

# Fast and Smooth Fin and IC

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# PESTEL Model: Volatility in International Markets



# Volatility can cause business risk, market risk, financial risk

## WHAT IS VOLATILITY?

### OR WHY YOUR OPTION PRICES CAN BE LESS STABLE THAN A ONE-LEGGED DUCK

Some traders mistakenly believe that volatility is based on a directional trend in the stock price. Not so. By definition, volatility is simply the amount the stock price fluctuates, without regard for direction.

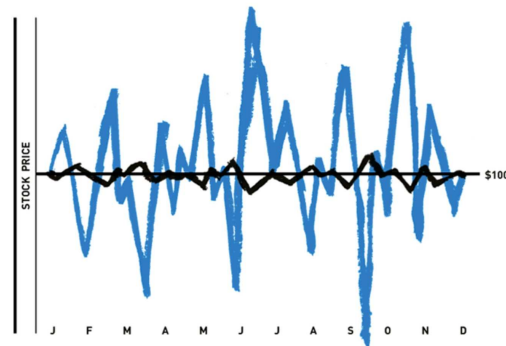


As an individual trader, you really only need to concern yourself with two forms of volatility: historical volatility and implied volatility. (Unless your temper gets particularly volatile when a trade goes against you, in which case you should probably worry about that, too.)

Historical volatility is defined in textbooks as "the annualized standard deviation of past stock price movements." But rather than bore you silly, let's just say it's how much the stock price fluctuated on a day-to-day basis over a one-year period.

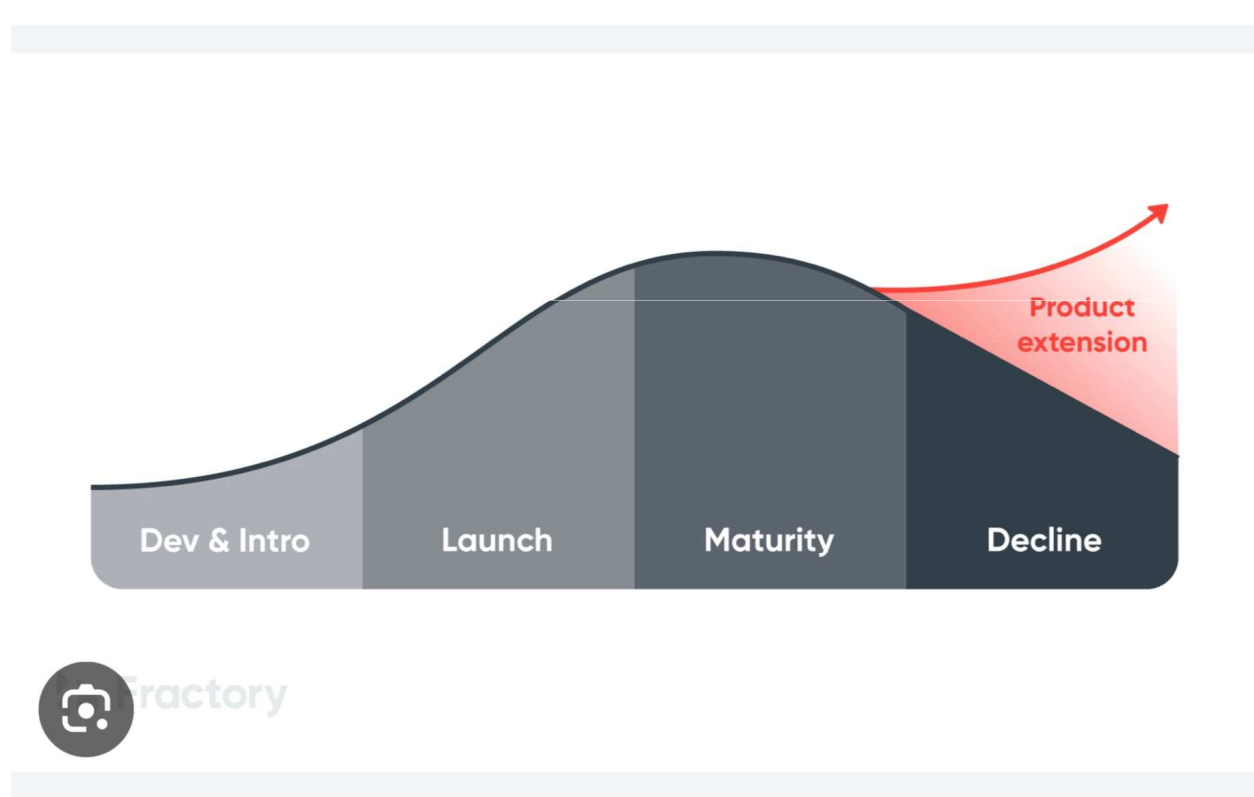
Even if a \$100 stock winds up at exactly \$100 one year from now, it still could have a great deal of historical volatility. After all, it's certainly conceivable that the stock could have traded as high as \$175 or as low as \$25 at some point. And if there were wide daily price ranges throughout the year, it would indeed be considered a historically volatile stock.

Figure 1: Historical volatility of two different stocks



This chart shows the historical pricing of two different stocks over 12 months. They both start at \$100 and end at \$100. However, the blue line shows a great deal of historical volatility while the black line does not.

# Company trying their best to solve the negative effects

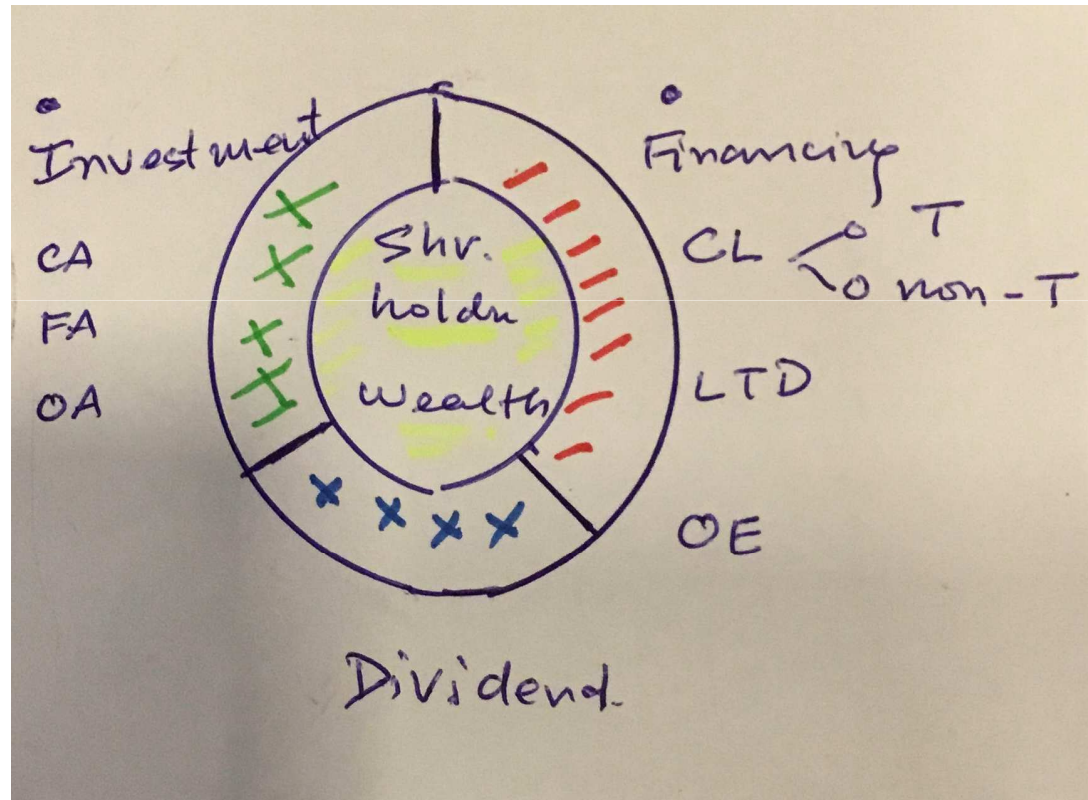


# Marketing strategy

## Marketing mix- 4P's



# Finance as well with Inv, fin ad div decisions/ strategy



# Definitions

## WHAT IS INTELLECTUAL CAPITAL?

- It is an identifiable non-monetary asset without physical substance.
- An asset is a resource that is controlled by the entity as a result of past events (for example, purchase or self-creation) and from which future economic benefits (inflows of cash or other assets) are expected.  
[International Accounting Standard 38.8]





# The time of Knowledge economy

## THE INTELLECTUAL CAPITAL MARKETPLACE MARKET VALUE (TRILLIONS OF DOLLARS)

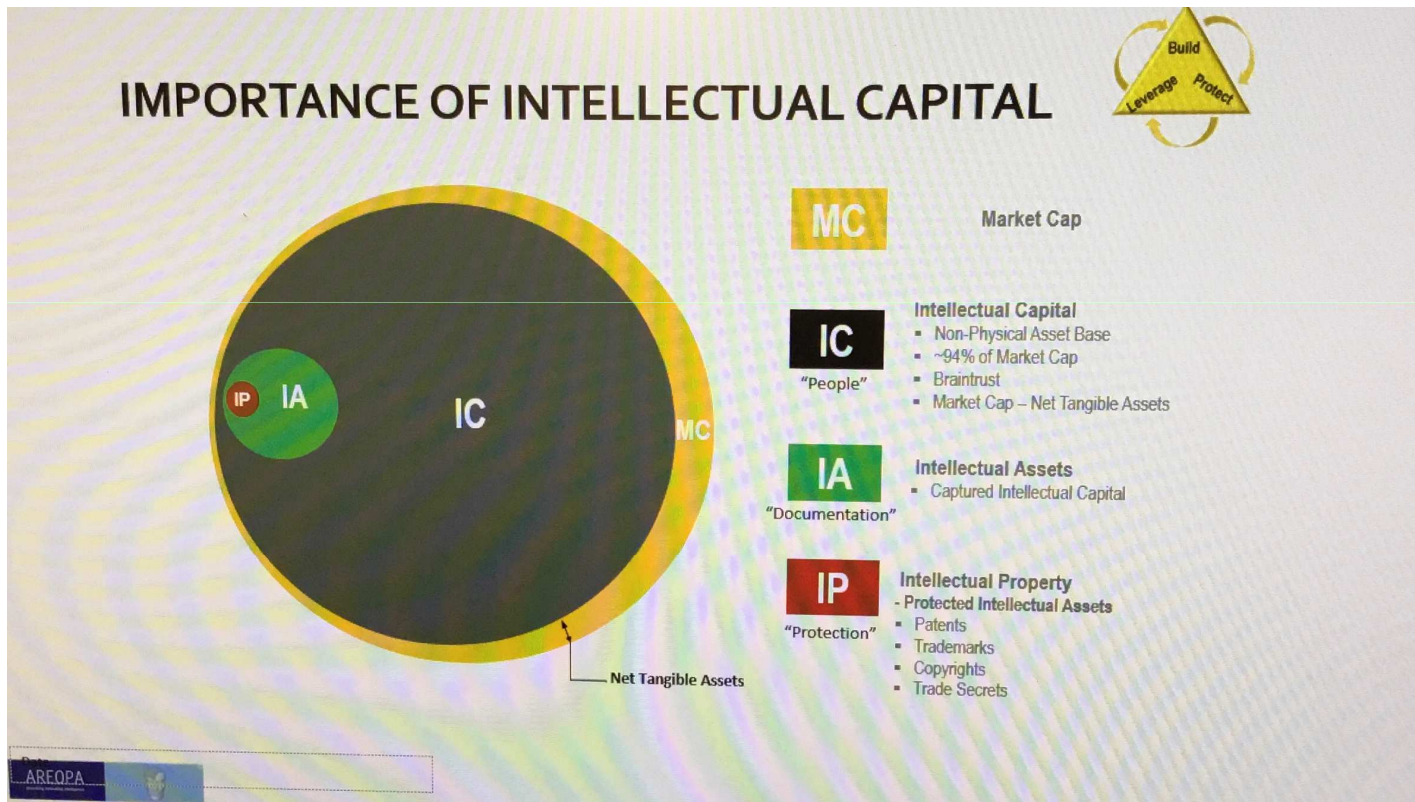
Leaders	2020	Leaders	2010
Apple	\$ 2.3	Exxon Mobil	\$ 0.4
Microsoft	\$ 1.7	PetroChina	\$ 0.3
Amazon	\$1.6	Apple	\$ 0.3
Alphabet	\$1.2	BPH	\$ 0.2
Facebook	\$ 0.8	Microsoft	\$ 0.2

- Apple's Fixed assets increased 4 times from \$75 billions in 2010 to \$324 billion in 2020
- Apples Market value increased 7.6 times from \$0.3 Trillion in 2010 to \$1.2 trillion in 2020
- 75% of Apples total market value is Intellectual Capital
- \* [Macrotrends.net](https://www.macrotrends.net), February 18, 2021





# Among IC: there are little items of IP



# Some examples of Tangible and Intangible assets

**ORGANIZATIONAL ASSETS**



**TANGIBLE**

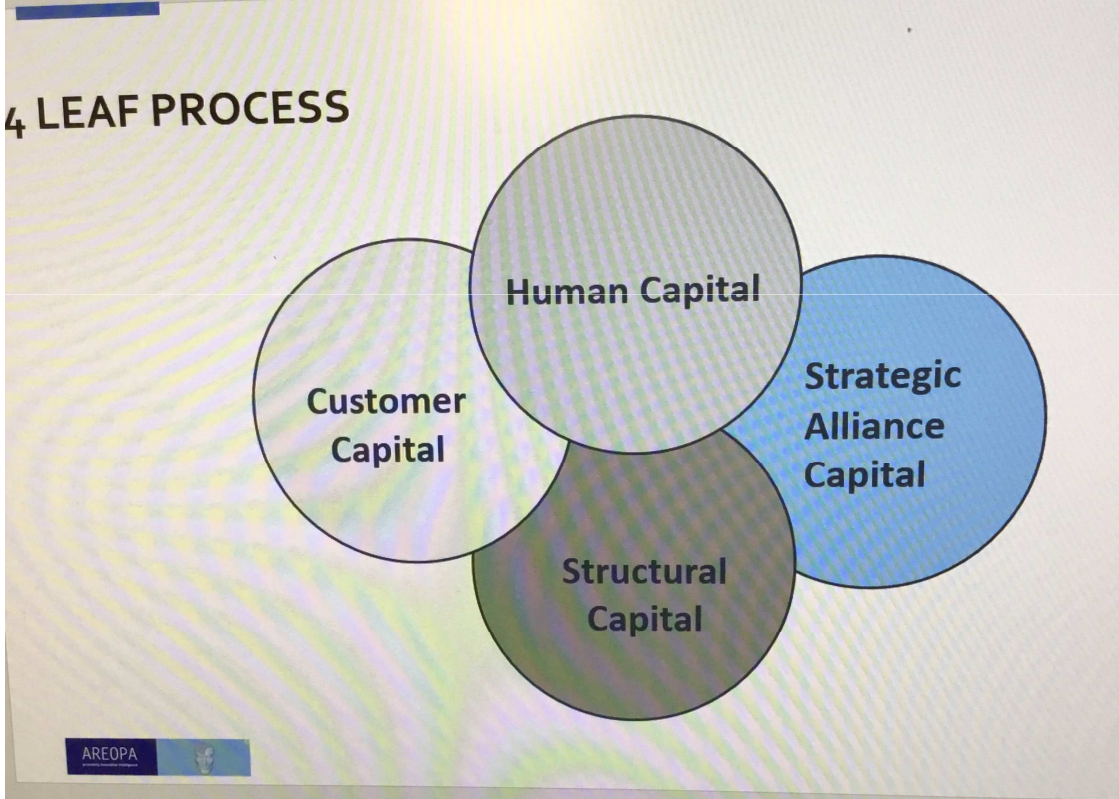
- Land
- Buildings
- Equipment
- Tables
- Desks
- Chairs
- Computers

**INTANGIBLE**

- Human Capital
- Know-How
- Structural Capital
- Patents
- Trademarks
- Copyrights
- Brands
- Goodwill
- Customer Capital
- Alliance Partner Capital

AREOPA

# Areopa develop 4 leaf model





# 1. Human Capital

- Know how
- Education
- Life experiences
- Vocational qualifications
- Work-related knowledge
- Work-related competencies
- Innovativeness
- Proactive and reactive abilities
- Changeability
- Social Skills
- Personality
- Networks

**HUMAN  
CAPITAL**

AREOPA

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## 2. Structural Capital

- Patents
- Copyrights
- Trademarks
- Management Philosophy
- Corporate Culture
- Processes and Procedures
- Information Systems
- Network Systems
- Computer Software
- Financial Relationships
- Customer Lists
- Customer and Supplier Relationships

**STRUCTURAL  
CAPITAL**

AREOPA

10

# 3. Customer Capital

- Brands
- Reputation
- Customers
- Customer Loyalty
- Company Name
- Distribution Channels
- Business Collaborations
- Licensing agreements
- Contracts
- Franchising Agreements

**CUSTOMER CAPITAL**

AREOPA

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## 4. Strategic Alliance Capital

- Suppliers and Partners
- Universities
- Relationships
- Contracts
- Networks
- Processes
- Procedures
- Brand
- Operating Systems

**STRATEGIC  
ALLIANCE  
CAPITAL**

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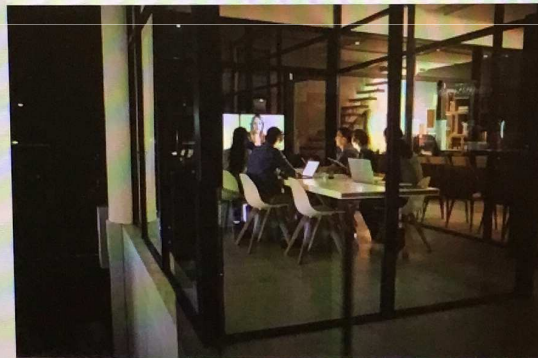
# Kick off steps for IC

## WHAT NEEDS TO BE DONE



### STEPS

1. Identify Intellectual Capital
2. Estimate the Value
3. Safeguard
4. Ownership
5. Protection



### STEPS

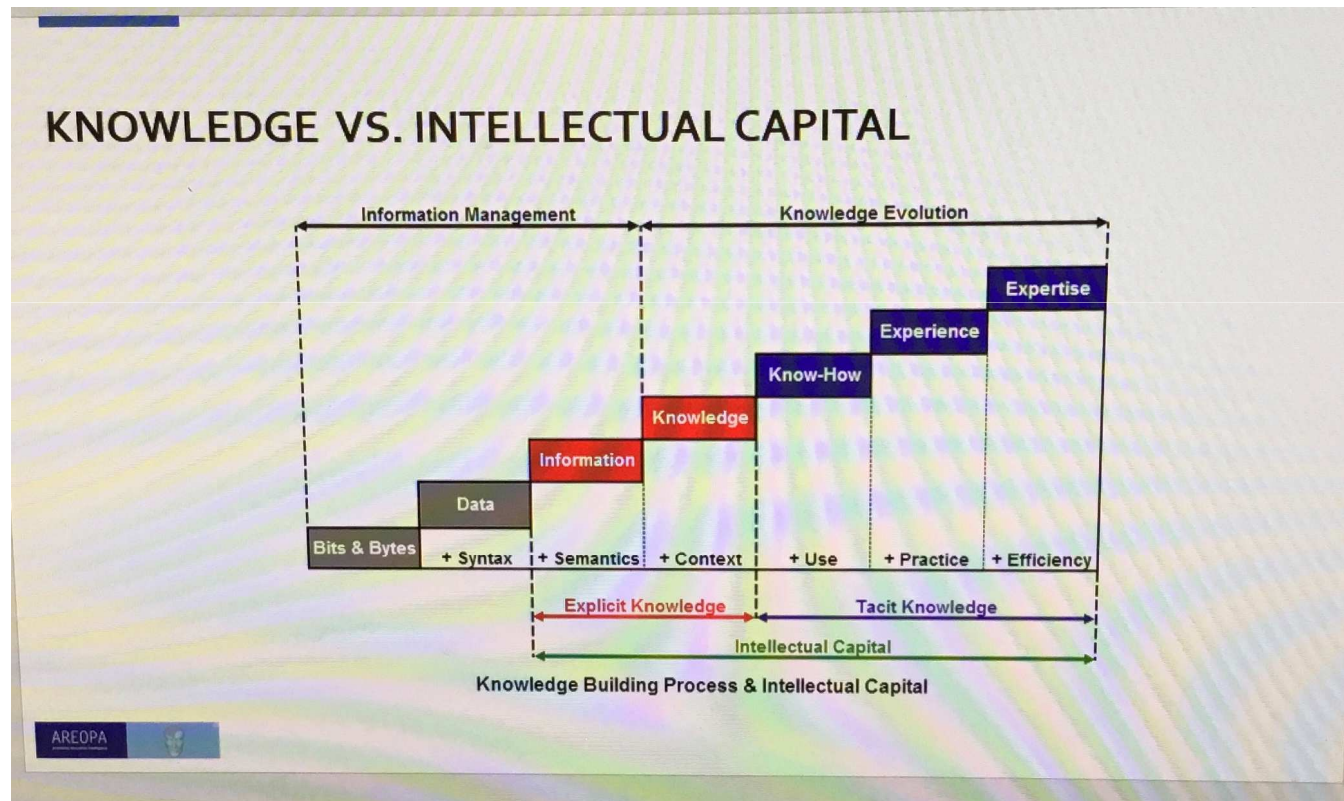
6. Managing Intellectual Capital
7. Control
8. Deriving future Value
9. Calculating the value
10. IC on Balance Sheet

# And it's benefits

## BENEFITS OF KNOWLEDGE MANAGEMENT?

- More efficient workplace
- Faster, better decision making
- Increased collaboration
- Building organizational knowledge
- Employee onboarding and training process is optimized
- Increased employee happiness and retention, due to the valuing of knowledge, training, and innovation

# From Data to Expertise: Explicit to Tacit knowledge





# Components of KM

## KNOWLEDGE MANAGEMENT HAS MANY COMPONENTS

- Identifying the knowledge
- Capturing it
- Align it
- Store it
- Make it re-usable
- Value it
- Manage it



# Corporate borrower: Do not forget IC in their Exe Sum.

Home ● Business Plan Executive Summary

**BUSINESS PLAN EXECUTIVE SUMMARY** WITH ANIMATED PPT

Enter your sub headline here

**Target Market**  
*This is a sample text that you can edit. You can change font.*

**The Competition**  
*This is a sample text that you can edit. You can change font.*

**Company Team**  
*This is a sample text that you can edit. You can change font.*

**Mission**  
*This is a sample text that you can edit. You can change font.*

**Milestones**  
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**Company Vision**  
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**Financial Summary**  
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**BUSINESS PLAN EXECUTIVE SUMMARY**

# SWOT as well: Do mention about IC and IP.

A SWOT analysis has four quadrants:

<b>Strengths</b> Key advantages relative to competition, target markets (internal company factors)	<b>Weaknesses</b> Key disadvantages relative to competition, target markets (internal company factors)
<b>Opportunities</b> Marketplace conditions addressed by the proposed business, service, or product (factors external to the company)	<b>Threats:</b> Possible impediments to achieving business, service, or product objectives (factors external to the company)

The analysis provides you with an accurate picture of what your business is currently doing well and how it can improve.

“[A SWOT analysis] gives you a firm grasp of what is affecting your business internally and externally,” said Lynne Pratt, creative content expert. “By carefully evaluating the analysis, a business can find new ways of progressing and achieving growth.”

# Some examples of areas to utilize IC and IP: IPO, M&A, VC Fund

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## AREOPA's TARGET MARKETS as a knowledge provider

- Areopa sells licenses based on the concept of integrated and aligned knowledge from our partners in order to create a more substantial value proposition with our "Certified Areopa Partners"
- Focus markets :
  - Commercial market
    - VC's , equity funds , fintech , banks , TTO's , knowledge management companies , etc
    - Large organizations
  - Academic world
  - Social economy
  - Governmental ICC's , knowledge cities , knowledge plaza's , etc
- AREOPA , together with other IP expert companies and "financiers " in Europe , are stimulators and executors of the EU policies under the supervision of the EU

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