



INTRODUCTION TO THE SET OF FOUR ARTICLES

We present a set of *four sequential articles* where the "*Self-compared Ideas Theory - S.I.T. ©©*" is offered as the *first logical-mathematical theory of innovation*. It is a complete ecosystem of innovation *seen exclusively by the user's focus*, addressed to all interested in ideas and innovation - corporate managers, startups and investors, creative entrepreneurs, governments, etc.

Access each link to read the full article in English and Portuguese.

Part 1/4. How and Why to Turn Ideas into Numbers?

https://www.researchgate.net/publication/351765995_14_SIT_-_HOW_AND_WHY_TO_TURN_IDEAS_FOR_INNOVATION_INTO_NUMBERS



S.I.T.®© – Self-compared Ideas Theory

Mathematical Formulation of Innovation®© - Transform Ideas into Numbers

Time x Energy x Movement = 1.00 iur®©

Direction of Ideas for Innovation:
Unique, Millennial, Mathematical
and Irreversible. From 1.00 iur to 0.00 iur.
IUR = Innovation Measurement Unit.



Time x Energy x Movement = 0.00 iur®©

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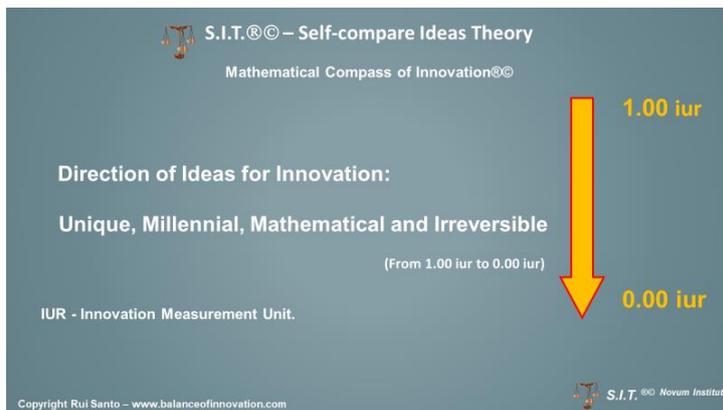
S.I.T.®© Novum Institute

- The S.I.T.®© method finds the Taylorism, completes it and offers new benefits.
- Describes how to know which ideas have the potential for success, *if and why* mathematically, just as Taylor knew in 1,900.

- Presents the *Mathematical Formulation of Innovation*[®] that quantifies the user's efforts to handle any innovation and *transforms ideas into numbers, delivering power and autonomy to management and innovator's decision.*
- Students identify the mathematical formulation as the solution of the “*GORDIAN KNOT OF INNOVATION.*”
- The three efforts presented on the Mathematical Formulation (energies, times, and movements) are impregnated in the user's body/organism in such a way that wherever the user is, there will be the *S.I.T.*[®].
- *The unit of measurement of innovation is IUR.*

Part 2/4 –Math Compass for Innovation[®].

https://www.researchgate.net/publication/351823488_24_SIT_-_MATH_COMPASS_FOR_INNOVATION



S.I.T.® – Self-compare Ideas Theory
 Mathematical Compass of Innovation®

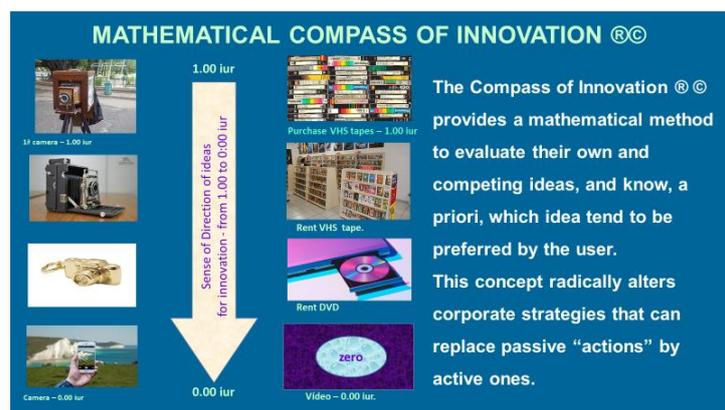
Direction of Ideas for Innovation:
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 (From 1.00 iur to 0.00 iur)

IUR - Innovation Measurement Unit.

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We can find many item's going to or near 0.00 iur.



MATHEMATICAL COMPASS OF INNOVATION ®

1.00 iur

Sense of Direction of Ideas for Innovation - from 1.00 to 0.00 iur

0.00 iur

1x camera – 1.00 iur

Camera – 0.00 iur

Purchase VHS tapes – 1.00 iur

Rent VHS tape.

Rent DVD

Video – 0.00 iur.

The Compass of Innovation ® provides a mathematical method to evaluate their own and competing ideas, and know, a priori, which idea tend to be preferred by the user. This concept radically alters corporate strategies that can replace passive “actions” by active ones.



- The *Mathematical Compass of Innovation*[®] offers the direction that guides us towards successful innovation.
- The Compass offers the *Periscope of the Future*[®] that allows us to predict the next innovations.
- *The Compass evaluates, numerically, the Sustainability of Innovation* of products and services.
- The Compass shows the *Ideal Idea*[®] = 0.00 iur, the idea desired by users, the "safe haven" to where the innovations converge, since always.
- The Compass explains the current revolution, the "*Revolution of Dematerialization*[®] = 0.00 iur".
- The Compass uncovers the path's conductor wire inspired by innovations revealing the sequence that started 3.3 million years ago.

SPECIAL TO SILICON LUXEMBOURG:

THE MATHEMATICAL FORMULATION OF ITEM 1.4 ABOVE CAN BE UNDERSTOOD AND PRACTICED AS "THE INVISIBLE HAND OF THE UNIVERSE" AND "THE INVISIBLE HAND OF THE MARKET," CONCEPTS CREATED BY ADAM SMITH AND NOW MATHEMATIZED AND SIMPLIFIED BY S.I.T. ®.

NOW, ANY INNOVATOR CAN CREATE A PRODUCT OR SERVICE CHARACTERIZED BY BEING AN "INVISIBLE HAND" THAT IS THE "ECONOMY OF USERS' EFFORTS."

- The Compass ends by suggesting the next great idea that will cause the next revolution.



Part 3/4. Litmus Test, Financial Proof, Definition of Innovation and Pre-requisites for Innovations.

[https://www.researchgate.net/publication/351885052_34_SIT - Litmus Test Financial Proof Definition of Innovation and Prerequisites for Innovations](https://www.researchgate.net/publication/351885052_34_SIT_-_Litmus_Test_Financial_Proof_Definition_of_Innovation_and_Prerequisites_for_Innovations)

DEFINITION OF INNOVATION

- Innovation from the user's point of view:

Innovation is the balance between human values and greater benefits combined with lesser efforts required by the user, delivered by the company to the user who reciprocates with equivalent financial values.

- Innovation from the manager's point of view:

Innovation brings additional money to the company as long as it delivers greater human values and benefits combined with less effort than the user's reference.

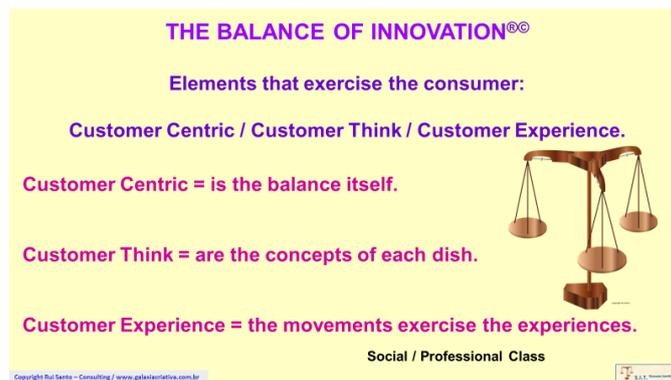
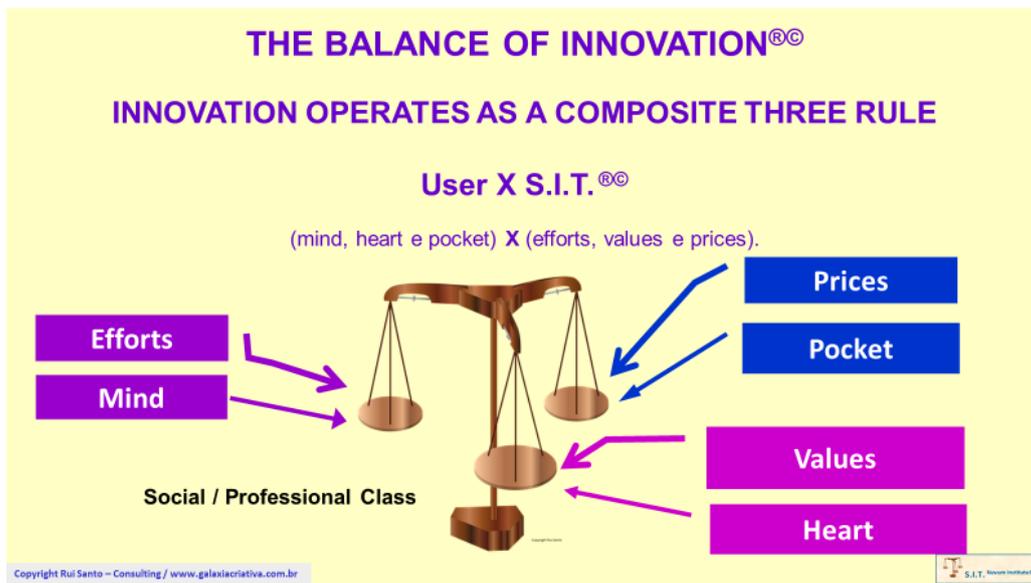
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- Litmus Test: forehead if the benefits are compatibles with the efforts required by the ideas in the project.
- Financial Proof: forehead if the prices are according to the users' social class.
- The two tests operate together. *If specific numerical parameters are not met, we will have high-risk alarms, indicating that the idea has great potential for failure and should be reviewed by the innovators.*
- Definition of Innovation. The efforts made by the user to operate the innovation, the benefits, and the prices should be *combined/harmonized* with the *consumer behavior*. Then, we can define innovation as an exchange between company and user.
- *How to transform the linear form of project development to the holistic way the user uses to evaluate innovations?*
The Balance of Innovation^{®©} answer this question in the last part.

Part 4/4. The Balance of Innovation^{®©}.

[https://www.researchgate.net/publication/351918477_44_SIT - THE BALANCE OF INNOVATIONRC](https://www.researchgate.net/publication/351918477_44_SIT_-_THE_BALANCE_OF_INNOVATIONRC)



The *Balance of Innovation*®©, made up of three plates, is a mathematical instrument that summarizes and simulates the operation of the three composed rules - the mathematics that *imitates consumer behavior*.

- The *Balance of Innovation*®© corrects a crucial flaw/mistake, that is, traditional methods show eight alternatives from users, but the Balance offers 27 alternatives to comprehend the user, making visible 19 alternatives that were hidden/invisible, treated as "irrationalities" of consumers.

- The *Balance of Innovation*®© offers (r) evolution at the core of innovation by exposing the holistic confrontation of the efforts, values, and prices. They are the pre-requisites for innovation, inextricably inseparable, that should be harmonized.

- The *Balance of Innovation*®© masterfully simulates consumer behavior through its three elements - mind, heart, and pocket - based on the Balance itself's characteristics - customer thinks, customer experience, customer-centric. Students propose it is Columbus' Egg of user behavior, the end-customer.



- We close this part *with the solution to a frequent problem that leads many ideas to enter the Black Hole of Prices of Innovation^{®©} - Nobody buys.*

Finalization: Innovation Management by S.I.T. ^{®©}.

Closing this work, we present the *Innovation Flowchart using the S.I.T. ^{®©} method, exposing the simplification of management supported by numerical - mathematical - logic. It eliminates uncertainties (without guesswork/opinion/belief) and minimizes the risks for a minimum possible for all those interested in innovation ecosystems.*

Important note: each party can and will be presented separately, according to the benefits they can bring to the respective segments where we use them. But, for *S.I.T. ^{®©}*, to understand the innovation ecosystem, the four parts should be known in sequence since they integrate/harmonize in many ways, as shown in the innovation flowchart.

Availability:

We conclude this presentation by offering:

- 1- Closed Courses and In-Company Lectures.
- 2- Courses and Lectures for professionals interested in qualifying by S.I.T.®©

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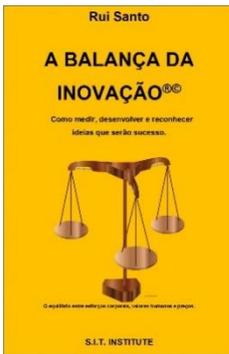
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The Book is only in Portuguese.

[Access here, via digital amazon.](#)

[Read some parts here, in English.](#)



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