

CASE STUDY:

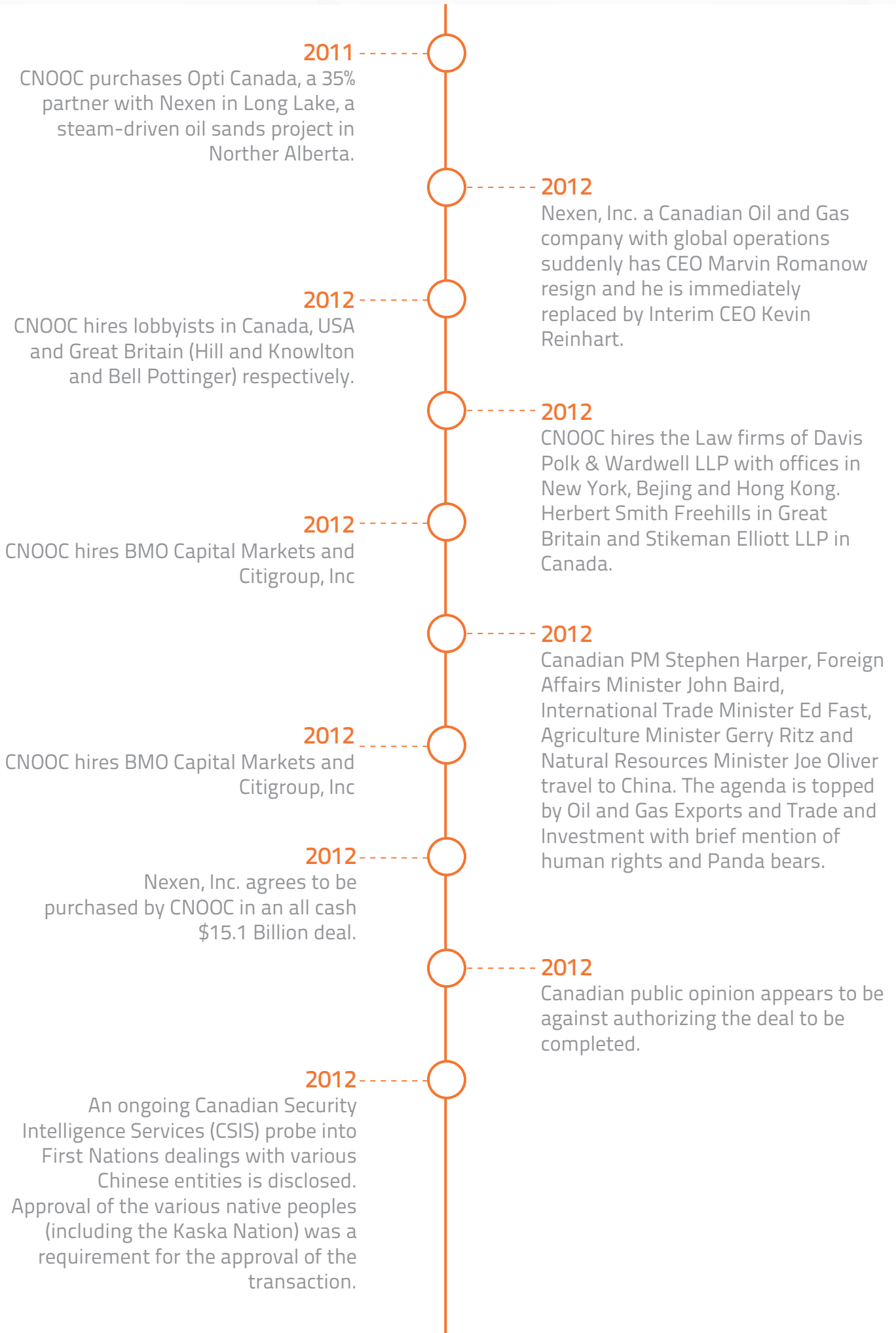
Oil and Gas Industry Acquisition

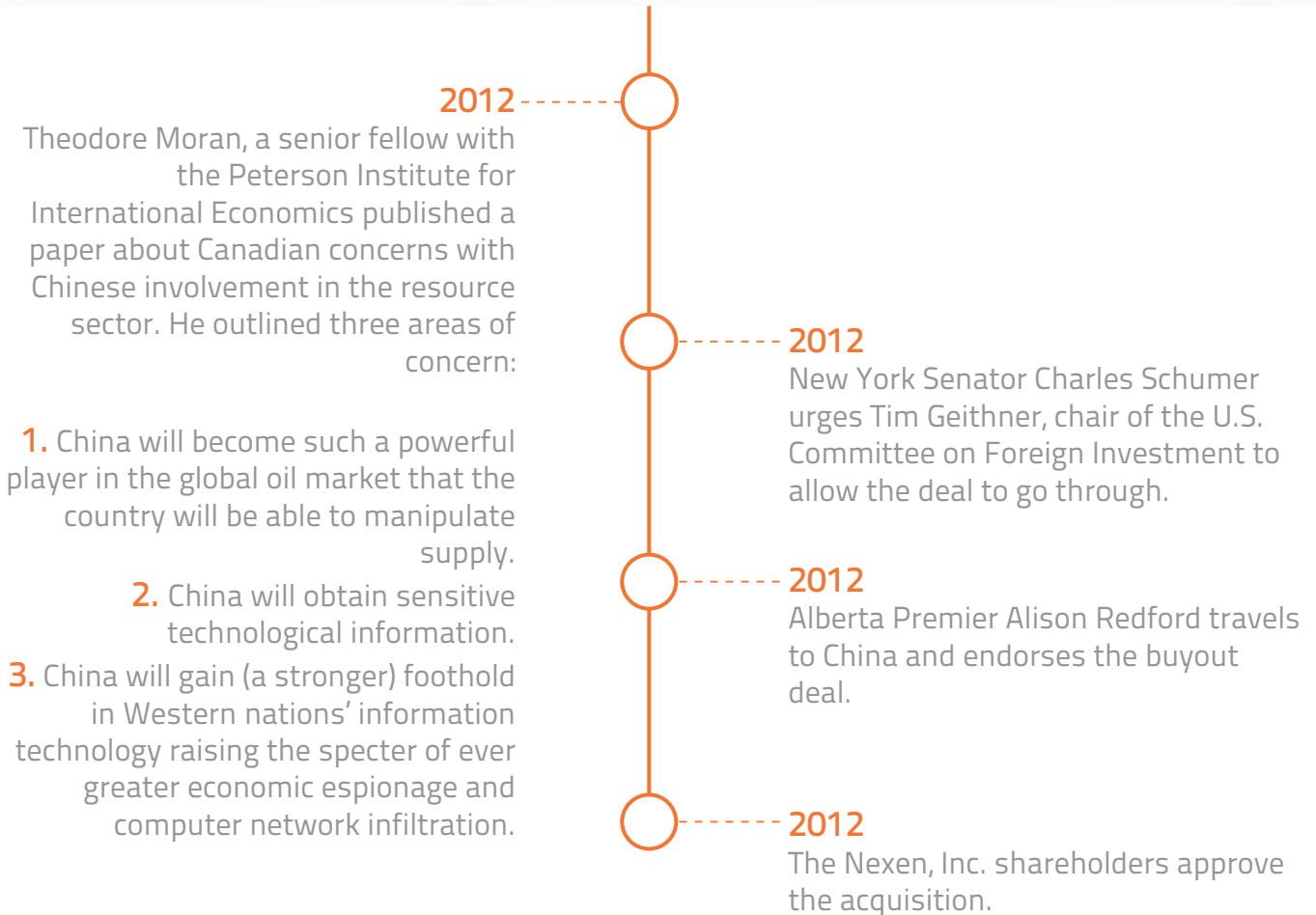
Problem:

How can the third largest oil company in China acquire the twelfth largest oil company in Canada?

THE TIMELINE







Solution:

Defined Calculus of Concepts

Actor	[G]	Condition	[F]	Event	[J]	Outcome	[Y]
Action	[H]	Context	[C]	Ideation	[L]	Relation	[R]
Abstraction	[A]	Decision	[X]	Indicia	[I]	State	[S]
Attribute	[B]	Domain	[D]	Location	[Q]	Temporal	[T]
Assertion	[Z]	Environment	[E]	Object	[K]	Universe	[U]

Definition of Concept Relations:

For at least one Universe [U] there is at least one Environment [E] that contains one or more Domains [D] that contains one or more Contexts [C] that contains one or more Abstractions [A] all of which possess one or more Attributes [B] each with one or more States [S] all of which makes one or more Assertion [Z] regarding one or more Relation [R] which necessarily signals one or more Indicia [I] of and between said predicates over a Certain Temporal Window Δ(CTW).

The predicate classes may be recursive to n-levels in any relation to another member or set/subset of the Predicate Alpha {PA} or to/from/with any individual member or set/subset of the Predicate Delta {PD}.

$$\text{Alpha } \{PA\} = \frac{([E] \leftarrow [D] \leftarrow [C] \rightarrow [A] \rightarrow [Z] \rightarrow [R] ([B] \text{ AND } [S]) \rightarrow [I])}{\Delta(\text{CTW})}$$

For at least one Predicate Alpha {PA} State {PA[S]} there exists one or more Conditions [F] which necessarily affects one or more Actor [G] that effects one or more Actions [H] which necessarily effects one or more Events [J] AND/OR Objects [K] which necessarily effects one or more Locations [Q] which necessarily effects one or more Ideation [L] all of which possess one or more Attributes [B] each with one or more States [S] which implies one or more Relation [R] which necessarily signals one or more Indicia [I] of and between said predicates over a Certain Temporal Window Δ(CTW). The predicate classes may be recursive to n-levels in any relation to another member or set/subset of the Predicate Delta {PD} or to/from/with any individual member or set/subset of the Predicate Alpha {PA}.

$$\text{Delta } \{PD\} = \frac{\{PA[S]\} + [F] \leftrightarrow [G] \leftrightarrow [H] \leftrightarrow [J] \leftrightarrow [K] \leftrightarrow [Q] \leftrightarrow [L] \leftrightarrow [R]([B] \text{ AND } [S]) \leftrightarrow [I]}{\Delta(CTW)}$$

$$U(\text{Prime Concept Instance (PCI)}) = \frac{\{PA\} + \{PD\}}{\Delta(CTW)}$$

The abstract equations above describe the input concepts and logical relations utilized by our machine learning algorithms to build communication networks for our clients.

The sources and methods utilized to train our classifiers are our competitive advantage and fuel an incredibly compelling value proposition. The concepts enumerated above, either as nominal or ordinal values, as the particular instance may require, inform our methods of communication network generation to maximize our messages impact on influencing decision makers, public opinions, news headlines, individual behaviors and ultimately situational outcomes.

Contact Hubris Analytics (inquiries@hubrisanalytics.com) today to find out how our calculus of concepts can be customized to deliver meaningful results for your particular needs.

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