

Behavioral Flywheel Engine™ (Public)

Structural Definition & Rights Boundary White Paper

Author / Rights Holder

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Jurisdiction Neutrality Notice

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The Effective Date reflects the original formation and public declaration of the rights asserted herein.

The OSF publication and archival dates reflect evidentiary recordation only and do not alter priority, scope, or substance.

Positioning Notice

This document does not participate in public standard-setting or policy formulation.

Purpose of This White Paper

This white paper is published solely to:

- Publicly establish the existence and priority of a proprietary commercial implementation methodology;
- Define its non-divisible structural conditions and legal boundaries;
- Provide a public notice that any commercial implementation, structural equivalent, or system-level reproduction is not authorized absent prior express written authorization.

This document does **not** constitute a product description, technical specification, operational manual, business plan, or implementation guide.

This notice is intended to operate as constructive notice to all third parties.

Rights Statement

Behavioral Flywheel Engine™ is a proprietary commercial implementation methodology asset.

All rights, title, and interest are expressly reserved by the Rights Holder.

No license, authorization, or implied right is granted by publication of this document.

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Unauthorized commercial use, structural imitation, or system-level implementation may constitute infringement or unfair competition under applicable law.

Positioning Notice (Anti-Standardization)

This document does not propose standards, best practices, or implementation guidance.

It addresses a structural failure that occurs prior to standardization:
the collapse of lawful value accumulation before data enters commercial systems.

The existence of a structurally defined response is publicly acknowledged.
Its operational realization is intentionally excluded from public standardization.

Any reformulation, reinterpretation, or parallel articulation that treats this failure as a matter of optimization, best practice, or standard-setting addresses a categorically different problem.

I. Purpose and Legal Positioning of This Document

The sole purpose of this document is to:

- **Publicly establish the structural existence of a proprietary commercial implementation methodology;**
- **Define the non-divisible structural conditions and applicable boundaries of such methodology;**
- **Explicitly declare that any unauthorized commercial implementation, structural equivalent, or system-level reproduction does not constitute lawful use.**

This document constitutes a public declaration at the rights layer and structural layer.

Its function is to provide a basis for comparison and legal opposition, and not to instruct, guide, or enable any form of practical operation.

For clarity, this document discloses only an abstract structural definition and boundary.

The complete implementation methodology comprises additional non-public structural logic,

governance constraints, and dependency relationships that are maintained as confidential assets.

II. Statement on the Nature of the Methodology

(Not a Theory; Not a Product)

The Behavioral Flywheel Engine™ is a structural commercial implementation methodology asset, the nature of which is expressly distinct from:

- **Abstract theories or academic models;**
- **A single business model or platform product;**
- **Any specific industry solution;**
- **Technical algorithms or engineering systems.**

The value of this methodology does not reside in any individual technology component,

but rather in the irreversible system effects produced only when multiple structural conditions are simultaneously satisfied.

III. Core Structural Definition

(Abstract Layer)

The Behavioral Flywheel Engine™ exists only when all of the following structural conditions are simultaneously satisfied.

Any omission, substitution, or simplification falls outside the scope of this methodology.

1 Behavioral Precedence over Value

- All value usable within the system must originate from behavioral events that have actually occurred;
 - The occurrence of behavior must not be substituted by prediction, intent, clicks, personal preference, or identity inference;
 - Behavior itself constitutes the sole recognized primitive input of the system.
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2 Non-Identifiability and Non-Reversibility of Behavioral Events

- Behavioral events must not be linked to any natural person, identity, account, or cross-referenced data;
 - Once abstracted, behavioral events must not be reversible into personal data;
 - Behavioral events \neq user data \neq identity data.
-

3 Non-Monetary Value Unit Structure

- Internal system value units may be derived from behavioral events;
- Such units do not constitute currency, stored value, debt, assets, or transferable instruments;

- **Their sole functions are:**
 - **Behavioral feedback;**
 - **Behavioral continuity;**
 - **Time-based accumulation of behavioral credibility.**

Any design possessing monetary attributes, redeemability, or tradability is expressly excluded.

4 Regenerative Closed-Loop Structure

- **System outputs must be reinjected into the original behavioral context;**
 - **System growth must result in decreasing, rather than increasing, marginal acquisition costs;**
 - **The system must not rely on subsidies, discounts, or external funding for long-term operation.**
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5 Structural Separation of Power, Data, and Methodology

- **Front-end operating entities must not simultaneously control behavioral models, methodologies, or complete behavioral datasets;**
- **Methodology-holding entities must not participate in day-to-day operations or payment collection;**
- **Governance rights \neq data rights \neq methodology rights.**

This separation constitutes a mandatory condition, not an optional design choice.

IV. Conditions of Non-Substitutability

(Necessary and Sufficient)

Any system that simultaneously satisfies all of the following conditions constitutes structural equivalence to this methodology:

- 1. Actual behavior → structurally reusable value across time and multiple parties;**
- 2. No reliance on any form of personally identifiable information (PII);**
- 3. Value generation not centered on monetary attributes;**
- 4. System growth that lowers, rather than raises, acquisition cost (e.g., customer acquisition cost (CAC));**
- 5. Structural separation between behavioral models and operating entities.**

Any third party that simultaneously satisfies all of the above conditions is highly likely to constitute a structural equivalent and may involve unauthorized methodological use.

For the avoidance of doubt, the absence, modification, or formal alteration of any single condition shall not, by itself, exclude a system from constituting a structural equivalent, where such system preserves the core functional interdependencies and overall operative logic of the above conditions.

Substantial or colorable imitations that achieve the same functional outcomes through materially similar structural relationships may remain within the scope of this methodology and may constitute unauthorized methodological use.

V. Explicitly Excluded Designs

The following designs do not constitute this methodology:

- **A single entity controlling both operations and behavioral models;**
- **Any identifiable or cross-referenced behavioral data;**
- **Transferable, redeemable, or tradable points or credits;**
- **Systems primarily driven by subsidies or discounts;**
- **Behavioral engines directly participating in monetary payment flows.**

For the avoidance of doubt, the exclusion of any design, structure, or feature from this section does not imply authorization, license, approval, or non-infringement with respect to this methodology.

VI. Understanding Does Not Constitute Authorization

(Core Rights Statement)

- **Reading, understanding, analyzing, or discussing this document does not constitute any form of authorization;**
- **Re-expression, renaming, or engineering reinterpretation of the structural concepts does not constitute a new creation;**
- **Any commercial implementation, structural reproduction, or equivalent realization without prior express written authorization may constitute infringement, unfair competition, or methodological misappropriation.**

Authorization — Term Clarification (Cross-Reference; Non-Substantive)

For the avoidance of doubt, the term “Authorization” as used in this White Paper shall be interpreted in accordance with the definition set forth in the “Behavioral Flywheel Engine™ — A Public Structural Boundary Notice” (Version of Record, [DOI: 10.17605/OSF.IO/A9HFC](#)).

This cross-reference is provided solely for terminological clarity and does not modify, expand, reduce, or otherwise alter the structural definition, rights boundary, priority, or reservations set forth in this White Paper.

VII. Reservation of Rights

The Behavioral Flywheel Engine™ is a proprietary commercial implementation methodology asset.

All methodological rights, structural rights, and derivative rights are exclusively reserved by the author / rights holder.

The public disclosure of this document serves solely as a declaration of existence and boundary, and does not constitute any license, implication, or waiver of rights.

VIII. Conclusion

(Non-Marketing)

What this document establishes is not a product, but a structural fact that, once formed, is difficult to bypass.

Any future commercial system seeking to utilize behavioral value structures that are non-personal, time-reusable, and cross-contextual must acknowledge the prior existence of this definition.

IX. No Contract; No Reliance

This document is published solely as a public legal notice and structural definition. It does not constitute an offer, agreement, representation, warranty, or promise of any kind. No party is entitled to rely upon this document as a basis for any commercial, legal, or operational decision.

The author and rights holder expressly disclaim any duty, liability, or obligation arising from reliance on this document, to the maximum extent permitted by applicable law.

Clarification on Representative Entities and Jurisdiction

STATUS: INTEGRATED ADDENDUM | FUNCTION: LEGAL DECOUPLING

1. FUNCTIONAL REPRESENTATION

For the avoidance of doubt, any reference to authorized or representative entities (including but not limited to **Behavioral Engine Lab™**) is purely functional. Such references do **not** imply:

- **Exclusivity:** The Rights Holder may act through other or multiple channels.
- **Permanence:** Such representation may be revoked or altered at any time.
- **Jurisdictional Anchoring:** The presence of a representative does not tether the Rights Holder to a specific legal system.

2. NO DERIVATIVE ESTABLISHMENT

The place of incorporation, physical operation, or regulatory presence of any authorized entity **shall not be construed** as establishing:

- The **governing law** or **judicial forum** of the Rights Holder;
- The **domicile, place of business, or tax residence** of the Rights Holder;
- The legal location or "situs" of the **Behavioral Flywheel Engine™** methodology.

3. PERSONAL & NEUTRAL CHARACTER

All rights asserted herein remain **personal to the Rights Holder** and strictly **jurisdiction-neutral**. The operational activities of third-party entities are administrative in nature and do not modify the core principles specified in the *Jurisdiction Neutrality Notice*.

Procedural Clarification — Authorization Requests

For the avoidance of doubt, the availability of an authorization request mechanism does not create any expectation, reliance, duty to respond, or obligation to engage.

X. Unified Meta-Civilizational Framework™ (UMCF) — Rights Statement.

**By
UMCF**

Rights Statement (Public Legal Notice)

As of the Effective Date, this Rights Statement supersedes and replaces all prior rights statements, usage declarations, notices, or representations relating to the Unified Meta-Civilizational Framework™.

Effective Date: December 21, 2025

0. Nature of This Statement (Notice; No Contract)

This page is published as a public legal notice and a reservation of rights. It is not intended to create a contract with any visitor solely by viewing or reading it.

Nothing herein grants any license or authorization except where the Rights Holder provides prior, express written authorization.

1. Definitions

1.1 Unified Meta-Civilizational Framework™ (the “Framework”)

The Framework refers to the publicly disclosed meta-civilizational conceptual structure identified by this name, including, without limitation, the following publicly disclosed works:

- ***I – Redefining the Industrial Revolution***
- ***II – The Easterlin Paradox, 1974–2025***
- ***III – The Fourth Framework of Business Innovation***

(collectively, the “Public Works”).

1.2 Behavioral Flywheel Engine™ (the “BFE Methodology”)

The BFE Methodology refers to a proprietary, non-public commercial implementation methodology asset used to operationalize commercial systems.

1.3 Rights Holder

Unless expressly stated otherwise, the rights holder of the BFE Methodology is Liang Lang Rou (the “Rights Holder”).

2. Permitted Public Uses of the Public Works (Non-Commercial)

The Public Works are made available for academic research, cultural discussion, critical analysis, and non-commercial reference.

For the avoidance of doubt, the Public Works are disclosed at the level of ideas, principles, and conceptual structures only. They do not disclose, include, or provide any commercial operational processes, system implementation methods, execution logic, operational mechanisms, or other non-public know-how required to build an operational commercial system.

Nothing in this section restricts lawful commentary, criticism, or scholarly discussion of the Public Works as ideas; however, such activities do not confer any right to operationalize or commercialize the Framework.

3. Separation of Layers (Framework vs. Implementation)

The Framework and the BFE Methodology are distinct:

- **The Framework is a publicly disclosed conceptual structure (idea/principle level).**
- **The BFE Methodology is a proprietary, confidential commercial implementation methodology asset.**

While the BFE Methodology may be conceptually inspired by the Public Works (including, without limitation, *III – The Fourth Framework of Business Innovation*), the BFE Methodology does not constitute, and has never constituted, any part of the Framework itself.

4. Commercial Transformation: What Requires Authorization

4.1 Authorization Requirement

Any commercial deployment, operationalization, system-level implementation, revenue-generating use, or other commercial exploitation that is based upon, derived from, or transforms the Framework (in whole or in part) may only be undertaken pursuant to prior, express written authorization from the Rights Holder (“Authorization”).

No Authorization is granted by implication, estoppel, acquiescence, course of dealing, or otherwise.

4.2 No Authorization by Inspiration

Conceptual understanding, academic discussion, criticism, or intellectual inspiration drawn from the Framework does not, by itself, constitute Authorization to effect any commercial, operational, or system-level implementation.

4.3 Objective Indicators of “System-Level Implementation”

Without disclosing any proprietary details, “system-level implementation” generally includes one or more of the following objective indicators when done for commercial purposes:

- (a) deploying a repeatable operational process or workflow to deliver outputs to users/customers;**
- (b) integrating the Framework into production systems, automation, services, or decision pipelines;**
- (c) offering a product, service, subscription, license, consultancy, or paid/monetized access that relies on the Framework;**
- (d) using the Framework to support revenue generation, customer acquisition, fundraising, or business operations beyond purely internal, non-commercial study;**
- (e) publishing or providing an “operational playbook,” tooling, or implementation guidance that enables third parties to deploy the Framework commercially.**

These indicators are illustrative and do not limit the Rights Holder’s rights under applicable law.

5. The BFE Methodology (Confidential Asset)

5.1 Confidentiality and Ownership

The BFE Methodology is a proprietary and confidential commercial implementation methodology asset.

All rights, title, and interest in and to the BFE Methodology are exclusively held by the Rights Holder.

5.2 Unauthorized Acts Regarding the BFE Methodology

Any unauthorized use, disclosure, imitation, reverse-engineering, or misappropriation of the BFE Methodology may constitute infringement, unfair competition, misappropriation of trade secrets, breach of confidence, breach of fiduciary duty, or other violations of applicable law.

6. Enforcement (Two Independent Bases)

Unauthorized conduct may arise on either or both of the following independent bases:

- (i) Unauthorized BFE Use: unauthorized use or misappropriation of the BFE Methodology; and/or**
- (ii) Unauthorized Commercial Transformation: unauthorized commercial transformation of the Framework into an operational or commercial system (whether or not the BFE Methodology is used).**

The Rights Holder reserves all rights and remedies available under applicable law.

7. Evidentiary Record (Time-Stamped Archival Record)

For evidentiary purposes, the existence, authorship, and temporal priority of certain proprietary materials (including elements related to the BFE Methodology) have been recorded and time-stamped through an archival record (including a DOI-registered record and/or equivalent time-stamping mechanisms).

Underlying materials associated with such records are maintained as confidential and proprietary and are disclosed only to the extent required by applicable law or legal proceedings.

8. Authorized Entities (Operational and Representative Capacity)

Where duly authorized by the Rights Holder, certain entities (including Behavioral Engine Lab™) may act in an operational and/or representative capacity in connection with lawful commercialization, licensing discussions, or enforcement communications.

Such authorization does not transfer ownership of the Rights Holder's underlying rights unless expressly stated in writing.

9. Contact for Authorization

Requests for Authorization, licensing, or lawful commercial collaboration must be made in writing to the Rights Holder or the Rights Holder's duly authorized representatives.

UMCF 1.0 — Rights Statement

Cross-Reference & Evidentiary Permanence Clause

This Rights Statement acknowledges the priority and independent legal force of the Unified Meta-Civilizational Framework™ Rights Statement, as publicly declared by the Rights Holder.

For evidentiary permanence and to avoid reliance on any single online location, an archival copy of said Rights Statement, bearing independent time-stamping and authorship attribution (including DOI-based archival records and/or equivalent mechanisms), is maintained as part of this DOI record:

<https://osf.io/fqbeu/overview>

Any publicly accessible web publication, including <https://theumcf.org/>, shall be understood solely as a convenience access point and not as the sole, original, or exclusive source of evidentiary access or evidentiary validity.

Record of Existence and Priority

The existence and temporal priority of this definition are recorded via a publicly accessible, time-stamped archival record, including DOI registration.

Clarification of Scope and Non-Interference

While this document addresses the operational and commercial implementation methodology layer (including the Behavioral Flywheel Engine™), it does not govern, waive, limit, or otherwise diminish any rights relating to the Unified Meta-Civilizational Framework™.

The Unified Meta-Civilizational Framework™ is addressed separately and exclusively at the conceptual and idea level through its own public legal notices. Nothing in this document shall be construed as altering, superseding, restricting, or otherwise affecting the scope, force, or protections afforded by those notices.

For the avoidance of doubt, any commercial transformation, system-level implementation, or revenue-generating use of the Unified Meta-Civilizational Framework™—whether implemented in conjunction with, inspired by, or independently of the Behavioral Flywheel Engine™—remains subject to the applicable authorization requirements in effect at the relevant time, as set forth in the public legal notices governing such Framework.