

BCI STRUCTURAL DYNAMICS LABORATORY

QUARTERLY AUDIT PROTOCOL

Standard Operating Procedure for Perceptual Asset Valuation

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CLASSIFICATION: CONFIDENTIAL / FOUNDER-ONLY

ISSUED BY: OFFICE OF THE CHIEF AUDITOR

"Quantifying the invisible. Auditing the structural truth."

CONTENTS

01 / MISSION STATEMENT03	<i>The BCI Mandate: Beyond Marketing Superficiality</i>
02 / THE FOUR DIMENSIONS (MT/PL/TS/ES)04	<i>The Logic of Perceptual Credit Rating</i>
03 / PHASE I: STRUCTURAL BASELINING05	<i>Week 1: Penetration and Calibration</i>
04 / PHASE II: ACTIVE SURVEILLANCE06	<i>Weeks 2-11: Drift Monitoring and Redlines</i>
05 / PHASE III: SETTLEMENT & RATING07	<i>Week 12: Issuance of the Premium Certificate</i>
06 / SOVEREIGN BOUNDARIES08	<i>Non-Reliance and Disclosure of Failure Modes</i>

A Governance Framework for Design-Driven Pricing Power

Overview

This protocol defines the structural audit and governance process conducted by BCI Lab over a 12-week cycle.

We do not provide marketing consulting. We operate as an independent audit function for the structural integrity of your brand's long-cycle pricing power — identifying how design, meaning, and time are translated into economic resilience.

Phase I: Structural Baselining (Week 1)

Objective: Initial system mapping and index calibration

- **Structured Data Intake:** Submission of core internal artifacts (e.g., strategy memos, anonymized user interaction patterns, and brand logic maps), under NDA and data-protection compliance.
- **Baseline Scan:** Delivery of the Inaugural Structural Scan, identifying the system's position within the BCI coordinate framework.
- **Index Initialization:** Establishment of the baseline \$BCI\$ Index to measure subsequent structural delta (Δ).

Phase II: Active Surveillance & Drift Audit (Weeks 2–11)

Objective: Monitoring structural coherence across key dimensions

- **Monthly Structural Drift Report (MSDR):** Detection of deviations from the system's core logic.
- **MT (Meaning Tension):** Balance between symbolic depth and surface signaling.
- **PL (Perceived Legibility):** Cognitive accessibility and interaction boundaries.
- **Weekly Energy Pulse:** Tracking whether systems compound or deplete internal energy.
- **Redline Alerts:** Triggered if long-term structural integrity is compromised for short-term gain.

Phase III: Value Settlement & Rating (Week 12)

Objective: Final valuation and governance output

- **Quarterly Audit Final Report (QAFR):** Full analysis of structural evolution.
- **Rating Certificate:** Issuance of the Perceptual Asset Credit Rating for internal governance or external reference.
- **Renewal Assessment:** Evaluation of structural alignment and data continuity for continued participation.

Interaction Framework

Frequency	Deliverable	Function
Weekly	Pulse Brief	Tracks Energy State vitality
Monthly	Calibration Session	Strategic audit with Chief Auditor
Quarterly	Rating Dossier	Quantifies Premium Capacity (\$BCI\$)

Operational Boundaries

- **Non-Execution:** BCI identifies structural risks and opportunities but does not execute tactics.
- **Independence:** Findings are independent of internal politics or sentiment.
- **Termination:** BCI may suspend or terminate participation if signal quality or data integrity falls below a viable threshold.

The Protocol & The Value

How structural audits translate into economic advantage

THE PROTOCOL (Audit Actions)	THE VALUE (Economic Logic)
<p>Phase I: Structural Penetration Structured access to core internal artifacts, decision patterns, and symbolic systems — enabling a system-level view beneath surface narratives.</p>	<p>Make Smarter Decisions Reduces strategic blind spots by revealing the delta between perceived identity and structural reality, preventing misallocation of capital.</p>
<p>Phase II: Drift Monitoring Continuous tracking of MT (Meaning Tension) and PL (Perceived Legibility) to detect entropy, friction, or signal dilution across the system.</p>	<p>Save Money Identifies low-return symbolic and communication spend early, allowing teams to cut ineffective noise before it becomes a structural drain.</p>
<p>Phase III: Time Structure Audit Evaluation of TS (Time Structure) to distinguish between compounding dynamics and dissipative cycles.</p>	<p>Protect Wealth Ensures the brand functions as a durable asset rather than a volatile liability — preserving long-term pricing power and equity.</p>
<p>Phase IV: Rating & Settlement Issuance of the BCI Index Certificate as a formal quantification of perceptual asset strength.</p>	<p>Enable Growth Provides objective reference for premium pricing, strategic positioning, or institutional financing by making intangible value legible to capital.</p>