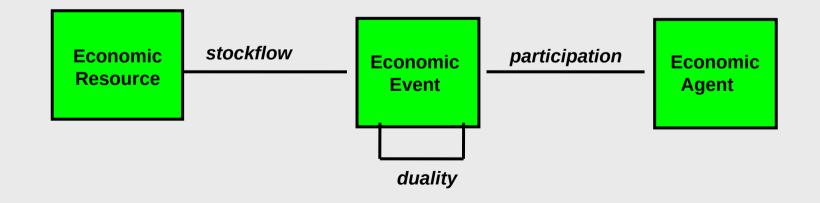
#### Intro to REA

Selected slides from Bill McCarthy, the father of REA

- and a few slides from other people.





an accounting story

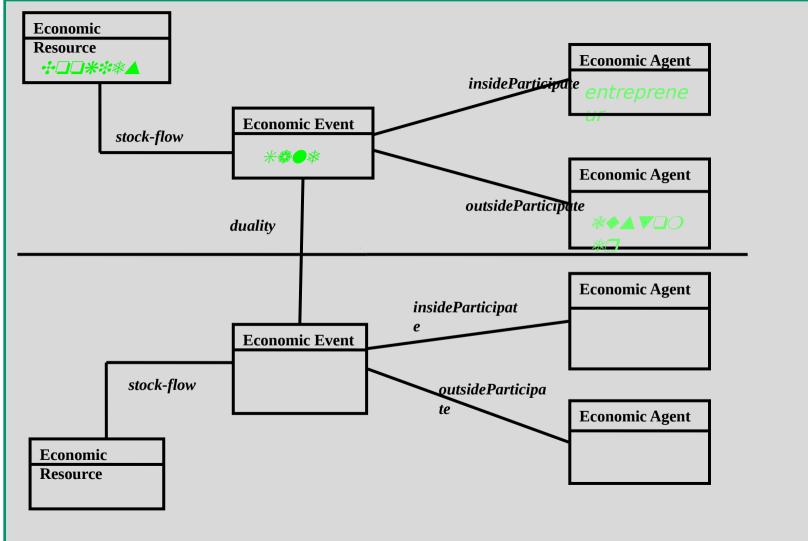
## Once upon a time at the cookie store .....

Cookie-Monster (the monster) and Elmo (the baker) meet in the (real or virtual) marketplace, thus setting the stage for an Economic Exchange

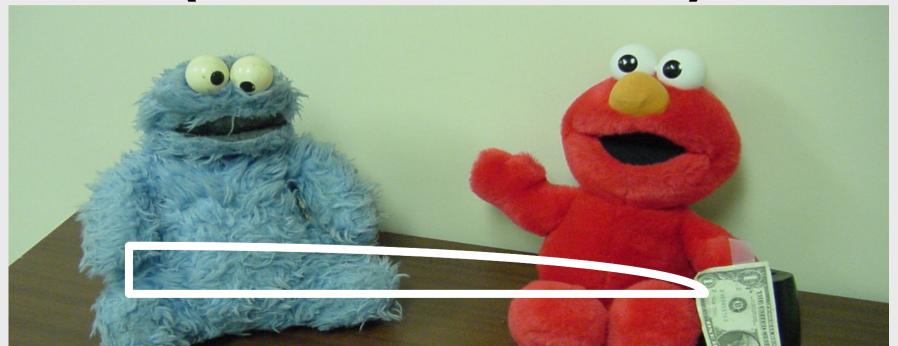


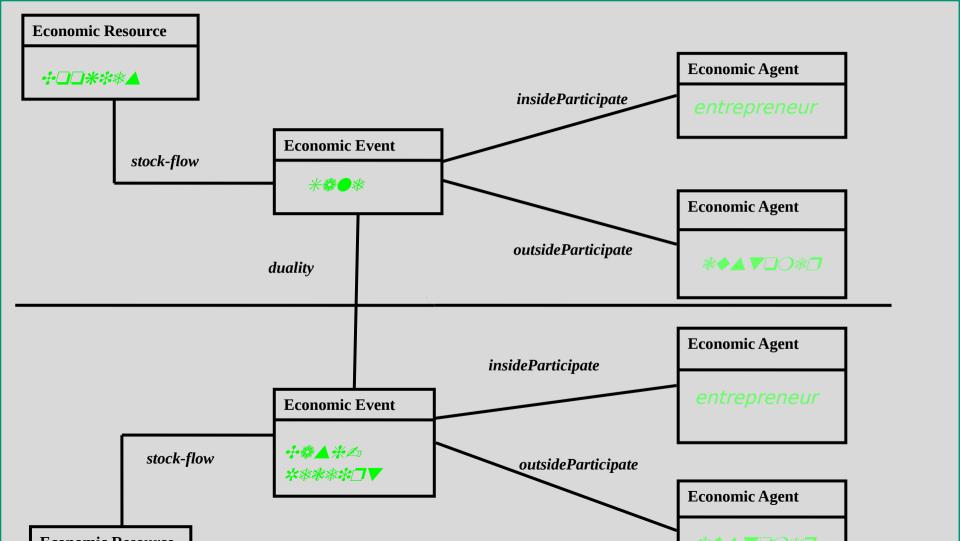
## **Cookie-Monster** and Elmo engage in a SALE (transfer of Cookie Inventory)

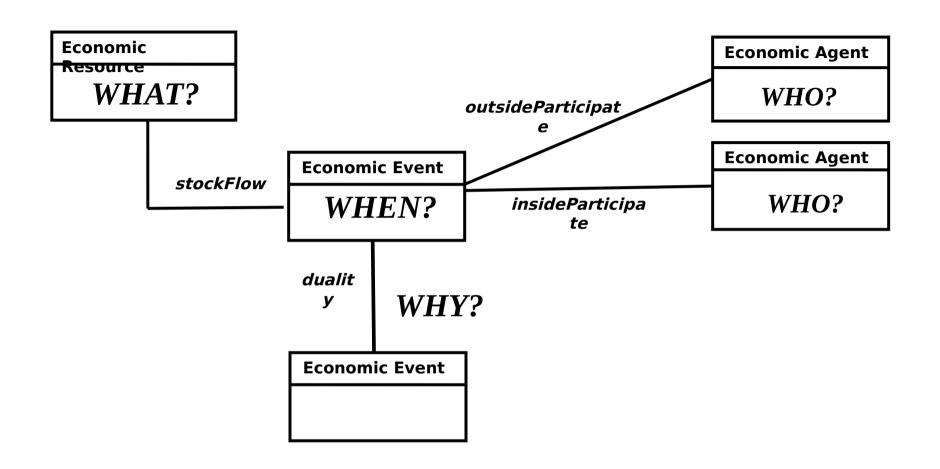




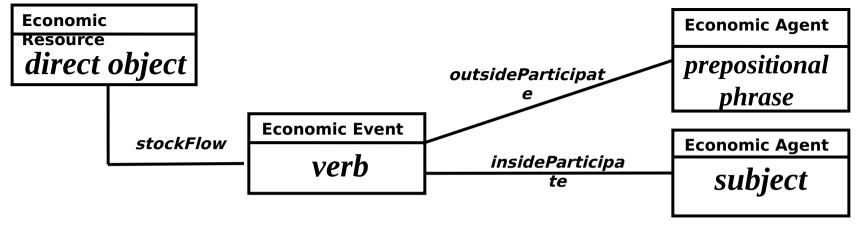
# Cookie-Monster and Elmo engage in a PAYMENT (transfer of Cash)



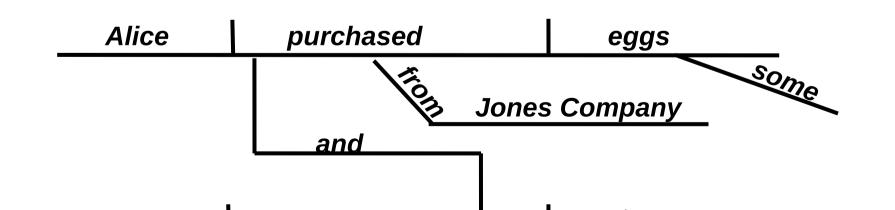


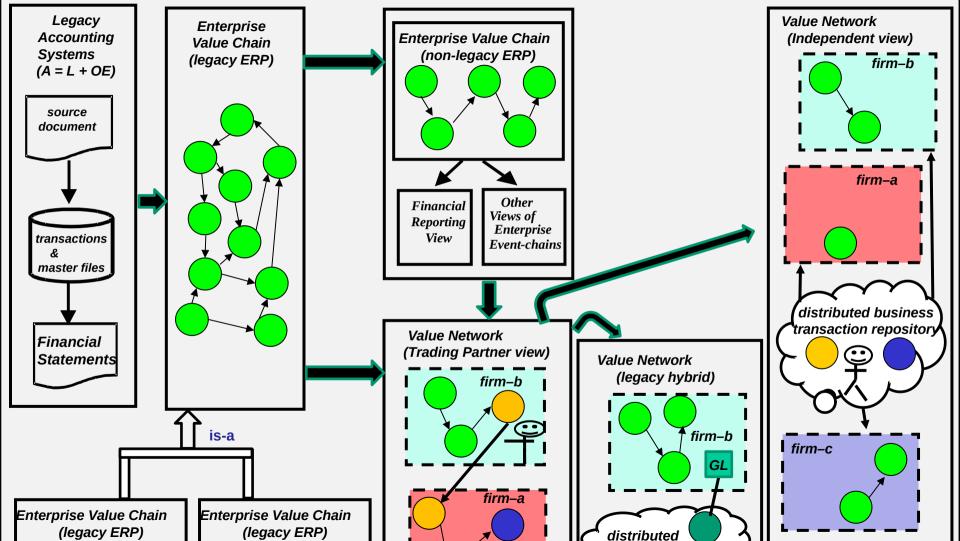


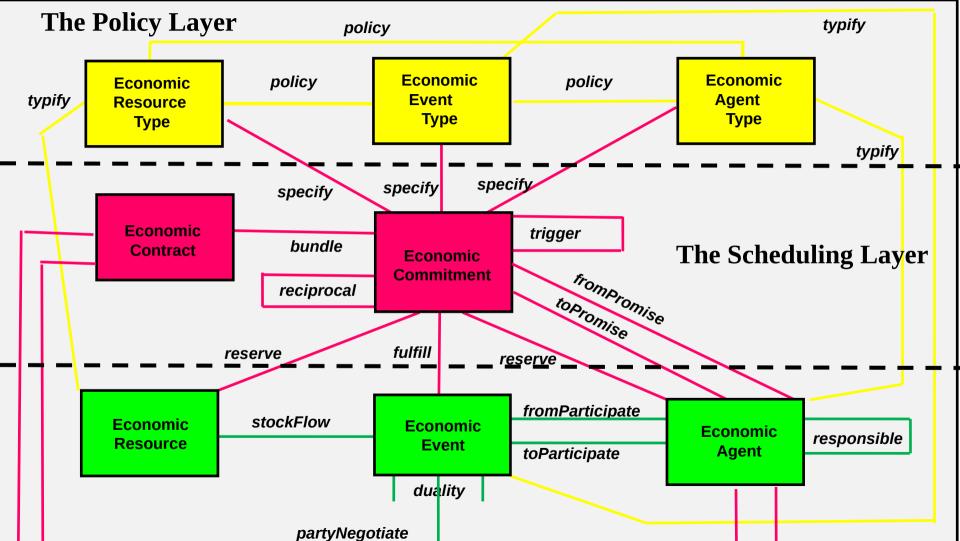
The What, When, Who, and Why Translation of a Business Process



**Normal Sentence Translation of the REA Metamodel** 









Jesper Kiehn (Simon Peyton-Jones)



Swaps, caps, options, european, bermudan, straddle, floors, swaptions, swallows, spreads, futures



Financial engineering

Programming language design and implementation



### Routine for us, radical stuff for financial engineers

- A small set of built-in combinators: named and tamed
- A user-extensible library defines the zoo of contracts
- Compositional denotational semantics, leads directly to modular valuation algorithms
- Risk Magazine Software Product of the Year Prize
- Jean-Marc has started a company, LexiFi, to commercialise the ideas

