



Unicist  
Confederation

Back to Fundamentals

For Business Growth and Profit Improvement

# Unicist Cognitive Systems

Installed as Collaborative R&D Projects

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- Unicist Business Strategy System
  - Unicist Root Cause B2B Market Lab System
  - Unicist Root Cause B2C Market Lab System
  - Unicist Root Cause Management System
  - Annex I: Unicist Business Strategy Clinics



The Unicist  
Research Institute

Pioneers in Research since 1976

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## Unicist Cognitive Systems

SAVE ENERGY



Unicist Cognitive Systems manage the concepts and fundamentals that define the root causes that drive business functions. They define the framework for management systems, decision support systems and knowledge systems. This approach is necessary to manage the adaptive aspects of businesses.

They are based on the knowledge of the fundamentals of business functions which are defined by their ontological structures.

Unicist Cognitive Systems drive the Industry 4.0 concept and use unicist artificial intelligence to learn from the pilot tests to ensure the reliability of the knowledge provided and business objects to ensure their functionality.

They became possible due to the research of the concepts and fundamentals that drive business functions, the discovery of the structure and functionality of business objects and the development of the unicist artificial intelligence that emulates human intelligence and the intelligence that underlies nature.

# Unicist Cognitive Systems for Business Expansion

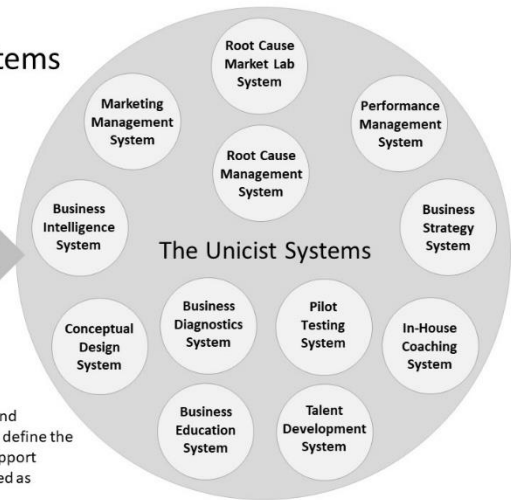
## Developed as Collaborative R&D processes with Companies

The 4th Industrial Revolution empowered adaptiveness, customer orientation and growth. The introduction of Industry 4.0 required managing artificial intelligence to deal with adaptive roles and processes and the knowledge of the concepts of business functions that drove to the Era of Conceptualization.

Unicist artificial intelligence is based on the concepts and fundamentals of business functions and uses the rules of the unicist logic to drive the decision making and learning processes.

The Unicist Cognitive Systems are installed as collaborative R&D processes to ensure their functionality. The process begins with a "Prototype" and a Unicist AI Monitor that are provided by The Unicist Research Institute. Unicist Systems manage the concepts and fundamentals of business functions to generate value.

### The Industry 4.0 Concept The Unicist Cognitive Systems For Business Applications



Unicist Cognitive Systems manage the concepts and fundamentals that drive business functions. They define the framework for management systems, decision support systems and knowledge systems. They are installed as collaborative R&D projects with companies.

## The Business Arm of The Unicist Research Institute



The Unicist Confederation is the business arm of The Unicist Research Institute that deals with businesses as adaptive systems based on a strategic approach using Unicist Artificial Intelligence.

The Unicist Research Institute has been a pioneer in complexity science research since 1976, and one of the precursors of the 4th Industrial Revolution that introduced the unicist ontogenetic maps to manage complexity and deal with adaptive systems.

These ontogenetic maps made Unicist Artificial Intelligence possible, emulating human intelligence and the intelligence that underlies nature. It is a core tool to manage the Industry 4.0 concept.

Learn more: [www.unicist.org/turi.pdf](http://www.unicist.org/turi.pdf)

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## Unicist Strategy



Unicist Strategy is an emulation of the intelligence that underlies nature. It is a conscious planning process to achieve possible goals developing maximal strategies to expand and minimum strategies to ensure profits. It was created to develop strategies in adaptive environments, integrating expansive and defensive strategies as a unit to ensure results. The Unicist Artificial Intelligence, that emulates the rules of the intelligence that underlies nature and human intelligence, allowed developing the Unicist Strategic AI Monitor that transforms the conceptual and fundamental approach into operational action plans.

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# The Unicist Business Strategy System

Unicist Strategies are value adding approaches to foster growth. The development of the unicist strategy system is a participative R&D process that ensures the functionality and confidentiality of the solutions. It is supported by the Unicist AI Monitor and includes:

- 1) The design of a strategy that is possible to be achieved based on the available resources. This strategy includes a maximal strategy to grow and a minimum strategy to ensure results.
- 2) The definition of a market strategy to grow based on the ontogenetic maps of the business functions involved.
- 3) The design of the architecture that is needed to ensure the achievement of results.
- 4) The definition of a financial strategy that ensures business growth.
- 5) The development of pilot tests of the functionality of the actions in the environment.



## Unicist Business Intelligence

The Unicist Approach to business intelligence is based on the use of unicist technologies that allow defining the information that is necessary to build competitive intelligence, critical intelligence and structural intelligence and building the context of businesses.

This system deals with the management of businesses considered as unified fields with their markets.

**Based on the development of maximal strategies to grow and minimum strategies to ensure results.**

Access description:

[www.unicist.net/unicist-strategy-system](http://www.unicist.net/unicist-strategy-system)

## Features

The Unicist Business Strategy System develops reliable strategies based on the knowledge of the ontogenetic maps of the business functions involved and the development of maximal and minimum strategies.

The core features of the system are:

- It begins with the use of a "Prototype" to develop strategies and monitor Pilot Tests.
- Unicist AI Monitor to manage the root causes of strategies.
- It uses a business intelligence monitor to provide reliable information.
- It includes a future scenario building method.
- It uses a Unicist Marketing Strategy Monitor to expand markets.
- It uses a Unicist Financial Strategy Monitor to manage business growth.
- It uses a Root Cause Management Monitor to develop the business and IT architecture to build an object driven organization.
- It includes the Unicist Corporate University working as a teaching hospital in business.



## Unicist Marketing

The discovery that the concepts people have in their long-term memory drive their actions and that the conceptual short-term memory triggers perception, drove marketing to a superior level. Unicist marketing is on the one hand an approach to the concepts and fundamentals that underlie products/services and drive buying decisions. On the other hand, it is an approach to the roots of buying processes, which requires using the unicist conceptual segmentation to define operational customer profiles. It uses commercial, semantic, semiotic and branding objects to influence buying decisions.

# Unicist Root Cause B2B Market Lab System

The Market Lab System for B2B markets is a unicist cognitive system that uses fundamentals to empower the generation of sales and market growth.

It uses unicist artificial intelligence to learn from the pilot tests in the market and allows monitoring the commercial processes and developing marketing objects to accelerate buying processes.

The Unicist Cognitive Systems for businesses were developed to manage monetization processes to foster growth and profitability.



## Features

The system is installed as a prototype that works on the cloud where the collaborative work of the Lab takes place. It includes the fundamentals of the market segments and of the marketing functions and processes, as well as all the modules of the system.

It uses the unicist artificial intelligence monitor to manage the feedback of the pilot tests of the marketing actions. This monitor is installed within the system after the first pilot tests proved their functionality.

The system includes the following modules:

- Marketing fundamentals management module
- Pilot testing module
- Lead generation module
- Digital marketing management module
- Marketing objects builder to sustain and accelerate buying processes
- Unicist artificial intelligence module

## Marketing Objects

The influence on the root causes of buying processes requires the use of marketing objects in the commercial processes to ensure the critical mass that is necessary to trigger buyers' decisions.

It includes the development of the following marketing objects:

- 1) **Commercial Objects:** to sell ideas or products
- 2) **Semantic Objects:** that provide the necessary knowledge to understand the functionality of differentiations and innovations
- 3) **Branding Objects:** to install brand attributes
- 4) **Semiotic Objects:** to guide buying processes

**Based on the knowledge of the concepts buyers have, that drive their buying decisions.**

Access description:  
[www.unicist.net/unicist-market-lab](http://www.unicist.net/unicist-market-lab)



# Unicist Root Cause B2C Market Lab System

The Unicist Marketing is an approach based on the use of marketing objects and the unicist segmentation. These marketing technologies have been developed at The Unicist Research Institute to manage the root causes of buying processes.

The unicist marketing approach is based on the unicist conceptual segmentation model that allows managing the influence of the Conceptual Short-Term Memory (CSTM) that triggers all buying processes.

In Unicist Marketing, each segment is considered a "Universe". This approach increases the marketing effectiveness, accelerates the buying processes and saves energy.



## Features

Unicist Root Cause Marketing is an object driven approach that uses the conceptual segmentations to define segmented actions considering each segment as a market. It was developed at The Unicist Research Institute to manage the root causes of buying processes.

Buying decisions are driven by the concepts individuals have. That is why buying decision are driven by the instantaneous actions of the Conceptual Short-Term Memory that use the information stored as a concept in the long-term memory.

The system includes the following modules:

- Marketing fundamentals management module
- Pilot testing module
- Profiling module
- Digital marketing management module
- Marketing objects builder to sustain and accelerate buying processes
- Unicist artificial intelligence module

For companies that are:

- **Introducing new products/services**
- **Expanding new markets**
- **Developing new segments**
- **Building new channels**

The Market Lab allows refining marketing processes, building marketing objects and developing pilot markets to promote growth and profitability.

It is based on the fact that the concepts people have define the nature and the root causes of their actions and that the buying-decision processes are triggered by the conceptual short-term memory (CSTM).

The expansion of segments is a core aspect of the Lab. It is based on the use of research methods that allow managing the latent needs of the market and access the urgent ones.

**Based on the knowledge of the concepts buyers have, that drive their buying decisions.**

Access description:

[www.unicist.net/unicist-market-lab-b2c](http://www.unicist.net/unicist-market-lab-b2c)

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## Unicist Conceptual Management



The discovery that the concepts and fundamentals people have in their long-term memory drive their actions, allowed managing the fundamentals of business functions, driving management to a superior level. On the one hand, unicist conceptual management approaches the root causes of business problems to develop structural solutions, using unicist conceptual design to ensure their functionality. On the other hand, conceptual management allows forecasting the future using a unicist strategic approach to develop maximal strategies to grow and minimum strategies to ensure results.

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# The Unicist Root Cause Management System

The Unicist Root Cause Management System is based on the concepts and fundamentals of business processes to manage the root causes of problems to build business solutions using business objects. It is developed as a participative R&D process based on solving urgent problems by building structural solutions.

The implementation of the system begins with the use of a prototype that is provided by The Unicist Research Institute that includes the Unicist AI Monitor to develop solutions that is transformed into a system through multiple pilot applications.

The participative R&D model that is used ensures the functionality and confidentiality of the solutions.

This approach emulates the organization of nature by developing a maximal strategy to expand and a minimum strategy to ensure results.



## Structural Solutions

Unicist Root Cause Management introduced an approach to develop structural solutions for problems in adaptive environments.

It drives to research the fundamentals of efficacy and efficiency and find a solution that integrates the problems, their restricted context and their wide context.

Access description:

[www.unicist.net/root-cause-management](http://www.unicist.net/root-cause-management)

## Features

The Unicist Root Cause Management System is a decision support system to develop solutions including both the triggering and the root causes. It includes:

- It begins with the use of a "Prototype" to search for root causes and manage Pilot Tests
- Unicist Knowledge Groups to research root causes
- Unicist AI Monitor to manage root causes.
- Avant Garde Groups to develop solutions.
- Pilot Testing System to manage the feedback and learn from the environment.
- Knowledge Management System to build and manage knowledge objects.
- Root Cause Library to access the ontogenetic maps of business functions.
- Unicist Corporate University working as a Teaching Hospital in Business.
- Unicist Coaching 4.0 to support the solution of complex adaptive problems.

**Based on the knowledge of the concepts and fundamentals of processes that define the root causes of business problems.**

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## Annex I

# Unicist Business Strategy In-House Clinics

This Clinic gives access to the Unicist Strategy Technology through the development of a real strategy that emulates the intelligence of nature by developing a maximal strategy to grow and a minimum strategy to ensure results. The Unicist Business Strategy sustains business monetization processes.

The Unicist Strategy is a paradigm shift in strategy building that introduced the development of value adding strategies that are synchronic with value earning strategies to generate growth.



## Real Strategy Building

The basics of this technology are transferred through Clinics that provide the fundamental knowledge to develop strategies in a specific field of action. These Clinics are based on real applications of the unicist strategy that allow apprehending the structure and mechanics of the unicist strategic approach while generating results.

This approach is based on a Unicist Cognitive System that allows emulating strategies. It uses the Unicist AI Monitor to emulate business functions to define the processes and business objects that are needed to achieve the planned results.

Access Program:  
[www.unicist.org/academic/pdf/brief-unicist-strategy-program.pdf](http://www.unicist.org/academic/pdf/brief-unicist-strategy-program.pdf)

## Characteristics

This clinic gives access to the technology to manage unicist business strategies based on the development of a real solution where the development of maximal strategies to grow and minimum strategies to ensure results can be experienced.

- Real case solution building
- Between 5 and 21 participants.
- There is an individual version based on unicist coaching services.

### Alternatives:

- **3-Day full-time clinic** – That is used to develop a real strategy with a company – It is a live personal activity.
- **1-Day full-time clinic** – That is based on the development of a specific strategy and includes the possibility of a live personal activity or a live virtual activity.
- **4-Hour clinic** - That allows experiencing the technology based on a real case – It is a live virtual activity.

The unicist strategic approaches to businesses are based on managing the fundamentals of business functions.

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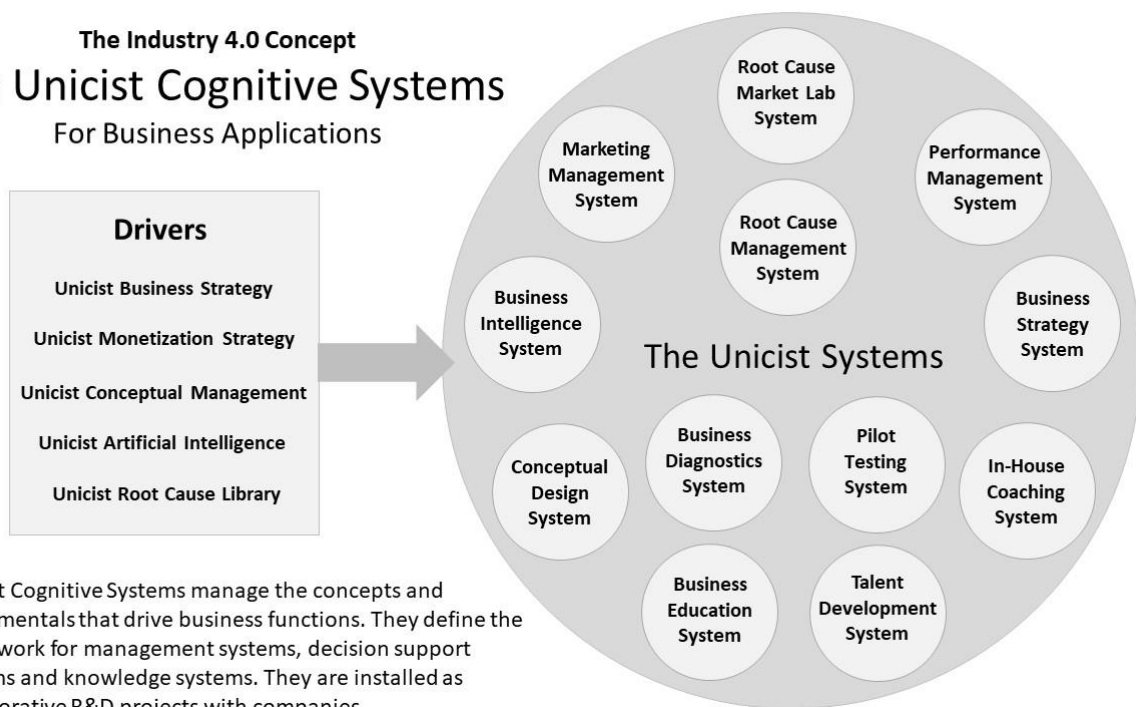
## Annex II

# The Unicist Cognitive Systems to Monetize Businesses

The Unicist Cognitive Systems for businesses were developed to manage business monetization processes. The Unicist Cognitive Systems in business, manage the root causes, the dynamics and the evolution of the business processes they deal with.

These systems were developed to manage businesses as adaptive systems to foster growth, process improvement, decision making, profit improvement and customer orientation. They take advantage of the technologies included in the 4th Industrial Revolution and use the knowledge of the concepts and fundamentals of the business functions to manage their root causes.

## The Industry 4.0 Concept The Unicist Cognitive Systems For Business Applications



Unicist Cognitive Systems manage the concepts and fundamentals that drive business functions. They define the framework for management systems, decision support systems and knowledge systems. They are installed as collaborative R&D projects with companies.

## Unicist Artificial Intelligence Monitor

Unicist cognitive systems include the use of an artificial intelligence monitor that emulates the ontogenetic structure of fundamentals to ensure their functionality while it learns from the feedback of the pilot tests.



Unicist artificial intelligence is based on the ontogenetic maps of the functions of the adaptive systems or environments that are being managed.

These ontogenetic maps describe the underlying concepts and fundamentals that define the root causes of the functionality of an adaptive system.

They are an emulation of the triadic ontogenetic intelligence of nature and define the structure of the unicist artificial intelligence.

This intelligence is structured by the unicist logic, that emulates human intelligence and the intelligence of nature, and establishes the rules of the functionality and evolution of the ontogenetic maps, which define the unified field of the adaptive system, including the restricted and wide contexts.

## Comparison Between IBM/Watson and Unicist

A comparison between the cognitive approach proposed by IBM/Watson and the Unicist System clarifies their differences and complementarities:

Aspect	IBM/Watson Cognitive Systems	Unicist Cognitive Systems
<b>Purpose</b>	Reliable Solution Building	Managing complex adaptive environments
<b>Approach to Reality</b>	Univocal approaches with empirical confirmation	Biunivocal approaches with empirical confirmation
<b>Engine</b>	Mathematical and Logical Algorithms	Unicist Ontogenetic Maps and Unicist-Logic Algorithms
<b>Basic approach</b>	It emulates the dualistic human intelligence	It emulates the triadic intelligence of nature and the triadic functionality of human intelligence
<b>Pattern recognition</b>	Operational patterns	Conceptual and operational patterns
<b>Input</b>	It uses scientific and operational knowledge and data	It uses conceptual, scientific and operational knowledge and data
<b>Knowledge Building</b>	Univocal rules and empirical learning	Double dialectical rules and empirical learning based on the ontogenetic maps of the concepts of things
<b>Solution Building</b>	Based on patterns	Based on root causes
<b>Main Application Fields</b>	Data analysis, big data management, business applications, natural language understanding, knowledge discovery, visual recognition, speech to text and text to speech, translations, personality insights, tone analysis	Social behavior, economic behavior educational applications, institutional applications, business applications, individual behavior, biological behavior, complex systems behavior.
<b>Necessary Managerial Approach</b>	It is based on a systemic approach to reality	It is based on a strategic approach to reality
<b>Reliability of Knowledge</b>	Empirical	Conceptual and Empirical
<b>Knowledge Bases</b>	External knowledge bases	Unicist root cause library and external knowledge bases



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## Brief of the Unicist Cognitive Systems:

### Market Growth Systems

**Pilot Test Driven Market Lab System:** It was developed to manage and monitor the root causes of buying processes to generate market growth. It is based on the discoveries that were made in the field of human behavior. It is for companies that are expanding their markets.

**Marketing Management System:** It was developed to increase notoriously the speed of market growth, building sustainable growth while expanding markets. It is based on the knowledge of the concepts and fundamentals of markets and of the compatible marketing models, which are based on the discoveries that were made in the field of human behavior. It is for companies that need to expand their markets.

### Profit Improvement Systems

**Performance Management System:** It was developed to provide the information of the functionality and performance of the adaptive business functions and their processes. It is based on the development of the conceptual measurement and their KPIs. It is for companies who are focused on business expansion.

**Root Cause Management System:** It was developed to find the root causes of business functions which are defined by the underlying concepts and fundamentals to optimize the cost-value relationships and/or generate profit improvement. It is for organizations that already have a process improvement system.

### Unicist Strategy Building Systems

**Business Strategy System:** It was developed to increase notoriously the speed of growth while ensuring the results to be produced. It is based on the emulation of the intelligence that underlies nature. It is for companies that are expanding the boundaries of their business.

**Business Intelligence System:** It was developed to provide the information of present and future scenarios to access the information for competitive, critical and structural intelligence. It is based on the conceptual structures that define business scenarios. It is for companies that assume a leading position in the market.

### Business Process Improvement Systems

**Business Diagnostics System:** It was developed to make fundamental diagnoses that allow managing the root causes of problems and build structural solutions. It is based on the knowledge of the fundamental structure of business functions. It is for companies that need to make partial or total turnarounds.

**Conceptual Design System:** It was developed to use technical knowledge and fundamental knowledge to build the conceptual design of business processes and business functions. It uses the ontogenetic maps of the fundamentals of business functions and the pilot testing processes to ensure the results of the design. It is for companies that need being adaptive.

## Efficacy Assurance Systems

**Pilot Testing System:** It was developed to ensure the functionality of the solutions that are being developed in the company and to learn from their feed-back. The pilot testing systems are simultaneously the learning module of the unicist artificial intelligence monitors. It is for companies that manage continuous improvement.

**In-House Coaching System:** It was developed to coach the management of the root causes of problems and develop structural solutions. Its activity focused on the projects, the business and the coachee. It is based on the use of the concepts that were researched. It is for organizations that have a systemic approach to businesses.

## Organizational Learning Systems

**Business Education System:** It was developed for business education of managers and high potentials who need to have a strategic approach to manage businesses. It works as a "Teaching Hospital in Business". It is based on the discoveries that were made on the functionality of human intelligence. It is for companies that manage their high potentials.

**Talent Development System:** It was developed to diagnose talents, based on the capacity of managing the fundamentals of business processes, and foster their evolution. It is based on the discoveries that were made on the functionality of human intelligence. It is for companies that manage their high potentials.

## Unicist Business Objects Factory

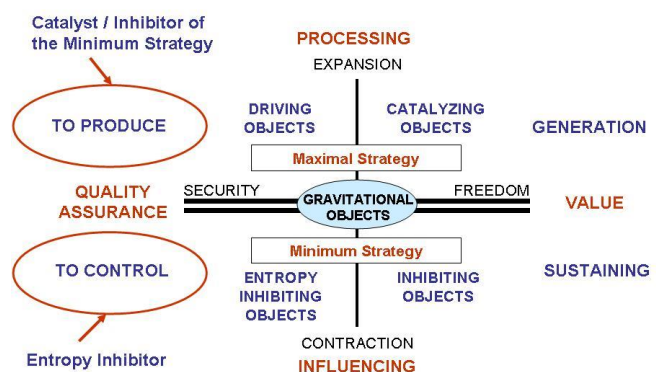
The Unicist Cognitive Systems include a module to build business objects to introduce in business processes. Unicist business objects (UBO) are encapsulated adaptive systems that produce predefined results that can be inserted in work processes to increase productivity and quality and to save energy.

Objects are productive adaptive units that have a concept, an added value, the necessary quality assurance and a methodology to ensure the minimum strategy. To imagine an object please consider an automatic pilot in an airplane. It can be considered a "paradigmatic" object.

From a functional point of view there are different types of objects:

- **Driving Objects**  
To drive processes
- **Catalyzing Objects**  
To accelerate processes
- **Entropy Inhibiting Objects**  
To inhibit the entropy of business processes
- **Inhibiting Objects**  
To inhibit dysfunctional events in a business
- **Gravitational Objects**  
To influence the results of processes

The Unicist Ontology of Objects' Functionality  
Ontogenetic Map in Unicist Standard Language



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# The Knowledge Base

A cognitive system is an interface that builds knowledge using artificial intelligence. Knowledge is such when it provides the information, framework, methodologies or methods that are necessary to generate value. The business cognitive systems are essentially analogous to medical cognitive systems because they use validated information to build reliable knowledge.

There are basically two different types of approaches to build business cognitive systems:

- A. **The data-based approach** – based on empirical data.
- B. **The ontogenetic maps based approach** – based on knowledge of the concepts and fundamentals of business functions.

Both approaches converge on the same solution when the learning process of the data-based approach tends towards infinity.

The unicist business cognitive systems are based on the concepts and fundamentals of business functions and an empirical learning process based on the pilot-testing of the validity of the knowledge.

The structure of concepts and their fundamentals is cross-cultural and timeless. It remains unchanged as long as the business function exists, while its operational content is environment dependent. The value of the unicist business cognitive systems is given by the knowledge of the ontogenetic maps of the business functions researched and the learning capacity of the unicist artificial intelligence.

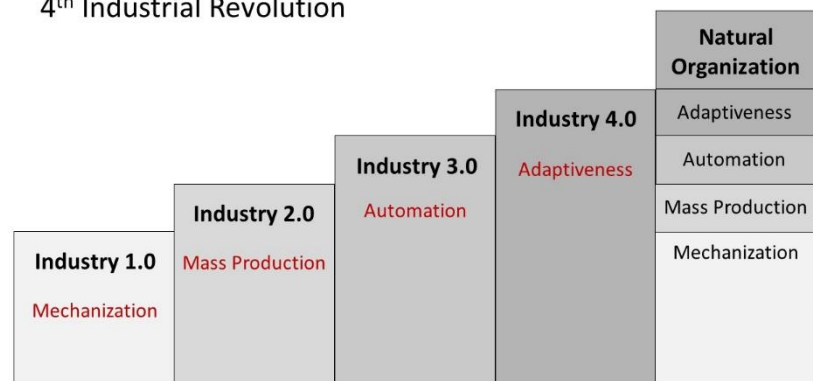
## Industry 4.0

The 4th Industrial Revolution introduced adaptiveness in organizations. Business functions are adaptive when their functionality is feedback dependent.

The Unicist Research Institute was one of the precursors of Industry 4.0 through the development of complexity sciences to deal with adaptive systems and environments.

Industry 4.0 introduced structural changes in business management that drove to the development of the Unicist Cognitive Systems.

The Unicist Approach to the 4<sup>th</sup> Industrial Revolution



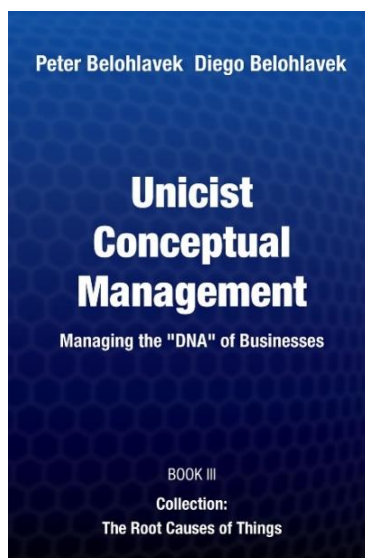
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They include several autonomous systems that manage the different aspects of business processes to foster business expansion. The installation of these systems is developed through collaborative R&D processes that are based on "prototypes" which are provided by The Unicist Research Institute.

## The Unicist Paradigm Shift: The DNA of Businesses

The Unicist Paradigm Shift in Business establishes the framework of the unicist approach to the 4th Industrial Revolution. It defines the different technologies and methodologies to be used to manage businesses as adaptive systems.

The discovery of the intelligence that underlies nature allowed emulating it, emulating its organization and emulating its evolution.



This drove to the discovery of the structure and functionality of concepts and fundamentals that drive human behavior and underlie things which define the root causes of adaptive environments.

This structure of concepts defines the DNA of organizations and adaptive systems that allowed managing the root causes of their functionality.

This upgraded business management, introducing a new stage in business diagnostics, future research, business strategy, business architecture and applying it to business process design.

This approach established the conceptual structure of Industry 4.0.

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