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(54) Title: METHOD AND APPARATUS FOR CREATING AND EVALUATING STRATEGIES

(57) Abstract: A method and apparatus for strategy science methodology involving computer implementation is provided. The invention includes a well-defined set of procedures for carrying out a full range of projects to develop strategies for clients. One embodiment of the invention produces custom consulting projects that are found at one end of the full range of projects. At the other end of the range are, for example, projects developing strategies from syndicated models. The strategies developed are for single decisions or for sequences of multiple decisions. Some parts of the preferred embodiment of the invention are categorized into the following areas: Team Development, Strategy Situation Analysis, Quantifying the Objective Function, Data Request and Reception, Data Transformation and Cleansing, Decision Key and Intermediate Variable Creation, Data Exploration, Decision Model Structuring, Decision Model Quantification, An Exemplary Score Tuner, Strategy Creation, An Exemplary Strategy Optimizer, An Exemplary Uncertainty Estimator, and Strategy Testing. Each of the sub-categories are described and discussed in detail under sections of the same headings. The invention uses judgment in addition to data for developing strategies for clients.

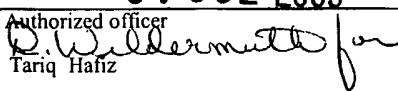


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B. FIELDS SEARCHED Minimum documentation searched (classification system followed by classification symbols) U.S. : 705/7 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) Please See Continuation Sheet		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X,P	US 2004/0107131 A1 (WILKERSON et al) 03 June 2004 (03.06.2004), see entire document	1-71
Y,P	US 6,738,736 B1 (BOND) 18 May 2004 (18.05.2004), see entire document	1-71
X	US 2003/0069869 A1 (GRONAU et al) 10 April 2003 (10.04.2003), see entire document	1-71
Y	US 5,875,431 A (HECKMAN et al) 23 February 1999 (23.02.1999), see entire document	1-71
X	US 6,249,768 B1 (TULSKIE, JR et al) 19 June 2001 (19.06.2001), see entire document	1-71
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