

Knowledge Block Applications

Competitive Intelligence:

Knowledge Blocks are used in Kesting Ventures® Corp.'s ISUM Competitive Intelligence System that not only analyzes competitors' costs but also estimates optimum costs.

Product Performance:

Knowledge Blocks are the premier tool to decipher what markets really want and how to achieve Market Value Leadership.

R&D Portfolio:

Knowledge Blocks are the premier tool to sort technology/market opportunities for growth. Knowledge Blocks significantly increase the success rate of "Stage Gate" and other development processes.

Extend® Program:

Knowledge Blocks are used in Kesting Ventures® Corp.'s Extend Program, which creates a business blueprint for existing businesses.

Start® Program:

Knowledge Blocks are used in Kesting Ventures® Corp.'s Start Program, which creates a business blueprint for new businesses.

KVC Programs
www.kestingventures.com

Kesting Ventures® Corp. will promptly respond to requests for information and requests for proposals.

Market Value System Programs: KVC has a number of MVS Programs that use various levels of TMP Value, Economic Value and Influence to evaluate technology alternatives and/or players in specific markets.

ISUM Competitive Intelligence Programs: ISUM is a managerial accounting and engineering system that is capable of modeling manufacturing processes so thoroughly that plant managers and engineers can use the models to optimize their own plants. KVC has a number of ISUM Programs that address various competitive intelligence needs.

Extend® Programs are for existing business teams, who want to accelerate the growth and improve the profitability of their business. An Extend Program does everything that is required to develop a knowledge-based business blueprint for growth that has the business team's full commitment.

Start® Programs are for Companies who want to identify, develop and launch a "new-to-the-company" business. The "new-to-the-company" business must utilize the company's assets, skill sets, competencies, information and Knowledge Blocks but must not conflict

Knowledge Blocks (Hidden Assets)



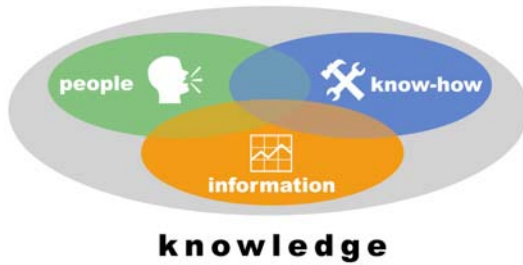
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market value system programs

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People are considered to be a company's most important asset. This is a generally accepted truth because people have knowledge and knowledge is required to grow businesses profitably. Information, know-how, knowledge and knowledge blocks are not the same.

Information consists of facts, figures and data produced through scientific, market and business research. Information is only valuable when it is sorted and structured.

Know-how consists of professional experience in a field of interest that is related to target technologies and/or markets. Know-how is by far the largest component of a company's intellectual property. Know-how is not the same thing as knowledge.

Knowledge, which is intangible, is the reasoning ability that people use to accomplish tasks. To solve a puzzle, all necessary tasks must be identified and properly linked together. For many complex puzzles either the path to the solution or *tangible* knowledge to accomplish one or more tasks might not exist. When this happens, people with know-how must be assigned to the additional task of creating *tangible* knowledge before either the path to the solution of the puzzle can be decided or one or more tasks completed. Otherwise the puzzle can't be solved.

Knowledge Blocks are mathematical models of pieces of a business, technology or market puzzle that can be linked together to produce the puzzle's solution. Knowledge blocks include supporting explicit information and all of the workbooks that were used to facilitate knowledge block creation. Since knowledge blocks are *tangible* assets, knowledge blocks can be valued and managed.

Knowledge blocks have the following characteristics:

- They are required to solve specific puzzles.
- They have been judged to be true, with a probability of >70%, by both the people who created the knowledge blocks and also the people who use the knowledge blocks to solve business, technology or market puzzles.
- They are based on valid experiences and can be used to create market models that explain past and present market behavior and facilitate forecasting future market behavior.

Experiential Modeling is the scientific method that Kesting Ventures® Corp. uses to create the knowledge blocks that are required to solve many of today's complex business, technology and marketing puzzles.

Experiential modeling requires knowledge block structure, glossaries and workbooks, modeling processes and the know-how to use knowledge blocks to complete all of the tasks that are required to solve specific puzzles.

Knowledge Block Benefits

Knowledge Blocks provide insights that can't be revealed by any other scientific method.

In addition to being the only approach that can solve many of today's complex business, technology and marketing puzzles, Knowledge Blocks are frequently the lowest cost approach.

Knowledge Blocks can be conveniently updated, which greatly reduces their long term maintenance cost.

Knowledge Blocks dramatically increase professional productivity and motivation

Knowledge Blocks are fast and efficient and are applicable to all business, technology and marketing puzzles.

Knowledge Blocks are tangible assets.

Like the underwater part of an iceberg, Knowledge Blocks are hidden from view.

