

Jens T. Hinrichs – SPIN21.2.1-DIY.2021.02.15-JTH.EN

# MathDIY 2

Graphic attachment and classification attempt documented briefly

1. DNA by Enterprise (E) : 12-S(E)-Molecule (business centrifuge)
2. Marketing Potpourri: From the marketing mix (4Ps) to the policy mix (7Ps +  $\sum P_x$ )
3. Two Faces Paradoxon: People of Interests vs. Points of Intersection – a Battle of the Players
4. Phases of the Economic Life Cycle:
  - a. Growth model according to Identity Crisis from failed networking
  - b. Aging model according to Identity Crisis from failed branding
5. Interaction Theory briefly mentioned:
  - a. The Origin of Species in the Internet Age and beyond (<1984 – >2000)
  - b. The Origin of Species in the Internet Age and beyond (>1492 – >1760)
6. The Interaction Law in competing ecosystems
  - a. using a Balanced Score Cube
  - b. using a Balanced Score Compass
7. Simple Psychology in MathDIY: Hierarchy of needs and its downsides using geometry
  - a. The Pythagorean Theorem
  - b. Proof of Contradiction by Euclid
  - c. The Squaring of the Circles
  - d. The Law of Constant Intersections
8. Magical Polygon of Political Stability
9. Intercultural Value Chain

# 1. DNA by Enterprise (E) : 12-S<sub>(E)</sub>-Molecule (business centrifuge)



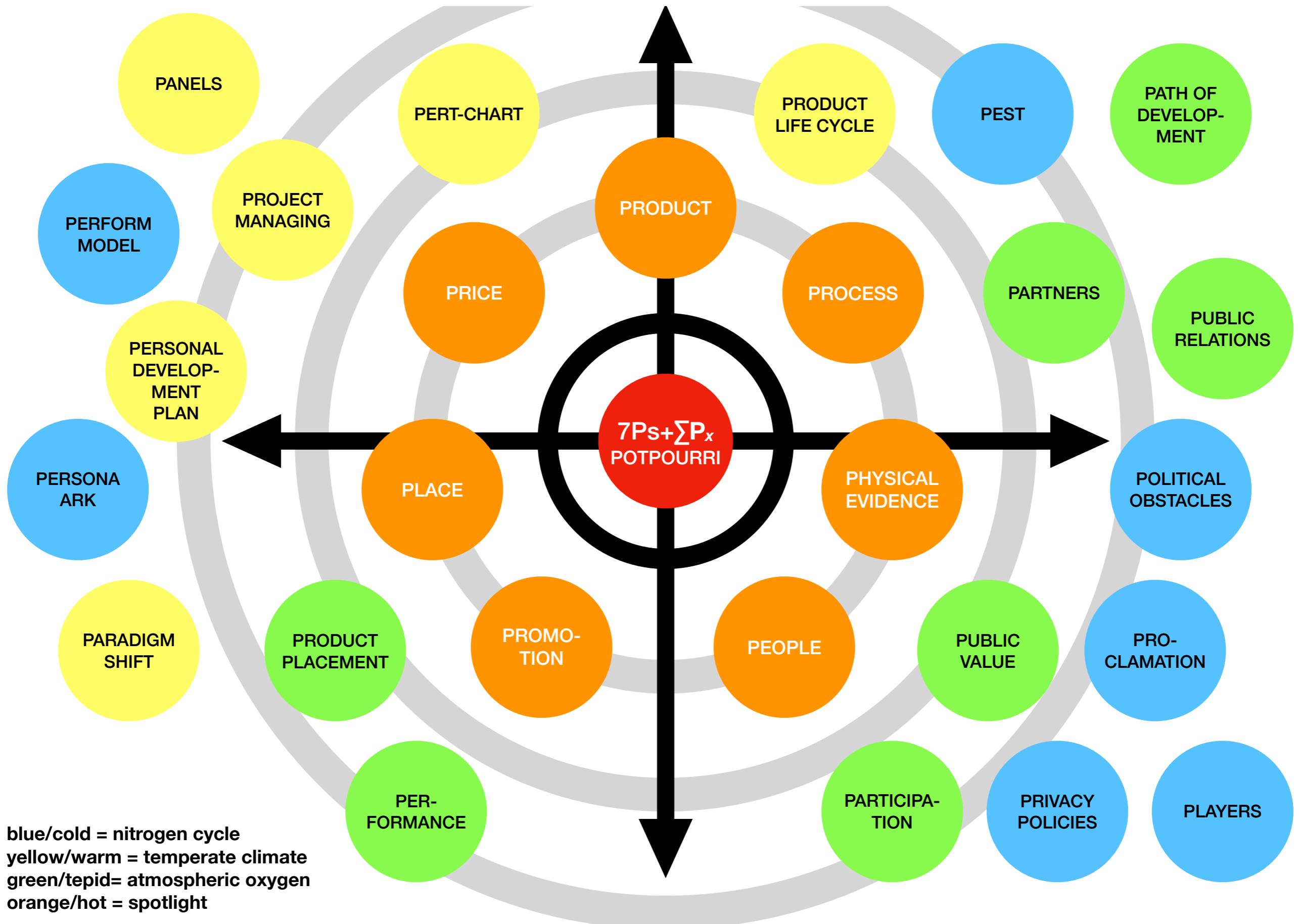
blue/cold = nitrogen cycle

yellow/warm = temperate climate

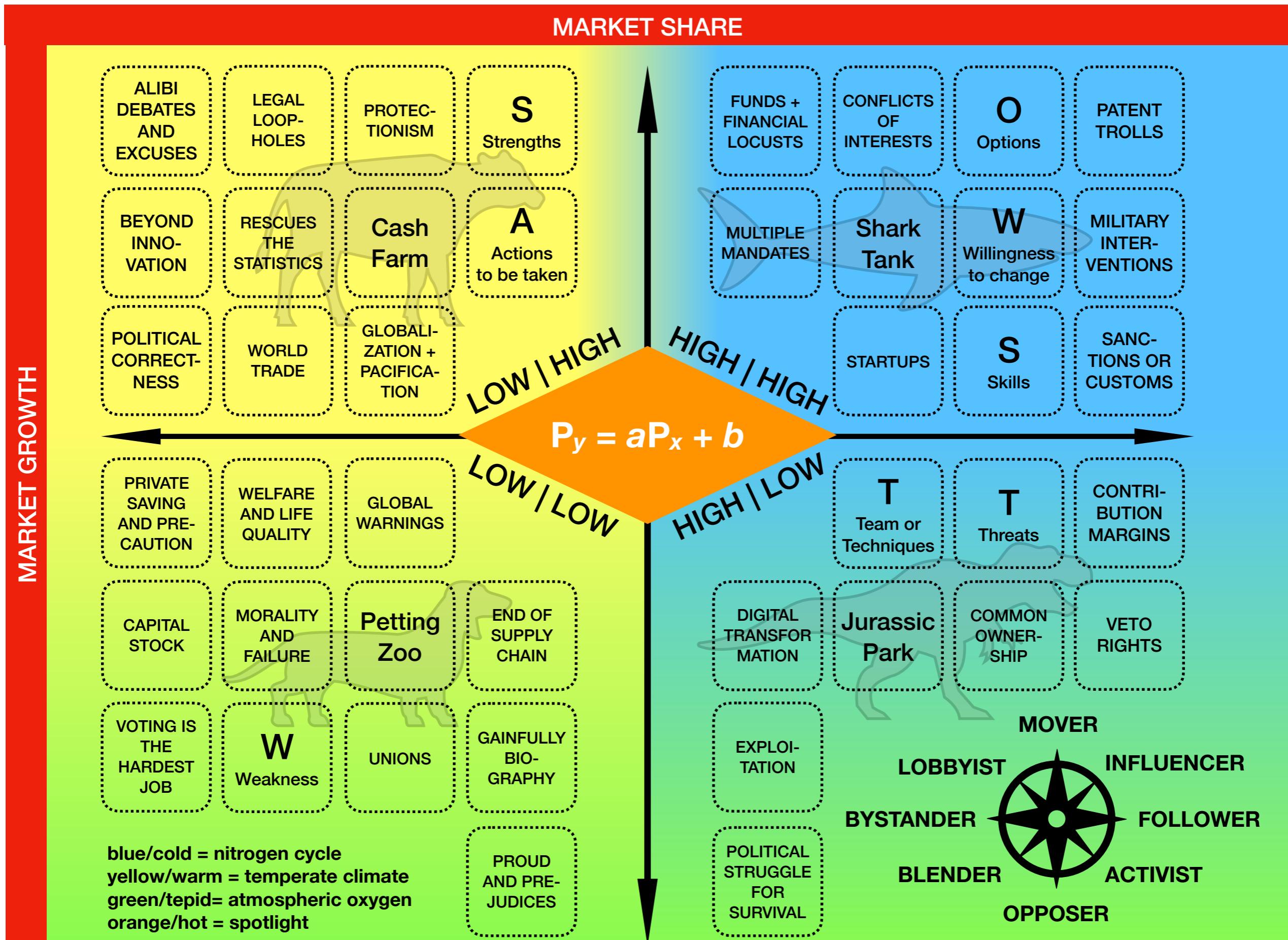
green/tepid= atmospheric oxygen

orange/hot = spotlight

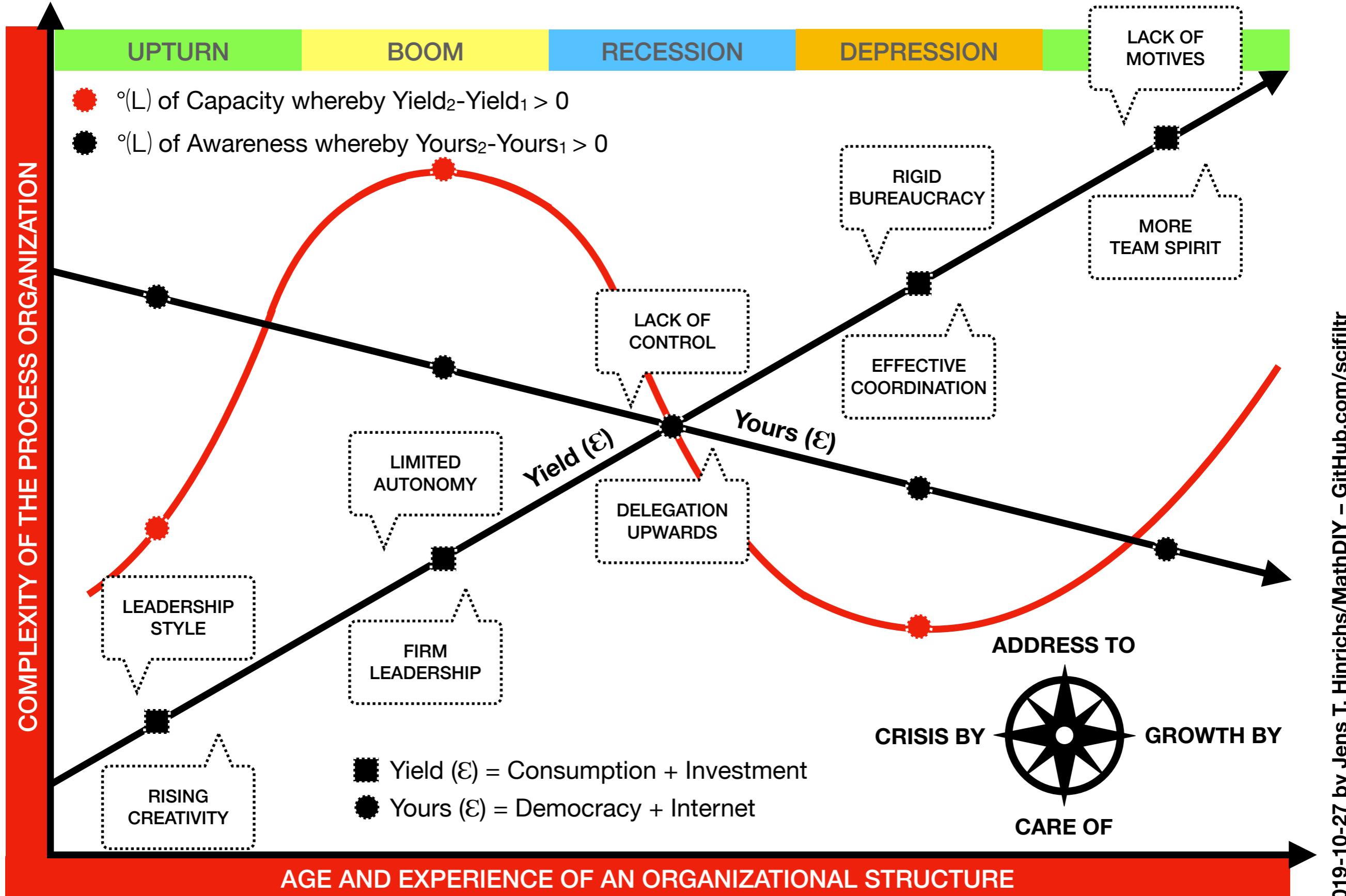
## 2. Marketing Potpourri: From the marketing mix (4Ps) to the policy mix (7Ps + $\sum P_x$ )



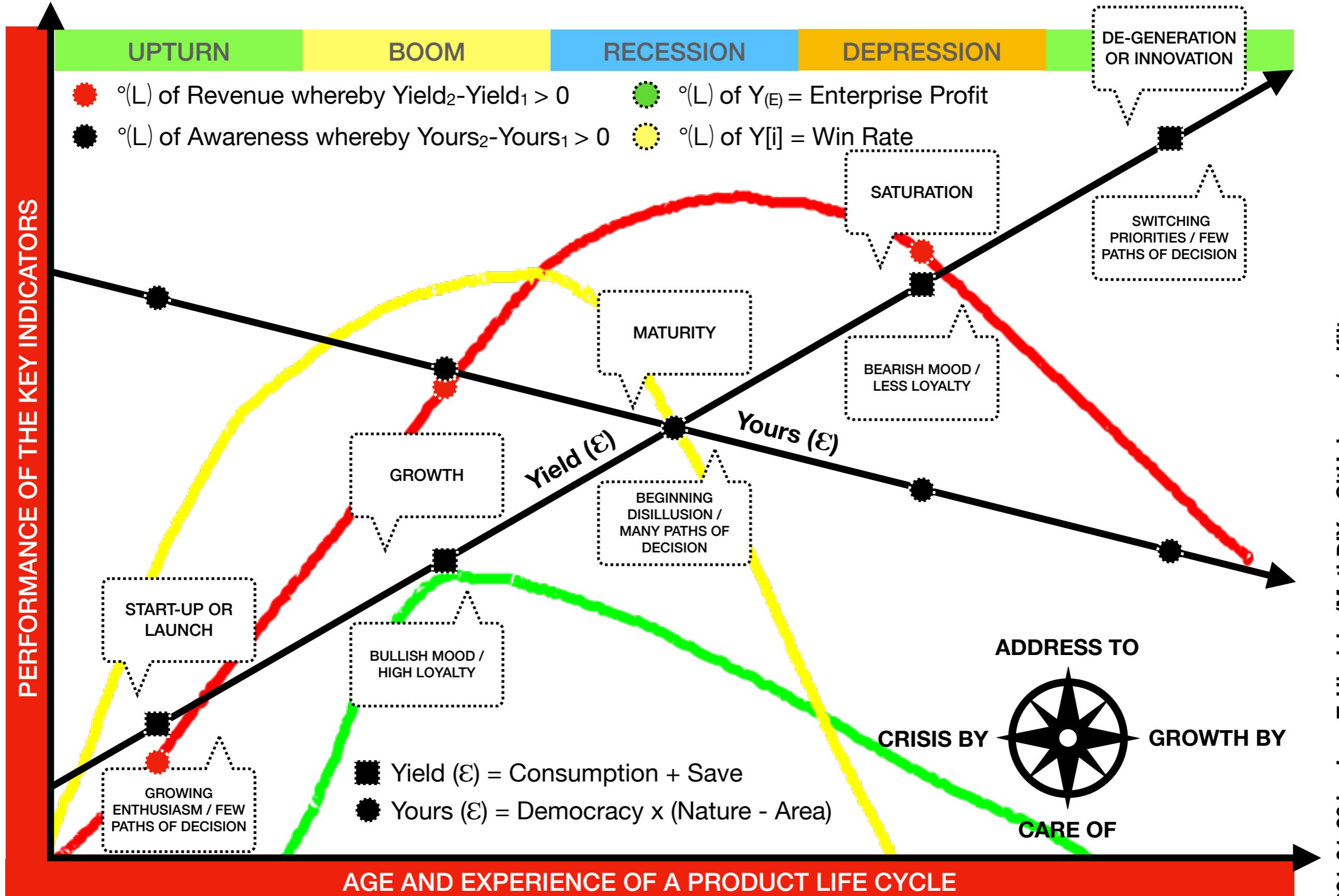
### 3. Two Faces Paradoxon: People of Interests vs. Points of Intersection – a Battle of the Players



#### 4a. Phases of the Economic Life Cycle: Growth model according to Identity Crisis from failed networking



## 4b. Phases of the Economic Life Cycle: Aging model according to Identity Crisis from failed branding

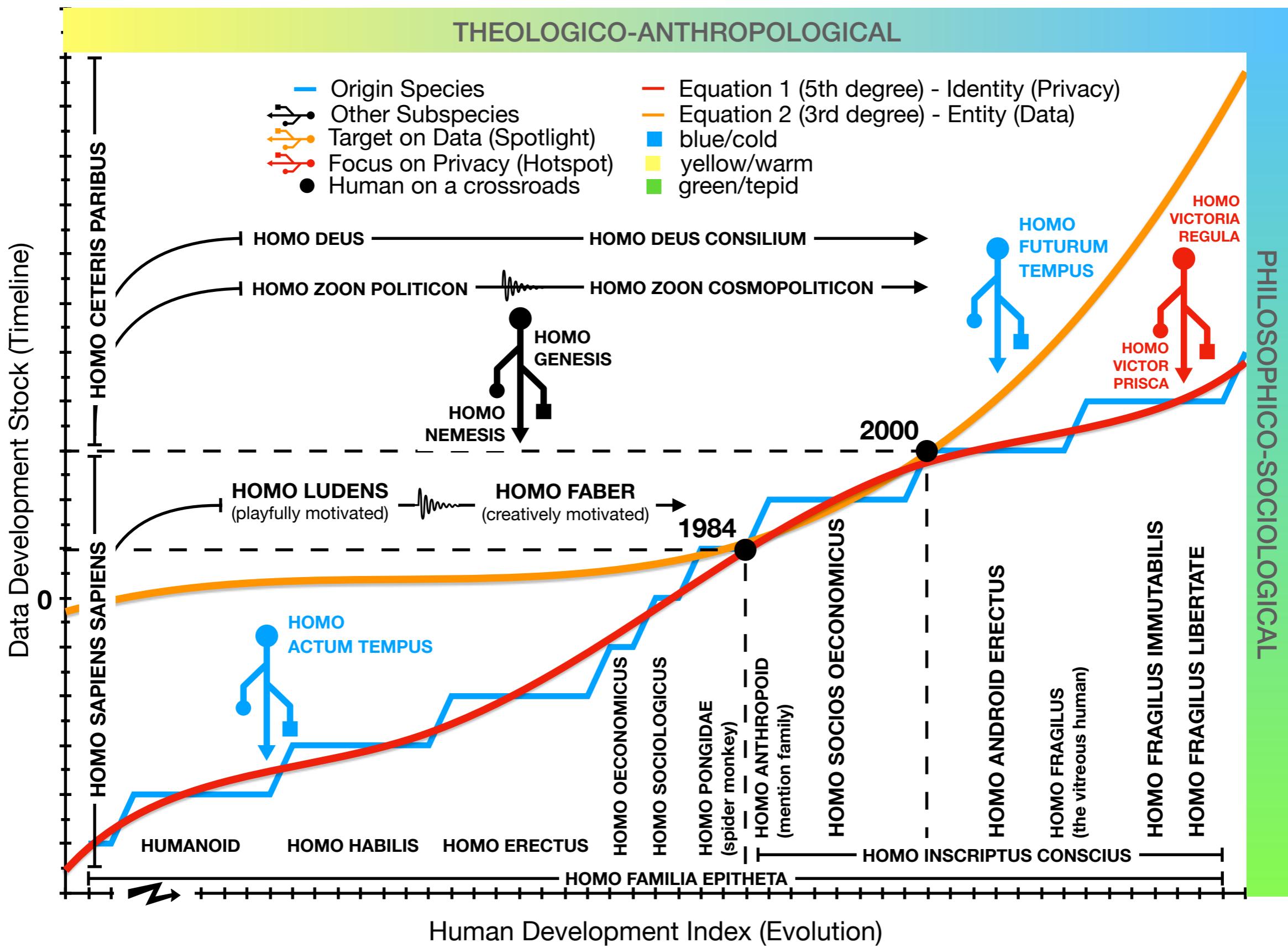


blue/cold = lack of control/delegation upwards  
 yellow/warm = limited autonomy/firm leadership

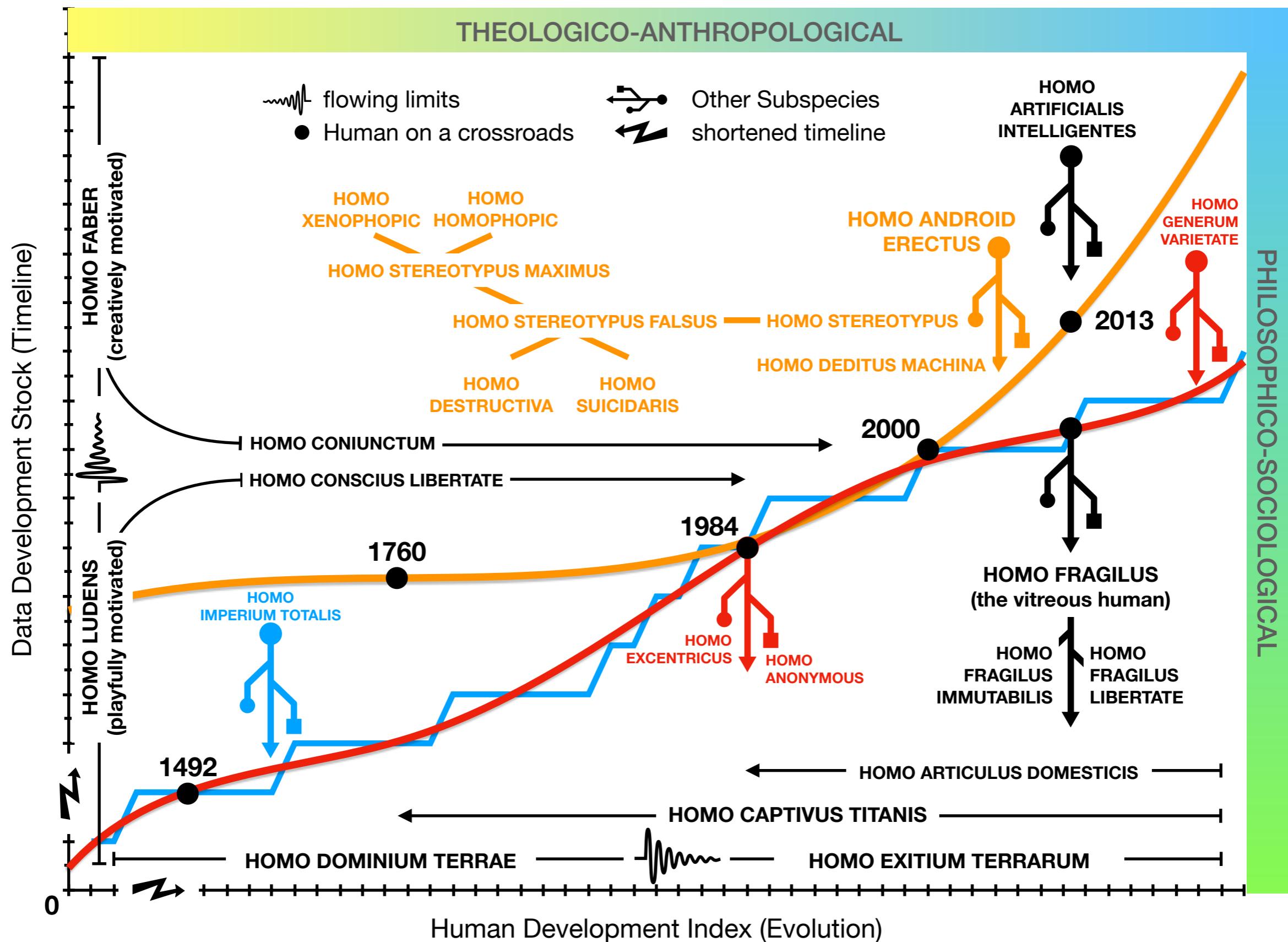
green/tepid = leadership style/rising creativity  
 orange/hot = rigid bureaucracy/effective coordination

white/therm =  
 lack of motives/more team spirit

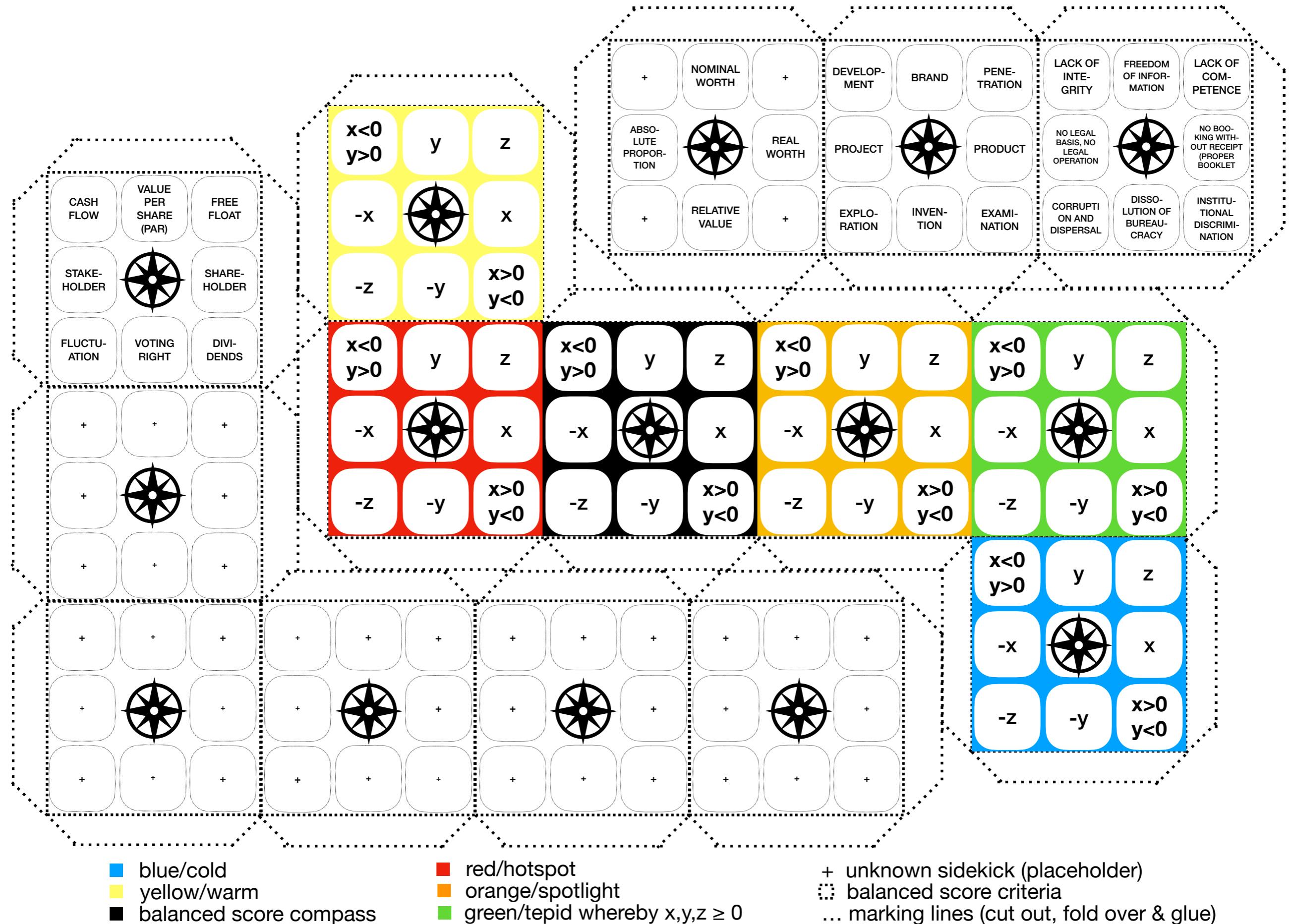
## 5a. Interaction Theory briefly mentioned: The Origin of Species in the Internet Age and beyond



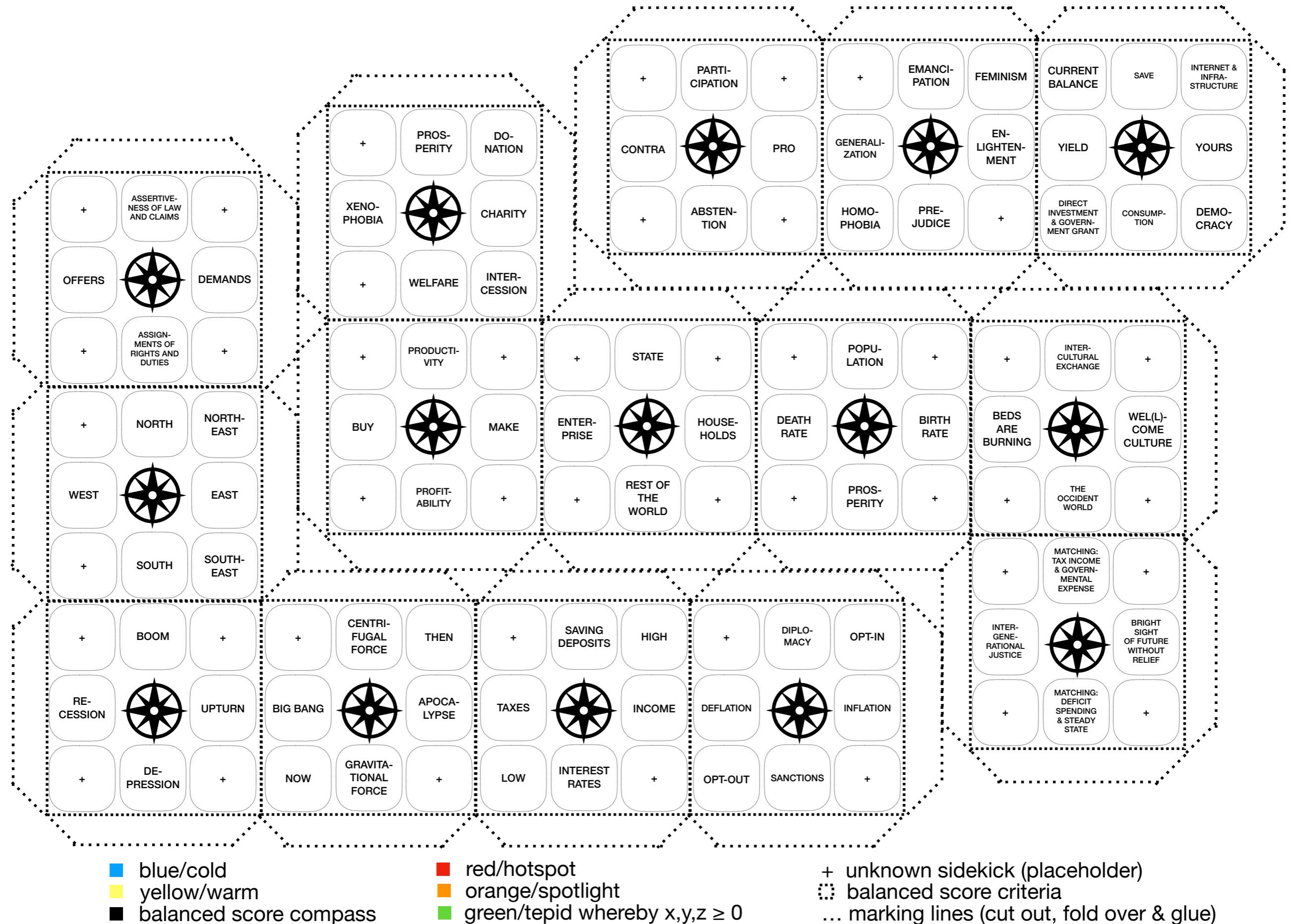
## 5b. Interaction Theory briefly mentioned: The Origin of Species in the Internet Age and beyond



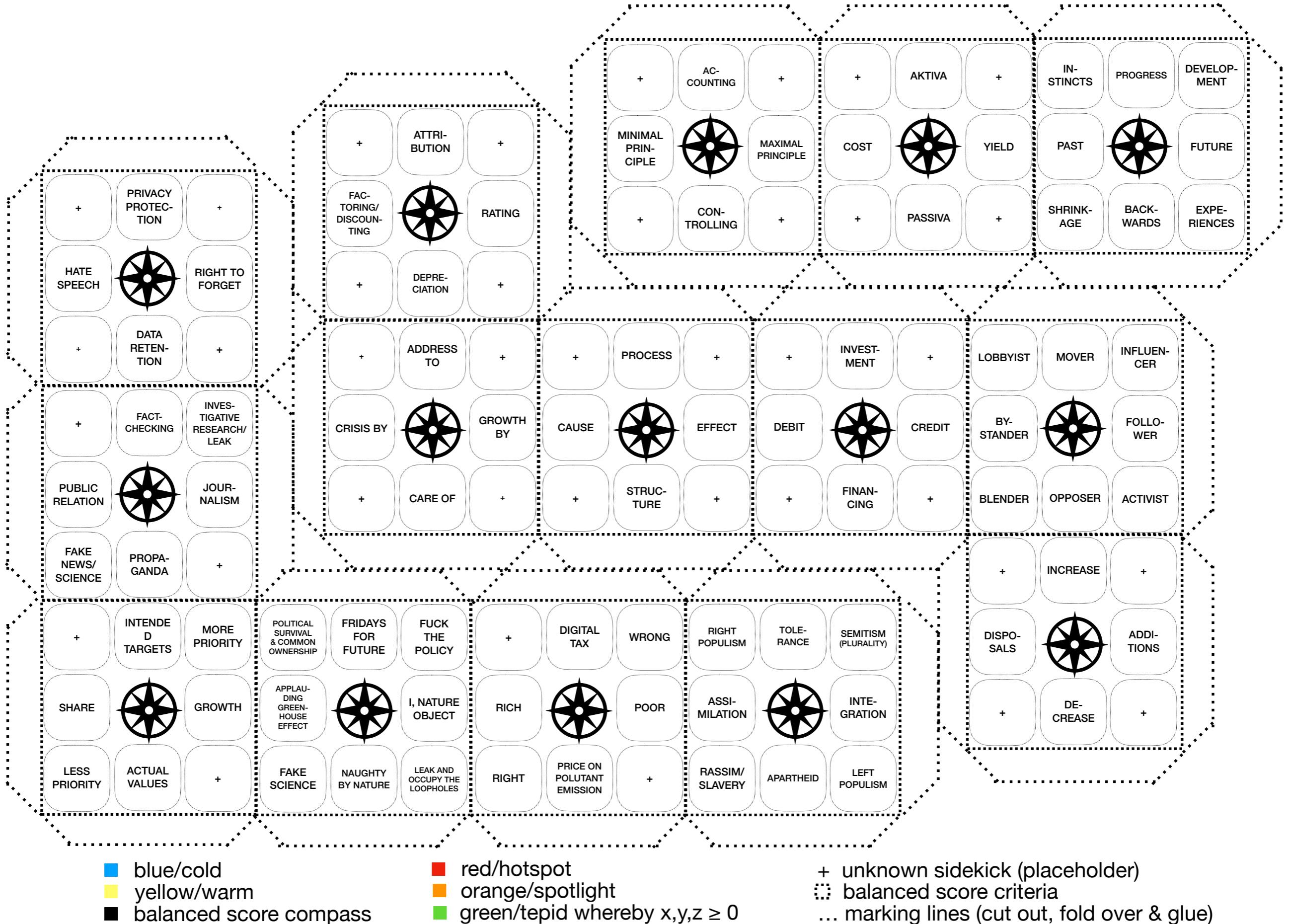
## 6a. The Interaction Law in competing ecosystems using a Balanced Score Cube (1/4)



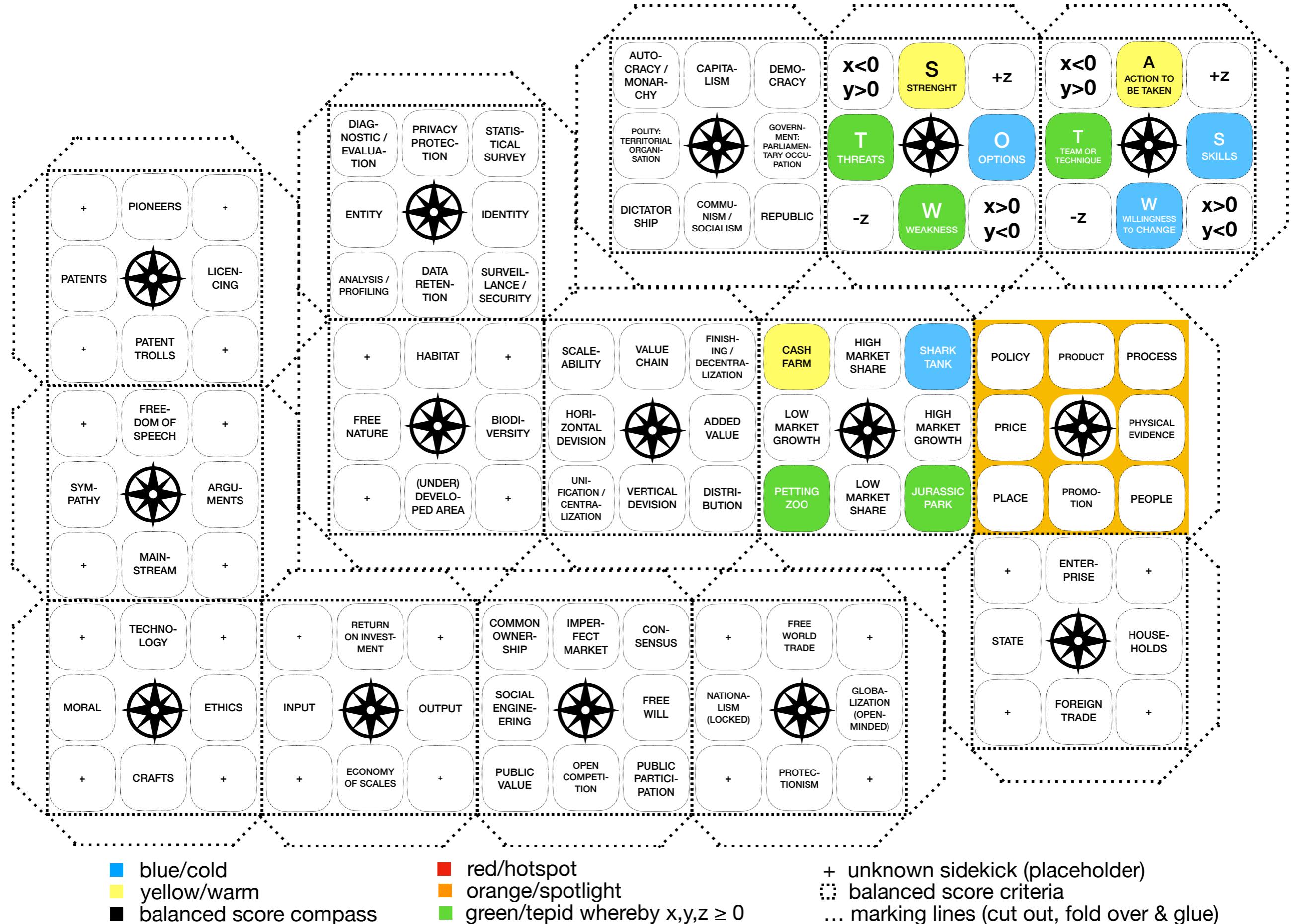
## 6a. The Interaction Law in competing ecosystems using a Balanced Score Cube (2/4)



## 6a. The Interaction Law in competing ecosystems using a Balanced Score Cube (3/4)



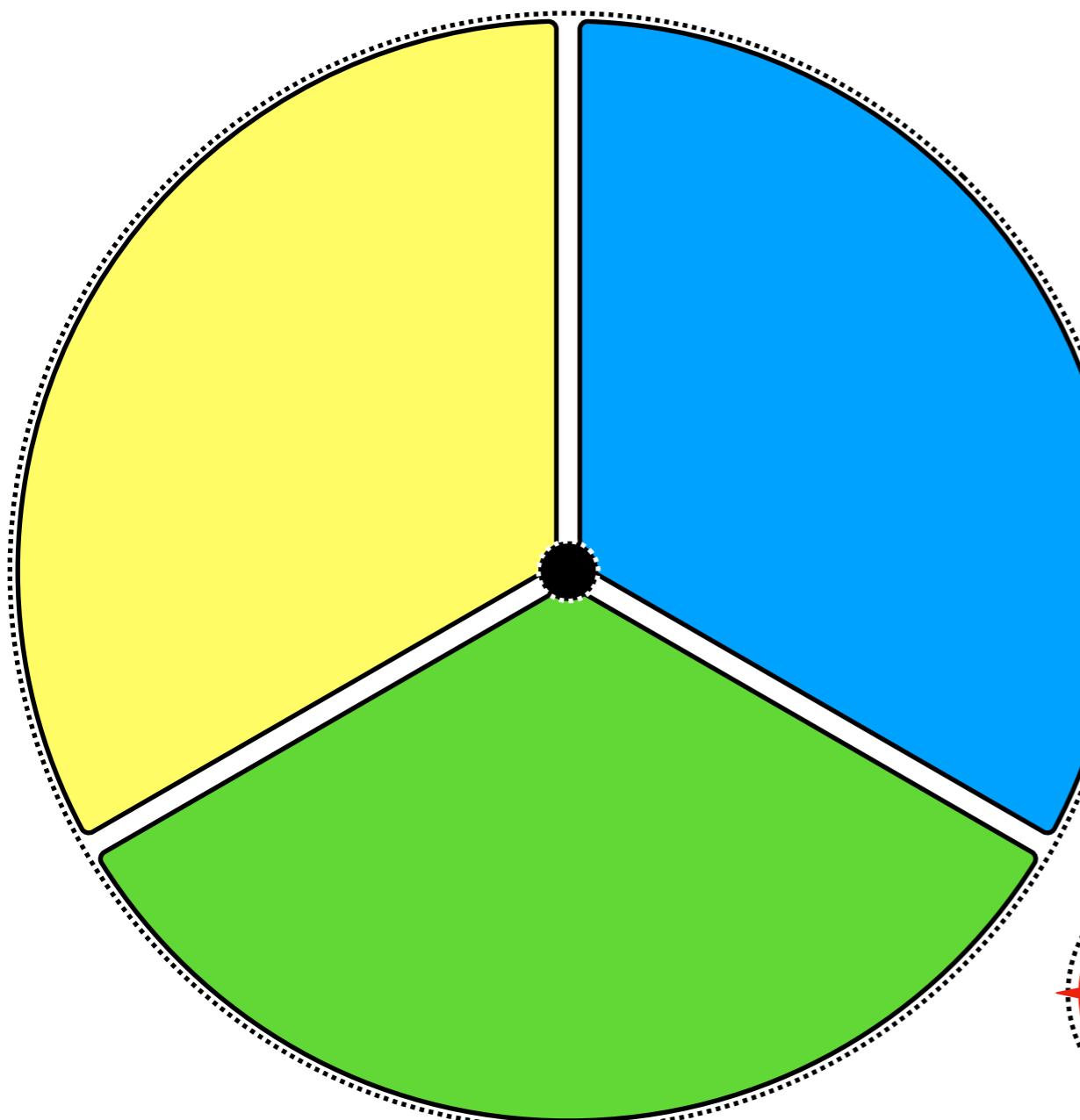
## 6a. The Interaction Law in competing ecosystems using a Balanced Score Cube (4/4)



## 6b. The Interaction Law in competing ecosystems using a Balanced Score Compass (1/7)

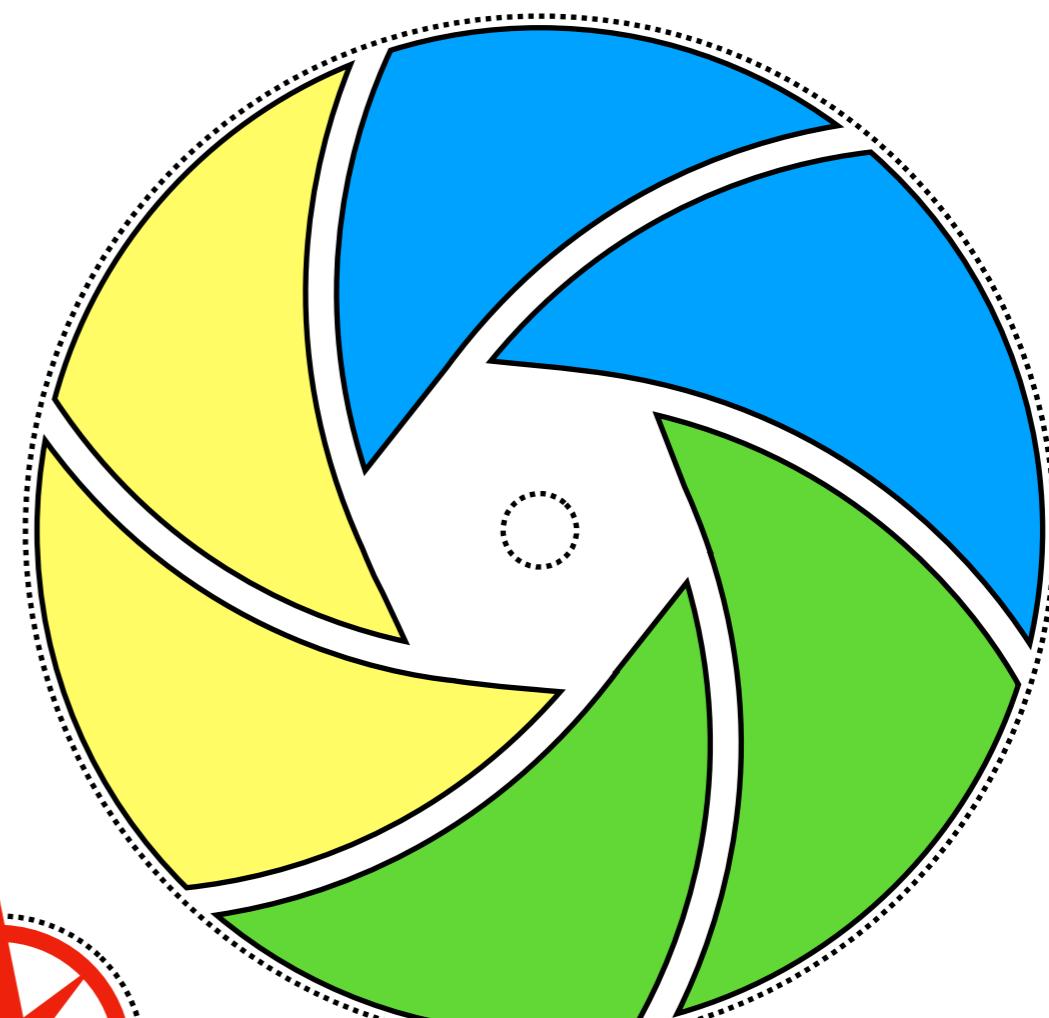
### Layer 1: Current Climate (Atmosphere 1)

– put it below layer two –



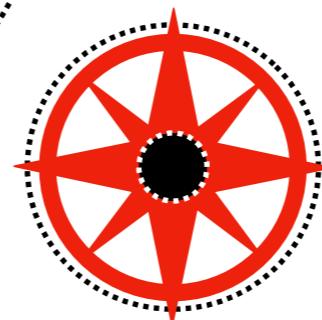
### Layer 2: Climate Change (Atmosphere 2)

– put it over layer one –



### Layer 3: Coordinate Measuring Vector (Orientation 1)

– put it in the center and over each other –



- blue/cold
- yellow/warm
- balanced score compass

- red/hotspot
- orange/spotlight
- green/tepid whereby  $x,y,z \geq 0$

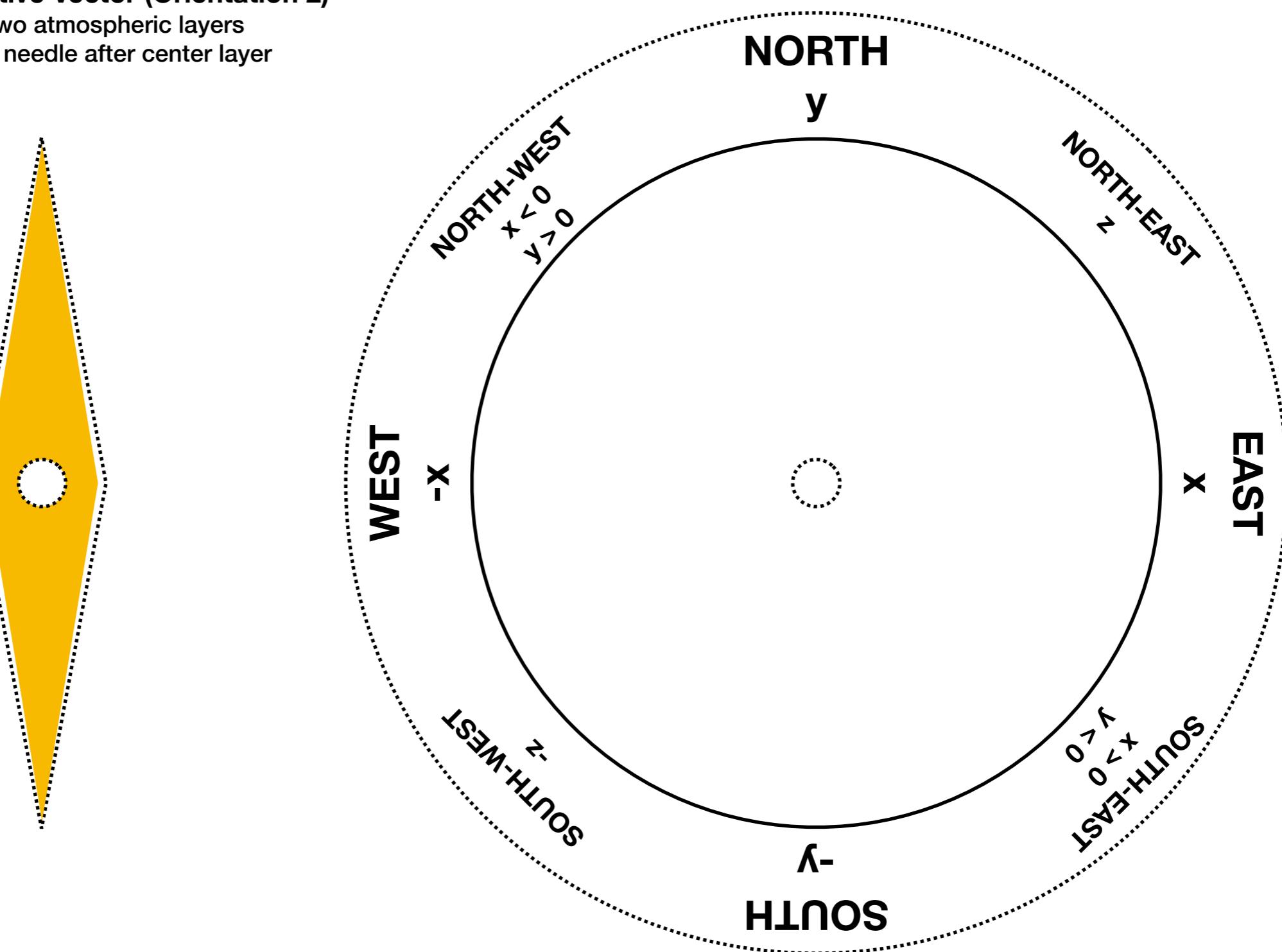
- + unknown sidekick (placeholder)
- balanced score criteria
- ... marking lines (cut out, put over each other)

## 6b. The Interaction Law in competing ecosystems using a Balanced Score Compass (2/7)

### Layer 4:

#### Amending Directive Vector (Orientation 2)

- put it below the two atmospheric layers
- use the compass needle after center layer



+ unknown sidekick (placeholder)

○ balanced score criteria

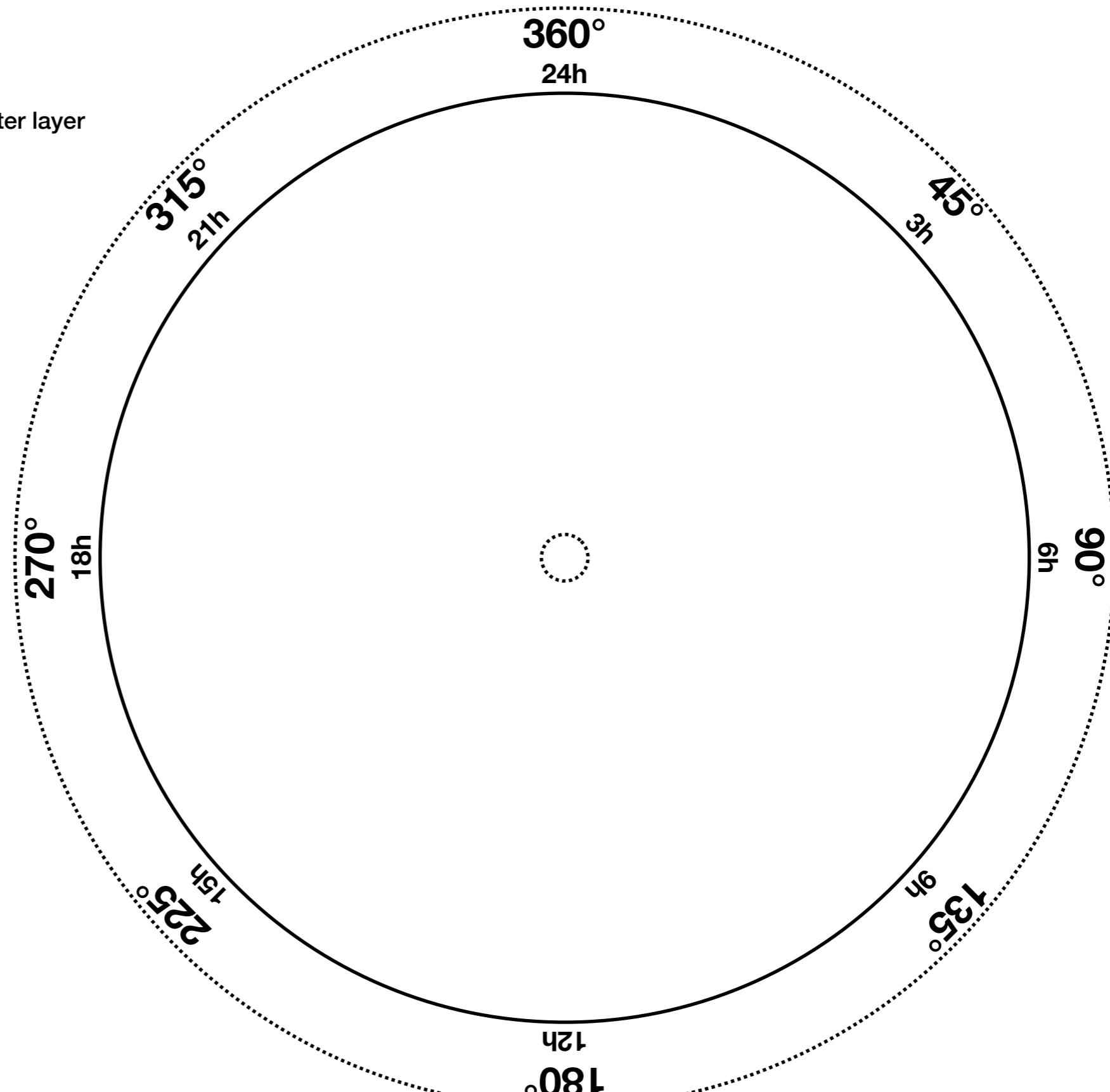
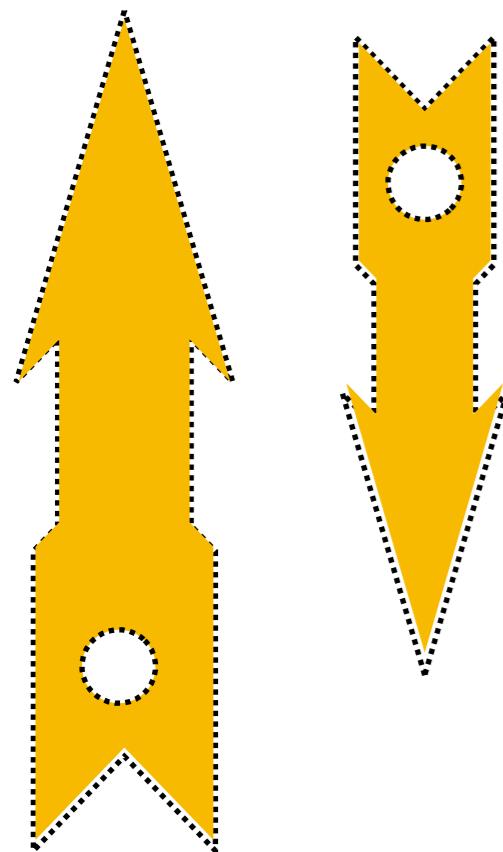
... marking lines (cut out, put over each other)

## 6b. The Interaction Law in competing ecosystems using a Balanced Score Compass (3/7)

**Layer 5:**

**Planning Vector (Orientation 3)**

- put it at last
- fix hour and minute hand after center layer



+ unknown sidekick (placeholder)

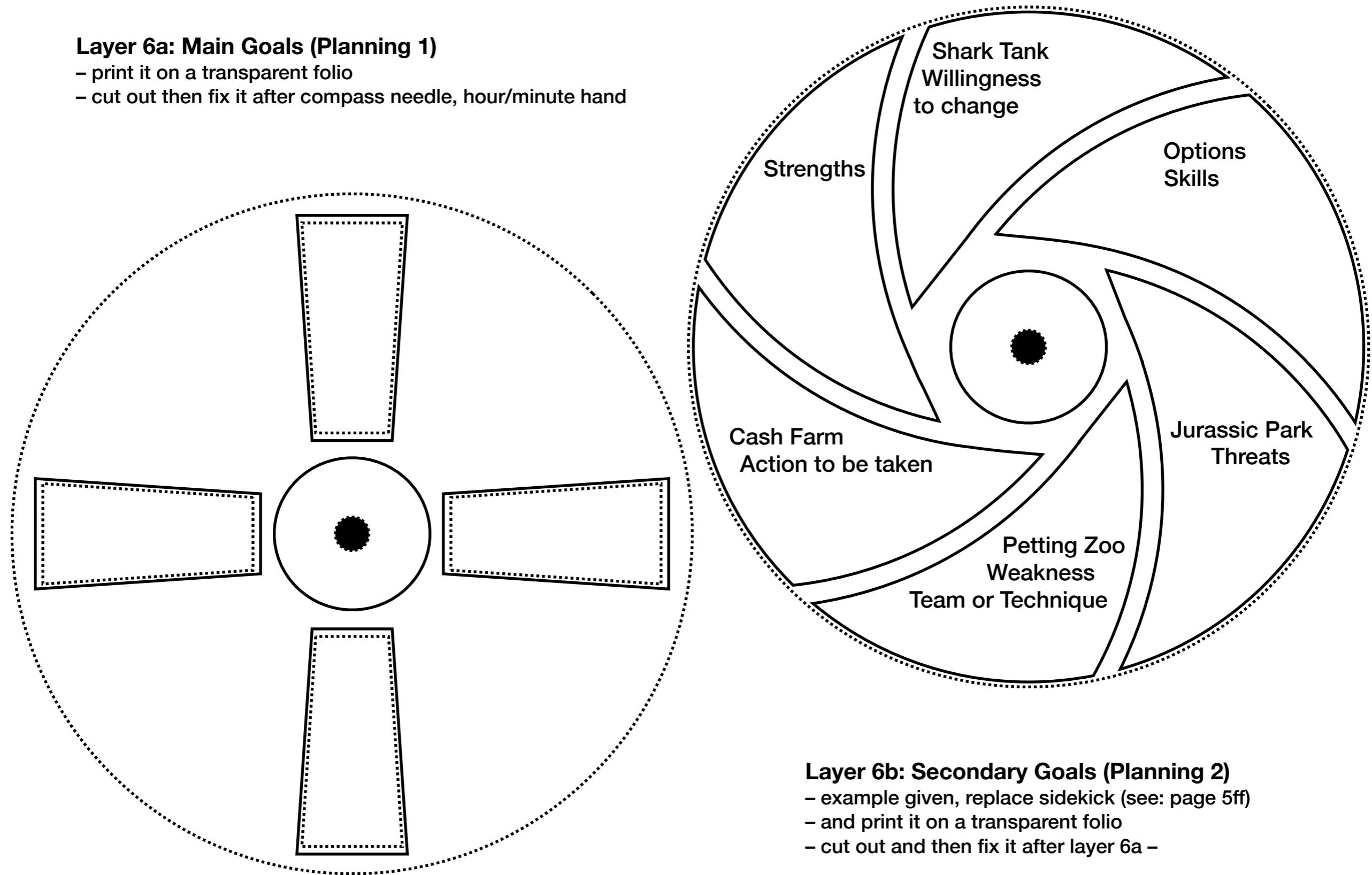
○ balanced score criteria

... marking lines (cut out, put over each other)

## 6b. The Interaction Law in competing ecosystems using a Balanced Score Compass (4/7)

### Layer 6a: Main Goals (Planning 1)

- print it on a transparent folio
- cut out then fix it after compass needle, hour/minute hand



### Layer 6b: Secondary Goals (Planning 2)

- example given, replace sidekick (see: page 5ff)
- and print it on a transparent folio
- cut out and then fix it after layer 6a -

+ unknown sidekick (placeholder)

◎ balanced score criteria

... marking lines (cut out, put over each other)

## 6b. The Interaction Law in competing ecosystems using a Balanced Score Compass (5/7)

	x<0 y>0	y	z	x	x>0 y<0	-y	-z	-x
1	CASH FLOW	VALUE PER SHARE (VAR)	FREE FLOAT	SHAREHOLDER	DIVIDENDS	VOTING RIGHT	FLUCTUATION	STAKEHOLDER
2	+	NOMINAL WORTH	+	REAL WORTH	+	RELATIVE VALUE	+	ABSOLUTE PROPORTION
3	DEVELOPMENT	BRAND	PENETRATION	PRODUCT	EXAMINATION	INVENTION	EXPLORATION	PROJECT
4	LACK OF INTEGRITY	FREEDOM OF INFORMATION	LACK OF COMPETENCE	NO BOOKING WITHOUT RECEIPT PROPER BOOKLET	INSTITUTIONAL DISCRIMINATION	DISSOLUTION OF BUREAUCRACY	CORRUPTION AND DISPERSAL	NO LEGAL BASIS, NO LEGAL OPERATION
5	+	ASSERTIVENESS OF LAW AND CLAIMS	+	DEMANDS	+	ASSIGNMENTS OF RIGHTS AND DUTIES	+	OFFERS
6	NORTH-WEST	NORTH	NORTH-EAST	EAST	SOUTH-EAST	SOUTH	SOUTH-WEST	WEST
7	+	BOOM	+	UPTURN	+	DEPRESSION	+	RECESSION
8	+	CENTRIFUGAL FORCE	THEN	APOCALYPSE	+	GRAVITATIONAL FORCE	NOW	BIG BANG
9	+	SAVING DEPOSITS	HIGH	INCOME	+	INTEREST RATES	LOW	TAXES
10	+	DIPLOMACY	OPT-IN	INFLATION	+	SANCTIONS	OPT-OUT	DEFIATION
11	+	PROSPERITY	DONATION	CHARITY	INTERCESSION	WELFARE	+	XENOPHOBIA
12	+	PRODUCTIVITY	+	MAKE	+	PROFITABILITY	+	BUY
13	+	STATE	+	HOUSEHOLDS	+	REST OF THE WORLD	+	ENTERPRISE
14	+	POPULATION	+	BIRTH RATE	+	PROSPERITY	+	DEATH RATE
15	+	INTERCULTURAL EXCHANGE	+	WEL(L)COME CULTURE	+	THE OCCIDENT WORLD	+	BEDS ARE BURNING
16	+	MATCHING TAX INCOME & GOVERNMENTAL EXPENSE	+	BRIGHT SIGHT OF FUTURE WITHOUT RELIEF	+	MATCHING DEFICIT SPENDING & STEADY STATE	+	INTERGENE-RATIONAL JUSTICE
17	+	PARTICIPATION	+	PRO	+	ABSTENTION	+	CONTRA
18	+	EMANCIPATION	FEMINISM	ENLIGHTENMENT	+	PREJUDICE	HOMOPHOBIA	GENERALIZATION
19	CURRENT BALANCE	SAVE	INTERNET & INFRASTRUCTURE	YOURS	DEMOCRACY	CONSUMPTION	DIRECT INVESTMENT & GOVERNMENT GRANT	YIELD

█ blue/cold  
█ yellow/warm  
█ balanced score compass

█ red/hotspot  
█ orange/spotlight  
█ green/tepid whereby  $x,y,z \geq 0$

+ unknown sidekick (placeholder)  
○ balanced score criteria  
... marking lines (cut out, fold over & glue)

## 6b. The Interaction Law in competing ecosystems using a Balanced Score Compass (6/7)

	x<0 y>0	y	z	x	x>0 y<0	-y	-z	-x
20	+	PRIVACY PROTECTION	+	RIGHT TO FORGET	+	DATA RETENTION	+	HATE SPEECH
21	+	FACT-CHECKING	INVESTIGATIVE RESEARCH / LEAK	JOURNALISM	+	PROPAGANDA	FAKE NEWS / FAKE SCIENCE	PUBLIC RELATION
22	+	INTENDED TARGETS	MORE PRIORITY	GROWTH	+	ACTUAL VALUES	LESS PRIORITY	SHARE
23	POLITICAL SURVIVAL & COMMON OWNERSHIP	FRIDAYS FOR FUTURE	FUCK THE POLICY	I, NATURE OBJECT	LEAK AND OCCUPY THE LOOPHOLES	NAUGHTY BY NATURE	FAKE SCIENCE	APPLAUDING GREENHOUSE EFFECT
24	+	DIGITAL TAX	WRONG	POOR	+	PRICE ON POLLUTANT EMISSION	RIGHT	RICH
25	RIGHT POPULISM	TOLERANCE	SEMITISM (PLURALITY)	INTEGRATION	LEFT POPULISM	APARTHEID	RASSIM / SLAVERY	ASSIMILATION
26	+	ATTRIBUTION	+	RATING	+	DEPRECIATION	+	FACTORING / DISCOUNTING
27	+	ADDRESS TO	+	GROWTH BY	+	CARE OF	+	CRISIS BY
28	+	PROCESS	+	EFFECT	+	STRUCTURE	+	CAUSE
29	+	INVESTMENT	+	CREDIT	+	FINANCING	+	DEBIT
30	LOBBYIST	MOVER	INFLUENCER	FOLLOWER	ACTIVIST	OPPOSER	BLENDER	BYSTANDER
31	+	INCREASE	+	ADDITIONS	+	DECREASE	+	DISPOSALS
32	+	ACCOUNTING	+	MAXIMAL PRINCIPLE	+	CONTROLLING	+	MINIMAL PRINCIPLE
33	+	AKTIVA	+	YIELD	+	PASSIVA	+	COST
34	INSTINCTS	PROGRESS	DEVELOPMENT	FUTURE	EXPERIENCES	BACKWARDS	SHRINKAGE	PAST

█ blue/cold  
█ yellow/warm  
█ balanced score compass

█ red/hotspot  
█ orange/spotlight  
█ green/tepid whereby  $x,y,z \geq 0$

+ unknown sidekick (placeholder)  
□ balanced score criteria  
... marking lines (cut out, fold over & glue)

## 6b. The Interaction Law in competing ecosystems using a Balanced Score Compass (7/7)

	x<0 y>0	y	z	x	x>0 y<0	-y	-z	-x
35	+	PIONEERS	+	LICENSING	+	PATENT TROLLS	+	PATENTS
36	+	FREEDOM OF SPEECH	+	ARGUMENTS	+	MAINSTREAM	+	SYMPATHY
37	+	TECHNOLOGY	+	ETHICS	+	CRAFTS	+	MORAL
38	+	RETURN ON INVESTMENT	+	OUTPUT	+	ECONOMY OF SCALES	+	INPUT
39	COMMON OWNERSHIP	IMPERFECT MARKET	CONSENSUS	FREE WILL	PUBLIC PARTICIPATION	OPEN COMPETITION	PUBLIC VALUE	SOCIAL ENGINEERING
40	+	FREE WORLD TRADE	+	GLOBALIZATION (OPEN-MINDED)	+	PROTECTIONISM	+	NATIONALISM (LOCKED)
41	DIAGNOSTIC / EVALUATION	PRIVACY PROTECTION	STATISTICAL SURVEY	IDENTITY	SURVEILLANCE / SECURITY	DATA RETENTION	ANALYSIS / PROFILING	ENTITY
42	+	HABITAT	+	BIODIVERSITY	+	(UNDER)DEVELOPED AREA	+	FREE NATURE
43	SCALEABILITY	VALUE CHAIN	FINISHING / DECENTRALISATION	ADDED VALUE	DISTRIBUTION	VERTICAL DIVISION	UNIFICATION / CENTRALISM	HORIZONTAL DEVISION
44	CASH FARM	HIGH MARKET SHARE	SHARK TANK	HIGH MARKET GROWTH	JURASSIC PARK	LOW MARKET SHARE	PETTING ZOO	LOW MARKET GROWTH
45	POLICY	PRODUCT	PROCESS	PHYSICAL EVIDENCE	PEOPLE	PROMOTION	PLACE	PRICE
46	+	ENTERPRISE	+	HOUSEHOLDS	+	FOREIGN TRADE	+	STATE
47	AUTOCRACY / MONARCHY	CAPITALISM	DEMOCRACY	GOVERNMENT: PARLIAMENTARY OCCUPATION	REPUBLIC	COMMUNISM / SOCIALISM	dictator ship	polity: territorial organization
48	+	STRENGTHS	+	OPTIONS	+	WEAKNESS	+	THREATS
49	+	ACTION TO BE TAKEN	+	SKILLS	+	WILLINGNESS TO CHANGE	+	TEAM OR TECHNIQUE

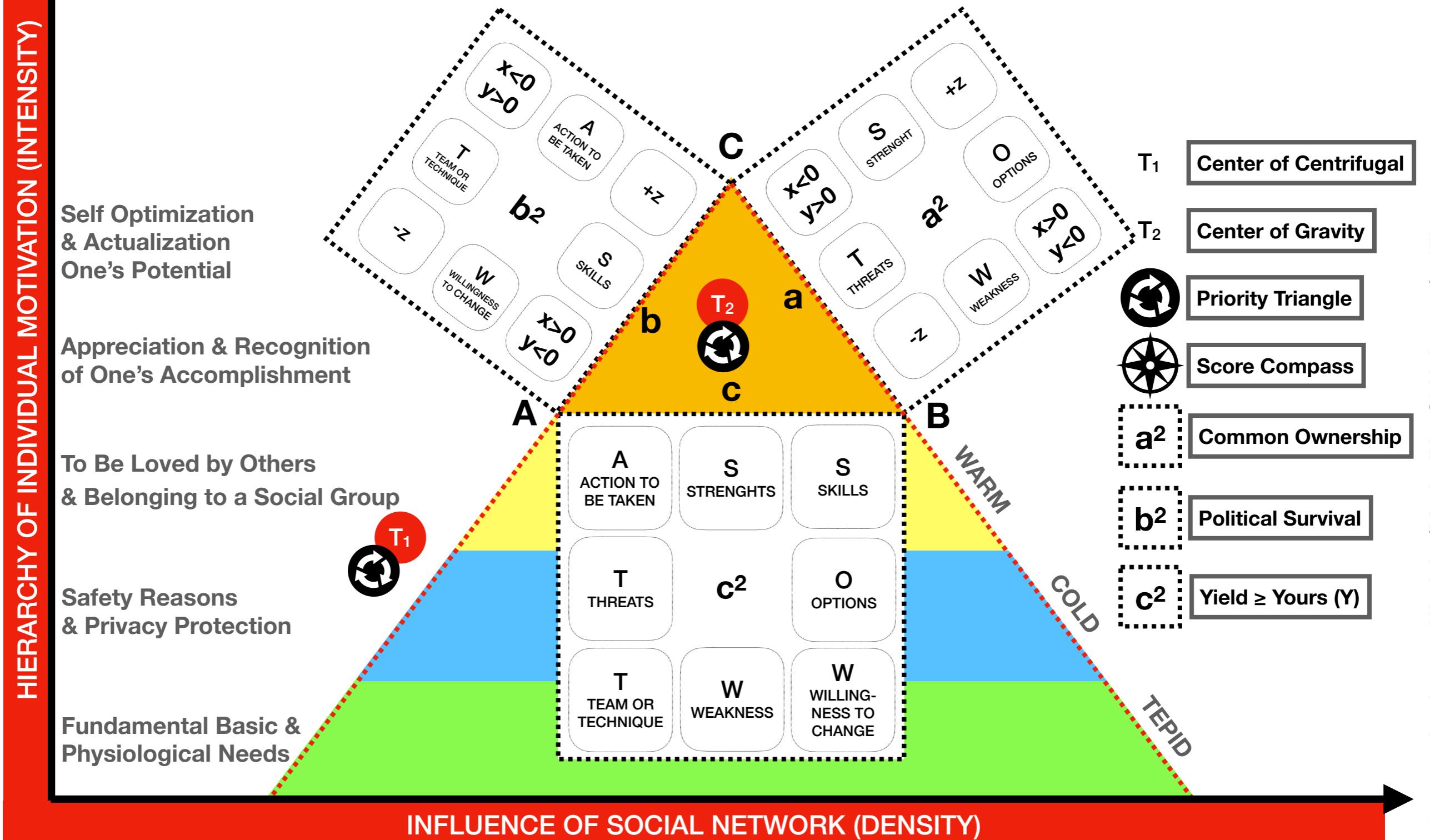
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+ unknown sidekick (placeholder)  
□ balanced score criteria  
... marking lines (cut out, fold over & glue)

## 7a. Simple Psychology in MathDIY: Hierarchy of needs and its downsides using geometry – The Pythagorean Theorem –

**“There are more primary number of needs than any given number of figures”**



$$c^2 = a^2 + b^2 - 2ab \times \cos \gamma$$

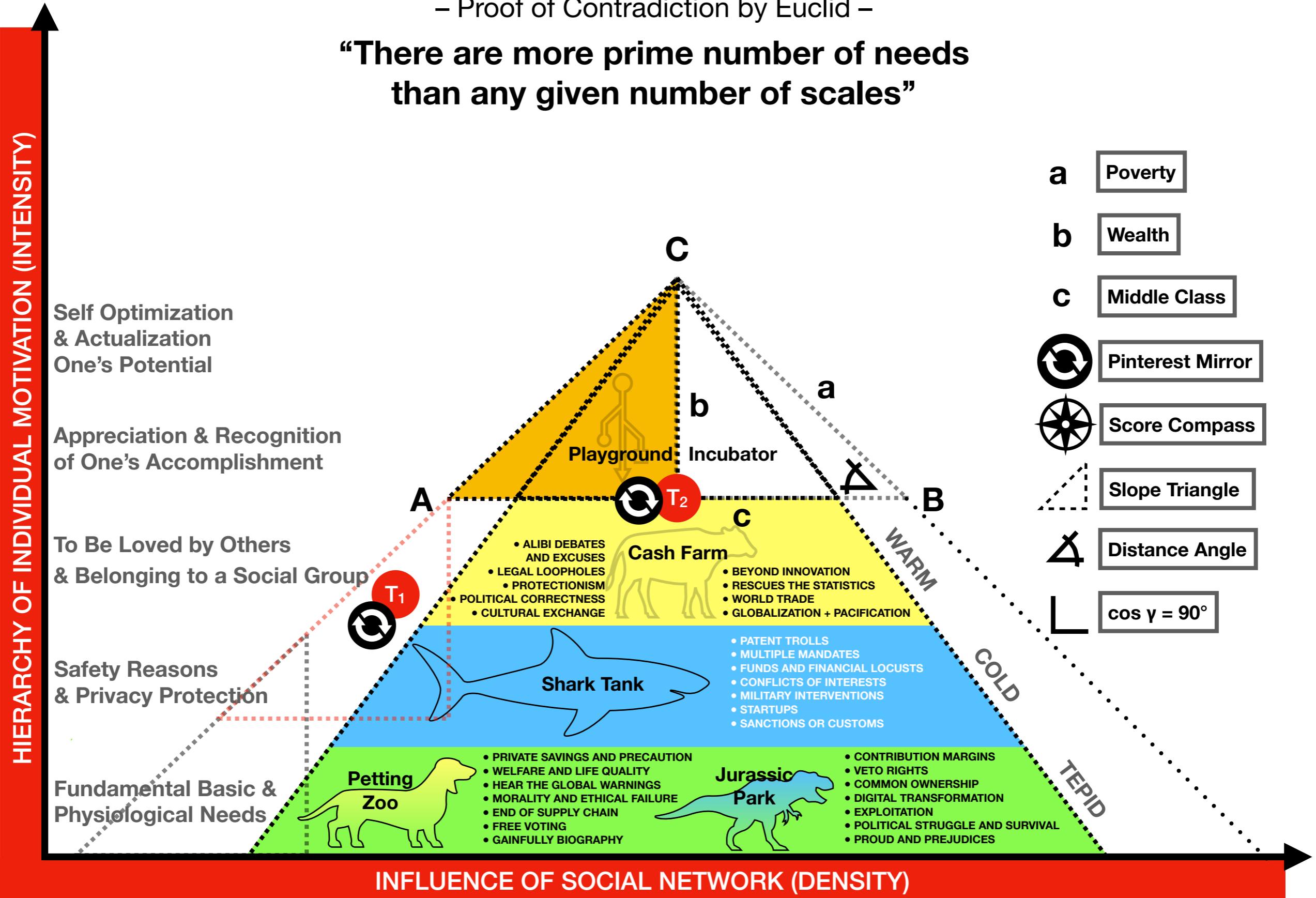
$$c^2 > a^2 + b^2$$

$$c^2 < a^2 + b^2$$

## 7b. Simple Psychology in MathDIY: Hierarchy of needs and its downsides using geometry

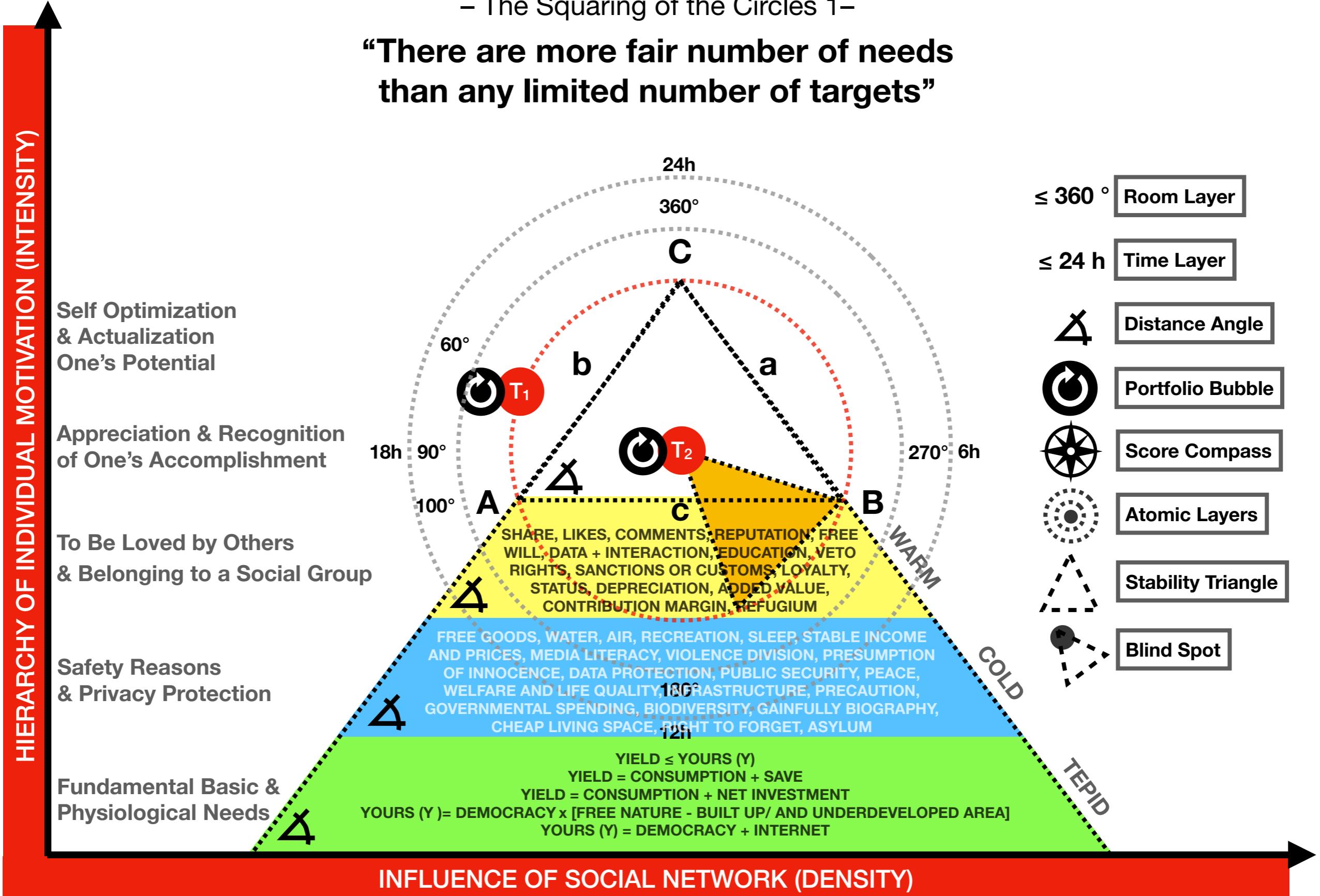
– Proof of Contradiction by Euclid –

**“There are more prime number of needs than any given number of scales”**



## 7c. Simple Psychology in MathDIY: Hierarchy of needs and its downsides using geometry – The Squaring of the Circles 1–

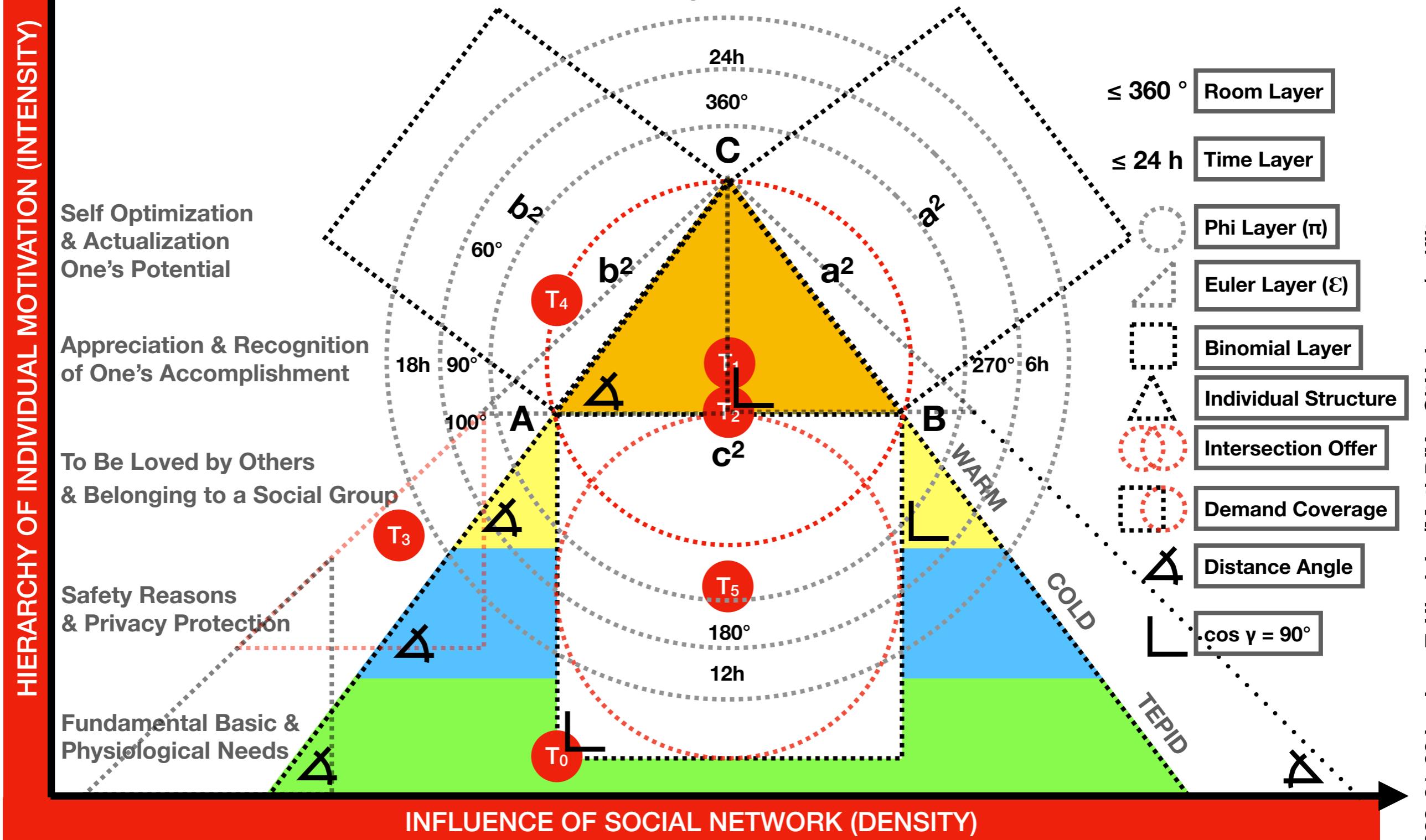
**“There are more fair number of needs than any limited number of targets”**



## 7d. Simple Psychology in MathDIY: Hierarchy of needs and its downsides using geometry

### – The Law of Constant Intersections (The Squaring of the Circles 2) –

**“There are a few number of different constrains that determines a large number of daily needs”**



$$c^2 = a^2 + b^2 - 2ab \times \cos \gamma$$

$$(x + y)^n := n! : k! \times (n-k)!$$

$$(a+b)^2 = a^2 + 2ab + b^2$$

$$\pi := a : b = (a + b) : a$$

$$(a-b)^2 = a^2 - 2ab + b^2$$

$$\mathcal{E} := 1 + 1/1 + 1/(1 \times 2) + 1/(1 \times 2 \times 3) + \dots$$

$$(a + b) \times (a - b) = a^2 - b^2$$

## 8. Magical Polygon of Political Stability

'Steady state of a policy-mix in which all economic variables and individual needs grow at the same rate or are constant – cannot only be controlled sustainable, unless someone stand-by sticking to plans and projects'

Gross Domestic Product by residential population:  
 $Y_2 \div H_{rp} - Y_1 \div H_{rp} > 0$

Consumer Price Index – underlying consumer basket measures cost of living:  
 $CPI = 100\%$

NI (National Income) by Households (H)  
 $\therefore$  retained profits + transfer payments  
 $\therefore$  Personal Income Tax = DPI (Disposable Personal Income) = 100%

Level of the Price:  $^{\circ}P_2 - ^{\circ}P_1 > 0$

Money Creation:  $(M)_2 - (M)_1 > 0$

Circulation of Speed of Money:

$Cs_2(M) - Cs_1(M) > 0$

Equation of the Price Level:

$^{\circ}P = [(M) \times Cs_M] \div Y$

Inflation Equation:

$(M)_2 - (M)_1 > [Y_2 - Y_1] - [Cs_{2M} - Cs_{1M}]$

Identity Equation:

$Y \times ^{\circ}P = (M) \times Cs_M$

Price of CO<sub>2</sub> [p] per Thousand cbm

Price of Water Rights per one Million Litres: W [p]

Water Wastage:  $W_2 - W_1 < 0$

Water Treatment:  $W_2 - W_1 > 0$

Yield < Yours known as Democracy (D) multiplied with entire Nature (N) minus built up & undeveloped Area (A):  
 $Y < (Y) = (D) \times [(N) - (A)]$

Gross Investment (indexed with State) for Vaccine & Food Creation:

$Ig(S) > 0 = (V_2 - V_1) + (Fd_2 - Fd_1)$

Human payroll expenses + Interest Amount indexed with Capital (C) + rent indexed with (C) + Profit & Loss (accumulated Deficit) indexed with (E) = NDP (Net Domestic Product at factor cost)

Un(der)-Employment Rate:  $UR(i) \leq 2$   
 Unexploited Human Development – Human Capital > Human Resources:  $H_C > H_R$   
 Compensation of the Labour Market:  $H(o) = H(d)$

Yours (Y) is greater than or over equal to Yield:  
 $(Y) = (D) + Internet (I)$   
 $(Y) = (D) \times [(N) - (A)]$

Value for H (citizen):  $(Y) \geq Y$   
 $[(Y)_2 - (Y)_1] \div [Y_2 - Y_1] > 0$   
 Value for State (S):  $Y \geq (Y)$   
 $[Y_2 - Y_1] \div [(Y)_2 - (Y)_1] > 0$

Democracy Deficit – Export of Armaments incl. mandate & military spending  $\therefore$  Import of Humanity incl. contradiction of refugees:  
 $(D)_x = A_{Ex} - H_{Im}$

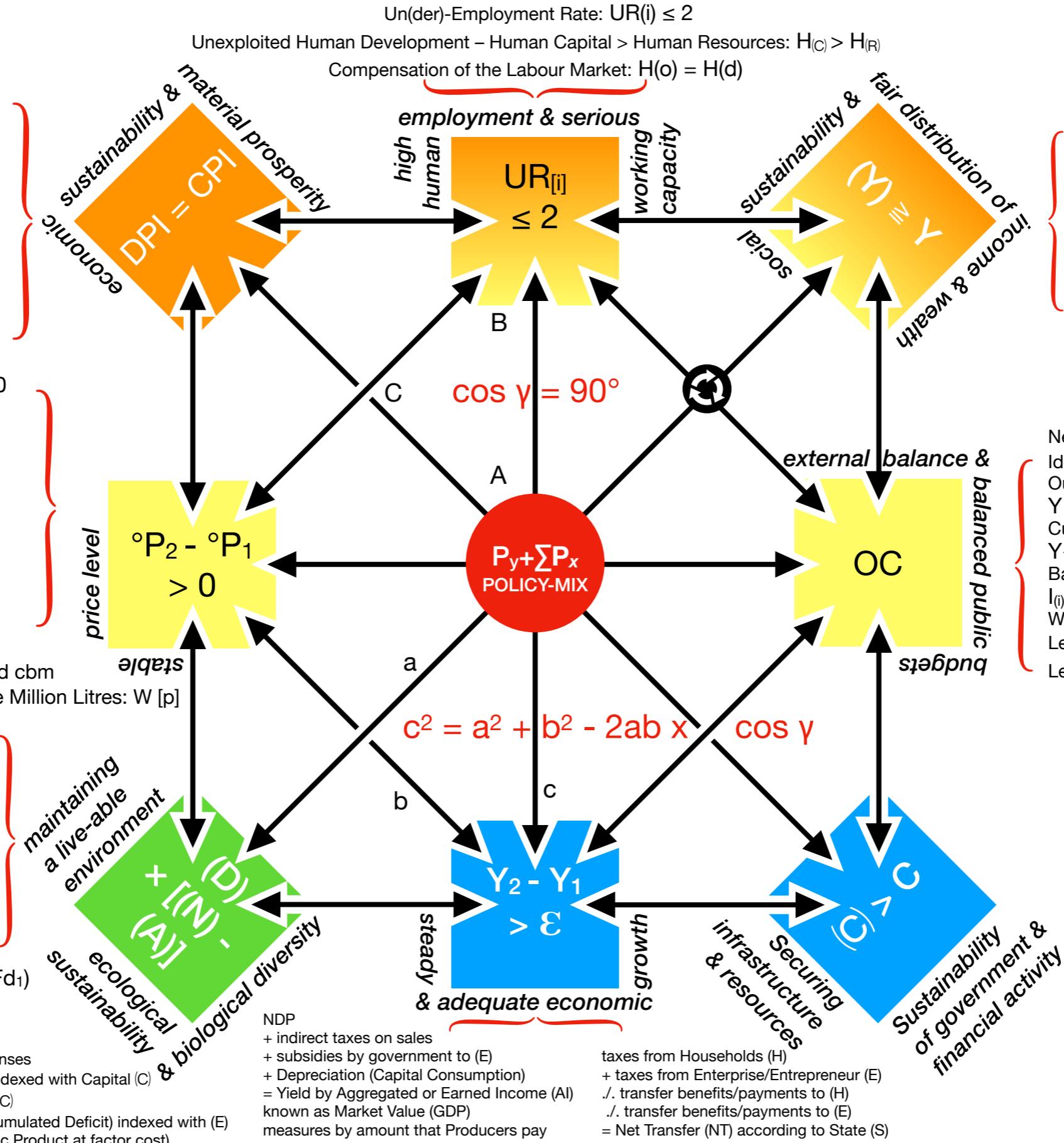
Democracy Benefit between reporting periods:  
 $(D)_2 - (D)_1 > 0$

Net Export:  $N_x = Ex - Im$   
 Identity Equation:  $S = I + N_x$   
 Outside Contribution:  
 $Y = C + I + N_x$   
 Current Balance:  
 $Y_1 + Im_1 = C_2 + I_2 + Ex_2$   
 Balanced Budget:  
 $I_{(i)} = S_Y$   
 World Balance (WB) Indicators:  
 Level of Freedom  $^{\circ}(F) = 360^\circ$   
 Level of Constitution  $^{\circ}(C) = 100\%$

Save=Net Investment:  $S = I_n$   
 Yield  $\therefore$  Consumption  
 $\therefore$  Government Spending = Economic Saving

C (Consumption) + Investment incl. stocks & bonds + Government Spending + Net Export (Ex - Im) = Yield by Aggregate Expenditures (AE) known as Market Value (GDP) measures by amount that Consumers pay

Work (W) + Ground (G) = Capital (C)



# 9. Intercultural Value Chain

## A. ARCHITECTURE

ACCESS TO RESOURCES AND TECHNOLOGIES THAT ARE AVAILABLE AND THOSE THAT ARE UNDER CONTROL.

## B. DESIGN

PROCESS OF CREATING ITSELF BY USING STAFF OR TECHNIQUES TO MATCH FUNCTIONALITY, EFFICIENCY AND EFFECTIVENESS WHILE OPERATING ON A CONTINUOUS WORKFLOW OF DATA.

## C. VERIFICATION

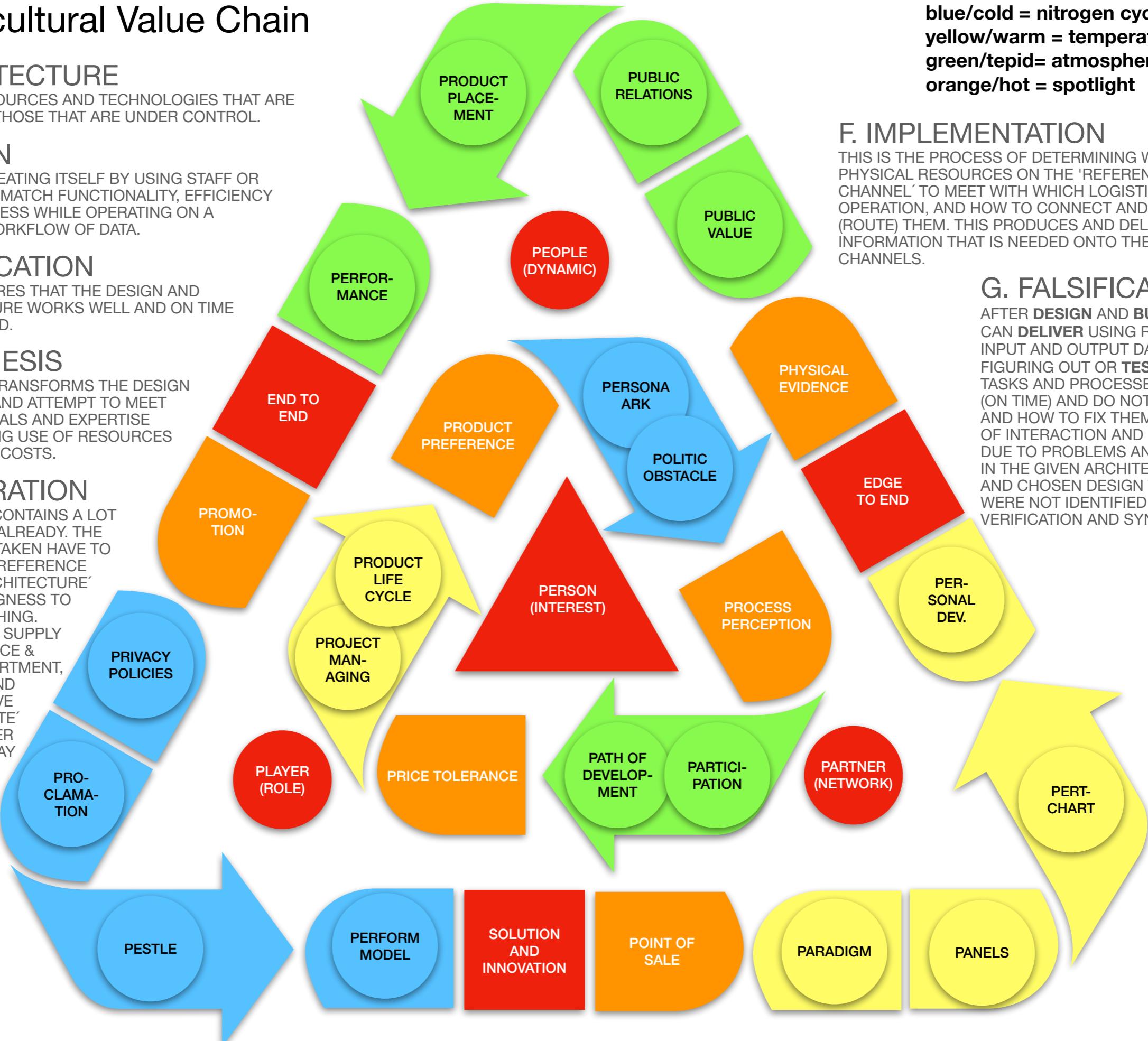
THIS STEP ENSURES THAT THE DESIGN AND THE ARCHITECTURE WORKS WELL AND ON TIME AND AS INTENDED.

## D. SYNTHESIS

THIS PROCESS TRANSFORMS THE DESIGN TO A PRODUCT AND ATTEMPT TO MEET FREQUENTLY GOALS AND EXPERTISE WHILE OPTIMIZING USE OF RESOURCES AND MINIMIZING COSTS.

## E. INTEGRATION

A VALUE CHAIN CONTAINS A LOT OF RESOURCES ALREADY. THE ACTIONS TO BE TAKEN HAVE TO PLUG INTO THE 'REFERENCE DESIGN AND ARCHITECTURE' AND THE WILLINGNESS TO CHANGE SOMETHING. MARKETING AND SUPPLY CHANNEL, FINANCE & OPERATIVE DEPARTMENT, DISTRIBUTION AND CUSTOMERS HAVE TO 'COMMUNICATE' WITH EACH OTHER AND HAVE TO PLAY TOGETHER ADEQUATELY.



blue/cold = nitrogen cycle  
yellow/warm = temperate climate  
green/tepid= atmospheric oxygen  
orange/hot = spotlight