

A Study on the Principle of Judging the Feasibility of Business Investment by Qimen Dunjia

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Abstract

Qimen Dunjia is a treasure of Chinese wisdom. In ancient China, it is known as the Emperors Study, the best of all the forecasting tools. Qimen Dunjia was first used in the military and created brilliance in history. Jiang Ziya, Zhang Liang, Zhu Geliang, Guo Ziyi, Zhao Pu, and Liu Bowen are the world influential men, famous for their talents of using Qimen Dunjia in Chinese history. on interpretation, grasping opportunities and so on. I do inductive classification to evaluate the value of Qimen Dunjia in solving qualitative business problems. The paper is also the research summary of the study. In my research, Qimen Dunjia is a scientific decision-making model and is based on the universe holographic theory. According to universe holographic theory, holographic law not only exists in the biological world, but everything in the universe contains hologram. As "a drop of water can reflect the sea", Qimen Dunjia put the universe into a specific spatio-temporal category in line with the seasons change, the temporal and spatial variation rule. With the help of original parameters of mathematical symbols in the system, the Qimen Dunjia model which contains the heaven, human and earth as a huge system which shows good and bad of the inference on decision. The analogy of yin and Yang, five elements of heaven and earth, the heavenly stems and earthly branches, nine stars, eight, doors and other cosmic code symbols dominate the system operation. Through the related information displayed by the symbols, the Chinese can understand the past and forecast the future, which is the unique Chinese world outlook and methodology. The paper analyzes the astronomical geography meaning, different effects to people and things by Qimen Dunjia symbol in details, describing the unity of heaven and man reflected in Qimen Dunjia model in a scientific way. Chinese ancestors once tried the Qimen Dunjia in the field of commercial applications, and a lot of works have been published, such as "Golden Letter Jade Mirror Qi Men Dun Jia", "Special Tips of Qi Men", "Law of Qi Men" and so on. However, they are not systemic and do not offer enough interpretation on the case. Today many Qimen Dunjia experts have

remarkable contribution on business area such as Zhang Zhichun, Du Xinhui, Wang Zhifeng and so on. They all have a clear unique insights in using Qimen Dunjia in the commercial field. Within the paper, I make a comparative analysis between the historical development and modern application, hoping that on the basis of previous studies, through the classification of relatively complete induction, symbol interpretation and summary description, rules can be more intuitive and persuasive, so that more and more people will accept the decision model in the commercial field. This paper describes the application of Qimen Dunjia in details and proves the maturity and stability of the scientific decision model. In addition, through the help of inductive method, we make detailed analysis on many important predictions of today's commercial investment subjects by means of Qi Men Dun Jia. By means of statistical induction and analysis, we try to make the using of Qimen Dunjia more simple, more specification in the commercial investment application. Finally, this paper also put forward that Qimen Dunjia is a pure Chinese decision model, which is a unique discovery and effort seeking business rules from the traditional Chinese culture. Compared with the Western model of decision making, its speed, cost and accuracy advantages are obvious. Moreover this model can make correct decision under asymmetric information, which presents new challenges to the Western business decision analysis model. This paper also proposes that future Qimen Dunjia research in commercial areas may be focused on the model updating itself, so that it can give more clear and definite guide on the commercial field.

Keywords: Qimen Dunjia, Business forecasting, Classification and Prediction, Prediction Error Analysis, Longitude Time

1 Research topic, purpose and scope

1.1 Research topic

Since ancient times, Qimen Dunjia has been used in marching for war. Ancient Chinese outstanding strategists such as Jiang Ziya, Li Jing, Guo Ziyi, Zhang Liang, Zhuge Liang, Liu Bowen, etc. are all experts in using Qimen Dunjia. The requirements of war for decision-making are very strict. Once the decision-making is wrong, it will cause serious consequences. In addition to using the wisdom of the art of war, a very important tool for their decision-making is "Qimen Dunjia". The accuracy of Qimen Dunjia in war prediction has been fully verified by history.

In today's era, when we make business investment, we often adopt the Western

normative research model. For example, when carrying out a project investment feasibility study, it is often the first to carry out environmental analysis, industry analysis, consumer behavior analysis, SWOT analysis, and then to carry out business model construction, 4P planning, simulation of business performance in the next few years, so as to determine the merits and demerits of a project. It is very standard, but it takes time, manpower and material resources. By comparison, we find that when we use Qimen Dunjia to make a decision on a matter or a project, it may take only a few minutes, at most not more than a few hours. Such a fast and accurate decision-making speed is indeed of great significance in the battlefield. The model of Western business research combined with the decision-making model of Oriental wisdom will greatly enhance the accuracy and efficiency of business decision-making.

In today's business society, competition in business is everywhere. Since the application of Qimen Dunjia in the war has been obvious to all and has made brilliant achievements, how accurate is the guidance of Qimen Dunjia for business investment? Commercial investment needs to invest human, material and financial resources. It has many similarities with the nature of war. Does it also have guiding significance? In this paper, we compare the errors between the predicted results by Qimen Dunjia and the actual investment results to judge its effectiveness.

Specific research issues include:

- 1、 The success probability of applying Qimen Dunjia to the field of business investment prediction;
- 2、 The error analysis of business investment prediction with Qimen Dunjia.

1.2 Research purpose

All the behaviors of business investment should be finally implemented into decision-making, and decision-making is actually a behavior throughout business activities. In terms of decision-making efficiency, Qimen Dunjia seems to have innate advantages. The purpose of this paper is to find out the guiding value of Qimen Dunjia in investment decision-making. Through examples in the field of commercial investment and scientific empirical methods, we can demonstrate its accuracy, arouse people's attention to China's prediction technology, and bring out the new vitality of "the study of Emperors" in today's times.

It has a history of at least 3000 years since the spread of Qimen Dunjia. During this period, it has been relatively finalized and improved after the examination of major historical events and the correction of professional researchers of previous dynasties. My premise of analysis is not to question the rationality of the model itself for the time being. We can not deny the inherent mystery in the oriental traditional culture according to the western thinking mode and habits, but simply define it as superstition; its principle is that we should first accept the symbol image of the oriental culture, accept

the connection between the cultural symbols set by it, and accept the judgment basis of Qimen dunjia according to the Eastern thinking; but we don't exclude the Western statistical information, We must rely on Western statistical methods for data analysis and law demonstration, which in turn proves its rationality;

We focus on the application of this model. In the research process, we always adhere to the scientific attitude, apply the statistical analysis method, and analyze the key research elements to objectively evaluate its application effect. We respect the wisdom of the Chinese nation, choose with a dialectical perspective, and dig out the possibility of combining the ancient prediction wisdom with the modern demand.

1.3 Research scope

Commercial activities actually include many contents, such as internal administration, sales, service, channel selection, product design and so on. This paper just focuses on business investment decision-making. In the business decision-making, the focus is on the "yes or no" business investment choice. As such decision-making is widely used and covers a wide range, almost all companies will be involved, and the frequency is very high, so it has relatively high research value and lays a good foundation for further extensive research in the future.

2 Prediction principle of Qimen Dun Jia

2.1 Scientific understanding of the connotation of Qimen Dunjia model

Qimen dunjia should be the wisdom of ancient Chinese people to understand and transform the world for thousands of years. It is a predictive science that reflects the changing law of life in heaven and earth, determines good and bad, and prevents troubles in the future. Qimen Dunjia contains the ancient people's experience in exploring the universe and nature, and teaches people the methods to adapt to, know and cope with changes. It not only enlightens us the subtle opportunity of things happening, but also guides people to adapt to the emergency and seeks good and avoids bad. It is not a negative divination, but a positive wisdom in life on commercial guide.

The basic theory of Qimen Dunjia and even Yiing is the theory of universe holography. Lenin said: "there is nothing in the world but the moving material. And if the moving matter is not in time and space, there is no possibility of movement." Professor Guo Junyi wrote in his book "the Book of Changes and General Prediction" that everything, including anything predicted, develops in a certain time and space. Time and space is one of the forms of the development and change of things. We can neither imagine the change of things without time and space, nor the development and change of things without time and space. Time is the sequence, interval and continuity of things' movement. The passage of time is one after another, always forward, never to return. Space is the extension of things themselves. The existence of anything occupies a certain position, has a certain volume and a certain form. Space means the coexistence

relationship and changing state between objects, and the volume, shape, position and order of things. In the objective world, the only form of development and change of things is time and space. The corresponding time and space cannot be separated from the movement of matter, and there is no such thing as time and space without the movement of matter. The structure mode of Qimen Dunjia is to understand the relationship between space, time and material movement, to take the inseparability between them as the self-evident premise, and to use various combinations of factors in Jiugong lattice to make reasoning. This kind of spatiotemporal mathematical model itself is a kind of statistics and geometry, because it is in accordance with the natural law, from hypothesis to verification, there are scientific reasoning methods, which will play a guiding role in judging the development and change of all things in the universe.

In the 1980s, Zhang Yingqing, a professor of Shandong University, discovered the law of biological holography based on the combination of traditional Chinese thinking and modern science. He believed that every cell of a living creature is a holographic embryo, and every part of a living creature can reflect its whole information. According to the thought of the book of changes, the law of holography not only exists in the biological world, but also exists in all things in the universe, that is, the so-called "a drop of water can reflect the sun", which is the generalization of holography.

According to the movement of celestial bodies, the changes of seasons and the laws of space-time changes, Qimen Dunjia brings all kinds of information into the specific space-time category, uses the mathematical model shown by the original parameters in the symbol system model to deduce and decide the good and bad. The three talents of heaven, earth and man constitute a huge system. What dominates this system is the cosmic code symbols, such as Yin and Yang, five elements, heavenly stems, earth branches, nine stars and eight gates, which are analogical to all things in the world. Through the relevant information displayed by the code symbols, we can see the past and the future. This is the unique cosmology and methodology of Chinese culture. Professor Wang Cunzhen and Professor Yan Chunyou wrote in their works that "all levels of systems in the universe are holographic systems. The reason why systems can control subsystems is that they are holographic. In other words, the control of systems to subsystems or between systems is holographic control".

In the book of changes, it said: "Heaven shows all kinds of situations. Saints see good and bad, and act in the right way." According to this truth, Qimen Dunjia studies heaven, earth and man as a whole, because man is an integral part of nature, and man lives and moves between heaven and earth. The movement of heaven, earth, man and all things in nature is all affected and restricted by the laws of the universe. In order to find the laws of this objective invisible force, the ancients explored various ways and structures. A series of space-time models are built to solve practical problems. Qimen Dunjia is one of them, which is the wisdom crystallization of ancient sages to explore the universe.

2.2 Consistency of business forecast and war forecast in decision-making and information interpretation

We will find that there are striking similarities between business and war in many ways: First of all, there are one or more pairs of major contradictions in business and war, and they compete with each other. There are competitors and allies in the battle. Similarly, in the modern business competition, there are also competitors, partners and alliances. On this basis, as a prediction tool from the ancient war, Qimen Dunjia also has a prediction reference for the competition of commercial merchants. Qimen Dunjia uses "Jia" and "Geng" to express a pair of contradictory bodies, which can be used for both sides of the war, and also for both sides of the enterprise competition. We find that there are many similarities between the prediction of Qimen Dunjia and the prediction of war in terms of elements, and the fundamental reason lies in the similarities in the nature of both sides.

Secondly, both war and business have a clear purpose. The purpose of the war is to seize the power and land of the other side, while the purpose of business is to gain more market share and profits. Its core is to weaken the power of the other side to achieve the effect of strengthening itself. For the study and judgment of commercial outcome, we can also learn from the judgment method of war, which has been proved to be feasible in a large number of practices.

Third, both war and business attach great importance to time, geography and harmony of people, so it is very important to seize opportunities. In essence, it is all about grasping all kinds of information. In a word, Qimen Dunjia is an information complex. On the whole Qimen Dunjia board, it reflects all kinds of information of the whole heaven, earth and people. It is a model of information presentation. In ancient war, Qimen Dunjia used the analysis of nine stars to indicate the sky, the nine palaces to indicate the earth, and the eight gates to indicate the human, all of which have rules to follow. In business activities, similar methods can also be adopted, because the information requirements and analysis methods of war are almost the same as those of business activities.

Fourth, business, like war, uses laws flexibly on the basis of existing laws. The strategy of war is based on the summary of the experience of both sides, and constantly surpasses; commercial activities are also in the competition of experience, innovation and application of laws, so there is a strong similarity between commercial competition and war in the law of activities. In the war, we emphasize to win by surprise, which is also emphasized in Qimen Dunjia. Therefore, the decision-making model of Qimen Dunjia is also very suitable for the application of changing situations. Since Qimen Dunjia can be used skillfully in the war, in the same way, it can also be used in business decision-making. As long as the analysis elements are selected correctly, it can also be analyzed by referring to the war model.

2.2 Analysis of investment factors in Qimen Dunjia model

The prediction model of Qimen Dunjia is the structure of image, number and reasoning, and its image is composed of various elements. In these combinations, the hidden presentation of truth and results requires us to interpret logically. And the quantity is based on the number within the eight trigrams.

In the study of business investment in Qimen dunjia, the capital is represented by the heaven atom "Wu" and the profit is represented by "Birth gate". There are many elements to be referred to in the prediction of business investment, such as five elements of palace position, nine stars, eight gates, eight gods, etc. In general business forecast, whether the five elements of palace position strengthen or weaken each other often plays a decisive role.

Generally speaking, the possibility of investment can be judged by the relationship between the palace where "Wu" is located and the palace where "Birth gate" is located. The relationship is whether the five elements of palace position enforce or weaken each other. The relationship of enforcing each other between the five elements is as follows: metal begets water; water begets wood; wood begets fire; fire begets earth; earth begets metal. The relationship of restraining each other between the five elements is as follows: Metal restrains wood; wood restrains earth; earth restrains water; water restrains fire; fire restrains metal. If the character of the palace where "Wu" located is earth, however, the character of the palace where "Birth gate" located is wood, then it is wood conquers earth, that is, profits conquers capital, which is generally determined as non investment.

We are going to verify the reliability of this relationship judgment between "Birth gate" and "Wu" through the actual investment prediction analysis of different industries, so as to further judge the reference significance of different relations between "Birth gate" and "Wu" for our investment.

3. Sample analysis

3.1 Sample category

All the experimental projects are practical cases from 2011 to 2020, which I personally participated in. Therefore, there is no analysis angle deviation during the process, which also ensures the consistency and credibility of the samples. All cases are randomly selected except those that the customer does not allow to leak. The investment in the sample involves 42 different fields, a total of 100 projects: real estate, various industrial projects, stocks, bonds, etc. The amount of investment ranges from tens of thousands to hundreds of millions of investments, including various amounts and fields.

Form 1:

Areas involved	quantity
real estate	9
Island Investment	1
Agriculture	11
Garden Investment	1
Traditional school investment	3
Health preservation	3
Chinese herbal medicine planting	1
E-commerce project	3
Internet Education	4
Internet Marketing	1
Internet advertising	4
Flower sales	1
Financial investment	5
Financial derivatives project	2
Film-making	1
Art investment	6
Precious metal investment	2
Treasury bond investment	1
Stock investment	2
Electrical sales	1
Gift shop	1
Game money investment	2
Investment in nano products	2
Aquatic wholesale	4
Loan items	1
Car rental project	1
Foreign exchange investment projects	3
Catering investment	3
Shopping mall investment	2
Internet platform	1
Mobile Games	1
Tourism projects	3
Timber business	2
Traditional culture investment	4
South Korea mobile platform investment	1
Anthony Robin ticket investment	1
Set up an intermediary company	1
Technology shares	2
Investment in traditional Chinese Medicine	1
Medical investment	1

Tea ceremony	1
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3.2 Results of sample analysis

For the results of investment, the above research has been tracked and verified since 2011. Up to now, there are relatively clear results for the above cases, whether they are right or wrong, compared with the original prediction. The so-called correct conclusion has the following criteria:

- 1) The expected projects are all operated by the forecasters, and there is no theoretical hypothesis project;
- 2) The expected conclusion is consistent with the actual situation, and there is a clear result for the profit or loss (the so-called profit is that the profit should be more than 10%, and less than 10% but not less than the investment amount be attributed to the balance);
- 3) The expected time is consistent with the profit or loss time of the project, within a limited time range.

According to the above standards, we verify the results through the early prediction and actual results as follows:

Form 2:

Forecast results	proportion
correct	79%
incorrect	18%
Give up (the parties do not continue for various reasons)	3%

3.2 A statistical analysis of the role and position of the five elements relationship between the palaces in the prediction of business investment.

One of the most important judgment principles of Qimen dunjia is the five elements relationship between the palaces. The five elements relationship between the palaces are often the most basic principles to judge the feasibility of investment. In investment, the relationship between capital "Wu" and profit "Birth gate" is a standard to judge the feasibility of investment. How much is the importance of the relationship in the investment prediction? We can judge according to the analysis. In the case of accurate judgment, we divide the problems into two categories:

- 1) Invest able: How is the five elements relationship between the palaces
- 2) Non invest able: How is the five elements relationship between the palaces

Form 3

Investment feasibility	Enforce (proportion%)		Restrain (proportion%)		Identical (proportion%)
Invest able	47.73		27.27		25
	Birth-gate enforces Wu (%)	Wu enforces Birth-gate (%)	Birth-gate restrains Wu (%)	Wu restrains Birth-gate (%)	
	61.90	38.10	8.03	91.67	

According to the above statistics, In the invest-able judgment model, the relationship that the five elements of palace position where "Wu" and "Birth gate" located enforcing each other or identical accounts for 47.73%; however, the relationship that the five elements of palace position where "Wu" and "Birth gate" located restraining each other accounts for 27.27%. It can be seen that the enforcing or identical relationship plays a very important role in the investment judgment. Under the condition of mutual restraint, “Wu restrains Birth-gate” shares the most. Therefore, we can make a basic judgment, both the enforcing or identical relationship between the palace position where "Wu" and "Birth gate" located, or “Wu restrains Birth-gate” bring the possibility of investment.

Form 4:

Investment feasibility	Enforce (proportion%)		Restrain (proportion%)		Identical (proportion%)
Non invest able	35.29		61.77		2.94
	Birth-gate enforces Wu (%)	Wu enforces Birth-gate (%)	Birth-gate restrains Wu (%)	Wu restrains Birth-gate (%)	
	25	75	85.71	14.29	

Through the above statistics, we can find that the relationship of the palace position where "Wu" and "Birth gate" located restraining each other share the most. That is to say, if we find "Wu" and "Birth gate" restraining each other, especially “Birth-gate restrains Wu”, the investment feasibility ratio is quite small..

4. Error analysis of investment prediction of Qimen dunjia

The accuracy of Qimen Dunjia in the field of prediction has been gradually recognized by the world. Its application in the field of business prediction makes up for many shortcomings of western decision-making wisdom. However, in the prediction of Qimen Dunjia, we still have inaccurate results. What are the causes of these errors? In addition to human factors, some of the factors listed below are also the reasons for our mistakes in the business forecast of Qimen Dunjia:

4.1 Errors caused by improper use of real solar time

Qimen Dunjia is an advanced astrophysics, whose model is deeply rooted in the traditional Chinese astronomical calendar. In terms of time, Qimen Dunjia follows the actual time when the sun shines on the earth, rather than the Beijing time that we have set artificially. In terms of prediction, we must also strictly follow the regional time difference, and adjust the error through correction. Most of the errors of true solar time occur at the junction of hours, with the minimum error of about 1 minute, and the maximum error of 2 hours, such as if the prediction happens to be made at the junction of time, even if it is a few minutes' error, the whole image will change, so that the judgment will produce errors.

Below, we have listed some information about true solar time for your reference:

Form 5:

Taipei	121°31'	+6 :04
Hohhot	111°38'	-33:28
Baotou	110°00'	-40:00
Hailar	119°43'	-1:08
Taiyuan	112°33'	-29:48
Linfen	111°31'	-33:56
da tong	113°13'	-27:08
Changzhi	113°13'	-27:08
Shijiazhuang	114°26'	-22:16
Tangshan	118°09'	-7:24
Qinghuangdao	119°37'	-1:32
Chengde	117°52'	-8:32
Baoding	115°28'	-18:08
Zhangjiakou	114°55'	-20:20

Only a few parts are listed in the table.

The error caused by the real solar time is quite common. If you make a mistake in “time”, it may completely cause the opposite judgment result or cause a large error. However, it is relatively easy to avoid such mistake. In the process of starting, you can make a correction by comparing the above table, adding and subtracting the time difference, so as to guarantee the accuracy.

4.2 Errors caused by solving different problems through one prediction

Another reason for major errors is that the parties have asked multiple investment questions at the same time; this kind of situation often occurs, which will cause certain errors. What is the reason? It is because the information cross leads to ambiguity and

error with the actual situation. As mentioned above, Qimen Dunjiacan solves several problems in a prediction, but this is limited to problems of different natures, so there is no information cross interference.

As for the errors caused by multiple problems predicted at one time, we have found and actively adopted countermeasures to avoid them. The most common method is to give a number at will. Different things depend on different forecasts; for each measurement, the party concerned give a number at will, and we predict again according to this number, so as to avoid the interference of information and make the judgment result more accurate.

4.3 Error caused by time determination of inquiry

In addition, a common prediction error is caused by the inconsistency between the time when the parties actually ask questions and the time when they want to ask questions. For example: the time that the parties want to measure is a certain time three days ago, but the actual time to predict this matter here is three days later. Is that based on the time when you want to predict three days ago? Or do you stick to the prediction based on the exact prediction time?

There are also many different controversies on this issue in the theoretical circle. Some people insist that it should be predicted by the time when the parties arrive for inquiry, rather than the time when they want to predict. Some people insist that the time to be measured should prevail, not the time to arrive. Both seem to make sense. In fact, in a large number of cases we have done, we find that the prediction results based on the actual time of arrival inquiry are relatively large, often inconsistent with the actual results. Therefore, we can definitely judge that the method of starting prediction with actual arrival time is defective. Although its accuracy cannot be completely excluded, but to get a higher accuracy, we need to adopt a better method

There are also many different controversies on this issue in the theoretical circle. Some people insist that it should be predicted by the time when the parties arrive for inquiry, rather than the time when they want to predict. Some people insist on the time they want to predict, not the time of arrival. Both seem to make sense. In fact, in our current cases, we find that if we predict according to the time of actual inquiry, the result error is relatively large, which is often inconsistent with the actual result. Therefore, we can definitely judge that the method of starting prediction with actual arrival time is defective. Although its accuracy cannot be completely excluded, but to get a higher accuracy, we need to adopt a better method.

So is it feasible to use the time you want to forecast to make a business forecast? In theory, it can. However, we often find that sometimes the parties cannot fully recall the time of the event, or even the error between the memory and the actual situation occurs, which is problematic. Therefore, it does not seem to be safe to adopt this method.

So how can we really guarantee to solve this problem effectively? A safe and effective way is still to give a number. A number given arbitrarily by the parties at that time, through which the prediction can be made. We interpret the questions of the parties through the analysis of Qimen Dun Jia.

4.4 Suggestions on error correction of Qimen Dun Jia

As for the error correction of Qimen Dun Jia, one can be completely avoided, while the other requires experience accumulation and broadening of thinking.

For the first three reasons of error, they can be avoided by technology. For example, accurate calibration of the real sun, digital differentiation, through the above methods, we can get relatively accurate results. We should have a better understanding of the ancient prediction model structure, and hope to further improve its accuracy on the basis of the ancient research.

Qimen dunjia, a traditional excellent business forecasting model, is unfamiliar to many people because of its relatively complex structure and conservative rulers and owners. After Huang Di, Jiang Ziya, Zhang Liang and Zhuge Liang, the model structure of Qimen dunjia was basically finalized, and no new structure model was put forward. The problems we are going to study today are quite different from those of the ancients two thousand years ago. However, the structure of the model itself is basically the same. In order to better solve the business problems, we need to widely spread and apply the tool of Qimen dunjia, and also use more popular language to express the problems revealed by Qimen dunjia.

The more in-depth research of natural science on the natural space of the universe, the clearer the research on the development of our biological body by the development of biomedicine, the more we can understand the wisdom and progressiveness of the Chinese ancients deeply. We are not only exploring the practical application of Qimen Dunjia on business investment decision, but also constantly exploring and verifying the wisdom of "harmony between man and nature" advanced by the Chinese ancients to contribute to the development of commercial civilization in the world.

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