



Ontogenetic Maps for Business Growth White Paper



The unicist growth technologies have been developed for supply driven, innovative, high value, differentiated products and services and ethical markets. These technologies sustain the action of the Unicist Business Platforms to generate market growth. The growth achieved has always been above 35%. It has to be considered that there are businesses that cannot grow because of objective or subjective reasons.

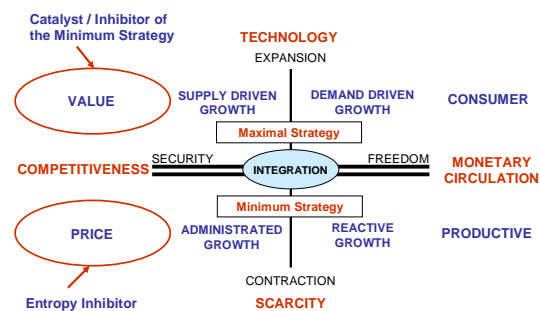
Learn about Unicist Business Architecture at:
http://www.unicist.org/wp_unicist_business_architecture_en.pdf

Economic Growth

The unicist ontology for economic growth was discovered in 1989 after 10 years of research.

Since then its application to business growth drove to multiple applications in large, midsize and small businesses until it could be defined as a Unicist Standard in 2011.

Unicist Ontogenetic Map of Economic Growth
The Unicist Ontology in Unicist Standard Language



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Using the Unicist Approach

The use of the unicist approach is based on the integration of technical analytical and fundamental knowledge to deal with adaptive (complex) systems, to diagnose them, build their strategies and design their functional architecture to produce results.

As businesses are adaptive systems, and as such have open boundaries that allow no observers from the outside, they need to be measured from the inside. The internal measurement needs to be based on the unicist ontological algorithms that are implicit in their ontogenetic maps.

The unicist approach is fully action and results driven. This is a conscious approach that requires having the technical knowledge to manage the operational and systemic aspects and the knowledge of the ontogenetic maps to manage the nature of the complex problems. The process begins with actions and ends with actions.

This implies that individuals approach business processes intuitively and, if the goals are achieved and the strategy is fulfilled, they celebrate. If results are not being achieved or a business needs to expand its boundaries then it is necessary to use the unicist approach to diagnose it, build a new strategy and design an architecture to implement it.

The Ontogenetic Map includes:

- 1.The context for growth which is defined by the scenario of the environment that establishes the gravitational forces that influence growth.
- 2.The algorithm for business growth that establishes the context for specific actions.
- 3.The timing of business that makes synchronicity possible.
- 4.The synchronicity that makes value generating actions possible
- 5.The business attitude that defines what needs to be done following the ontogenetic map of the whole process.

The Unicist Ontogenetic Map of Universal Strategy for Growth (Compare it with your Experience)

Universal strategy is defined as the conscious action to influence an environment to achieve an objective. This objective implies growth. The procedure to develop a strategy is defined by its ontogenetic map. There is a universal ontogenetic map for strategy building that is presented in this abstract, but each application field requires its specific ontogenetic map considering its ontogenesis.

Therefore strategy implies being aware of the actual reality understanding the implicit trends and knowing the threats and opportunities.

Strategies include naturally two elements to adapt to reality: an active element to increase the vital space while adding value and an energy conservation function to ensure the survival of the organization or individual.

Thus from an operational standpoint a strategy is basically defined by the integration of a maximal strategy and a minimum strategy to adapt to the environment. Adaptation does not imply over-adaptation. Adaptation implies influencing the environment while being influenced by it.

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Maximal strategies are based on adding value to the environment while winning in the specific environment they work in, sustained by the power they have to influence the context.

Maximal strategies define two positions in the environment:

On the one hand, maximal strategies are natural to leaders that exert a dominant position in the environment

On the other hand, they are natural to influential individuals or organizations.

Minimum strategies are based on developing win-win strategies and paying the prices necessary to survive.

An organization or individual is equilibrated when minimum strategies are built to ensure the survival, while maximal strategies are being developed.

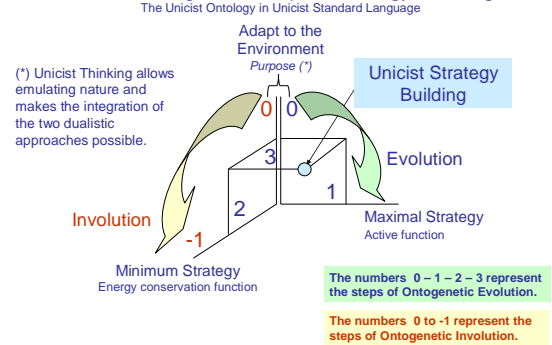
When an organization has only minimum strategies it tends to disappear. Minimum strategies are necessary to ensure growth or marginal survival.

The influence an individual or organization has on the environment functions as a catalyst for the development of a minimum strategy.

The lack of influence acts as an inhibitor and endangers survival.

Growth as a trend of the environment and as a need of the individual or organization is the driver of the minimum strategy.

Unicist Ontogenetic Map of Strategy Building



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Unicist Ontogenetic Map of Strategy Building



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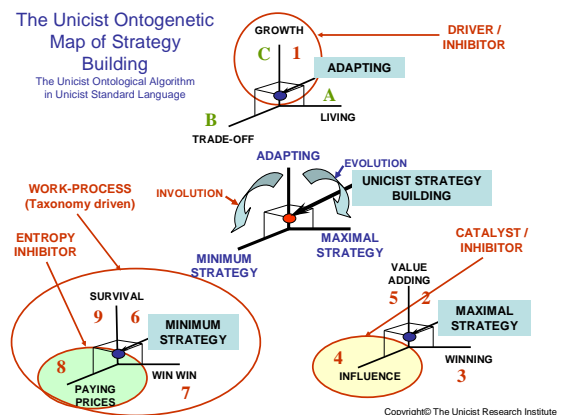
Minimum strategies are driven by the need to grow and are catalyzed by the influence the organization or the individual has in the environment.

When there is neither a driver nor a catalyst, the minimum strategies become desperate survival efforts to permit an organization or individual to be alive the next day.

In that case there are no strategies, but there are just intuitive and common sense driven actions to ensure survival.

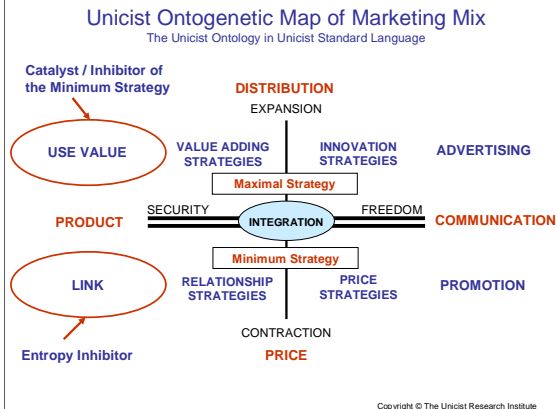
The Unicist Ontogenetic Algorithm of Strategy Building

1. Define the possible growth to be achieved.
 - a) Define the benefits to be achieved for stakeholders and shareholders.
 - b) Define the trade-offs to be made to increase the company's value.
 - c) Define the empty spaces for growth.
2. Define the differential added value to the market.
3. Define the active actions beyond the existing boundaries of the business.
4. Define the influence that is necessary that will work as a process catalyst.
5. Confirm the capacity to deliver additional added value.
6. Define how the survival of the business will be ensured while the maximal strategy expands the boundaries.
7. Define the value adding actions within the existing boundaries of the business.
8. Define the prices that are necessary to be paid to ensure the minimum strategy.
9. Confirm the action plans that ensure the results within the boundaries of the business.
10. Define the destructive and non-destructive pilot tests.



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A Specific Application: Marketing Mix for Growth



The objective of a marketing mix is to establish the successive and simultaneous action to influence the consumer's or user's purchasing decision to generate market growth.

Marketing achieved its goal when the offer is considered as the first choice in the potential client's mind.

Whenever we define a marketing mix we need to understand the minimum steps to produce the critical mass in the purchasing process. To accomplish the objectives at a minimum cost we need to know which actions influence the consumer's mind.

Only through the understanding of the purchaser's decision process one can think about the marketing mix. The knowledge of the marketing mix is basic to the

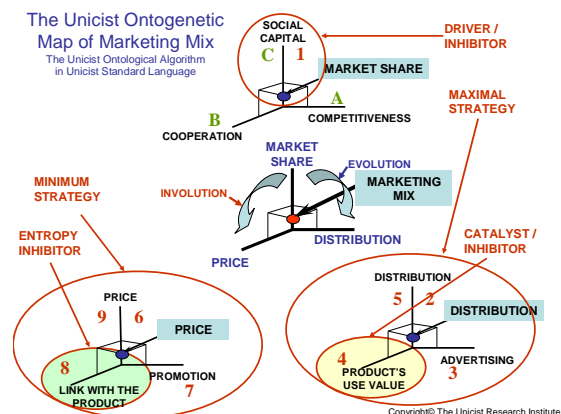
planning of commercial actions.

The variables that influence the consumer's mind were discovered long ago. Hence, the art of being able to influence others is as old as mankind itself.

What one institution promoting sales seeks is to meet a prospect's unfulfilled need. This requires a "profound democratic sense", unless one is willing to betray the client, in which case, this betrayal is paid for with market share.

The Ontogenetic Map of Marketing Mix

1. The final purpose of marketing is to expand the market share of a business by transforming the value proposal of a company into a first choice. This action requires overcoming the proposal of competitors and generating at the same time a cooperative action with the client that builds a common goal to be achieved. The final stage to be achieved is expanding the social capital with the community of real and potential clients that establishes strong bonds that allow expanding markets while sustaining the existing ones.
2. Defining the way distribution has to work is the second step that has to be fulfilled. Distribution can have multiple shapes and conditions. What has to be defined is if the distributors will be considered as a part of the organization, like franchises, or will be an external entity. (VALUE ADDING)
3. After the distribution process has been defined what needs to be decided is how to manage the communication in order to go beyond the present boundaries, with an innovative or value adding proposal in a believable way. (WINNING)
4. Considering that the communication process has been defined, allowing to influence the environment, it is necessary to ensure that the use value of the product is perceived as differentiated from the preexisting alternatives. Differentiation in the use value is what makes the growth process possible while it works as a catalyst (accelerator) of the minimum marketing strategy. (INFLUENCING)
5. The confirmation of the distribution model implies that the integration of distributors, advertising and use value has succeeded. This integration of the marketing mix provides the maximal strategy that allows making value adding and innovation strategies. (CONFIRMATION OF VALUE ADDING)
6. The first step to define a minimum strategy is ensuring that the price-value relationship is optimal. When this situation is given, then a minimum strategy becomes possible. (SURVIVAL STRATEGY)
7. Minimum strategies require making the products be experienced by the clients and potential clients. This implies making promotional activities that allow the final client perceive that it is a win-win approach. This win-win approach is the active function of the minimum strategy to ensure the achievement of the commercial goals. (WIN-WIN)
8. The establishment of a strong bond/link between customers and products is what makes the minimum strategy stable. It is a way to avoid the "entropy" of the relationship with clients and allows building stable relationships based on the subjective bond between the clients and the products. (PAYING PRICES)
9. The achievement of the minimum strategy has been done when the value-price relationship has been integrated with the promotional activities that allow customers experience the use value and the establishment of a solid bond between the customers and the products. (CONFIRMATION OF SURVIVAL STRATEGY)
10. The final step of this algorithm is the development of destructive and non-destructive pilot tests to ensure the functionality of the process.

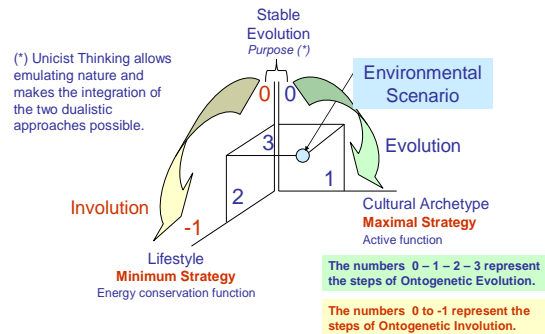


The Environmental Scenario

The stable evolution of a market depends on the integration of the cultural archetype of a country and the lifestyle that influences such market. This establishes the environmental forces that influence a business. The ontogenetic map of the country's archetype integrated with the ontogenetic map of lifestyles allows defining the context that influences the business. This allows taking advantage of the market trends.

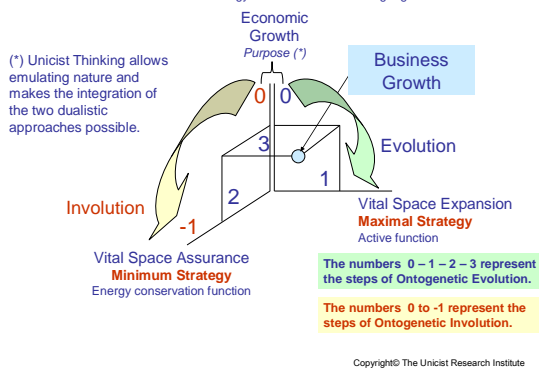
Unicist Ontogenetic Map of Environmental Scenario

The Unicist Ontology in Unicist Standard Language



Unicist Ontogenetic Map of Business Growth

The Unicist Ontology in Unicist Standard Language



The Algorithm for Business Growth

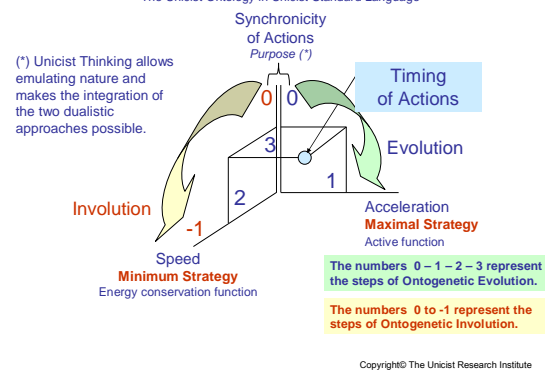
The purpose of the ontogenetic map of business growth is to generate economic growth which is based on the integration of technological differentiation, with the capacity of generating monetary circulation in a context of competitiveness and scarcity. While the vital space expansion is based on the capacity to generate additional value, the assurance of the vital space is based on the power of the organization measured in terms of its institutionalization that makes it fully reliable for the market. The business growth context is what establishes the environment for specific actions.

The Timing of Actions

The timing of actions implies being able to generate the synchronicity that is needed in order to develop solutions that have the necessary impact and focus to influence the environment and create the conditions to take advantage of the opportunities. Timing implies that the business is moving at a speed that is analogous to the speed of the market. This speed is given by the power of a business that is defined by the quantity of work it is able to develop in a unit of time. Timing is what makes synchronicity possible.

Unicist Ontogenetic Map of Timing of Actions

The Unicist Ontology in Unicist Standard Language



The Synchronicity of Actions

The synchronicity of actions is what makes a business grow. Its final purpose is the satisfaction of needs.

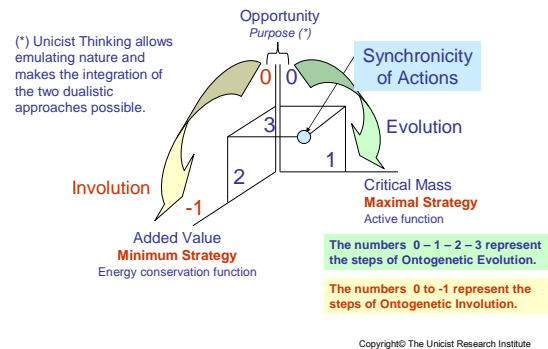
This satisfaction of needs is what defines the purpose of synchronicity. It has to cover both objective and personal needs in order to be successful.

The critical mass is defined by the aesthetics of the value proposal which needs to have the necessary credibility and influence in order to work as such critical mass.

The added value implies the capacity of generating both the subjective and the objective added value on time. Synchronicity is what makes value generating actions possible.

Unicist Ontogenetic Map of Synchronicity of Actions

The Unicist Ontology in Unicist Standard Language



The Business Attitude

The business attitude is what defines at an operational level the possibilities for business growth. The business attitude drives towards a result which implies that the ontogenetic map of the process needs to be implemented.

The need of doing what is necessary always implies an investment both at an institutional and at a personal level.

The process needs to be managed before it is implemented which necessarily implies investing time in learning to manage ontogenetic maps and defining operational processes based on conceptual knowledge.

When there is no institutional and personal attitude

to invest, what will be done is what can be done; it will inevitably drive toward avoiding the introduction of the changes that generate growth.

It is noticeable that small organizations naturally tend to do what they can do and large or start-up organizations are aware that they need to do what needs to be done.

Market Labs to Guide and Monitor Growth Programs

Unicist Market Labs are a powerful system for market expansion.

They integrate the information of country scenarios, markets, segments and products to provide commercial processes and objects that are designed using the ontogenetic maps, the factual information and the fundamentals of the markets.

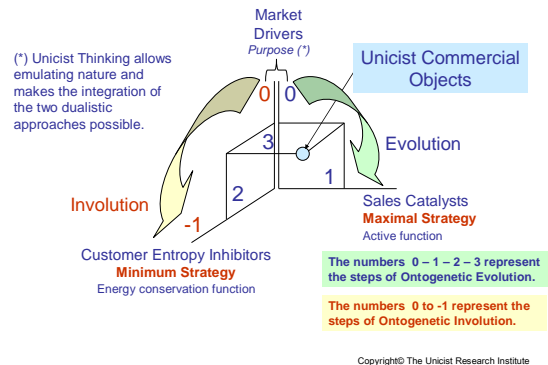
The task of the laboratory is to provide the information to generate market growth and monitor the processes.

The Unicist Market Lab is a market monitoring system based on ontogenetic maps to research, monitor, develop and test alternatives for market expansion.

The scope of Market Labs varies according to the client's needs. Its final output is sales growth.

Unicist Ontogenetic Map of Commercial Objects

The Unicist Ontology in Unicist Standard Language





The Unicist Research Institute

Pioneers in Complexity Science Research



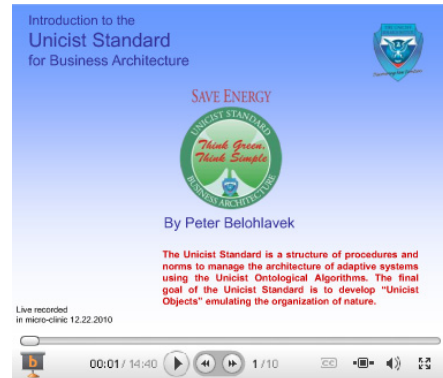
The Unicist Research Institute (TURI) is a global research center specialized in complexity sciences focused on the research of the evolution of adaptive systems. Its applicative research is centered on social, institutional and individual evolution, using unicist ontological research to develop unicist ontogenetic maps and build objects for individual, institutional and social use.

Unicist object driven technologies

Nature is organized by objects. The discovery of the ontogenetic intelligence of nature, laid the groundings for the unicist ontology based technologies to build objects emulating nature. Unicist Objects are proven solutions based on the use of the unicist ontogenetic algorithms included in the Unicist Standard that can be installed in processes in order to save energy and increase quality to produce results.

Main ontologically structured markets

- Structure of the automobile market
- Structure of the food market
- Structure of the mass consumption market
- Structure of the Financial market
- Structure of the insurance market
- Structure of the sports and social institutions market
- Structure of the Information Technology (IT) market
- Structure of the communications market
- Structure of the perishable goods market
- Structure of the mass media market
- Structure of the direct sales market
- Structure of the industrial commodities market
- Structure of the agribusiness market
- Structure of the health market
- Structure of the pharmaceutical market
- Structure of the oil market
- Structure of the chemical market
- Structure of the paints market
- Structure of the education market
- Structure of the services market
- Structure of the commerce and distribution market
- Structure of the mining market
- Structure of the Timber market
- Structure of the apparel market
- Structure of the passenger transportation market –land, sea and air
- Structure of tourism market
- Structure of the cargo transportation market
- Structure of the professional services market
- Structure of the e- market
- Structure of the entertainment and show-business market
- Structure of the advertising market
- Structure of the gastronomic market
- Structure of the hotel-management market
- Structure of the credit card market
- Structure of the real estate market
- Structure of the fishing market
- Structure of the editorial market
- Structure of the Industrial Equipment market
- Structure of the Construction and Engineering market
- Structure of the bike, motorbike, scooter and moped market
- Structure of the sporting goods market



Access video: www.unicist.org/jua.shtml

Access the Unicist Standard Guides
www.unicist.org/unicist_standard.shtml

Main unicist 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.



Business Ontology
Access the next step
www.twitter.com/UnicistOntology



Business Objects
Access the next step
www.twitter.com/UnicistStandard



Unicist Library for Business Architecture
www.unicist.com

The Unicist Research Institute
www.unicist.org/index.php

Acknowledgement

The development of the Unicist Standard was possible due to the participation in the research of hundreds of institutions and companies and thousands of individuals since its beginning in 1976. As it is known, complexity research has to be developed in the “real world” and doesn’t allow making artificial experimentation. Thus, more than 4,200 researches on unicist ontological structures of reality could be finished (December, 2011) giving birth to the Unicist Standard which is based on the discovery of the ontogenetic intelligence of nature and the consequent Unicist Ontology of Evolution.



Unicist Library for Country Future Research
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