

## S-World Villa Secrets

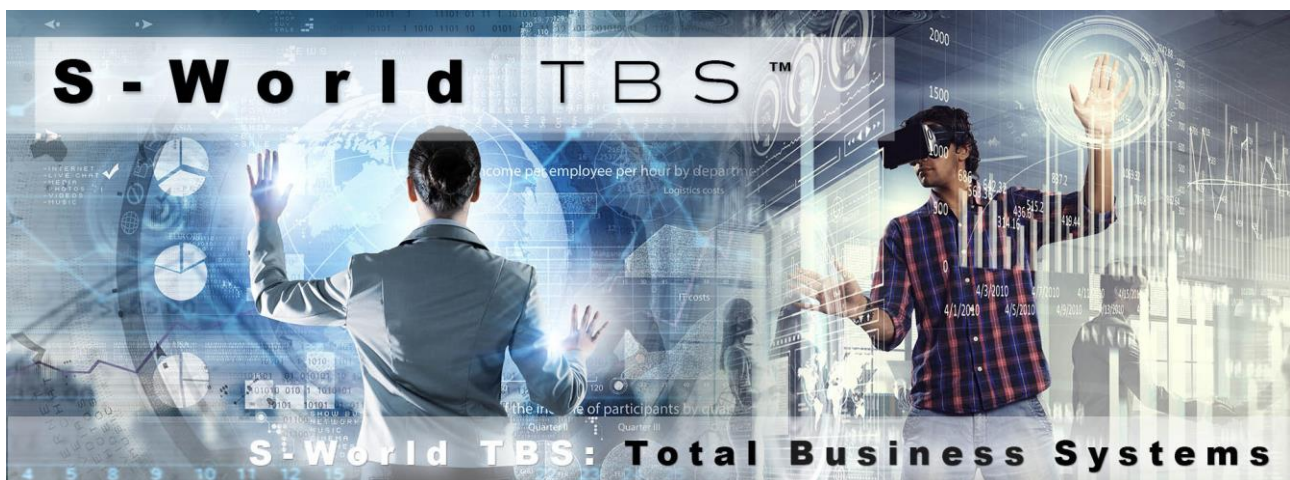
### SCENARIO 8: S-WEB™ SPECIALIZE AND SCALE

S-World Villa Secrets is a real-world company that in Supereconomics book 2 showcases the Villa Secrets business plan; Scenario 8: **S-WEB™** Specialize and Scale.



S-Web™ is the web development division of S-World; we start by creating one specialized website, that connects with all the current and future TBS™ functions.

### S-World TBS™ FUNCTIONS.



My 2017 book 'The Villa Secrets' Secret' summarises some of the TBS™ functionality and complementary ideas: <http://network.villasecrets.com>

Key chapters are:

## The VILLA SECRETS Network



<http://network.villasecrets.com/the-secret/ch2/s-world-villa-secrets-network>

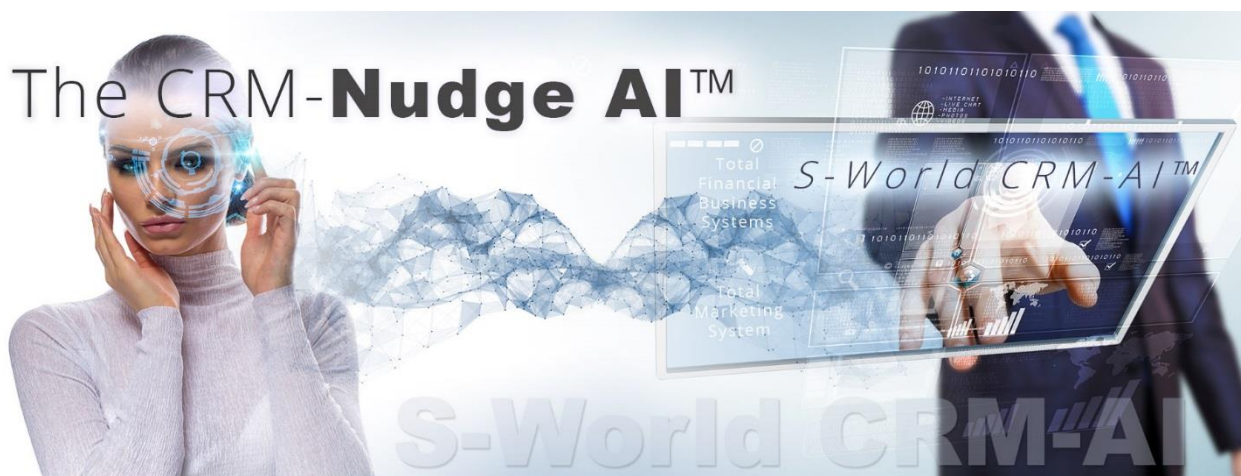
## Mandates, Mandates, Mandates



<http://network.villasecrets.com/the-secret/ch3/mandate-marketing>

<http://network.villasecrets.com/the-secret/ch3/mandates-mandates-mandates>

## The CRM-Nudge AI™



<http://network.villasecrets.com/the-secret/ch6/crm-nudge-ai>

## The S-World TFS™ – Total Financial System



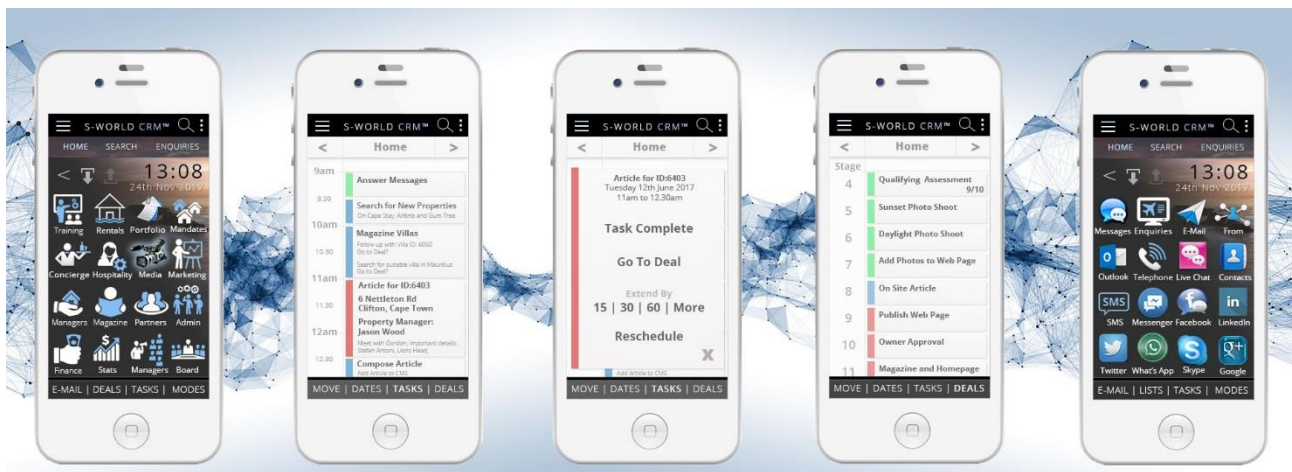
<http://network.villasecrets.com/the-secret/ch7/tfs-total-financial-system>

## The S-World CC™ – Company Controller

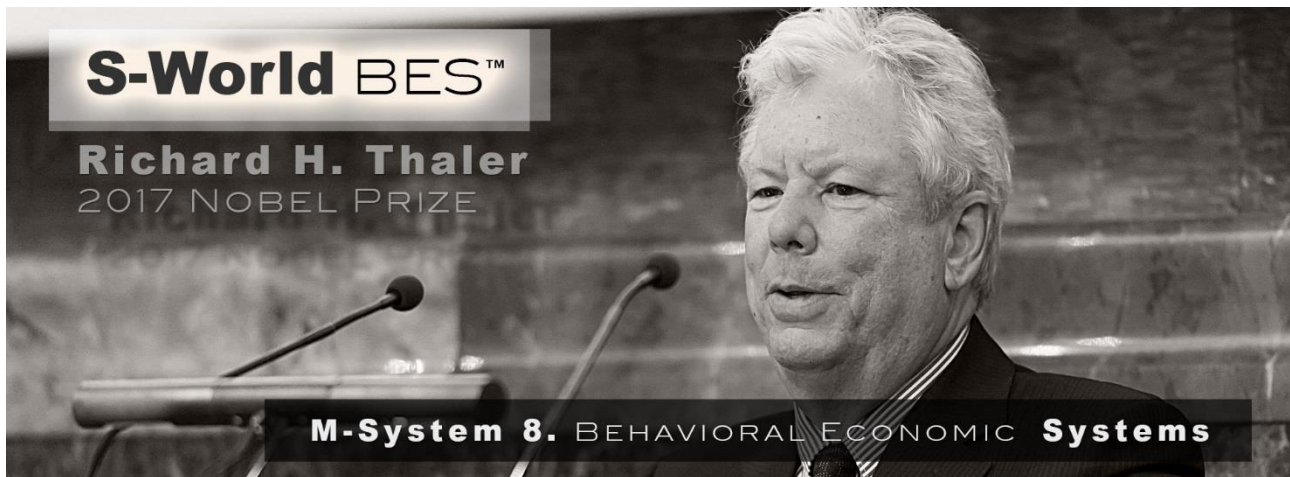


<http://network.villasecrets.com/the-secret/ch9/crm-cc-the-company-controller>

## The S-World CC™ – Company Controller - Mobile



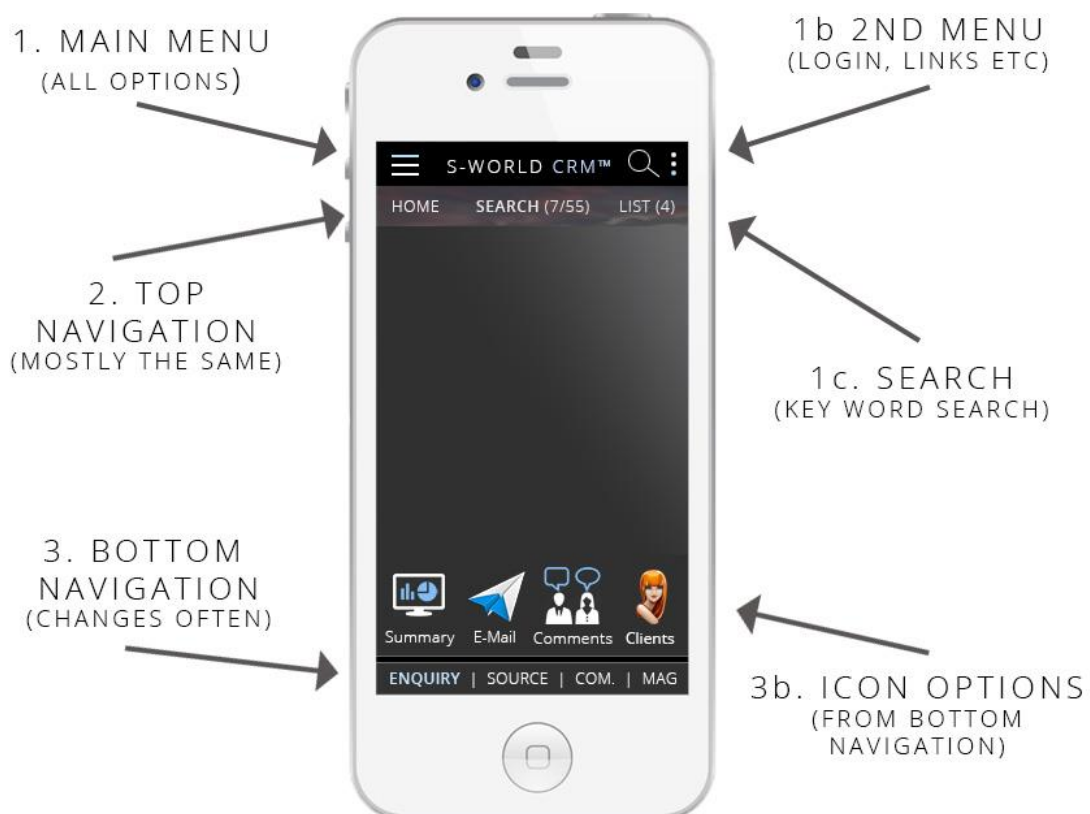
<http://network.villasecrets.com/the-secret/ch9/crm-cc-the-company-controller>

**S-World BES™** BEHAVIOURAL ECONOMIC SYSTEMS

Richard H. Thaler was my first economics hero, in his books *Misbehaving* and *Nudge*; many lessons are taught, I will, for now, home in on just two of these points. (For more see S-World Stories 20a and 20b.) First, we consider Choice Architecture, which is the art of making navigation and defaults in the simplest and intuitive way. We accomplish this first by making the product for specialized niches, so we can throw away 90% of the clutter from the CRM and CMS.






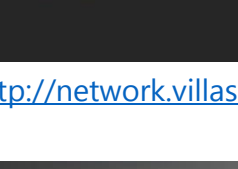
Below we see an example of Mobile-First S-Web™ choice architecture for Thaler and others to discuss. This version allows 48 different 'quick tap' options available from each individual page.

## Richard Thaler CHOICE ARCHITECTURE



## S-World UCS™ HAWTHORNE

Continuing the S-World BES™ theme, we come to an exciting system that builds upon The TBS™ functions seen so far, by making a game from the tasks assigned and completed in S-World CC (The Company Controller). **Below we see 8 sales staff** in a Villa Secrets company winning points, working with and competing with each other. Half the cash flow allocated to salary is disbursed to winners each day. The result of this is that everyone is closely watching the performance of each other, and because of this, the Hawthorne effect kicks in and boosts team performance because people work best when they are being observed.

Villa Secrets		S-World UCS™ HAWTHORNE	
	<b>#1 Ajanlekoko</b> <b>Points: 124,539</b> Handicap: 18   Wins: 26		<b>#2 Mark Gosling</b> <b>Points: 115,271</b> Handicap: 24   Wins: 20
	<b>#3 Sarah Jones</b> <b>Points: 93,261</b> Handicap: 16   Wins: 32		<b>#4 Monica Belgrave</b> <b>Points: 82,954</b> Handicap: 11   Wins: 38
	<b>#5 Richard Okereke</b> <b>Points: 75,823   Handicap: 8   Wins: 36</b>		<b>#6 Caihong Chan</b> <b>Points: 65,629   Handicap: 3   Wins: 45</b>
	<b>#7 Mark Long</b> <b>Points: 57,862   Handicap: 17   Wins: 18</b>		<b>#8 Monica Knowles</b> <b>Points: 47,829   Handicap: 0   Wins: 42</b>
Leaders' Board: 11:26am - 1st February 2020			

<http://network.villasecrets.com/the-secret/ch10/UCS-Hawthorne-for-Richard-Thaler>

**S-World BES™**

**Richard H. Thaler**  
 2017 NOBEL PRIZE

**M-System 8. BEHAVIORAL ECONOMIC Systems**



The second point of interest, and how I hope to get Thaler's interest, is in the abundance of RCT trials we can perform, in high stakes financial environments. From Villa Secrets clients spending over \$100,000 on a holiday, or \$10 million to buy a house. To Foundations, wealth funds, universities, and big corporations spending \$1billion on a complete suburb.

# S-Web™ and S-World Villa Secrets

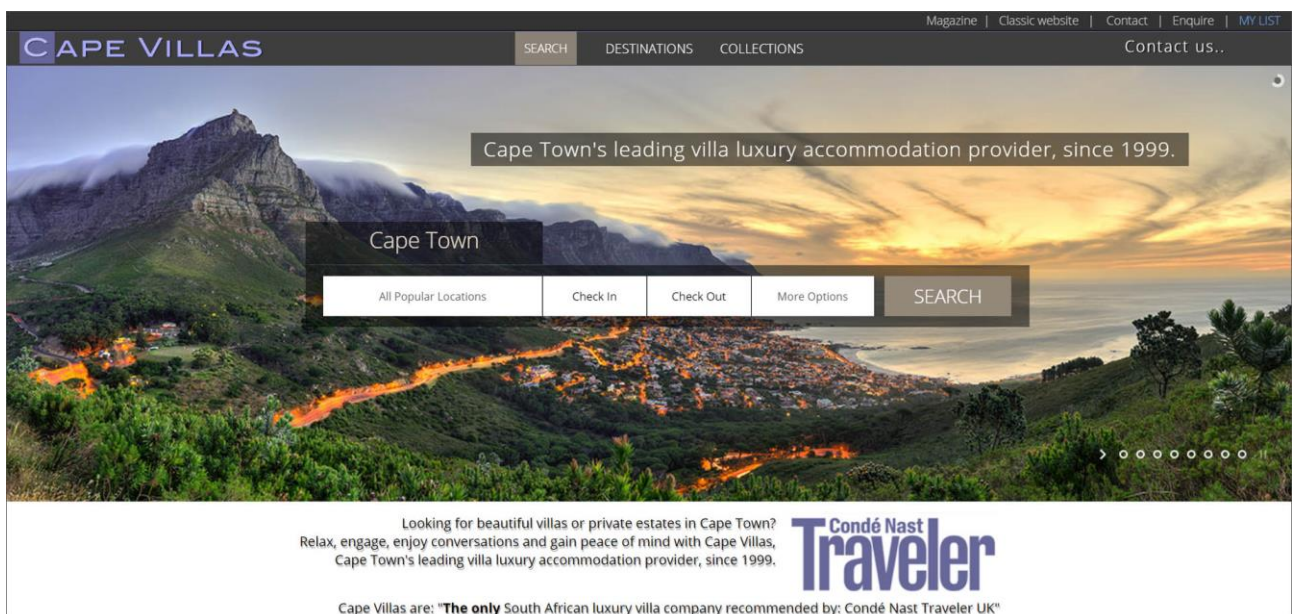
## SCENARIO 8: S-WEB SPECIALIZE AND SCALE

S-World Villa Secrets Specialize and Scale is a very simple concept to explain, now that we have created the second and third prototypes. Starting with [www.capevillas.com](http://www.capevillas.com) which not just a website, it is a ready to go business, a web-franchises that critically provides stock (villas, apartments safaris, private islands) at good prices. Just add marketing and/or the recruit mandates, and you are ready to go.



Below we see S-Web Scenario 8: Website 1. **CapeVillas.com**. To see some of the unique CRM Systems, watch this video: [www.angeltheory.org/video/40a](http://www.angeltheory.org/video/40a) and note that soon, this system will automatically respond to enquires without human interaction. Our first AI-Driven S-Web Site.

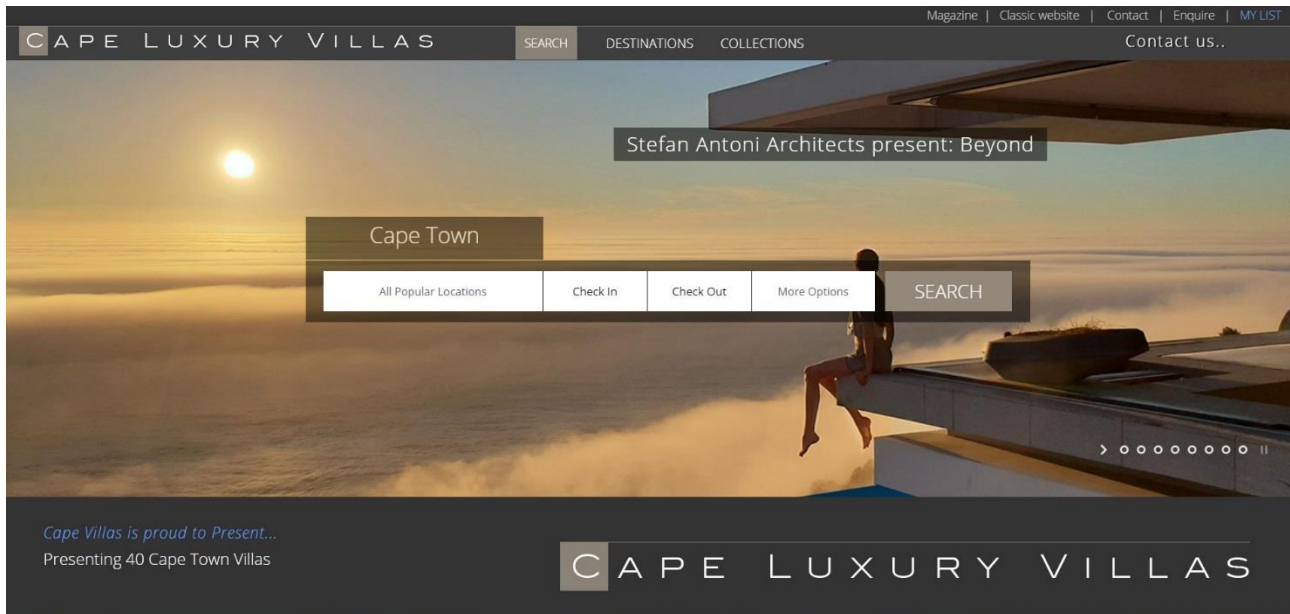
## CAPE VILLAS.COM



Cape Villas.com is in itself, a specialist website that I first made in 2002. And we've never stopped developing it. Eighteen years later we are ready to apply a Specialise and Scale

strategy, by adding only luxury villas to the homepage, and in just an hour, we create a new specialist in high-end Cape Town Vacation Rentals product: **www.CapeLuxuryVillas.com**

CAPE LUXURY VILLAS.COM | **\$53,687** plus 2.5% of turnover



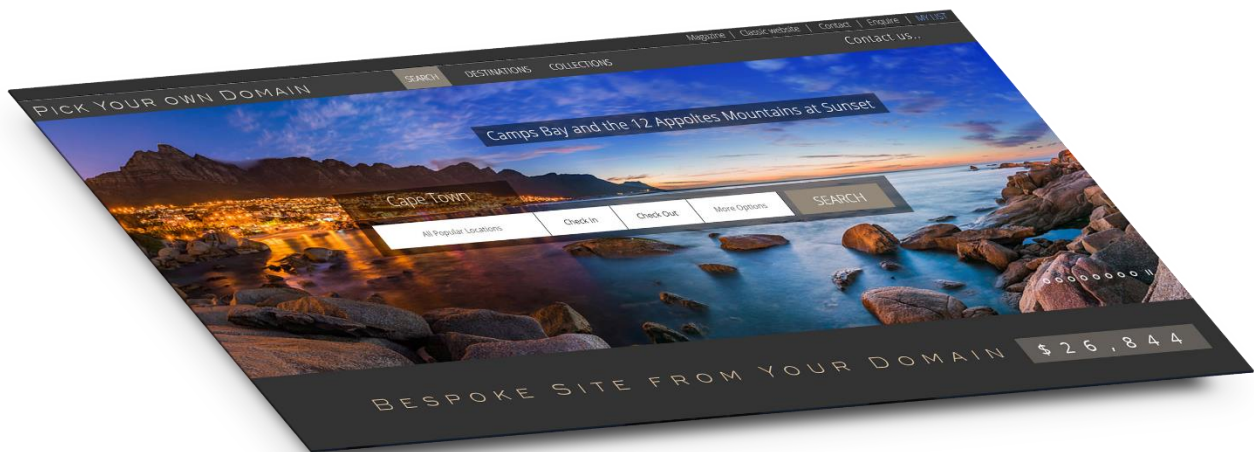
This website plus a lifetime S-World Angelwing software licence, with no marketing restrictions, is online now and is for sale for **\$53,687** plus 2.5% of turnover, note that to build this product from scratch you will not get change from a million dollars.

Another Specialization might be for a Real Estate agent working in Camps Bay using this website and others to attract property owners to sign rental and sales mandates.

**VillasinCAMPSBAY.com** | [www.VilllasinCAMPSBAY.com](http://www.VilllasinCAMPSBAY.com) | **\$40,265** + 2.5% turn



## BESPOKE SITE FROM NEW DOMAIN: **\$26,844**



From \$26,844  
 PLUS 2.5% OF TURNOVER  
 (50% Commission when sold by an agent)

So we have seen how we can make different adaptations of the web framework for different niches (specializations). In book 2, I describe a '64-Cube Network,' with more than half of places with different specializations creating a network where there is always a specialist, increasing ROI from all marketing. Now villa companies can now make money from safaris, and safaris can in turn book villas, add some specialists working live chat and phones in US time zone, foreign language experts and in particular German, and of course real estate sales agents. As the enquiry comes, the AI directs it to the most specialized team member. However, all specialists will have added their portfolios to the system so that anyone in the network can answer enquires in a semi-pro manner, assisted by the AI, until the specialist is ready to take over.

This is called a specialized network; this is the 'Specialize' in Scenario 8: 'Specialize and scale,' The scale is in effect in two different directions, for a start the art of creating the 64 Cube is a scale exercise. We need to make some API's with industry names like Kigo, and MyBookingPal then we can scale to nearly every town in the world where a property has sold for more than \$1million, and you have tens, probably hundreds of thousands of locations and specializations. That's the scale.

And remember the system is in constant development, however good we look now, we will look better tomorrow, as we bring out completely new designs. As I write on the 2<sup>nd</sup> Feb 2020, we have just the tree websites, by the end of Feb there will be more than 7, and there is no reason why we could not launch 10 new agency-level websites each day.



Ideally, I wish to see Facebook assist with the S-Web product, and eventually create their version and then allow Facebook Business Businesses to create their own S-Web™ sites in many industries. This must connect with the TBS™ (desired developer Bill Gates and Microsoft) and with VSN™ (desired developers Sergey Brin, Larry Page and other at Google & Oculus) and S-World UCS™ (desired developers are Elon Musk and Mark Zuckerberg).

I am looking forward to creating S-Web™ websites for just about every industry, I have already made a version of UCS™ Hawthorne to suit the UK TAX office, but next, I wish to make an off-the-chart website and systems for college professors, and authors, because currently, such websites are mostly just awful, and no one seems to even do the most basic of SEO, let alone API integrations, and custom software. S-Web.org/Edu will be a very powerful website because many of the people looking at the site are from universities and links from top universities count for a lot. And lots of links across hundreds of thousands of private or business websites can help drive the commercial initiatives.



The current plan (that will evolve) sees one-quarter of equity reserved for desired technology partners, when possible via their foundations. Another quarter is allocated to Real Estate Moguls, then 12.5% is reserved for academics such as Thaler, Raworth, Stiglitz, Romer, Collier Duflo, Nordhaus and others. The remaining equity is for capital, patent partners and local operators. The holding company will be split into 8 continental networks, and below the country network then regional networks, for example, the Villa Secrets Cape Town Network.

# The Realty NETWORK

<http://network.villasecrets.com>

The realty network starts with my 2017 book and operations manual; **‘The Villa Secrets’ Secret**, 350 pages on software, marketing, and how to create a vacations rentals companies, that focus on acquiring rental mandates, that because of ‘prestige marketing’ and ‘the real estate agents marketing packs,’ sees the rental mandates turn to sales mandates when the property owner wishes to sell.

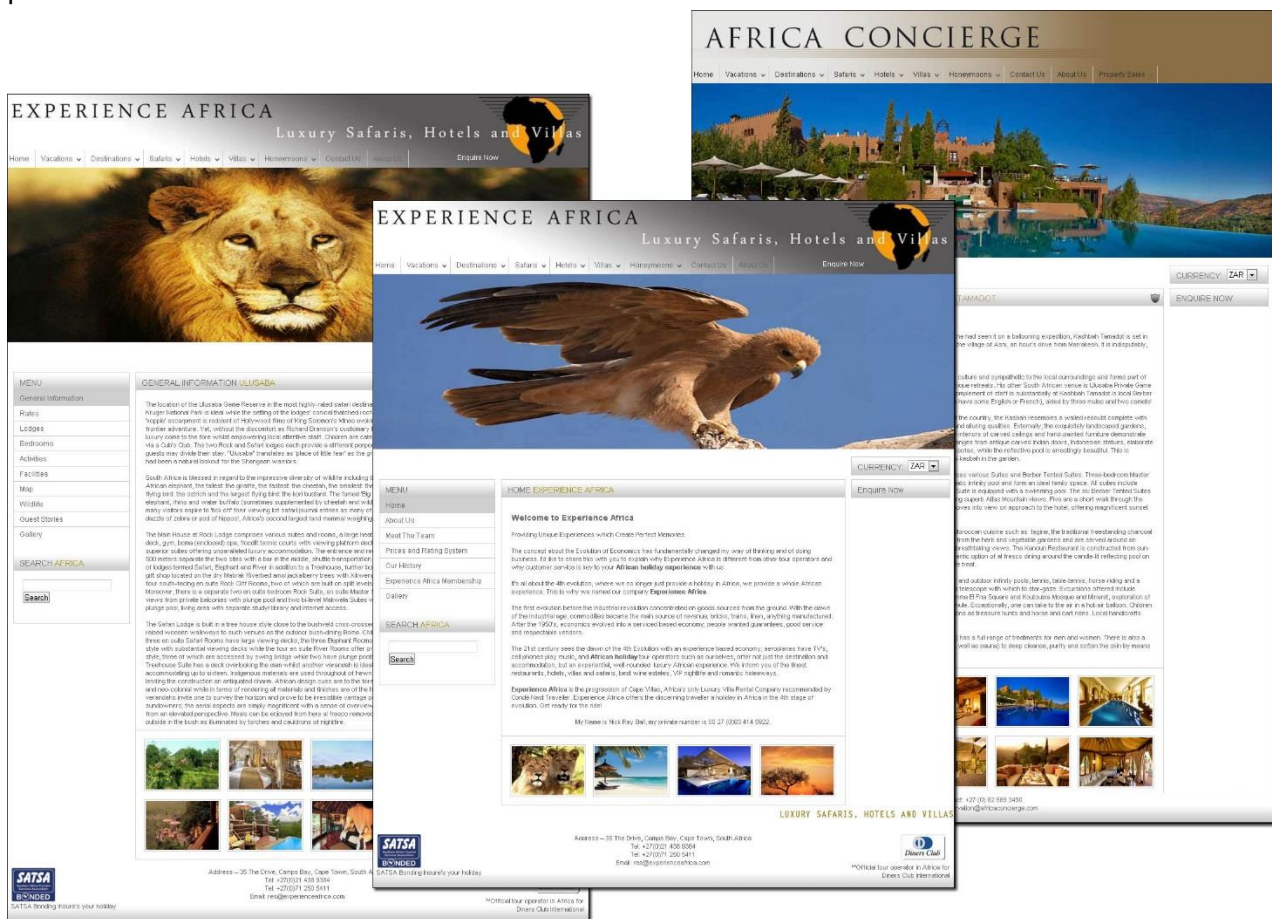


For more on the realty network, see S-World Villa Secrets - Scenario 8 - S-Web Specialize and Scale. (Book 2)

## Experience Africa

I started the Experience Africa website in 2009 and soon after created a copy of it for Sotheby's Realty Cape Town, and this was the inspiration for S-Web™. Of course, what we should have done was duplicate CapeVillas.com for Sotheby's, but since 2007 and the breakup of the web developers' team that worked on Cape Villas, we could not copy it easily.

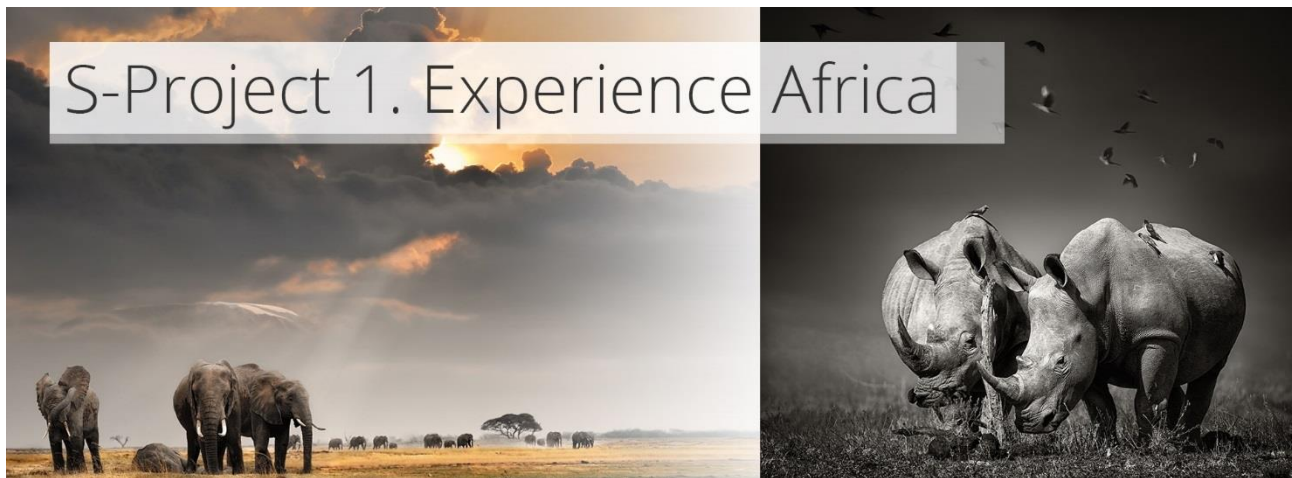
So when the Sotheby's opportunity came up, we copied our new Safari Site, Experience Africa because after distributing Cape Villas magazines to all Condé Nast Traveler subscribers, it was decided that whilst successful, as only a few percent of Condé Nast Traveler readers were interested in Villas in Cape Town, we should sell all luxury accommodations in Africa, and in particular safaris.



The Sotheby's prototype may have worked if we had better developers, (or like now we hire and work with full-time software engineers.) The CMS was buggy, and sadly the Experience Africa experiment was closed in 2010. But I continued to theorise about what would happen if only we had a stable system, and out popped the business plan at the very begging of the S-World Stories- Story 1; [www.s-world.biz/First-Business-Plan-2011](http://www.s-world.biz/First-Business-Plan-2011) created for Sir Richard Branson and the Virgin Group, which was received and approved for submission to London by Fiona White (Head of Virgin Brands SA).

This was a huge boost and led to some huge Eureka moments, which in turn took me on a very

spiritual journey which rendered me 'quite mad' for a couple of years. And of course, I blew my chance with Virgin.



In 2012 and 2013, I wrote American Butterfly; Ideas from chaos theory, quantum mechanics and string theory infused into the theorised Global Economic Network.

[www.AmericanButterfly.org](http://www.AmericanButterfly.org) (2012/2013). The last of the 4 American Butterfly books 'The Butterfly,' which was not my greatest work, gave rise to the idea that Experience Africa should be a charitable loss leader. And that's the brunt of it, making that decision.

2013 saw my return to web and software development (after a 6-year absence) and this time; I hired programmers full time from Support Resort in India (and I have continued this to this day) which meant I could do three times as much for the same money. It took a year to gel, but system by system we were moving forward, then in 2014 the first S-Web™ site was created from [www.CapeVillas.com](http://www.CapeVillas.com) (2002 to 2020) we made [www.cape-town-luxury-villas.com](http://www.cape-town-luxury-villas.com) (CTLV) which was almost totally new, only the data was common, and it was a success straight out the gate, nearly making as much as Cape Villa.com in its first year. In 2015 I then duplicated CTLV and made Villa Secrets [www.VillaSecrets.com](http://www.VillaSecrets.com) which was built upon CTLV.

Later in 2015, after reading up on Paul G Allen, I chose to start to resurrect Experience Africa as the loss leader for Villa Secrets, S-Web™ and S-World. In short, we would create Experience Africa as a copy of the Villa Secrets S-Web™ website and Software, and Experience Africa would try to make commission deals that would let them donate more than 50% of their gross profit, which was 15% of turnover from each booking made donated to conservation, and in particular, Elephants, Rhino, Wild Dog and Cheetah.

On December 17<sup>th</sup> December 2016, I added these ideas to a new Experience Africa website, and until this week (22 Feb 2020) the following link was the homepage of the website.

<http://conservation.experienceafrica.com> It started:

Over the past 5 years, over 150,000 elephants have been killed for their Ivory.

With populations in Western and Central Africa virtually gone, the mass killing is now spreading to East and Southern Africa. The Criminal Network smuggle the raw ivory into China where it is carved into luxury items, fuelling a multibillion-dollar trade.

If the trade continues, the African Elephant could become extinct within 15 years.

The Ivory Game – A Netflix Documentary

<https://theivorygame.com>



In the article and on many complimentary videos, the 2015/16 Experience Africa plan was described. This plan developed over the next few years into the plan we have today. And in the week ended on the 23<sup>rd</sup> of February, we finally launched the S-Web™ Experience Africa website; [www.ExperienceAfrica.com](http://www.ExperienceAfrica.com). And already we have our first new network company on the way in [LuxuryVillasAfrica.com](http://LuxuryVillasAfrica.com) and [LuxurySafarisAfrica.co](http://LuxurySafarisAfrica.co) for Liam and Thomas from [rabbittewalshacquisitions.com](http://rabbittewalshacquisitions.com) who sought me out from LinkedIn.

Right now the plan is to first work as best we can within the market, making as much money and creating as many partners as possible, with the 3-5 year goal to have 1,000 different safaris business created from the S-Web™ system, and each company pays 2.5% of their turnover (+/- 12.5% of their Commission) to S-World.

Currently, we create safaris with the major players; Singita, Wilderness Safaris, And Beyond, and Ulusaba. In the most recent example, Wilderness Safaris booked everything except Ulusaba and gave us about 18% in commission, and Ulusaba gave 20%, but we gave a few percent in discount, so about 16% on aggregate (which is there or there about average in Vacation Rentals in Cape Town) And is nearly treble the 6.5% deal offered to me by Rhino Africa in 2015.

The big 2.0 plan for Experience Africa is that we do a deal with the major players, that when we book their products, we receive 15% and 15% is donated to conservation. A 30% STO split between us and conservation. Not completely unreasonable.



Once the deal is made, Experience Africa web users will start making bookings at 15% STO, which is not so much less than the 16% they are used to. Plus clients are inclined to book with the company that gives 15% to conservation and who receive updates on what their money has achieved, which will be sent direct to the clients and told in coffee table magazines, Artbooks, newsletters, videos and TV in productions.

Because of the above, the current S-Web Experience Africa users will be only too happy to lose 1 percent for the PR and Marketing gains, achieved by the conservation efforts.

**Ulusaba**



**Ulusaba**



**& Beyond**



**& Beyond**





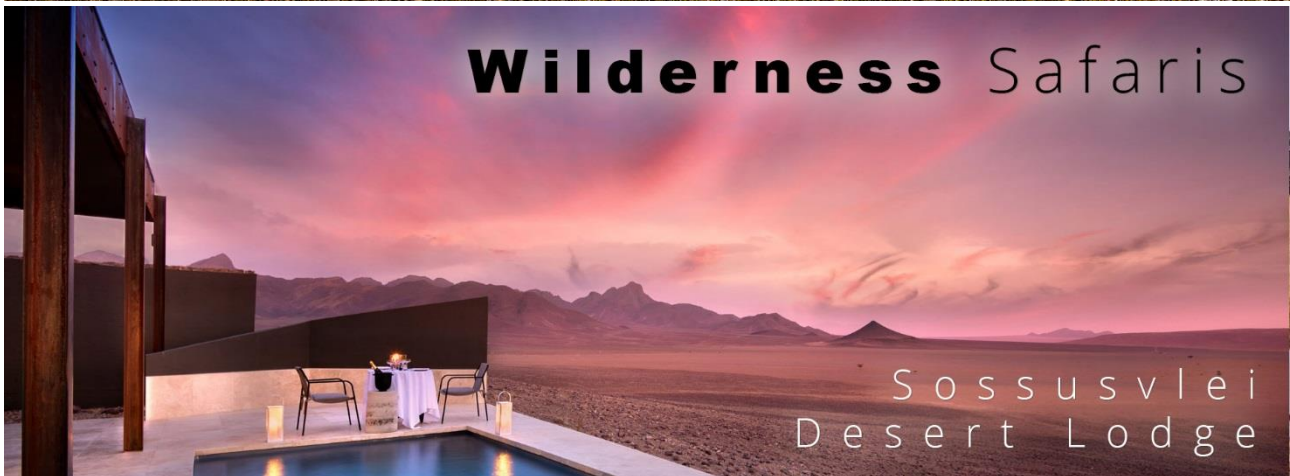
**Singita**

Castleton



**Singita**

Serengeti House



**Wilderness Safaris**

Sossusvlei  
Desert Lodge



**Wilderness Safaris**

Sossusvlei  
Desert Lodge

While a written copy of this book 'The 64 Reasons Why' will make its way to Singita, Wilderness, Ulusaba and &Beyond, we are not expecting to become operational before a deal is done with one or more of; Microsoft, Google, Facebook, SpaceX or Virgin Orbit who will put in the time and money to create the Villa Secrets and Experience Africa & Angelwing systems.

Note also that we don't mind if the 15% is allocated to the safari's own concertation initiatives, the idea is not to capitalise on the 15% from the top 4 companies but all of the safaris companies who would all use the next-generation product. And to make additional money from the safaris direct as their profits rise. However, if the top 4, and the second set of 4 who might be Lions Sands, The Royal Collection and two others, adopt the new system, it will not take long before the next 100 use it and then the next hundred and on to thousands.

What I do need is knowledge about the systems that the pre-mentioned safaris are currently using and some time spent with a few personal in different departments letting me know what they like about the system, what they don't like and critically what new features would they like to see. From this point, with this knowledge, I can design the system in the traditional way, write a book / operation manual about it. Design or adapt a current design in mobile-first, then make the desktop version including all the S-Web web platforms and S-World Angelwing software. And see as many distribution channels as can be connected to, collated within one all-powerful Availability system, not necessary online booking, but showing availability.

## Experience Africa Trade

### **Singita, Wilderness, &Beyond** and Ulusaba.

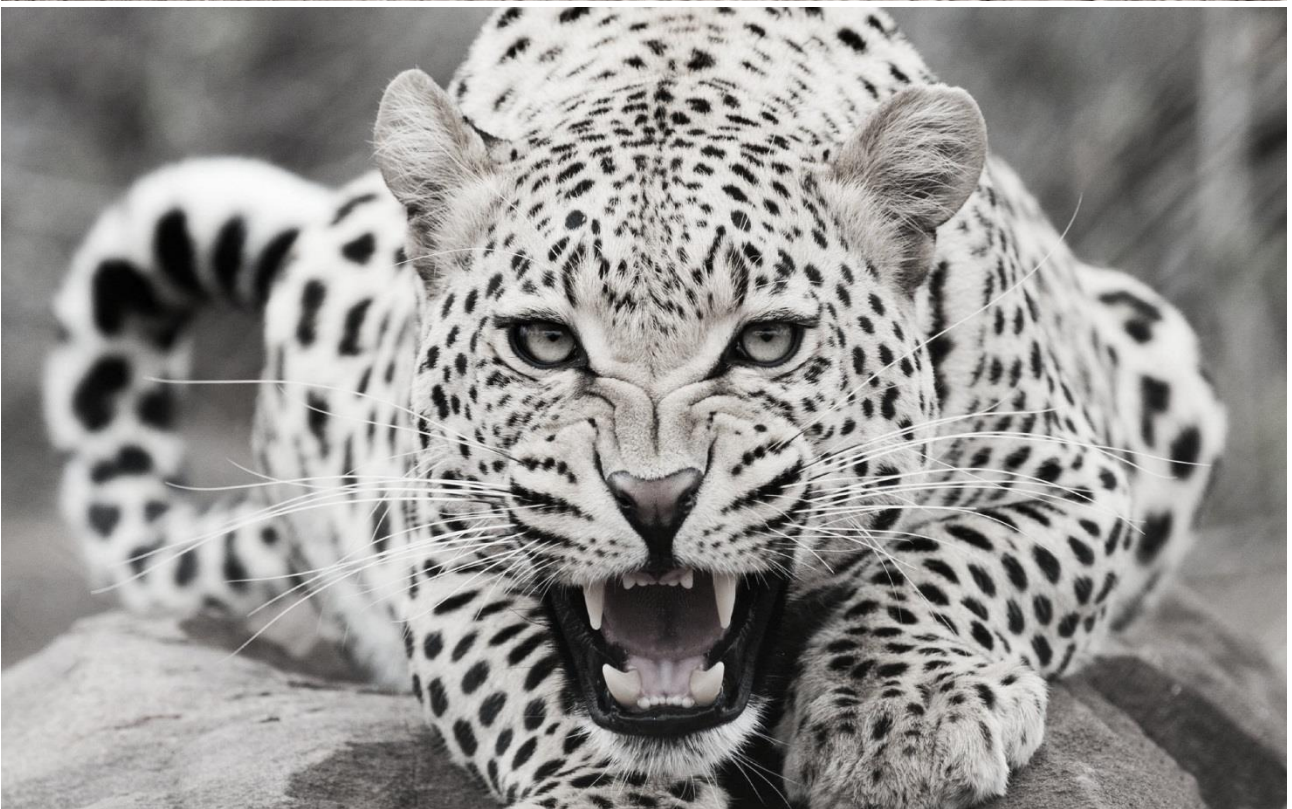
It would also speed up our development if the safaris use our S-Web™ Systems. For example, Singita has a set of exquisite Villas, and it would help us if they used the S-Web™ systems to book villas in Cape Town and soon. The income from this could be gigantic and will help Villa Secrets Cape Town. For Wilderness Safaris, we desire to see them use [www.capeluxuryvillas.com](http://www.capeluxuryvillas.com) (or other) to make Cape Town Villa bookings, and use [www.LuxurySafari.vip](http://www.LuxurySafari.vip) or other S-Web™ site to assist with their passive income made from booking non mandated properties. A process that is already occurring, but not optimally occurring. If and Beyond could use the systems just discussed and create a new division for booring Private Islands with [www.PrivateIslands.vip](http://www.PrivateIslands.vip) that help too. Lastly, there is a much longer conversation with Richard Branson from banking to satellites, from media to airlines, from POP to Š-ŘÉŠ™ Financial Engineering, to Net-Zero DCA™ Soft. Dynamic Comparative Advantage Software, the 87 Quintillion Histories and Grand Špin Networks.

Starting soon, I wish to develop the Safari CMR-Nudge-AI and use all the software in design to

create a safari system that is so efficient that it dominates the market. And once it does, it will see a proportion of the safaris that use its new income channelled to conservation.



If we can create the Airbnb of Safaris, with say 50% of safaris using the system adding all the business software from Villa Secrets and all the future S-World products, then added to the 15% of all S-Web™ Experience Africa generated businesses, and we start to see significant revenue forecast. Back in 2016, I thought if we can scale up to 1,000 agency websites and see 2,000 safaris using the software, we would be able to make more money than all other African conservation organizations combined.





**Paul** G. Allen

Going back to Paul G. Allen who inspired me back to Angel Theory and Experiences Africa, who very sadly died not so long ago, his legacy in inspiring both Experience Africa and Angetheory and the idea that we can create and staff most of Experience Africa, via the development, HR, and system architecture from Villa Secrets, it allows us to scale S-Web™ indefinitely starting in vacation rentals and safaris but ending with a product for every business type and every niche within.

This was the ripple effect Paul G. Allen inspired, however much more than this in writing material for Paul G Allen I realised that the construction of a city, could assist with the other 15 special projects that were nominated at that time, and this journey is told in the following link

[www.angeltheory.org/book3-14/ripple-effects-and-elephants-for-paul-g-allen](http://www.angeltheory.org/book3-14/ripple-effects-and-elephants-for-paul-g-allen)

Every cent Villa Secrets makes pays for the continued development of S-Web, the software and the business Network.

That's why it's the first special project because it was the first good deed that was created via the internalities of the network.

Starting with [this list of 16 Special Projects](#), the Paul G. Allen chapter shows how all the projects and another ten besides could all be funded by the creation of a Grand Špin Network. In this case in Malawi. And so, to the begging of the book to read the story of the first Grand Špin Network. A network that by 2080 may build 20 million homes and provide all the funding we see in the **Special Project** Allocations. At the beginning and the end of this book. Where we now see 71 Special Projects, 71 reasons why S-World is a good home for the Š-RÉS™ Financial Engineering monopoly rents. All of which are enabling each other is an exponentially growing economy.



## The Paul G. Allen Family Foundation

Ex Africa can use all other technology without royalty, and so we can create this project very cheaply, and the 15% commission that the agents still get is an above-average commission for an agent, so the market is very much in play, just whenever it makes \$1,000 another \$1,000 is created for conservation, another beautifully simple symmetry within the Supereconomics S-World Angelwing family.

I am remedied of this quote from Nelson Mandela

**“It always seems impossible until it’s done.”**



Nelson Mandela

“It always seems  
impossible until  
it’s done.”