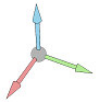
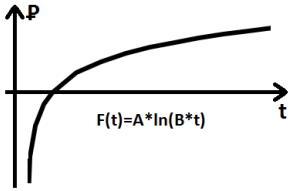
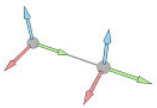
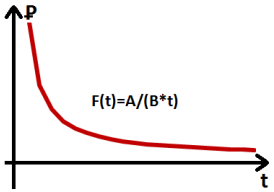
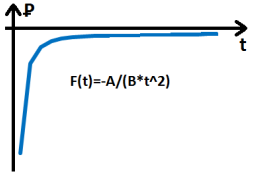
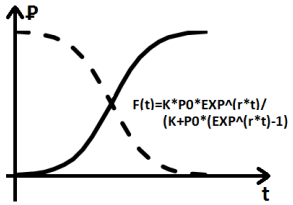
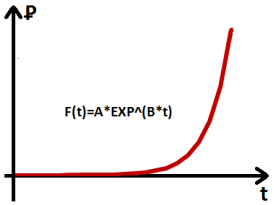
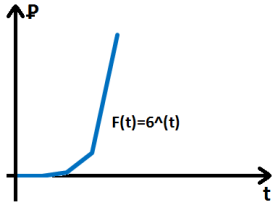
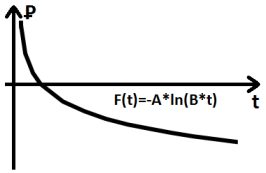
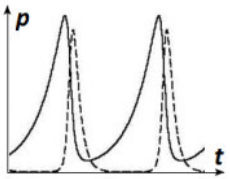
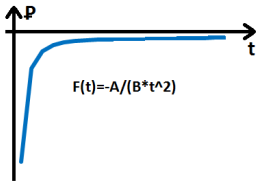
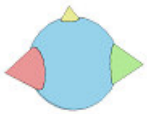
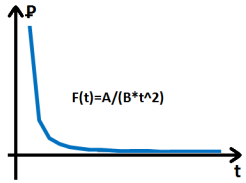
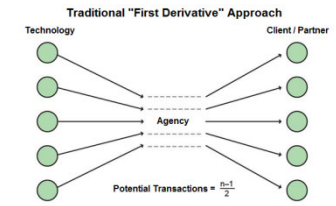
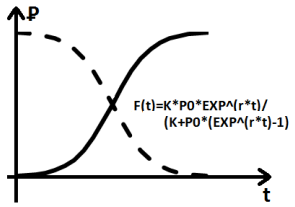
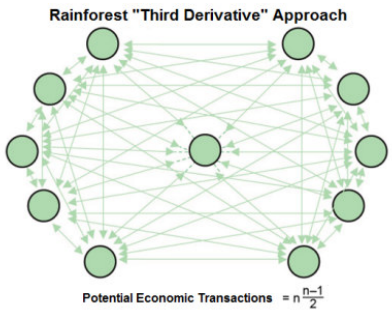
Appendix 1.
Economic Theory of Relativity Matrix ("Innovation Snail").

Table 1. "Innovation Snail" - Typology of business processes.
Numerals designate business processes stages that have different nature.

№	Phase Name	Phase Description	Laws of the Phase Patterns	Notes
		Incoherence from => to Connections		
1	**The birth of Ideas (Thesis)** 	Ordering chaos, Logarithmic Law: Weber–Fechner law. **Logarithmic Law: P=A*ln(B*t)**  Zabrodin Law $\frac{\Delta R}{R^2} = K\frac{\Delta I}{I}$	$f(x,y,z) = k * \ln\left\{\frac{S(x,y,z)}{S0(x,y,z)}\right\}$ where: S — value of the intensity of the stimulus; S0 — lower limit of the intensity of the stimulus: if S <S0, the stimulus is not felt. k - a constant depending on the subject of sensation.	P-Adizes's key roles. The main patterns are described: Creative tasks solution theory (TRIZ, Genrich Altshuller, 1946)
2	**Reflection (Antithesis)** 	Dipole Interaction: H-index (Hirsch's Citation Index). **Hyperbole Law: P=A/(B*t)** 	$f(x,y,z) = \left(\frac{x^2}{a^2} + \frac{y^2}{b^2} - \frac{z^2}{c^2}\right) = p,$ where: p = +1 or -1 (depending on the reflection - "YES" or "NO").	I-Adizes's key roles. The main patterns are described: Histoire de la folie à l'âge classique (Michel Foucault, 1961). On Principles of Classification of the Most Abstract Directions in Methodology of Structured-System Research (G.P. Shchedrovitsky, 1965)
3	**Business concept (Synthesis)** 	The interaction of the Three main factors. Supposition - **Inverse Square Hyperbole Law (My hypothesis): P =-A/(B*t^2)** 	$f(x,y,z) = \{(x-x_0)^2 + (y-y_0)^2 + (z-z_0)^2\}$	A-Adizes's key roles. The main patterns are described: Business Model Generation (Alexander Osterwalder, Yves Pigneur, 2010)

		Connections from => to the Complexity		
4	**Prototypes (Thesis)** 	The interaction of the Four main factors, **Logistic curve (My hypothesis):** (P.F.Verhulst, 1838). **$P = K*P_0e^{rt} / (K+P_{0(}e^{rt}-1)$** 	$f(x,y,z) = \left(\frac{x^2}{a^2} + \frac{y^2}{b^2} - \frac{z^2}{c^2}\right) = 0$ Cone (Triangular pyramid) along the coordinate z.	E-Adizes's key roles. The main patterns are described: - The Octopus Marooned (O'Henry, 1919). - The Twelve Chairs (Ilya Ilf, Evgeny Petrov, 1928)
5	**The First Sales (Antithesis)** 	Start-up and spin-off companies. "Golden ratio" Law (1 to 6). **Exponent law** (A.U.Udanov, 2007)**:** **$P = A*e(B*t)$** 	$f(x,y,z) = \left(\frac{x^2}{a^2} + \frac{y^2}{b^2} - \frac{z^2}{c^2}\right) = 0,$ Cone (**Hexagonal pyramid**) along the coordinate z.	The main patterns are described: "King Arthur: Tales from the Round Table" (The authors of the 6th- 21 centuries); The art of the Start (G. Kawasaki, 2004), The experience of competition in Russia. The reasons for success and failure (A.U.Udanov, 2007)
6	**The Company (Synthesis)** 	Organizational and legal regulation, **Hexagonal Multi-Layered pyramid** 1/3/6/10/20... **N-level Hierarchy Law** (C.Parkinson, 1957): **$P = m_n * c(t)^{(N-1)}$; c=1,…,6.** 	$f(x,y,z) = \left(\frac{x^2}{a^2} + \frac{y^2}{b^2} - \frac{z^2}{c^2}\right) = 0,$ Cone (**Hexagonal Multi-Layered pyramid**) along the coordinate z.	The main patterns are described: Parkinson's law (C.Parkinson, 1957), Managing Corporate Lifecycles (I.Adizes, 1988), Historien om Ikea… (I.Kamprad, B.Torekull, 1998)

		Complexity from => to the **Probabilities**		
7	**Represen-tation (Thesis)** 	A law of diminishing marginal utility (D. Bernoulli, 1738, …, v. Neumann and O.Morgenstern, 1944). Representatives, Distribution, Missionary, MLM, Ponzi Scheme. **Inverse Logarithmic Law:** **P = - A * ln (B*t)** 	**A Law of Hollow hierarchy:** $f(x,y,z) = \frac{x^2}{p} + \frac{y^2}{q} = 2 * z, (p,q) > 0,$ **Hyperboloid** (as at The V. Shukov Tower)	**Diminishing marginal utility:** Specimen theoriae novae de mensura sortis. Commentarii Academiae Scientiarum Imperialis Petropolitanae. (D. Bernoulli, 1738) **Distribution**: Hard Sell: The Evolution of a Viagra Salesman (Jamie Reidy, 2004), **Missionary**: The Thorn Birds (C.McCullough, 1977), **MLM, Ponzi Scheme:** Bernie Madoff's $50 Billion Ponzi Scheme (R.Lenzner, 2008)
8	**Branches (Antithesis)** 	**The Lotka – Volterra equations,** Alfred J.Lotka, 1910, Vito Volterra, 1931  Supposition - **Inverse Hyperbole Law:** **P = - A/(B*t).** 	The transition from the law of **Hollow hierarchy** (the hyperboloid with the completion of "1 to 2" law) to the global **Filled hierarchy** (the pyramid with the "1 to 6" law): $f(x,y,z) = \frac{x^2}{p} + \frac{y^2}{q} = 2 * h$	Feuds management: The Barber of Seville, or The Futile Precaution (G.Rossini, C.Sterbini, 1816) Infrastructure: Empire: How Britain Made the Modern World (Niall Ferguson, 2003) Soft holding: Book Excerpt: The Seven-Day Weekend (Semco Partners, 2004).
9	**Monopoly (Industrial, Synthesis)** 	Mega- Dipole, antagonism between companies within the same field of activity today - blocs of countries globally, Herfindahl – Hirschman Index (1982): $HHI = S1^2 + S2^2 + \cdots + Sn^2$, **Square Hyperbole Law:** **$p = A / (B*t^2)$.** 	Toroidal surfaces of the force field, Mega Cone- Global Dipole, $f(x,y,z) =$ $\{(x^2 + y^2 + z^2 + (R^2 - r^2)\} - 4 * r^2 * \frac{x^2+y^2}{q}$ 	The main patterns are described: On Competition (Michael E. Porter, 1998), Gazprom and Wintershall address Russian natural gas supply to Europe (2015)

		Probabilities from => to the **Incoherence**		
10	**A Consumer Society (Post-Industrial, Thesis)** 	Logistics as a “reverse cone”, "snowflake" on the surface of the sphere, 1 node to 6 nodes - optimum distribution of goods to the area of the Earth, **Logistic curve:** (P.F.Verhulst, 1838). **$P = K*P_0e^{rt} / (K+P_{0(}e^{rt}-1)$** 	"Snowflake" Distribution Law is based on 6th-channels logistics network optimization while maximizing the surface coverage of global markets.	Consumer Society Strategy: Blue Ocean Strategy (W. Chan Kim, 2005), Innovative Business Paradigm (Mitsuaki Shimaguchi, 2006) Grinding it out: the making of McDonald's (Ray A. Kroc, 1977), Sam Walton: Made In America (Samuel Walton, John Huey, 1993)
11	**An Information Society (Antithesis)** 	Ring systems with six lines on the cell, to the sphere of the Earth, **Exponent law Moore's Law (1965):** **$P = A*e^{(B*t)}$.**	"Honeycomb" Info-Distribution Law (Hexagonal Cells) - Most economical and effective information Channels Distribution.	Information Society Strategy: Cramming More Components onto Integrated Circuits (G.Moore, 1975), Synergy and Information (Dynamic Theory of Information, Chernavsky D.S., 2001)
12	**A Social Society (Synthesis)** 	Chaos - probability distribution, The Noosphera (V.I.Vernadsky) -> sphere of the Earth, Supposition - **Economic Theory of Relativity (A. Einstein, 1915):** **$P = m * c (t)^2$.**	"Social Network" Distribution Law - The Economic Theory of Relativity Law **$E = m * c^2$.** 	Social Society Strategy: On Science (V.I.Vernadsky, 1997) Mathematical Foundations of Synergetics: Chaos, structures, computing experiment (G.G.Malinetsky, 2005) The Rainforest… (V.Hwang, G.Horowitt, 2012)