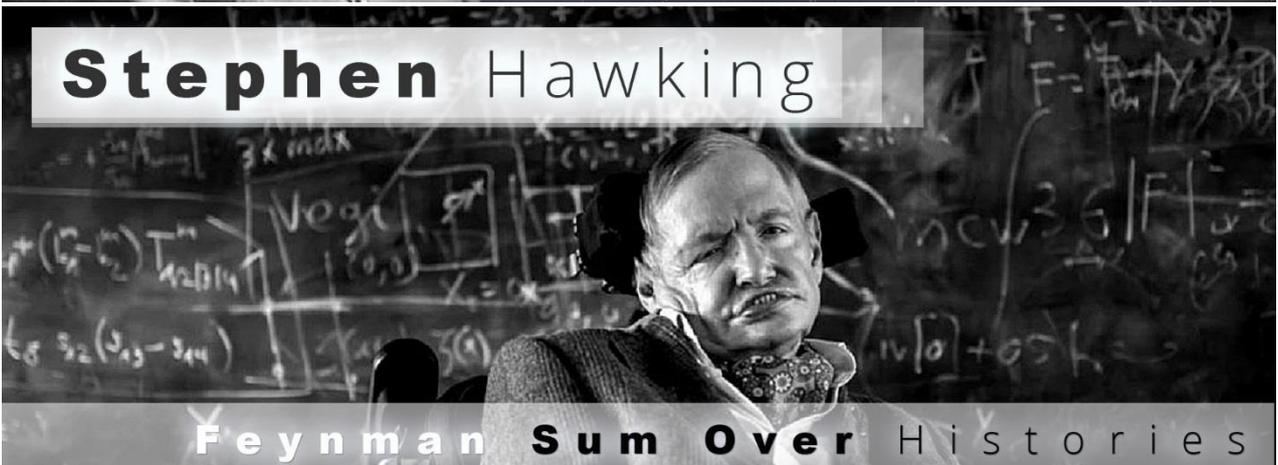
Spreadsheet tab; Super Coupling 1.03 (History 1)

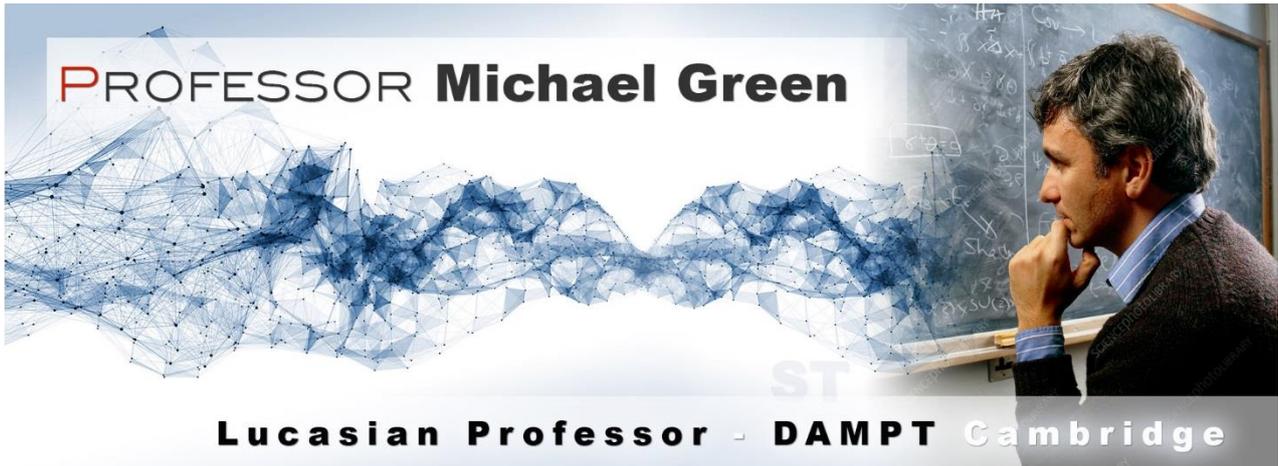
# Professor Stephen Hawking

January 8<sup>th</sup>, 1942 – March 14<sup>th</sup>, 2018

Very sadly Professor Stephen Hawking died on March 14 2018, before I could show him what he had inspired in me.

I hope by some kind of miracle he gets to meet angel Sienna.





(Again this video is a repeat of the last)

## POP History 1

### String Theory

[www.supereconomics.ai/video/7](http://www.supereconomics.ai/video/7)

Video 7

4.23 Minutes

Spreadsheet tab; Super Coupling 1.03

Title: M System 9. 'Super Coupling' **The Green Symmetry** - 1.02 (18th Feb 2018)

But before looking at History 1 let us look at the state of the network design in 2018

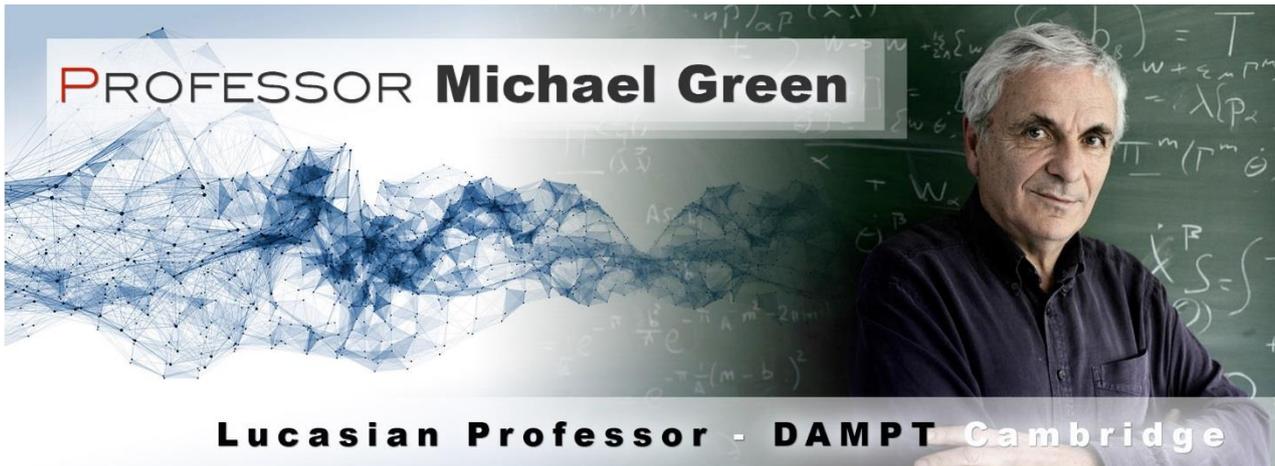
**Angel Theory** – Volume 1. **Paradigm Shift** (30th May 2018)

Video 11)

<https://www.angeltheory.org>

[www.supereconomics.ai/video/11](http://www.supereconomics.ai/video/11) (2.28 minutes)

Histories 2 and 3 are pure S-RES monopoly powered precise predictions of how all the companies will perform in the future. History 1 has no s-res consideration.



**Lucasian Professor - DAMPT Cambridge**

History 1 is worlds apart from Histories 2 and 3 that are very similar, in respect of money, at any one point in History 2 and 3 we know exactly how much money every company has, how much it has received at any one point, and for the best part, we know where that cash flow is going to be spent. On top of this, we know how many Network Credits people have and it's all wrapped up by Net DCA in a way that sees almost every dollar spent is spent on a project the government and the people want.

History 1 has absolutely none of that! Instead, it was a combination of the book 'The Villa Secrets' Secrets which told us we could create enough profit from one company to create two new companies, which also followed suit, after their second year is complete they will make enough profit to create two new companies a year, and so on to Infinitum.

Putting limiting returns aside, I created a spreadsheet that plotted this path. And you can pick up this story in more detail from the following link <http://www.angeltheory.org/book/2-4/super-coupling> go five pictures down and you're there.

For a summary of the complete Angel Theory – Paradigm Shift-click here; <http://www.angeltheory.org/book2-summary/the-e-toe-an-economic-theory-of-everything>, or you can use 'The E-TOE' tab on the main menu on [www.angeltheory.org](http://www.angeltheory.org)

Moving down to below the 4<sup>th</sup> picture on [Supercoupling](#) we learn that Super Coupling was originally called the 'Hawking-Green Equation,' as it was considered on a walk whilst listening to Professor Hawking's; 'The Grand Design' while considering Professor Michael Green's string theory conundrum;

“The notion that the smallest constituent is paradoxically not at odds with the statement that it may also be the whole universe.”

The thing about the 'Hawking-Green Equation,' that was in line with Green's conundrum of how one could create the entire universe from a single string, was the simulation of how a single company can engulf the global economy.'

When first applying this as a spreadsheet, it looked massive. And after a few explorations, the math showed that if a single S-World Villa Secrets company (can from its POP) overflow in its 3rd year onward, create enough POP investment to create 2 new companies per year, and each company it created followed suit; then...

So long as S-World had a solution for every business niche, the network of companies created could engulf more than half the global economy before 2080.

And this video shows the detail

[www.angeltheory.org/video/7](http://www.angeltheory.org/video/7)

Video 7

4.23 Minutes

Spreadsheet tab; Super Coupling 1.03.

I did not expect this to be the first of 87 Quintillion versions of the same idea, but it was. We can clearly see the progression of the network, growing via the POP law, to a colossal figure, more than half of global GDP. And not long after came various s-res histories, until the 5<sup>th</sup> attempt became History 2 and the 6<sup>th</sup> attempt became History 3.

Continues on

**Video 8) An Accounting Theory of Everything | The S World UCS™ MZ-Network 1.01**  
(20th Feb 2018)

[www.angeltheory.org/video/8](http://www.angeltheory.org/video/8)

This video shows Š-ŘÉŠ™ before the Š-ŘÉŠ™ Calculator Spreadsheet.

Note that it's a completely different set of figures, and way of working it out, but comes up with a significant increase to the money supply.

## Angel Theory VIDEO 9

**Video 9) The GDP Game - 'Playing to Win' - RES & Financial Equivalence for Dr Amanda Peet** (27th Feb 2018)

Video: [www.angeltheory.org/video/9](http://www.angeltheory.org/video/9) 33mins 52secs

**Spreadsheet tabs; RÉŠ-Špin-24 V1.32d (Cautious) | RÉŠ-Špin-8 V1.32d (Cautious 2) | RÉŠ-Špin-8 V1.32d (Cautious)**

And now we see Einstein's theory of special relativity, smashing the s\*\*\* out of current economics!

Increasing 'E' to 100% creates 'infinite accumulation' and not the Marx model, true infinite accumulation, like 'energy equivalence' in  $E=MC^2$ .

The yearly budget 'R' is spun 16 times creating 16 times the cash flow, but this time at the end of the year SPIN 17, passes the 2030 'R' to Spin 1 in 2031, with exactly the same budget 'R' in 2030 but with all new forms of income on top.

So, each year 'R' (Initial Revenue) becomes the amount rolled over to the following year, and extra 'R' increasing Malawi GDP to:

\$311,181,656,301.40

(Note that I would later add Š for Savings which is the rolled-over money)

## Angel Theory VIDEO 10

**Video 10) The Š in The RÉŠ Equation for Kate** (17th May 2018)

Video: [www.angeltheory.org/video/10](http://www.angeltheory.org/video/10) 6 minutes 12 seconds

This No-Nonsense RÉŠ Equation Video was for my friend and ex-wife Kate Ball. (Previously Kate Thompson)

This shows the accounting principle of the RÉŠ Equation to a qualified viewer for the first time, and after Kate would find the principle was correct.

And when I say qualified viewer Kate is no slouch, a double first from Cambridge University in the Natural Sciences, and before we emigrated to South Africa Kate was a senior director for Universal Music Publishing UK, which netted her about 50 gold and platinum discs that I insisted we put on the wall of our newly built Camps Bay Villa.

Since moving on from Universal Kate took the CEO job with Peer Music (the biggest independent in the world) Publishing South Africa and among other duties performed accounting, which she has a qualification in. And so in terms of 'the accounting' Kates confirmation was a good start to acceptance of RÉŠ Equation Video although she did later speak to the underlying assumptions, which then prompted the book Š-RÉŠ™ and The City to focus on said underlying assumptions including Tax Symmetry and another 200 pages on this and that concept.

# Angel Theory

## PARADIGM SHIFT

1st Aug 2017 to 26<sup>th</sup> June 2018

[www.supereconomics.ai/paradigm-shift-quick-summary-v1](http://www.supereconomics.ai/paradigm-shift-quick-summary-v1)

By Nick Ray Ball 27th April 2018

### Angel Theory VIDEO 11

**Video 11) Angel Theory – Volume 1. Paradigm Shift** (30th May 2018)

**Video:** [www.angeltheory.org/video/11](http://www.angeltheory.org/video/11) 2mins 28secs

Starting on 1<sup>st</sup> August 2016 with Angel Theory part 1. M-Systems V5.02 - The PQS - Predictive Quantum Software (1st Aug 2016) Angel Theory – Paradigm Shift is the name for all the Angel Theory chapters and stories.

The last two chapters were both for Richard Thaler:

[https://www.angeltheory.org/SWS-20a--S-World-UCS-Hawthorne-for-Richard-Thaler--7.82-\(20th-June-2018\).pdf](https://www.angeltheory.org/SWS-20a--S-World-UCS-Hawthorne-for-Richard-Thaler--7.82-(20th-June-2018).pdf)

[https://www.angeltheory.org/SWS-20b--S-World-BES--Behavioural-Economic-Systems--7.83--\(20th-July-2018\).pdf](https://www.angeltheory.org/SWS-20b--S-World-BES--Behavioural-Economic-Systems--7.83--(20th-July-2018).pdf)

Once these chapters were complete, with the S-RES spreadsheet and videos going well the written work changed its focus to Paradigm Shift books 2.2) A More Creative Capitalism, 3) The GDP Game.

# Angel Theory

## PARADIGM SHIFT



As things stand we see the same presentation on the homepage of Angel Theory [www.angeltheory.org](http://www.angeltheory.org) – As we do on the page I created to remember the home page layout. This is the link to the Paradigm Shift summary [www.angeltheory.org/paradigm-shift-quick-summary-v1](http://www.angeltheory.org/paradigm-shift-quick-summary-v1)

By means of explanation, as to why the homepage is 2 years out of date is that I created [www.Supereconomics.ai](http://www.Supereconomics.ai) and that became the place where 2019 and 2020 essays were added. And in 2021 came [www.The10Technologies.com](http://www.The10Technologies.com)

I may however go back to [www.AngelTheory.org](http://www.AngelTheory.org) in the future to add more on book 3. Sixty-Four Reasons Why. [www.angeltheory.org/64-reasons-why](http://www.angeltheory.org/64-reasons-why)  
[www.angeltheory.org/64-Reasons-Why--Summary-v2.0.pdf](http://www.angeltheory.org/64-Reasons-Why--Summary-v2.0.pdf)

I heard of Thomas Kuhn's Paradigm Shift in 2017 Nobel in Economics winner Richard Thaler's book; Misbehaving or Nudge, I can't remember which. What I do remember is liking it enough to change the title of the book in progress from Angel Theory to Angel Theory Paradigm Shift. It really seemed to fit the theory and was less flashy than The Economic Theory of Everything, which became the book's tagline.

Angel Theory Paradigm Shift then became the volume for 8 books; 1) M-Systems, 2) Out of Chaos, 2.2) A More Creative Capitalism, 3) The GDP Game 4) Total Business Systems – The TBS, 4.2) S-World Villa Secrets 5) S-World VSN – Virtual Social Network, 6) S-World Film, 7) S-World UCS, 8) Audecius Ideas.

The last point Audecius Ideas is the name of a high price for-benefit investment group mentioned in Sir Richard Branson's Book



Paradigm Shift

Book 1

From M-Theory to M-Systems

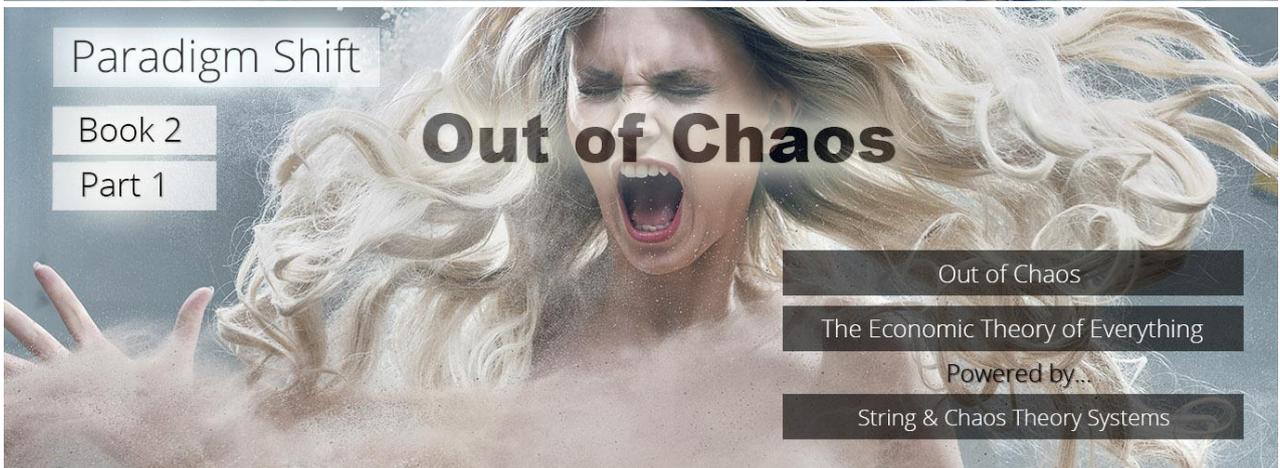
# M-Systems

The Theory of Every Business

17 Business & Economic M-Systems

Enable

26 Philanthropic & Ecological Projects



Paradigm Shift

Book 2

Part 1

# Out of Chaos

Out of Chaos

The Economic Theory of Everything

Powered by...

String & Chaos Theory Systems



Paradigm Shift

Book 2

Part 2

# A More Creative Capitalism

The Lake Malawi Grand Network

MARS Resort 1

Powered by...

The Mighty  $\acute{R}\acute{E}\acute{S}$  Equation



Paradigm Shift

Book 3

# The GDP Game

Leveraging Expectations

Creates Many Grand Networks

Leads to

The End of Abject Poverty



Paradigm Shift  
Book 4  
Part 1

# Total Business Systems The TBS™

Controls all Grand Network Companies  
Assists & Oversees all Virtual Companies  
Powered by...  
The Behavioral Economic AI et al.



Paradigm Shift  
Book 4  
Part 2

# S-World Villa Secrets

Real Estate & Travel Network  
18 Years of Innovative Development  
Delivers...  
Mandates, Clients, Money et al.



Paradigm Shift  
Book 5

# S-World VSN™ Virtual Social Network

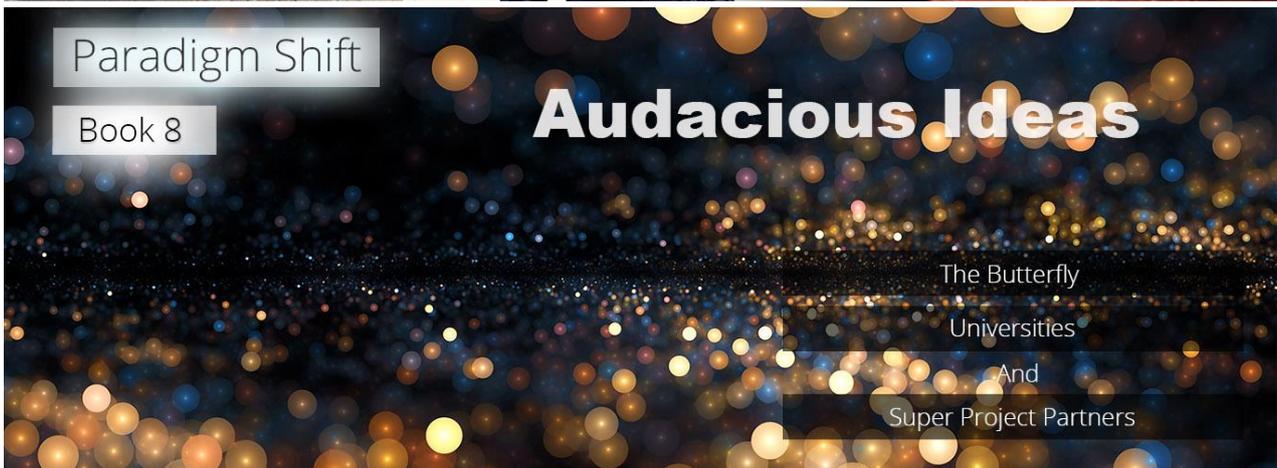
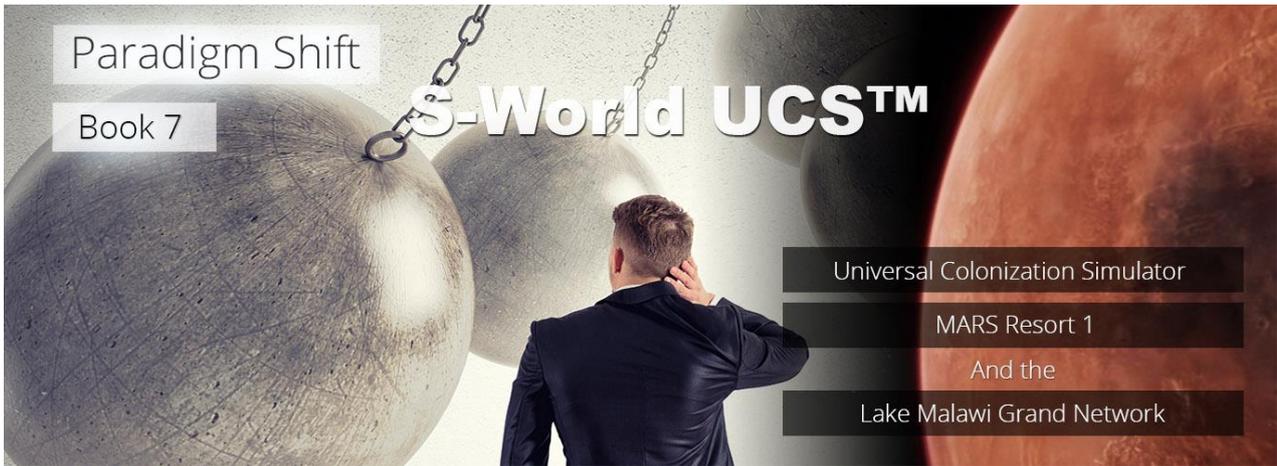
Where you are  
Where your freinds are  
Where you'd like to go  
And what you'd like to see



Angel Theory  
Book 6

# S-World Film

Film | News | Media  
Angel City 5 - Movie Framework  
And  
The Sienna Project



Welcome to [Angel Theory](#) – Volume 1. Paradigm Shift  
**By Nick Ray Ball 27th April 2018**

*Paradigm Shift: ‘A fundamental change in approach or underlying assumptions.’*



## Angel Theory VIDEO 11 (REPEATED)

**Video 11) Angel Theory – Volume 1. Paradigm Shift** (30th May 2018)

**Video:** [www.angeltheory.org/video/11](http://www.angeltheory.org/video/11) 2mins 28secs

Angel Theory Paradigm Shift was a significant step towards the most recent website and way of simply structuring/summarising the S-World theories: [www.The10Technologies.com](http://www.The10Technologies.com)

<http://www.angeltheory.org/paradigm-shift-quick-summary-v1>

We find the content of the presentation within the 'Paradigm Shift' drop-down menu on both [www.AngelTheory.org](http://www.AngelTheory.org) and [www.Supereconomics.com](http://www.Supereconomics.com).

The major links follow, however, the quick summary v1 page is the best introduction

1. <http://www.angeltheory.org/book1/m-systems-and-special-projects>
2. <http://www.angeltheory.org/a-more-creative-capitalism>
3. <http://www.angeltheory.org/book3-14/ripple-effects-and-elephants-for-paul-g-allen>
4. <http://www.angeltheory.org/book4-1/total-business-systems-v1>
  - a. <http://www.angeltheory.org/book-4/tvss-index>
5. <http://www.angeltheory.org/book5/virtual-social-network-v2>
6. <http://www.angeltheory.org/book6/s-world-films-v2>
7. <http://www.angeltheory.org/book7/s-world-ucs-simulator-v1>
  - a. <http://www.angeltheory.org/m-systems/part-2/the-s-world-ucs-m-systems>

## Angel Theory VIDEO 12

**Video 12) 1. RÉÉS. Welcome to the RÉÉS Equation - Révenue x Éfficiency x Spin**  
(31st May 2018)

**Video:** [www.angeltheory.org/video/12](http://www.angeltheory.org/video/12) 2 minutes 15 seconds

# The **Ś** in the **ŘÉŚ** Equation

## The First S-RES VIDEO PRESENTATION

By Nick Ray Ball 19<sup>th</sup> June 2018

Read the following PDF for the full presentation:

[www.angeltheory.org/The-S-in-The-RES-Equation-7.81-19th-June-2018.pdf](http://www.angeltheory.org/The-S-in-The-RES-Equation-7.81-19th-June-2018.pdf)

### **Welcome to the ŘÉŚ Equation (Řevnuue x Éfficiency x Śpin)**

(I have placed accents over the Ř, É, and Ś so that when they are written, they stand out.)

For those new to [Angel Theory – Paradigm Shift](#), I suggest starting with this short video that quickly summarises the 8 books that make up the series:

[Paradigm Shift](#) (2.27 minutes) (**Video 11:** [www.angeltheory.org/video/11](http://www.angeltheory.org/video/11))

And see the website at [www.AngelTheory.org](http://www.AngelTheory.org).

Next, I have prepared a video for each of the four pages which navigates the spreadsheet. I suggest watching all videos before reading on.

### [Introduction](#) (2.17 minutes)

Video 16) **1. Welcome to the ŘÉŚ Equation - Řevnuue x Éfficiency x Śpin** (15th June 2018)

[www.angeltheory.org/video/16](http://www.angeltheory.org/video/16) **2:17**

### [The Ś in the ŘÉŚ Equation](#) (6.20 minutes)

Video 13) **2. ŘÉŚ - The Ś in the ŘÉŚ Equation** (5th June 2018)

[www.angeltheory.org/video/13](http://www.angeltheory.org/video/13) **6:20**

### [Macroeconomic Due Diligence](#) (3.16 minutes)

Video 14) **3. ŘÉŚ problems already solved - Macroeconomic Due Diligence** (8th June 2018) [www.angeltheory.org/video/14](http://www.angeltheory.org/video/14) **3:16**

In a nutshell, the objective is to prove that under the conditions set out, we can, by 2024 turn one unit of capital into five units of capital, and by 2039, turn one unit of capital into 25 units of capital.

### [Hawking Inspired 'Infinite Accumulation'](#) (4.35 minutes)

Video 15) **4. ŘÉŚ – Hawking and The Conservation of Energy** (8th June 2018)

[www.angeltheory.org/video/15](http://www.angeltheory.org/video/15) **4:35**

ŘÉŚ – Hawking and The Conservation of Energy

Hawking Inspired 'Infinite Accumulation'

Consider this 'thought experiment' - Imagine that within your country, in 2024, most businesses were part of a global network, where business is entangled with many principles of [ecology, philanthropy & science](#), with antitrust laws relaxed due to the many benefits the network would bring. ([See Ripple Effects and Elephants](#))

Now, consider the following two rules:

1. Businesses and their staff can only spend money at other businesses within the network.
2. That one was paid evenly every 2 weeks, and money received must be spent within a month.

In this oversimplified example, with a  $\dot{S}$ pin of 24, if the network received investment or generated income from outside the network of \$1 million, then by re-spending that \$1 million every 2 weeks, it will have created \$24 million in cash flow; of which about 66% (according to the DMCV) would equate to \$15.84 million in real GDP.

Any country in abject poverty that can turn \$1 million in investment into \$15.84 million in real GDP is heading in the right direction, fast.

To continue read the pdf [www.angeltheory.org/The-S-in-The-RES-Equation-7.81-19th-June-2018.pdf](http://www.angeltheory.org/The-S-in-The-RES-Equation-7.81-19th-June-2018.pdf)

## Angel Theory VIDEO 17

**Video 17) The Sienna Equilibrium and The David A Moss Cash flow to GDP Variable** (7th July 2018)

**Video:** [www.angeltheory.org/video/17-No-Sound](http://www.angeltheory.org/video/17-No-Sound) **18 minutes 08 seconds**

Unfortunately, the video has no sound. 😞

Video 17 continued from the previous presentation, instructing two key points The Sienna Equilibrium, which is today at the frontier of Supereconomics, and the David A. Moss Cash flow to GDP Variable, which like Einstein's cosmological constant may not be correct, but is nonetheless necessary.

Unfortunately, the video has no sound. 😞

# Angel Theory

## A MORE CREATIVE CAPITALISM

Inspired by **Bill** and **Melinda** Gates (in 2007)

Written: 24<sup>th</sup> April to 27<sup>th</sup> November 2018

[www.angeltheory.org/Supereconomics--A-More-Creative-Capitalism--7.61--\(24th-April-to-26th-June-2018\).pdf](http://www.angeltheory.org/Supereconomics--A-More-Creative-Capitalism--7.61--(24th-April-to-26th-June-2018).pdf)

[www.angeltheory.org/The-S-in-The-RES-Equation-7.81-19th-June-2018.pdf](http://www.angeltheory.org/The-S-in-The-RES-Equation-7.81-19th-June-2018.pdf)

### Angel Theory VIDEO 18

**Video 18) Video 1. Special Projects and Supereconomics 'A More Creative Capitalism'**  
(6th July 2018)

**Video:** [www.angeltheory.org/video/18](http://www.angeltheory.org/video/18) **51 minutes 11 seconds**

[www.supereconomics.ai/Supereconomics--A-More-Creative-Capitalism--A-Good-Model-\(26th-June-2018\).pdf](http://www.supereconomics.ai/Supereconomics--A-More-Creative-Capitalism--A-Good-Model-(26th-June-2018).pdf)

[www.angeltheory.org/A-More-Creative-Capitalism--Book-8.44--\(1st-Aug-to-20th-Oct-2018\).pdf](http://www.angeltheory.org/A-More-Creative-Capitalism--Book-8.44--(1st-Aug-to-20th-Oct-2018).pdf)

A More Creative Capitalism was the economics and systems in The Angel Theory – Paradigm Shift books 2b. A More Creative Capitalism, Book 3. The GDP Game and Book 4. The TBS & Villa Secrets.

It was all things economics and the software to control things.

Whilst the first chapter/book called A More Creative Capitalism was written on 24<sup>th</sup> April 2018 the initial influence was from Bill Gates Harvard Commencement Speech in 2007, which was retold to me by a friend whilst climbing Lions Head in Cape Town. A few years later and I looked it up, and this is where the name “A More Creative Capitalism” comes from.

I present an edited version on the next 3pages, for the complete speech follow the link:  
<https://news.harvard.edu/gazette/story/2007/06/remarks-of-bill-gates-harvard-commencement-2007>



The  
Harvard  
Gazette

CAMPUS & COMMUNITY

# Remarks of Bill Gates, Harvard Commencement 2007

<https://news.harvard.edu/gazette/story/2007/06/remarks-of-bill-gates-harvard-commencement-2007>

## Relevant Highlights:

President Bok, former President Rudenstine, incoming President Faust, members of the Harvard Corporation and the Board of Overseers, members of the faculty, parents, and especially, the graduates:

I've been waiting more than 30 years to say this: "Dad, I always told you I'd come back and get my degree."

I want to thank Harvard for this timely honor. I'll be changing my job next year ... and it will be nice to finally have a college degree on my resume.

>>

Harvard was just a phenomenal experience for me. Academic life was fascinating. I used to sit in on lots of classes I hadn't even signed up for. And dorm life was terrific. I lived up at Radcliffe, in Currier House. There were always lots of people in my dorm room late at night discussing things, because everyone knew I didn't worry about getting up in the morning. That's how I came to be the leader of the anti-social group. We clung to each other as a way of validating our rejection of all those social people.

## Bill Gates Harvard Commencement Address 2007

2,720,780 views

<https://www.youtube.com/watch?v=zPx5N6Lh3sw>

One of my biggest memories of Harvard came in January 1975, when I made a call from Currier House to a company in Albuquerque that had begun making the world's first personal computers. I offered to sell them software.

I worried that they would realize I was just a student in a dorm and hang up on me. Instead they said: "We're not quite ready, come see us in a month,"

which was a good thing, because we hadn't written the software yet. From that moment, I worked day and night on this little extra credit project that marked the end of my college education and the beginning of a remarkable journey with Microsoft.

But taking a serious look back ... I do have one big regret.

I left Harvard with no real awareness of the awful inequities in the world – the appalling disparities of health, and wealth, and opportunity that condemn millions of people to lives of despair.

I learned a lot here at Harvard about new ideas in economics and politics. I got great exposure to the advances being made in the sciences.

But humanity's greatest advances are not in its discoveries – but in how those discoveries are applied to reduce inequity. Whether through democracy, strong public education, quality health care, or broad economic opportunity – reducing inequity is the highest human achievement.

I left campus knowing little about the millions of young people cheated out of educational opportunities here in this country. And I knew nothing about the millions of people living in unspeakable poverty and disease in developing countries.

It took me decades to find out.

You graduates came to Harvard at a different time. You know more about the world's inequities than the classes that came before. In your years here, I hope you've had a chance to think about how – in this age of accelerating technology – we can finally take on these inequities, and we can solve them.

Imagine, just for the sake of discussion, that you had a few hours a week and a few dollars a month to donate to a cause – and you wanted to spend that time and money where it would have the greatest impact in saving and improving lives. Where would you spend it?

For Melinda and for me, the challenge is the same: how can we do the most good for the greatest number with the resources we have.

During our discussions on this question, Melinda and I read an article about the millions of children who were dying every year in poor countries from diseases that we had long ago made harmless in this country. Measles, malaria, pneumonia, hepatitis B, yellow fever. One disease I had never even

heard of, rotavirus, was killing half a million kids each year – none of them in the United States.

We were shocked. We had just assumed that if millions of children were dying and they could be saved, the world would make it a priority to discover and deliver the medicines to save them. But it did not. For under a dollar, there were interventions that could save lives that just weren't being delivered.

If you believe that every life has equal value, it's revolting to learn that some lives are seen as worth saving and others are not. We said to ourselves: "This can't be true. But if it is true, it deserves to be the priority of our giving."

So we began our work in the same way anyone here would begin it. We asked: "How could the world let these children die?"

The answer is simple, and harsh. The market did not reward saving the lives of these children, and governments did not subsidize it. So the children died because their mothers and their fathers had no power in the market and no voice in the system.

But you and I have both.

We can make market forces work better for the poor if we can develop **a more creative capitalism** – if we can stretch the reach of market forces so that more people can make a profit, or at least make a living, serving people who are suffering from the worst inequities. We also can press governments around the world to spend taxpayer money in ways that better reflect the values of the people who pay the taxes.

If we can find approaches that meet the needs of the poor in ways that generate profits for business and votes for politicians, we will have found a sustainable way to reduce inequity in the world.

This task is open-ended. It can never be finished. But a conscious effort to answer this challenge will change the world.

**Continues after.**

<https://news.harvard.edu/gazette/story/2007/06/remarks-of-bill-gates-harvard-commencement-2007>



So, the key section that inspired the 'More Creative Capitalism' book title was;

“We can make market forces work better for the poor if we can develop **a more creative capitalism** – if we can stretch the reach of market forces so that more people can make a profit, or at least make a living, serving people who are suffering from the worst inequities.”

As we have seen, we have already started to champion the Š-ŘÉS equation, and we have seen how it can stretch the reach of market forces so that more people can make a profit. This new naming of the S-World book in production to A More Creative Capitalism continues this specialization on ŘÉS™ which in time changes its name to Š-ŘÉS™.

Also, A More Creative Capitalism marks the point when we start to include traditional economics, over the past few months this process started with;

- Capital in the 21st Century by Thomas Piketty
- Misbehaving: The Making of Behavioral Economics by Richard Thaler
- A Concise Guide to Macroeconomics by David A. Moss
- The Big Short by Michael Lewis
- and Nudge by Richard H. Thaler and Cass R. Sunstein

And then continued as A More Creative Capitalism version 1 was written with

- Poor Economics: A Radical Rethinking of the Way to Fight Global Poverty by Abhijit V. Banerjee and Esther Duflo
- Why Nations Fail: The Origins of Power, Prosperity, and Poverty by Daron Acemoglu and James A. Robinson
- The Bottom Billion: Why the Poorest Countries are Failing and What Can Be Done About It by Paul Collier
- Straight Talk on Trade: Ideas for a Sane World Economy by Dani Rodrik

- End This Depression Now! by Paul Krugman
- The Plundered Planet: Why We Must - and How We Can - Manage Nature for Global Prosperity by Paul Collier
- Brexit: What the Hell Happens Now? by Ian Dunt
- Creating a Learning Society: A New Approach to Growth, Development, and Social Progress by Joseph E. Stiglitz
- The Future of Capitalism by Paul Collier
- The Curse of Bigness: Antitrust in the New Gilded Age (Columbia Global Reports) by Tim Wu

On the main S-World spreadsheet, near the beginning we find the tab; S-World Stories Index 2.0 we find 9 different chapters and books under the book title; A More Creative Capitalism, stating with;

## **SUPERECONOMICS**

# **A More Creative Capitalism**

24<sup>th</sup> April 2018

[www.angeltheory.org/Supereconomics--A-More-Creative-Capitalism--7.61--\(24th-April-to-26th-June-2018\).pdf](http://www.angeltheory.org/Supereconomics--A-More-Creative-Capitalism--7.61--(24th-April-to-26th-June-2018).pdf)



I then continued its production towards an August 1<sup>st</sup> release making Sienna's angel birthday, but the final release was on the 20<sup>th</sup> of October 2018.

At 256 pages and 76,000 words, it was hefty work, a collection of independent chapters that I stuck together and is quite unfinished. Nonetheless, it was an important milestone.

# SUPERECONOMICS

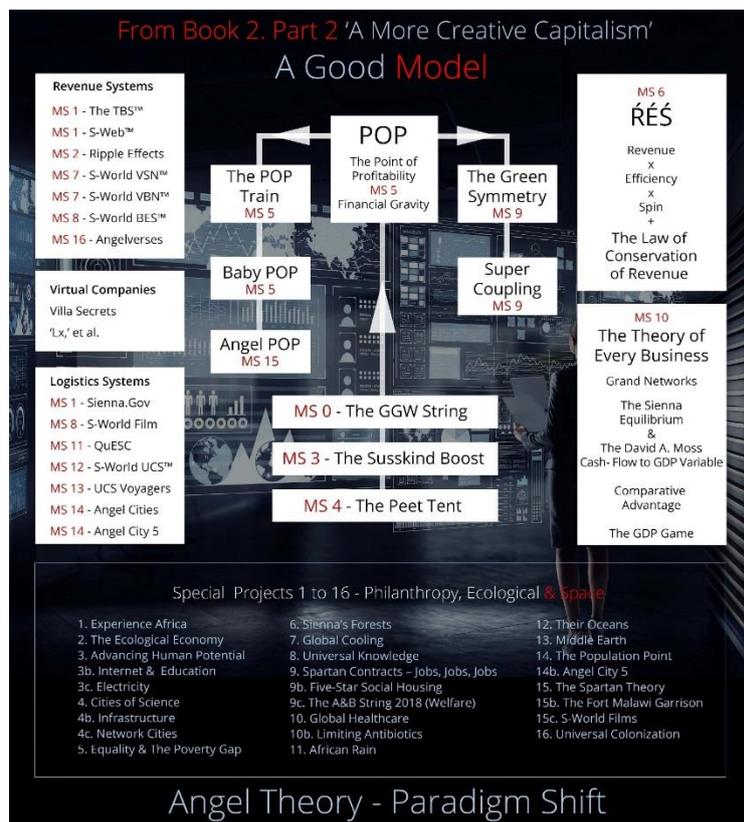
## A More Creative Capitalism

1<sup>st</sup> August to 20<sup>th</sup> October 2018

[www.angeltheory.org/A-More-Creative-Capitalism--Book-8.44--\(1st-Aug-to-20th-Oct-2018\).pdf](http://www.angeltheory.org/A-More-Creative-Capitalism--Book-8.44--(1st-Aug-to-20th-Oct-2018).pdf)

I have just run it through Grammarly and corrected over a thousand grammatic problem's, but it must be noted that the book was a work in progress, and that progress is full of unfinished essays and chapters. Note when you see a highlight it's not bringing something to the reader's attention, it's reminding me I need to check or change things.

It starts with Professor Stephen Hawking's comments on 'A Good Model' from his book; The Grand Design with Leonard Mlodinow, then we see the PQS 2012 design, The M-Systems design, and The E-TOE and the POP system diagrams. Then I start to entangle the economics with a section from End This Depression Now by Nobel Laurette Paul Krugman - Now! CHAPTER SIX - DARK AGE ECONOMICS - Notably Rare Exceptions. Then into an Insert from Dani Rodrik's Straight Talk on Trade before returning to Stephen Hawking and The Grand Design, this time; An Introduction to M-theory. And after I talk about some of the details, before returning to add detail to Hawking's Good Model, before arriving at the POP diagram.



Then some discussion on Rounding Errors and Continental networks before touching on Villa Secrets, the POP Train and Super Coupling, The Green Symmetry (History 1) before a Chapter 3. String Theory Systems.



Including a section from Dr A. W. Peet; String Theory Legos for Black Holes, words from Edward Witten and more from Stephen Hawking, before a summary of M-Systems 3 and 4 The Peet Tent and The Susskind Boost. Next comes The Green Symmetry (History 1), before returning to POP and a return to economics; Thomas Piketty and his book, Capital in the Twenty-First Century, before **A MESSAGE FROM BILL AND MELINDA GATES – The Goalkeepers Report** – 19<sup>th</sup> September 2018 which had interesting information of expected population increases in Sub-Saharan Africa.



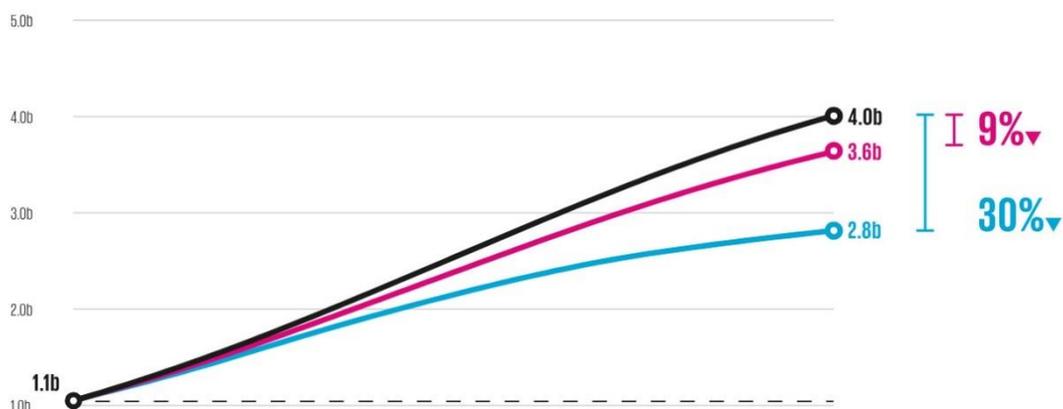
[Goalkeepers Report](#)

[About the event](#)

[What is Goalkeepers?](#)

### PROJECTED POPULATION IN SUB-SAHARAN AFRICA

● UN projection ● If there's a shift away from early births ● If all unwanted fertility is addressed



From here we journey to Angel Pop

*“Grand Networks in areas of Abject Poverty are Special Projects.”*

Then back to Super Coupling then Relative Equality, which was significant and ended with the POP system making for a far more equal future Malawi.

## A Quantum Theory of Macroeconomics

*The point is not to reach a consensus about which model is right - but to figure out which model applies best in a given setting*

This section presents a lot of economics, again from Paul Krugman and Dani Rodrik before looking at Spacetime By Professor Giovanni Amelino-Camelia who gives the incite;

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

And also explains that Spacetime is foamy like the foam on a Cappuccino. Next, we here "Einstein's Relativity and the Fama Efficient Market Hypothesis." And the chapter then continues in a less polished fashion for another 10 or so pages mixing up the physics and economics.

In the now, three years later, I have a much better feel for a quantum theory of gravity and a more compact quantum theory of micro and macroeconomics in The Sienna Equilibrium, Š-ŘÉS™ and The City, Δ≥É L and Determined Cash Flows, but we all must start somewhere.

## ANGEL THEORY – VOLUME 1 – PARADIGM SHIFT A More Creative Capitalism

### Part 1. A Good Model

By Nick Ray Ball 11<sup>th</sup> August 2018

### Chapter 4. The ŘÉS Equation



I usually, well since 2015, work on a presentation on Sienna's angel birthday, August 1<sup>st</sup>, but this year I was distracted by some truly awful system deployed by the HRMC and Companies House. So, the presentation was delayed. Here is a significant RES video

## Angel Theory VIDEO 19

**Video 19) RÉŚ and The Sienna Equilibrium 2.05** (9th September 2018)

**Video:** [www.angeltheory.org/video/19](http://www.angeltheory.org/video/19) **29 minutes 18 seconds**



This video shows the second version of RES, this time the S-RES Trade Model influenced by Oxfords Paul Collier and Nobel laureate Paul Krugman.

## Angel Theory VIDEO 20

**Video 20) RÉŚ Spin 0 and The Sienna Equilibrium for Paul Krugman - 3.02**

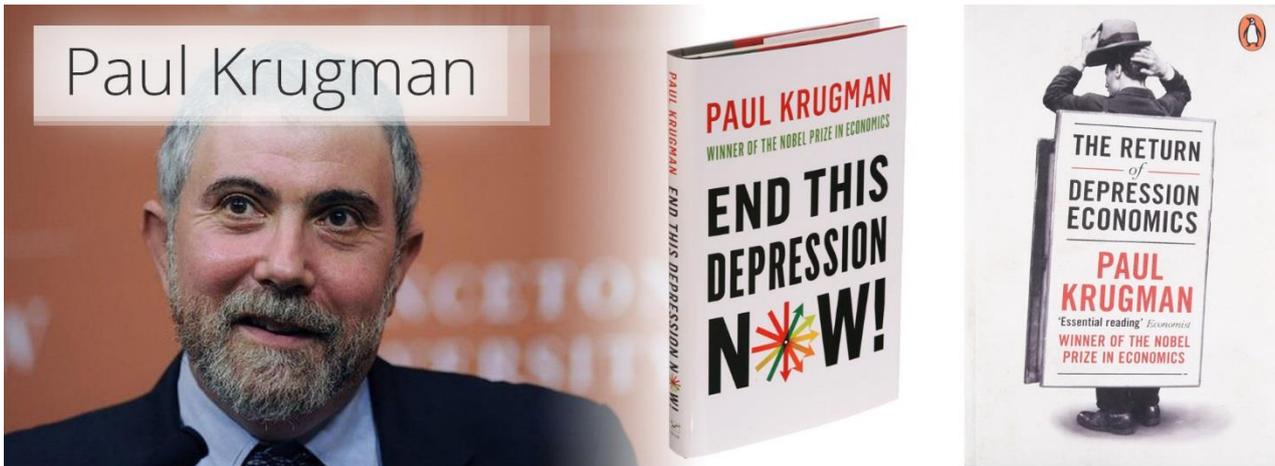
(22nd September 2018)

**Video:** [www.angeltheory.org/video/20](http://www.angeltheory.org/video/20) **36 minutes 24 seconds**

This video continues from the last, this time focusing on the "Your spending is my income" concept from Paul Krugman book End This Depression Now.

Next, we start the begging of a 3-part set of videos for Paul Krugman. This set of videos are good and should be watched, well at least the first one. We soon arrive at RES History 2 and then 3 in which there is no trade, this video and spreadsheet tab specialise in trade.

Note we only removed trade in UCS History 3 to remove any arguments about trade figures, basically, we did not need trade so long as we have the suburb sale. In the long term, we will probably add trade to future S-RES simulations.



## Angel Theory VIDEO 21

21) RÉŚ v3 - **Video 1** - RÉŚ Spin Zero for Paul Krugman - Parts 1, 2 & 3  
(27th September 2018)

Video: [www.angeltheory.org/video/21](http://www.angeltheory.org/video/21) 8 minutes 00 seconds

## Angel Theory VIDEO 22

22) RÉŚ v3 - **Video 2** - The RÉŚ Equation for Paul Krugman - Part 4. Additional Revenue  
(3rd Oct 2018)

Video: [www.angeltheory.org/video/22](http://www.angeltheory.org/video/22) 14 minutes 39 seconds

## Angel Theory VIDEO 23

23) RÉŚ v3 - **Video 3** - RÉŚ Spin 3 for Paul Krugman - Part 5. The Ś in the RÉŚ Equation  
(3rd Oct 2018)

Video: [www.angeltheory.org/video/23](http://www.angeltheory.org/video/23) 11 minutes 48 seconds

This last video among other things presents the David A. Moss Cash flow to GDP variable.

Continuing from

ANGEL THEORY – VOLUME 1 – PARADIGM SHIFT

A More Creative Capitalism

Part 1. A Good Model

By Nick Ray Ball 11<sup>th</sup> August 2018

Chapter 4. The RÉŚ Equation

In this section, we see the original RES spreadsheet from American Butterfly 2012

The problem in 2012 was I could only achieve an E (Or then it was QE) of 54%

	The Window Factory	2012		Staff			Total Profits
a	Company Revenue	7,938,477	l	Bonuses	330,034	x	<b>4,675,526</b>
b	Profit	<b>2,441,125</b>	m	Salaries	445,550		(b+f+j+r+v)
c	Profit vs. Revenue (b/a)	<b>30.75%</b>	n	Sub Total	775,584		Total QE Efficiency
	Suppliers		o	Payroll + Income Tax	193,896	y	<b>58.90%</b>
d	Spent	3,175,391	p	Income After Tax	581,688		(x/a)
e	QE Efficiency	54%	q	QE Efficiency	29%		Total Tax
f	Profit from Suppliers	<b>1,714,711</b>	r	Profit from Staff (p*q)	<b>168,690</b>	z	<b>25%</b>
g	Profit vs. Revenue (f/a)	<b>21.60%</b>	s	Profit vs. Revenue (r/a)	<b>2.12%</b>		(estimated)
	Media			Miscellaneous			Total QE Tracking
h	Spent	300,000	t	Spent	350000	aa	<b>83.90%</b>
i	QE Efficiency	54%	u	QE Efficiency	54%		(y+z)
j	Profit from Media	<b>162,000</b>	v	Profit from Miscellaneous	<b>189,000</b>		Economic Black Hole
k	Profit vs. Revenue (j/a)	<b>2.04%</b>	w	Profit vs Revenue (v/a)	<b>2.38%</b>	ab	<b>16.10%</b>

Then came

## ŘÉS & MARS Resort 1

The begging of high E RES, where we have an E of 90%

1	2	3	4	5	
\$ 1,000,000.00	\$ 900,000.00	\$ 810,000.00	\$ 729,000.00	\$ 656,100.00	
90.0%	90.0%	90.0%	90.0%	90.0%	
\$ 900,000.00	\$ 810,000.00	\$ 729,000.00	\$ 656,100.00	\$ 590,490.00	\$ 3,685,590.00

6	7	8	9	10	
\$ 590,490.00	\$ 531,441.00	\$ 478,296.90	\$ 430,467.21	\$ 387,420.49	
90.0%	90.0%	90.0%	90.0%	90.0%	
\$ 531,441.00	\$ 478,296.90	\$ 430,467.21	\$ 387,420.49	\$ 348,678.44	\$ 2,176,304.04

\$ 5,861,894.04

*Then it hit me, BANG!!!*

We can use ŘÉS in locations on earth where GDP was low. If you think about it, the current MARS economy in terms of GDP is the worst there is, as it is zero GDP. However, at just 5.5 billion dollars; economically, Malawi may as well be on the Moon.

So, plans that would work on MARS could also work in other locations in extreme poverty. And by using the ŘÉS equation, one could create a far higher tax yield for the government so long as they received their new extra income in network credits.

This idea gelled perfectly with the latest version of M-System 15. Angel POP which can be summarised in one sentence.

*“Grand Networks in areas of Abject Poverty are Special Projects.”*

Which is likened to the latest version of M-System 2. [Ripple Effects and Elephants for Paul G Allen](#), from the first version of Book 3. ‘The GDP Game,’ which showed how the 16 ‘[special projects](#)’ from M-System 14. Angel Cities were created as a consequence of creating a Grand Network.

This was followed by The  $\acute{S}$  in the  $\acute{R}\acute{E}\acute{S}$  Equation which we presented a while back. Here is the PDF <https://www.angeltheory.org/The-S-in-The-RES-Equation-7.81-19th-June-2018.pdf>. Then came  $\acute{R}\acute{E}\acute{S}$  problems already solved - Macroeconomic Due Diligence, and after 5. The Law of Conservation of  $\acute{R}$ evenue inspired by Professor Stephen Hawking

## ANGEL THEORY – VOLUME 1 – PARADIGM SHIFT A More Creative Capitalism

### Part 1. A Good Model

By Nick Ray Ball 11<sup>th</sup> August 2018

Chapter 5. Agrees with and Explains all Existing Observations



Professor Hawking's prescription for 'A Good Model' Part 3 of 4  
*Agrees with and Explains all Existing Observations*

## Economic Unification

*Agrees with and explains all existing observations*

In 'How Google Works' by Eric Schmidt & Jonathan Rosenberg, the authors inform us that "When Larry and Sergey founded Google in 1998, they had no formal business training or experience. They considered this an advantage, not a liability."

In S-World, I have (maybe more by accident than design) followed a similar path. But where Larry and Sergey were able to break the mould by inventing an instinctive way to do business that would have been hindered by traditional MBA structures, I have attempted to do much the same (albeit in theory and simulation) for the economics behind S-World.

It all started one day in 2011 after I wrote the film script 'The Sienna Project' in which my darling Sienna communicated a new economic plan from across the spiritual plane' (before saving the universe from the evil 'Eye'). However, at this time, other than running a business, I had no economic experience at all.

Undeterred and under a kind of spiritual karma cloud, I decided to give economics a try. But I did not go out and buy a load of books on economics, instead, I just kept on expanding [the global network idea](#); and a few months later, ran into chaos theory and theoretical physics, which over seven years I analogized and simulated into a global plan, our 'Good Model.' Had I studied traditional economics, I doubt I would have come up with the solution I did, as my mind would not have been an empty canvas at the beginning stage of the development.

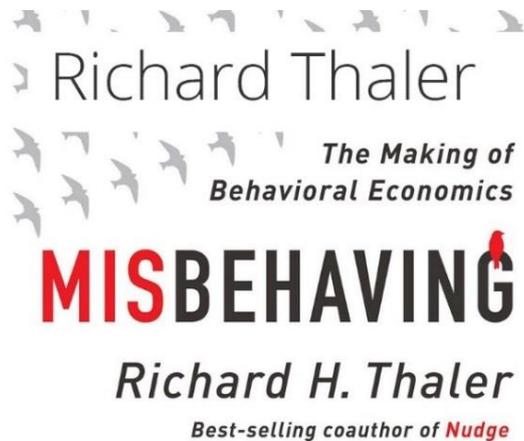
Only in December 2017 did I seriously start studying 'economics.' This could have yielded wildly diverging results that were not compatible with each other. But instead and to my delight, so far, I have not found a single point in economics that is not consistent with the S-World model/platform.

With now many books on economics studied, thousands of notes, and about 50 different articles, and two more books on the way; not only have I found no incompatibility, but I have also found places where wildly different economic positions can be unified; which is pretty much what we are looking for in 'an economic theory of everything.'

Next, we include **Behavioural Economics.**

"Economists, the old line goes, know the price of everything and the value of nothing. And you know what? There's a lot of truth to that accusation: since economists mainly study the circulation of money and the production and consumption of stuff, they have an inherent bias toward assuming that money and stuff are what matter."

## Richard Thaler – 2017 Nobel Prize in Economics winner



**Nick Ray Ball:** "In quantum theory, the act of observation led to the famous argument between Albert Einstein and Niels Bohr. Bohr claimed that only the act of observation can cause a particle to give up its wave-like properties and materialise in an exact position. This idea was too much for Albert Einstein who disagreed saying, "God does not play dice," where after Bohr replied, "Stop telling God what to do."

About 50 years later, after both physicists passed away, Bohr was proved right, only the act of observation can cause a particle to appear.

Liking to make systems from analogies or symmetries from theoretical physics, when I found that the act of observation is also a tenant of behavioural economics, I paid special attention, and this chapter is the result."

## Angel Theory Volume 1. Paradigm Shift Book 4. The TBS™ Total Business Systems

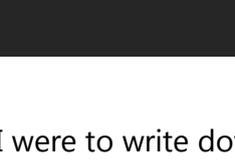
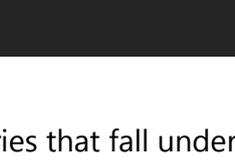
### **S-World UCS™ Hawthorne**

By Nick Ray Ball 14<sup>th</sup> June 2018

For Richard Thaler & David Hoffeld

[www.network.villasecrets.com/the-secret/ch10/UCS-Hawthorne-for-Richard-Thaler](http://www.network.villasecrets.com/the-secret/ch10/UCS-Hawthorne-for-Richard-Thaler)

[www.angeltheory.org/SWS-20a\)--S-World-UCS-Hawthorne-for-Richard-Thaler--7.82-\(20th-June-2018\).pdf](http://www.angeltheory.org/SWS-20a)--S-World-UCS-Hawthorne-for-Richard-Thaler--7.82-(20th-June-2018).pdf)

S-WORLD UCS™ HAWTHORNE		Leaders Board: 11:26am 24th August 2018	
	#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

If I were to write down all the ideas and theories that fall under behavioural economics, it would be a very long book. For now, we just look at the highlights.

Introducing...

## S-World BES™ ‘Behavioral Economic Systems’

This chapter opens up a new breed of software based on behavioural science, S-World BES™.

S-World UCS™ Hawthorne is the first software created specifically from an inspiration from behavioural economics.

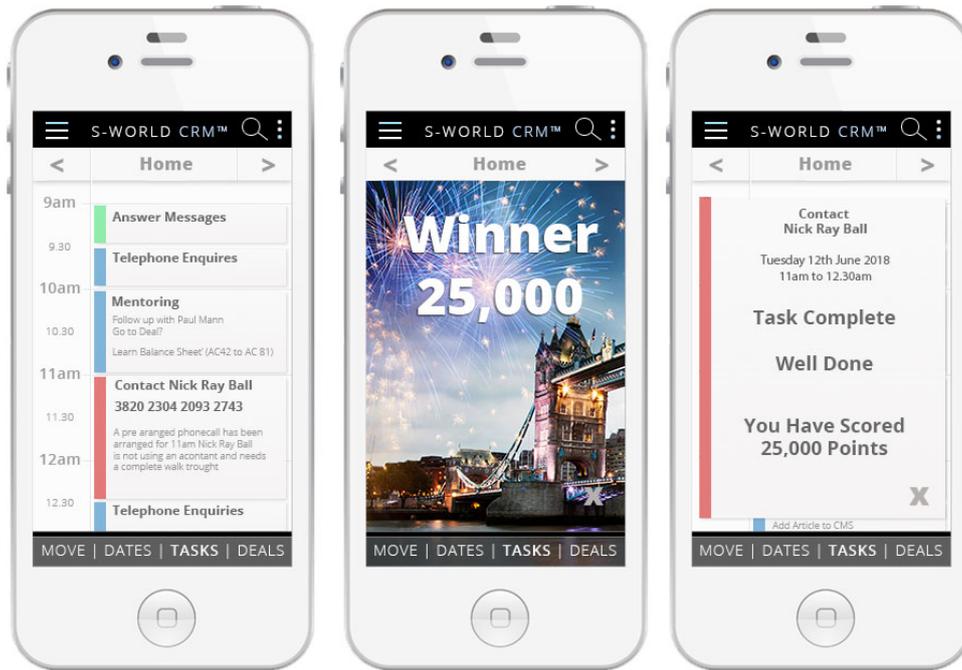
Unlike all other software designs presented in ‘The Villa Secrets’ Secret’ which all are part of S-World TBS™ ‘Total Business Systems,’ because the Hawthorne Effect is best described as a game, a competition with winners and losers every day, it falls under the S-World UCS™ banner, as S-World UCS is the Gaming, Tutorial, & Simulation Software components to [the S-World network](#).

## The Hawthorne Effect

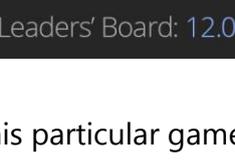
“**The Hawthorne effect** (also referred to as the observer **effect**) is a type of reactivity in which individuals modify an aspect of their behaviour in response to their awareness of being observed.”

In brief, then UCS Hawthorn creates a community in which all personnel are observing each other as they play the game. All tasks are given a point score alongside or sales made and any other thing we want the personnel to do is gamified and assigned points scores. This is monitored and the results are displayed at the office on a big TV, and on desktop computers,

mobile apps and so on. Below we see a staff members calendar, and that they completed their task and won points.



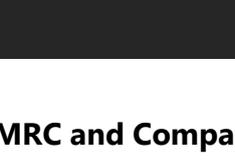
Below we see the end of the day leader board, at the end of the day the top points winners will share in a cash prize. When a member of personnel is initially interviewed for their position, they agree that half their salary will be put into the prize fund. This has the effect of removing all candidates that are lazy and entitled and attracts winners who are the kind of people who go the extra mile.

Villa Secrets		S-World UCS™ Hawthorne	
	#1 Richard Okereke Points: 437,391   H:8 Today Won: \$1,823		#2 Caihong Chan Points: 379,724   H:3 Today Won: \$726
	#3 Mark Long Points: 326,845   H:17 Bonuses Won: \$447		#4 Monica Knowles Points: 235,796   H:0 Bonuses Won: \$275
	#5 Ajanlekoko Points: 183,293   Handicap: 18   Won \$172		#6 Sarah Jones Points: 164,026   Handicap: 16   Won \$50
	#7 Monica Belgrave Points: 132,084   Handicap: 11   Won: \$25		#8 Mark Gosling Points: 83,923   Handicap: 24   Won: \$0
Leaders' Board: 12.00pm - 24th August 2018		Bonuses Won	

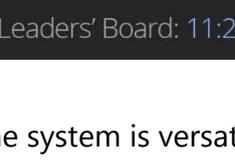
This particular game was made for Villa Secrets and is designed to give everyone in the office (or working remotely) a fair chance of winning, this is not a game just for salespeople,

everyone from PA's to photographers can win by completing their tasks. Some days, say when a big sale comes in and there is a lot of money in the pot, we may well see a handful of non-sales personnel working till midnight (the close of the game) to get as many points as possible to share in the pot.

Depending on the set up of the office one can also play a game of teams

S-WORLD UCS™ HAWTHORNE		Teams Leader board: 24th August 2018	
	#1 Team Nash Points: 284,427,384 Combined Handicap: 179		#2 Team Jenna Points: 253,73,943 Combined Handicap: 236
	#3 Team Knowles Points: 212,263,483 Combined Handicap: 257		#4 Team Monitha Points: 245,382,912 Combined Handicap: 273
	#5 Team Krissy Points: 196,934,628   C Handicap: 281		#6 Team Jason Points: 203,293,481   C Handicap: 296
	#7 Team Florrick Points: 172,934,923   C Handicap: 302		#8 Team Goodbun Points: 162,339,283   C Handicap: 316

**HMRC and Companies House**

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

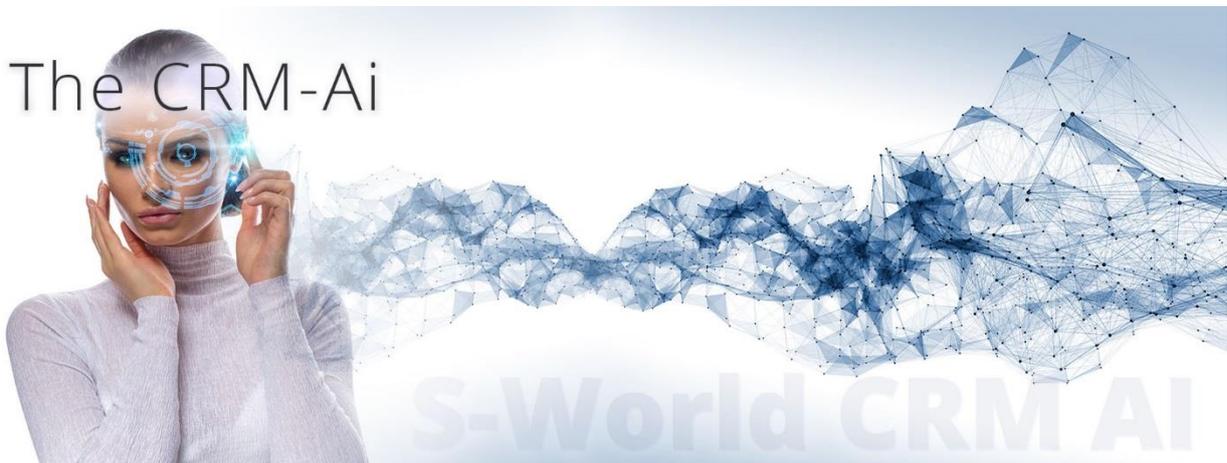
The system is versatile, created for a vacations rentals company but can adapt to many settings. One setting I focused on at the time was the UK (HMRC) tax office. Here we see no

financial prize, rather the system is used to assist managers and to add some fun into the days of the personnel. The game may centre around how much tax money has been paid by the people assisted by the staff. And we use the Hawthorne effect (people who are observed perform better) to improve productivity.

Note that in my experience the UK Tax office is in a really bad way, and of all the government departments you want to be efficient it's this one because this department pays for all the others. If had the opportunity to remake it, it would generate many more billions for the chancellor of the exchequer to spend.

However, in both Villa Secrets and HMRC UCS Hawthorne needs to be built on top of the following software, seen on the Network subdomain of the Villa Secrets website <http://network.villasecrets.com>

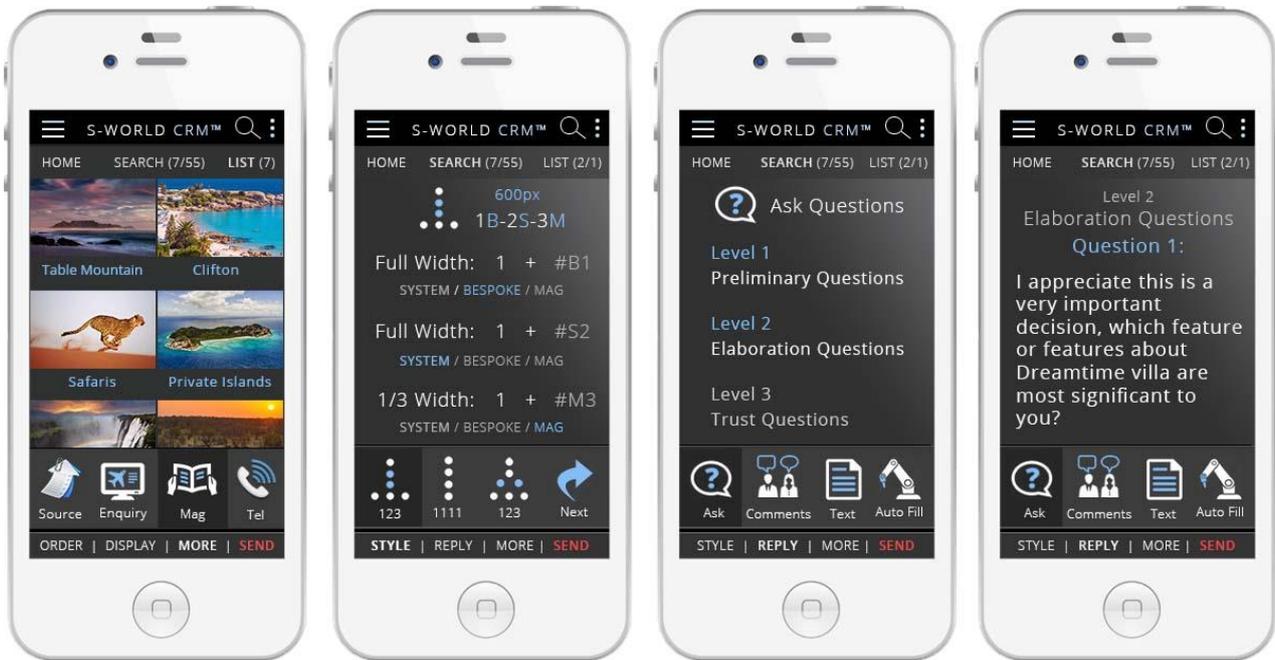
1. S-Web CMS Software and Web Development Framework  
[Network.villasecrets.com/the-secret/ch1/s-web-cms-framework-step-6-our-solution](http://network.villasecrets.com/the-secret/ch1/s-web-cms-framework-step-6-our-solution)
2. S-World CRM-Nudge-Ai  
[Network.villasecrets.com/the-secret/ch6/crm-nudge-ai](http://network.villasecrets.com/the-secret/ch6/crm-nudge-ai)



3. S-World TFS 'Total Financial Systems'  
[Network.villasecrets.com/the-secret/ch7/tfs-total-financial-system](http://network.villasecrets.com/the-secret/ch7/tfs-total-financial-system)
4. S-World CRM-CC 'Company Controller'  
<http://network.villasecrets.com/the-secret/ch9/crm-cc-the-company-controller>  
This system is critical...
5. S-World TBS 'Total Business Systems'  
The dedicated chapter for the TBS™ is not currently online, but a good introduction to it is presented in Chapter 1.  
[Network.villasecrets.com/the-secret/ch1/s-web-cms-framework-step-6-our-](http://network.villasecrets.com/the-secret/ch1/s-web-cms-framework-step-6-our-)

[solution#s-world-TBS-total-business-systems](#)

One of the many TBS functions is making it easy for agents to deliver the right questions. See;



## Angel Theory - Paradigm Shift

### Book 6. S-World BES™

# Behavioural Economic Systems

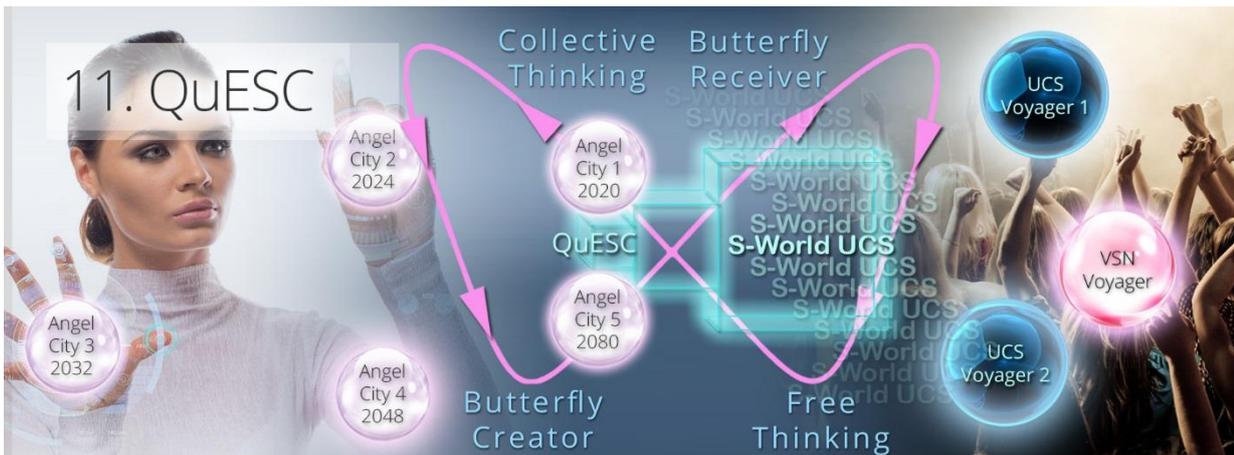
*By Nick Ray Ball 20<sup>th</sup> July 2018*

[https://www.angeltheory.org/SWS-20b\)--S-World-BES--Behavioural-Economic-Systems--7.83--\(20th-July-2018\).pdf](https://www.angeltheory.org/SWS-20b)--S-World-BES--Behavioural-Economic-Systems--7.83--(20th-July-2018).pdf)

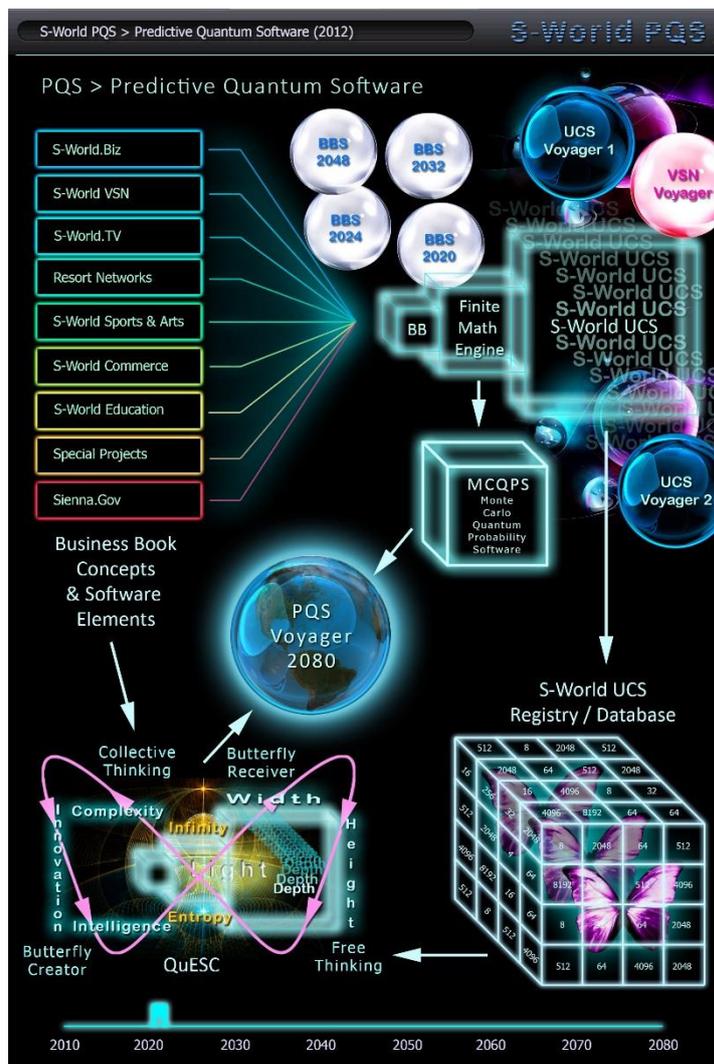
After an introduction, the second of the behavioural economics chapters for Richard Thaler starts by repeating the UCS Hawthorne.

This time around some more detail is given and it introduces M-System 11. QuESC – The Quantum Economic System Core. This is a pure behaviour economic system because, at its heart, it's considers that we must combine into the system core human decision making.

In the following graphic we see this idea;



Whilst we are now in 2018, this graphic is a slight update on the UCS system within the original PQS graphic see the UCS top right and QuESC bottom left.



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.

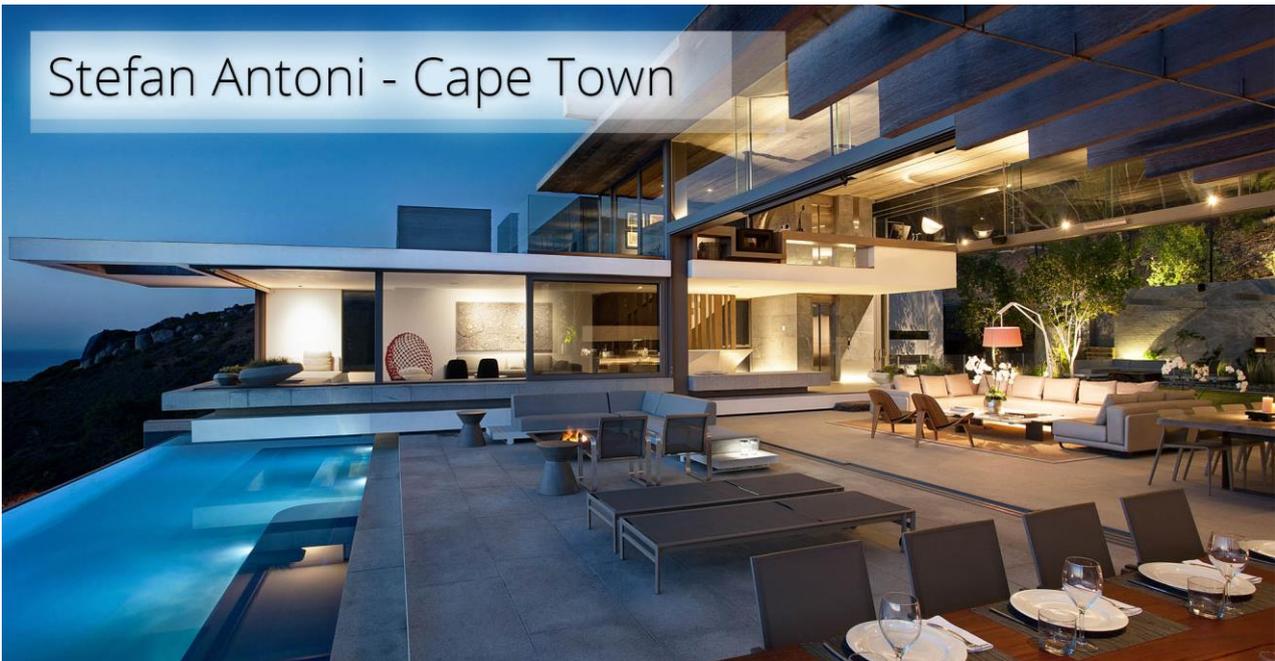
A brief aside on High-Value RCTs (Randomized Control Trials),  
Richard Thaler and the behavioural economics community.



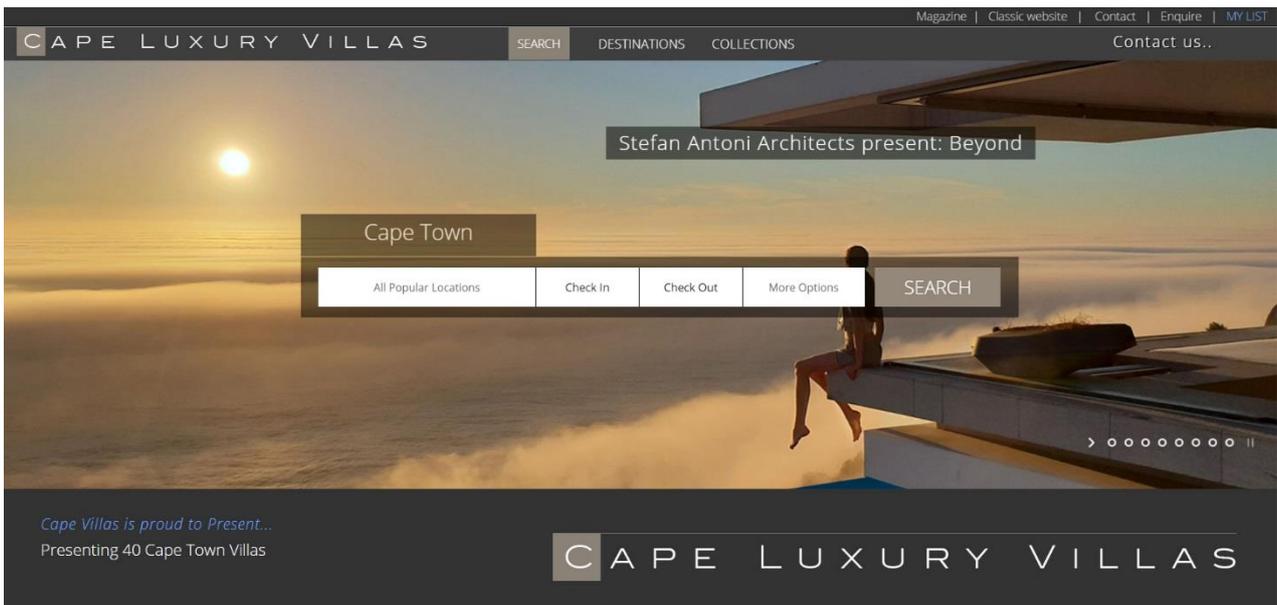
In both *Misbehaving* and his classic *Nudge*, Thaler expresses the merits of RCTs (Randomized Control Trials) but says there are few if any good RCTs for high-value transactions. Thaler is attempting to show that in the real world not everyone, or even most people do not think and act like an economist in every decision they make, I know this sounds very obvious, but this thinking is at the heart of why behavioural economics is necessary because in the classroom students are taught to study economics assuming that each person makes rational and sensible decisions.

Translating this into something that can help businesses has proved difficult however due to a lack of high-value RCTs to test this principle.

Our gift to Thaler and the community is S-World Villa Secrets (Technology 3). When operational (It has paused for COVID) Villa Secrets handles high-value transactions every day. Villa Secrets does not get out of bed for transactions under \$5000 and makes bookings in the region of \$50,000 for New Year stays and \$100,000 for Safaris, and if a house is sold not rented it transacts from \$250,000 to many millions for a Stephan Antoni villa



Right now we have 16 different Villa Secrets products including the following Cape Luxury Villas seen below, featuring another Stefan Antoni Villa.



Once we have created a basic version of the admin system we can scale to 1024 in but a few months.

Each product/website then becomes a different RCT participant. One idea from Thaler that I would particularly like to explore is the choice architecture and defaults. There are hundreds of things to choose from, but maybe the biggest is the layout of the home page.

In 2015 we created our prototype, [www.cape-town-luxury-villas.com](http://www.cape-town-luxury-villas.com), this product performed better than expected, almost netting the same turnover as our original website since 2001

[www.CapeVillas.com](http://www.CapeVillas.com). There were numerous human factors, the team behind CTLV added more properties, and that led to more enquiries from other agencies, but the factor I would like to explore was simply this; does the website get more enquiries because the homepage is more like a search results page? This was later experimented on with the 2019 version of Cape Villas, which directed its Google Ads clients to a Search Results page, not the home page.

This page <https://www.capevillas.com/Camps-Bay>

Not this page <https://www.capevillas.com>

Moving right to the frontier, in March 2021 we have just about completed what we call the homepage CMS, which allows us to choose from about 16 different sections from the websites and place them in whatever order we wish.

This allows us to add the search results page on the homepage see this demo;

[www.capevillas.com/Demo3](http://www.capevillas.com/Demo3)

Note that it only took me 5 minutes to make this page, whereas to start from scratch would take months, or in our case with [www.VillaSecrets.com](http://www.VillaSecrets.com) many years.

This demo goes straight to what are called 'call-to-actions,' each picture guiding the user or look at or add the property to their list. With 16 different websites to choose from, we can now make this design for many products, and if it creates more enquiries than the standard homepage on [www.CapeVillas.com](http://www.CapeVillas.com) we would change most of the sites to this format. It helps of course that we have the systems to make new layouts on live websites in minutes.

In the next phase of product/websites, we will jump from 64 to 128, 256, 1024, 2048 different data sources, add some truly special analytics and it's a wealth of data. Or if you look at the big picture – a Grand Spin Network we move to millions upon millions of products.



This data, combined with the ease of changing the layouts is not only useful for luxury villa

businesses, any business that sells, or receives enquiries, or seeks the user to do something will benefit from this single incite, and every other incite gained from experimenting with RCRs. And I'm sure Richard Thaler and the community have some very interesting experiments of their own to run.

The prit pro quo is ingenious, Thaler and the community get to run their experiments and we get to implement there and our experiments and we get to use their results of experiments we have never thought of, and we get to say that our behavioural economic systems are assisted by Nobel winner Richard Thaler himself. The second prit pro quo is simply that we can pay Thaler for his time, and/or give him a cut of the income deemed to be generated from his work.



At the time of writing this chapter on behavioural economics, I included it within M-System 8. S-World Film. The reason for this was that S-World Film is tasked with making productions that will benefit the popularity of S-World and of course, in particular the special project from Supereconomics book 3. Sixty-Four Reasons why. And that the behavioural scientists would assist with the focus points of both films and adverts.



# 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.'*

This section goes on some, so I will offer a retrospective summary. We begin with two ideas, firstly an experiment in creating solar arrays from which rural villages can get online and have light in the dark. And the other a chilling fact that 100 million women are missing from this earth, usually due to malnutrition as the poor citizens saw that feeding boy's, who become men, is on average the best way to make money.

It's merciless economics, in keeping with the very point that Thaler disputes, that we are all econ's and make our decisions with economics in mind. Of course, the citizens in the townships in Malawi know no academic economics, but they do know boys are worth more to them than girls and as a result, 100 million girls and women are missing from this planet.

Of course, this does not mean Thaler and the community are wrong, instead the craft, according to Dani Rodrik is to choose the appropriate economics for the specific situation. A point that is very similar to how Witten, Hawking and others describe M-Theory (from which the name M-Systems was created)

A third influence was entangled to this base – the inequality in the world, and lastly was the logistics of creating a city or series of towns in Malawi.

American Butterfly 2012 centred the countrywide network in the USA around medical facilities, but I thought that would not work in a country where false and fake news was the norm.

So I thought, in the first place, right at the beginning we would create a football league, and over time this would develop into a town or city. Almost everyone in Malawi plays football, and I can tell you from experience they are good at it. Also, note that when we go back to the very begging of S-World in April 2011 after the Movie Treatment; The Sienna Project came "The New 21st Century Economic Football Theory" See: [https://www.s-world.biz/TST/The Spartan Theory in retorospect.htm](https://www.s-world.biz/TST/The_Spartan_Theory_in_retorospect.htm)

Moving back to 2018 and the Malawi Soccer League idea the genius was the low costs involved, the bulk of the money would be spent on the players, in Malawi, where the average income is around \$300 a year \$1,000 a year is a decent amount to get for doing what you love. We would make 128 opportunities, for the players, men's, women's and youth teams, coaches, statistics graders, trainee doctors and nurses and everyone would have a second skill that can be utilized when necessary. The football team could be used for disaster relief or even a few days of crop picking at the height of the season.

To summarise the idea of the 128-person strong team was to create a tight unit at the heart of the rural village, it will recruit the strongest, the most talented, the most charismatic, and the skilled villagers within its ranks.

The witchdoctors and the rumours that would plague an initiative that started with a medical centre would face a very strong and well numbered opposing team, who for many reasons wish to do as well as possible in the new Malawi football league.

# The Malawi Soccer League Network

Special Project 53. Super Grand Network Football and Other Sports Leagues



UN GOAL 3: Good Health and Well-Being (+4: Education and 5: Gender Equality)

UN GOAL 10: Reduced Inequalities (+ 11: Communities and 17: Partnerships)

Just like UCS Hawthorn for business, the players will be incentivized by winning games, this will equal money.

However, unlike UCS Hawthorne, as described, the girl's games pay out more than the boy's games, and the girl's games are used to decide upon future investments in the village. In time, it will come to building a medical facility and schools but first must come the solar array or another way to get electricity and internet.

I hope one has seen the magic, this idea that the girl's games pay more, and improvements in the village are most often won by playing in the league and winning turns the un tough economic rule that boys are worth more than boys on its head, and we hope this puts an end to the abortions, malnutrition and sometimes murder that has so far lost 100 million women.

In time this concept would develop into what is now called Paid2Learn. We see the following spreadsheet later in this book, in the summary of Supereconomics book 3 64 Reasons Why.

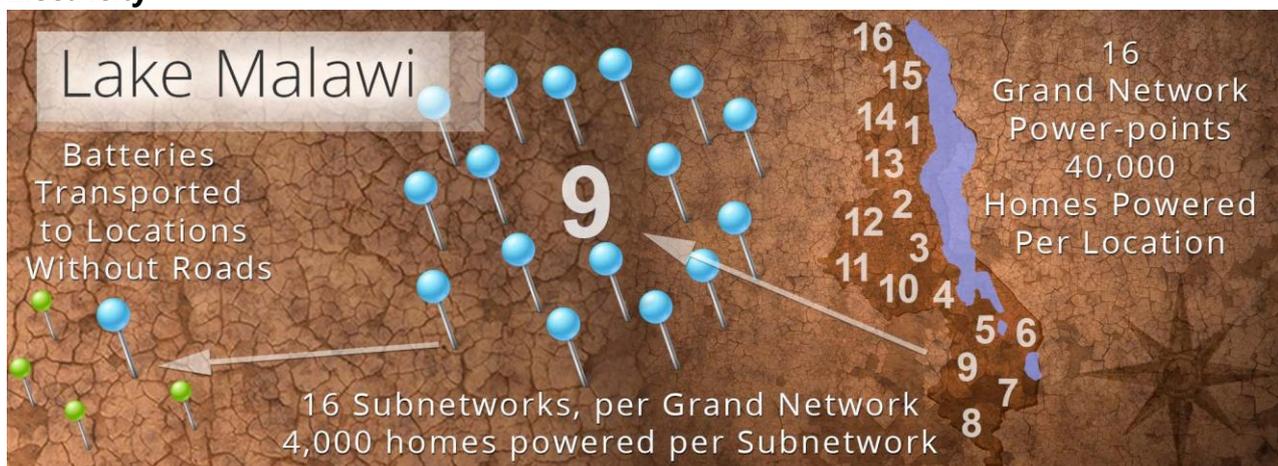
I	J	M	N	O	P	Q	
Labour	Personnel	Paid 2Learn	Paid 2Learn	L * M	÷ Labour	O * P	The
Personnel	Basic + Bonus1	# Trainees	% of Staff	M * N	By	P 2L Income	Year
65,536	\$ 21,690	262,144	25%	\$ 5,423	4	\$ 1,356	2024
131,072	\$ 28,410	458,752	25%	\$ 7,102	3.5	\$ 2,029	2025
498,074	\$ 26,696	1,494,221	25%	\$ 6,674	3	\$ 2,225	2028
786,432	\$ 33,758	2,359,296	25%	\$ 8,440	3	\$ 2,813	2032
3,014,656	\$ 35,757	7,536,640	25%	\$ 8,939	2.5	\$ 3,576	2040
4,194,304	\$ 51,701	10,485,760	25%	\$ 12,925	2.5	\$ 5,170	2048
5,242,880	\$ 61,223	10,485,760	25%	\$ 15,306	2	\$ 7,653	2050
7,864,320	\$ 91,949	15,728,640	25%	\$ 22,987	2	\$ 11,494	2060
9,437,184	\$ 133,214	16,515,072	25%	\$ 33,303	1.75	\$ 19,031	2070
10,485,760	\$ 195,601	15,728,640	25%	\$ 48,900	1.5	\$ 32,600	2080
I	J	M	N	O	P	Q	

What we are looking at here is how 25% of each fully paid member of personnel salary is assigned to Paid2Learn, on the right in the black 'column Q' we see in 2024 the figure of \$1,356 and in the grey 'column M' we see how many Paid2Learn trainees can be afforded. We need to ignore the increase in money through the years as this spreadsheet is not discounted to today's value of money, but what we can take from this is the number of Paid2Learn trainees which rises to 15,728,650 by 2080.

**Observation.**

Getting back to our behavioural economics point that people perform better when they are being observed we have two observation methods at first comes from the rural village watching the matches, and second, comes an assessment of each player's statistics for the game Football Manager for which we wish to create a Malawi version, and add functionality to it so we can teach languages and of course, the game itself is based on statistical mathematics. But that each player's stats are input into the game, and improvements will be linked to money.

**Electricity**



Above we see a plan for electricity in Malawi, on the right we see 16 Grand Network possible positions. Each with a solar array powering 40,000 homes, then around each Grand Network we find 16 smaller arrays (subnetworks) each powering 4,000 homes, and on the left, we see the idea for charging batteries in the sub-networks and then the football team (as a part of their training) transported by hand or cart to locations without roads.

Note two things, one is that each power location is the home of a soccer team and that the 16 Grand Network PowerPoints are desired to be a feeder club for a major international football team such as Chelsea, Barcelona, Bayern Munich, River Plate. If this happens it will be quite the story, and as this story combines with Supereconomics book 3 – Sixty-Four Reasons Why there will be a lot of interest and we hope that the major football clubs that participate will send coaches and players in need of experience to Malawi.

All factors considered, there are going to be a lot more semi-professional and fully professional soccer players in Malawi than anywhere else in Africa and by 2034 or 2038 there may well be more semi-professional and fully professional soccer players in Malawi than anywhere else in the world. This leads us to not only the idea of hosting the world cup in 2034 but progressing in the competition.

I know from first-hand experience the hope and unity a world cup played in Africa can do for its citizens having lived in Cape Town for the 2010 world cup.



UNIQUE S-World Goal: Hope and the Rallying Call of a Nation

UNIQUE S-World Goal: Ambition and Purpose – Reaching Our Potential

**Special Project 55. The Arts – Music, Fashion, Stage, Art, Craft et al.**

One could continue to write about this initiative and debate the idea, but this is meant to be a summary and will stop here ending the behavioural economics chapter summary.

