

National Intangible Capital – NIC

Order now NIC 2016 Country report

Intangible Capital is nowadays the main contributor of GDP and economic growth in all the developed countries. However, it seems that financial reporting is still from the industrial era and lack of comprehensive analyses of intangibles is evident. This means that there is too little reliable knowledge about intangible capital of countries, i.e. the bases of growth and success. Accordingly we lack effective political and economic tools to cope in the current knowledge economy.

What is the economic impact of National Intangible Capital (NIC) in your country?

We invite you to participate in prototyping a new service of NIC Country Reports. You have opportunity to order your country's NIC analyses that is based on the scientifically solid methods developed by an international research group. We will now prototype how this comprehensive analysis can be packaged in a simple and easily understandable way to be used for political and other practical purposes. For 10 000 € you can participate in this project and get a detailed NIC report of your country. Furthermore, as our partner you will get 30% discount of all your orders in the future.

NIC Country Report Package includes

- NIC 2016 Country report (PDF, see the sections below)
- Summary and highlights (PPT presentation and HTML presentation plain code for websites)
- NIC data and country specifics (XLS/CSV file)
- First round press release (WORD)
- OPTIONAL: Summary and highlights presented on NIC web page in *NIC on the week* www.bimac.fi

Country Report sections

1. NIC Summary and highlights of the country 2016
 - a. Present NIC level, impact, efficiency and rankings
 - b. NIC trends in 2001 - 2016
 - c. NIC forecasts 2017 - 2018
2. Country fact sheets, country specifics and benchmarks
3. NIC of the country in detail
 - a. SWOT analysis of the country with benchmarks
 - b. Comparative NIC advantages (RCNA) of the country with benchmarks
 - c. Future impact projections (Tipping Points, TP) and SWOT with benchmarks

- d. Drivers that impact most effectively on employment, national economic performance, and global and domestic market performance

4. Policy guidelines for the country

5. Data tables
 - a. Country specifics
 - b. Country and benchmark NIC 2001 - 2016
 - c. SWOT, RCNA, TP and TP SWOT data

Delivery and pricing:

- Electronic delivery within 2 months from ordering or on prior date agreed upon
- Price 10 000 EUR, 50% at ordering and 50% at delivery

Information and ordering:

Contact nic.research@bimac.fi