Unicist R&D Lab

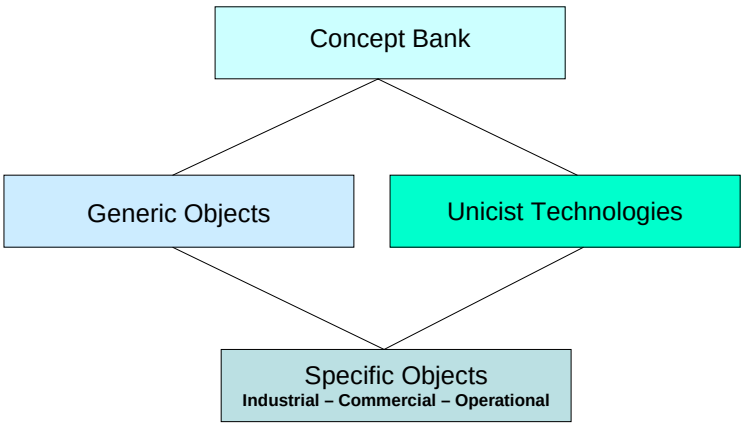
The objective of the R&D Lab is to develop industrial, commercial and operational objects to improve or catalyze value generation.

The laboratory is based on the rules of “inventions”, which include intellectual property, industrial secrecy and patenting of the developed objects.

Each laboratory is integrated by The Unicist Research Institute and the Enterprise. It is an independent, specific research and development-oriented unit.

R&D Labs are globally organized. Researchers participate in a decentralized way, using the UXD methodology (Unicist Extreme Design – back2back methodology) and the KS (knowledge sharing) system. Different methodologies and IT tools are used according to the specifics of the developments.

Structure of the Unicist R&D Lab



Our knowledge-bank includes more than 2,000 conceptual structures covering the essential knowledge of individuals, organizations, markets and countries.

More information: http://www.unicist.org/sdp.shtml

This conceptual knowledge laid the groundings for the development of the unicist technologies.

Unicist technologies developed for business applications

Fundamental economic analysis (macro) - Fundamental social analysis (macro) - Country scenario building - Business scenario building - Globalization analysis - Fundamental financial analysis (micro) - Fundamental economic analysis (micro) -

Operation analysis - Industrial analysis - Commercial analysis - Organizational analysis Strategic analysis - Business analysis - IT design - Human Resources analysis - Cost analysis - Learning process analysis - Management analysis - Market analysis - Object building - Knowledge Management - Market Laboratory - Organizational Laboratory - Project Management - Research & Development

More information: http://www.unicist-library.org

Concepts structures were the basis for the building of generic universal objects. Such objects are the basics to develop the specific objects adapted to countries, markets and organizations.

Main generic universal objects and methods developed:

Market synergy catalyst - Product synergy catalyst - Client Centered Management - Personalized Organization - Change and innovation groups - Continuous improvement catalyst - Unicist XD - Unicist CRM - Organizational change catalyst - Innovation catalyst - Unicist Scorecard - Blue Eagle X-pert System - Unicist talent development - Growth catalyst - Object driven marketing - Automation catalyst - Learning catalyst - Profitability catalyst

More information: http://www.unicist.com/briefs/brief_methods_en.pdf

Cultural Archetypes of Countries

Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Costa Rica, England, Finland, France, Germany, Holland, India, Israel, Korean Republic, Mexico, New Zealand, Italy, Japan, Norway, Peru, Poland, Russia, Saudi Arabia, Slovakia, Spain, Sweden, Switzerland, Uruguay, USA, Venezuela.

More information: http://www.unicistinstitute.net/index.shtml

Market structures

From 1976 until 2007, the following ontological structures of markets have been researched and developed:

Automotive market, Food market, Mass consumption market, Financial market, Insurance market, Sports and social institutions market, Information Technology (IT) market, Communications market, Perishable goods market, Mass media market, Direct sales market, Industrial commodities market, Agribusiness market, Health market, Pharmaceutical market, Oil market, Chemical market, Paints market, Education market, Services market, Commerce and distribution market, Mining market, Timber market, Apparel market, Passenger transportation market –land, sea and air, Tourism market, Cargo transportation market, Professional services market, e-market,

Entertainment and show-business market, Advertising market, Gastronomic market, Hotel-management market, Credit card market, Real estate market, Fishing market, Publishing market, Industrial Equipment market, Construction and Engineering market, Bike, motorbike, scooter and moped market, Sporting goods market.

Unicist R&D groups' methodology

A Unicist R&D Lab is designed to solve specific problems of a company. The company has the possibility to include their own researchers in this group. In this case, these researchers require a one-year training program to manage unicist technologies. From the 6th month on, they might participate actively in research activities.

R&D groups work with a decentralized research methodology. There are two basic tools for knowledge sharing and design to sustain the developments:

1) C-map is the tool for concept mapping
2) Axon is the tool to develop "virtual simulations" of hypothetical solutions

Complementary tools

The following tools are available according to the specific needs of the project:
HOZO - Protegé - Taverna - Kaon

BEES - Blue Eagle X-pert System

The unicist expert system is used as one of the tools for the quality assurance of hypothetical solutions.

Unicist XD - Extreme design

The activity of the research group is based on the Unicist XD methodology. This methodology implies researchers working in pairs, back2back, using the unicist technologies for complex problem solutions.

More information: http://www.unicist.org/papers/unicist_xd_abstract_en.pdf

Research Team

Our research team is global and decentralized. They are all academics, using unicist technologies to solve complex problems.

Pilot test

All the developments of the R&D Lab are subject to pilot testing.

Beta test

After the pilot tests, beta tests are the final stage for "fine-tuning".

Final implementation

To ensure results, the implementations are monitored with the Unicist Scorecard.

Objects weakening

Object wear out depending on their specific characteristics and use. The life-cycle of commercial catalysts is significantly shorter than the life-cycle of industrial process catalysts.
The activity of the laboratory includes the development of “liftings”, upgrades and changes according to the life-cycle of the objects developed.

R&D Costs

R&D is paid based on the objects produced. The cost includes:

1) A basic fix amount.
2) A variable amount related to the results achieved. This variable component can be a fixed amount or a royalty.

The nature of the solution defines the characteristics of the pricing model.