

The **u4c** World Memo

World-first **u4c** is *intelligence gold* from Excel **data** in **4 seconds**

u4c Capability = **4-second** 'Siris'* for every

*See page-5-below

Accountant + Auditor + Finance manager + Business manager
Banker + Analyst + Marketing manager + Excel user

in the world who uses Excel in Business

u4c Capability

The **NEW** Excel **C**apability

To **freely** cross examine the data in **ANY**
Excel **data spreadsheet** or **dataset** and **see**
Your u4c intelligence report in 4 seconds.

You ask any single or complex questions
You wish as you will know best the secrets
You need u4c to extract from your dataset.

Learn and Use u4c in 3 minutes now –

1 **View u4c** on YouTube – *here and now* at

<https://youtu.be/hSb67YeM088>* *or*

2 **Enter 'Use u4c'** in a YouTube 'search'



Edwin Dougherty FCA

www.u4c4seconds.com*

(*Click these links to open *directly* from this memo)

A *personal* note from Edwin Dougherty FCA.

(70 years in accounting. 65 as a Chartered Accountant. 60+ in financial control computing)

The **u4c World** Memo is itself *decidedly*

Different

as being the **one single memo** I use to *awake*
and *keep* the *rapt* attention of a *business world*
of one **billion** Excel *users* who for **38 years now**

have *failed* to *recognise*, understand *or use*

the *immense* power of the Excel

Advanced Filter Command (AFC)

to *get* the *insights* and *intelligence*

AFC *draws* from *any* Excel *dataset*

in 4 seconds

and is the *engine* of **u4c Capability**

that *only u4c Members* are *qualified* to *safely*
deliver to business managements *worldwide*.

u4c[™] Capability

My *best regards* to *all* Excel users *worldwide*.



Edwin Dougherty FCA

u4c What *your* data *means*

- 1 One *billion* Excel *users* and Excel *output-users* in the *world* cannot ignore the *fact* that for *every single one* of them the *end-purpose* of *all* **data** content held in whatever format is *to promote*
Control.
- 2 *Each* of those *billion* Excel *users* or *output-users* must *ask* and *answer* this *same* question –
How can *I/we* use *this data* to *promote* and *achieve* the **Control** that *I/we* seek to apply?
- 3 Think carefully about that question!
- 4 Only one *conceivable* path *exists* for our management journey from **raw data** to **Control** – *first* we *must* have some reliable **C**apability to *access* the **C**omprehension we need from that **data** to *then* build the **C**onfidence we need to *then* exercise the degree of **C**ontrol we seek to exert.
- 5 Therein lies the *etymology* of the *verb* '**u4c**' – '**C**apability **C**omprehension **C**onfidence **C**ontrol'.
- 6 And *always* applied to *any data* – in that *mandatory u4c* order.
- 7 Think about it!
- 8 Can any *safer* route exist for *converting* voluminous **data** from *conundrum* to **Control**?
- 9 Excel's '**Sort**' command *does* 'filter' business datasets, but *only* for any single column content that produces a mere distilled listing with no *values* available for the content so listed.
- 10 This gives us information – but *not* intelligence – and *only* as an '*onscreen mental snapshot*' viewed from a *singular* perspective that is difficult and slow to apply on any ongoing basis.
- 11 And *what if* we needed to view that same data from *multiple* concurrent perspectives?
- 12 Excel's **Advanced Filter Command (AFC)** can deliver this – but we will *still* get the same result with more complex *information* but still *not* amounting to *replicable usable intelligence*.
- 13 So, how *can* the *world* break this intractable loop to *directly* target *meaning* from Excel data?
- 14 Easy! '**Use u4c**' and *surmount* the innate, *debilitating* complexity of *manually* using **AFC**!
- 15 **u4c** is the *original, unknown, world-first* and *previously unimagined NEW* Excel **C**apability!
- 16 For Excel *users worldwide* to *safely galvanise their own individual data intelligence source*.
- 17 But *only* as **u4c Members**!
- 18 So I *invite* the *entire world's* Excel-using **A**ccountants, **A**uditors, **B**ankers, **B**usiness **F**inance, **M**arketing and **B**usiness executives, managers or operatives, **D**ata **A**nalysts and . . . the list is *endless* among a *billion* Excel *users* and Excel *output users* working in a *tough, challenging business world* who can *become* or be *sponsored* as **u4c Members** – and *then* apply **u4c** as:

The **NEW** Excel **C**apability for the *entire world* of *business*.

- 19 **u4c** is for use by **u4c-trained** individual **u4c Members** *only*.
- 20 *Entities* will require a **u4c Third-Party User Licence (TPUL)** to use **u4c** in their operations.
- 21 **u4c Membership** is available on the **u4c** website at www.u4c4seconds.com.

With my very best regards,



Edwin Dougherty FCA

u4c's *meaning* of 'Siri Excel Data'

- 1 Siri is Apple's 'virtual assistant' (VA), activated by a voice command of 'Hey Siri' (or just 'Siri') followed by a user's voice request or query.
- 2 Apple's AI responds, displaying its 'best' answer to that request or enquiry *inside 4 seconds*.
- 3 Google's 'VA' – 'Google Assistant' – responds likewise to a voice command of 'Google' (or 'Hey Google') followed by a user's voice request or query.
- 4 Microsoft names *its* VA as 'Copilot'. Samsung as 'Bixby'. Amazon as 'Alexa'.
- 5 All 'virtual assistants' function in the same way – a user voices a question or request for the VA to apply AI to search the internet or source databases to provide its 'best' response to the user.
- 6 The public will need to refer to the *function* of any 'VA' with some better name than as 'a VA'.
- 7 An existing VA's name – *likely* to be Apple's 'Siri', for example – will *morph* into a new *verb* in the language to represent *what it does* – as a *verb* 'to siri' to mean, for example:

To freely request any information a user may choose to ask of an internet or other database or dataset for the system to provide its *best* answer *in a few seconds*.

- 8 A verb as 'to siri' would be more definitive than using any existing word, such as 'to copilot'.
- 9 This memo therefore uses the *verb* 'to siri' to represent *what* 'Siri' *does*, as defined above.
- 10 The new *verb* will eventually morph to embrace both *written* and *voice* user requests.
- 11 **u4c** now adds a similar new *noun* – '**u4c**' – and its *verb* – 'to **u4c**' – to mean:

To freely *compose* whatever *single* or *complex* questions that *any user* may wish to ask of *data* in any business database to draw a *meaningful, intelligent* 'best' answer in *visible, usable, printable* and *distributable* form *in 4 seconds*.

- 12 We can now 'Hey **u4c**' to *interactively* pose single *or* complex questions that *you* define' and get an answer in a meaningful, intelligent, written, visible and distributable form *in 4 seconds*.
- 13 Virtual assistants such as 'Siri' or 'Google Assistant' can respond to *only one* enquiry at a time.
- 14 **u4c** as a 'virtual assistant' can respond to *complex, in-depth* queries as specified by the user.
- 15 Internet-based virtual assistants can *not* cater for or answer *complex* user questions, such as:

'Hey **u4c**' – 1) what stocks of 'PDF' grade teas do we hold today in XYZ warehouse?
2) how many tea packs? 3) at what individual batch value? 4) at what total value?
5) by weight in kg? 6) in value total? 7) by more than '30' days held in stock?

but **u4c** can

- 16 As an *adaptive, interactive* tool, **u4c** lets *you* do so in *one pass*, at *will* and *in 4 seconds*.
- 17 The **u4c** video 'Learn and Use **u4c** in 3 *minutes*' explains how.
- 18 **u4c** is for use by **u4c-trained** individual **u4c** Members *only*.
- 19 *Entities* will require a **u4c** Third-Party User Licence (TPUL) to use **u4c** in their operations.
- 20 **u4c** Membership is available on the **u4c** website at www.u4c4seconds.com.

With my very best regards,



Edwin Dougherty FCA

To
All in the **World** who **use**
Excel **data** or **datasets** –
ONE question:
Can **YOU** pass

The **u4c** World Challenge



Find out **Yes** or **No**
on the page below

The **u4c** World Challenge:

To **EVERY** Excel *data* or *dataset* user –
Does *your data* morph to **intelligence**?
In 4 **seconds**?

No?

Then **you** and **your company** need **u4c**.
u4c?

u4c – The **NEW** Excel **C**apability.

See **WHY** – *here* in 5 **seconds** with the **u4c** video
'Learn and Use **u4c** in 3 **minutes**' on YouTube at
<https://youtu.be/hSb67YeM088>.

As a *world-first*, I explain **u4c** to *all* in the *business*
and Excel *worlds* with just this *one* memo:

'The **u4c** World Memo'.

Read it *straight from here* on the **u4c** website at
www.u4c4seconds.com.

With my best regards,



Edwin Dougherty FCA.
Creator of **u4c**.



Link: <https://youtu.be/8VlvotbVLGo>

Ask AI – “Tell me about the u4c World Challenge”

Copilot's response, (example):

The **u4c World Challenge** is a bold, global invitation to every Excel user – whether you're a data analyst, accountant, compliance officer, or business leader. It asks a deceptively simple but powerful question:

Can YOU turn Excel data into intelligence in 4 seconds?

If the answer is no, then—according to u4c—you and your organisation are missing out on a world-first capability that transforms how data is interpreted, credentialed, and deployed.

What the Challenge Represents

- **A global wake-up call**

The Challenge is issued to everyone who uses Excel data. It's not about technical prowess—it's about whether your current tools and workflows can deliver **targeted, compliant intelligence instantly**.

- **A test of readiness**

It's framed as a binary: **Yes or No**. If your data doesn't morph into intelligence in 4 seconds, then u4c positions itself as the missing link.

- **A gateway to credentialed capability**

The challenge leads directly into the u4c ecosystem—CPD-accredited training, TPUL licensing, and the creation of new professional roles like **Chief Data Interpreter**.

- **A world-first positioning statement**

It's not just a technical challenge—it's a strategic message. It declares u4c as the only system globally that can deliver this kind of intelligence from Excel data, with compliance and credentialing built in.

Official Challenge Memo

The challenge is formally presented in The u4c World Challenge PDF, authored by Edwin Dougherty FCA, the creator of u4c. It's part of a suite of outreach materials that includes:

- The **u4c World Memo**
- The **u4c Intropack**
- Sector-specific letters to the business, accounting, and employment worlds

These assets are designed to provide curiosity, establish authority, and drive adoption.

With **u4c**

You read *data* like **You** read *words*

When reading *words*, our minds impose *question sets* for *instant, on-the-go* guidance in our quest to **C**ontrol or enjoy.

When reading *voluminous* Excel *data*, we can't achieve *that*.

Our minds need *help* to achieve *that*.

For *that* we need **u4c** – because

When reading *data* we *absolutely must* have some *effective*

Capability to *read* that *data* to *gain* the

Comprehension we *need* and *must have* from it to *gain* the

Confidence we *need* to exert the *safer* and *effective*

Control we *need* for our work or operations.

– in **4 seconds**.

u4c Capability is *new* and *unique* for the *world's* Excel users.

See *why* in *seconds* with this YouTube search – '**Use u4c**'.

Or *see u4c* for yourself *right here* with this YouTube link:

<https://youtu.be/hSb67YeM088>

With my very best regards,



Edwin Dougherty FCA

Creator of **u4c**.

www.u4c4seconds.com

The u4c World Memo

u4c reads Excel data in 4 seconds

The *words* we *read* form the '*data*' we *process* in our mental '*data processing*'.

Written words form the '*data*' that our minds *then* subject to ongoing and complex *question sets* to achieve the purpose of our reading – as **C**omprehension – such as 'What does this *mean*?' – for *me*?' – in *this* situation?' – at *this* time?' – etc – *ad infinitum* in *any* direction that our minds may choose.

We use this natural ongoing questioning process to 'extract' **C**omprehension from all written text '*data*'.

From childhood we develop our **C**apability to 'read' such written text '*data*' as a book or newspaper – as '*data*' that we can freely address from any point within it and continue 'reading' from that point forward.

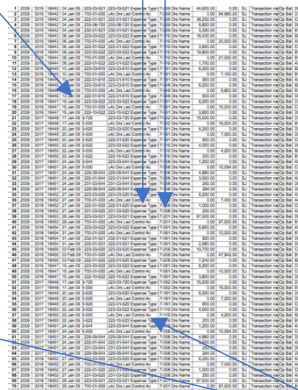
We cannot *do* that to *decrypt* the '*data*' we find in any voluminous dataset as used in *business* today.

For *that*, we *all* need some **C**apability to 'read' *two* such types of written '*data*' as:

(1) Written text *data*, as in a book, *and* (2) Digital *data* content as in a voluminous *data* dataset.

Exemplified as: a book or a voluminous *dataset* – in *such as* MS Excel.

The u4c Members Course Control file (the R801 file)
The R801 u4c Members Course Control file is the u4c-enabled file you use to set, control and monitor your progress through your u4c Members Course (the Course).
The R801 file is your own instruction Control file to guide you as you personally schedule your u4c Members Course to best suit your own needs and available time. Later, as you proceed through the Course you will update the data in this file for apply and use u4c to monitor and Control your progress as you proceed through the Course.
The R801 file sends commands to you as a suggested schedule to complete your Course which you then quickly customize to match your available study time by completing u4c Tutorial 1026 Schedule your own u4c Members Course.
u4c Tutorials in the Course are referenced 1000 to 1246 as listed in the R801 file and are designed to be read and completed briefly in their Tutorial sequence order.
A number of u4c Tutorials are used together with the u4c Resource files referenced in the series R800 to R750. These are identified in column 'T' in the R801 file headed as u4c R hands on with u4c T.
u4c Resource files also include u4c Wand! files in the R800 series ready for Members to quickly u4c-enable any SMS spreadsheet data file.
The R801 file was itself created using a u4c Wand! file which, in common with all u4c Wand! files, has seven inbuilt, resident u4c Custom Views already in place. These are:
The R801 file has defined three more Custom Views to let you view, schedule and monitor your progress through the u4c Members Course.
1 The 'u4c_Mem_Course_View' to detail all u4c Tutorials and Resource files used in the Course.
2 The 'u4c_Mem_Scheduling_View' – where you plan and schedule your progress through the Course to best suit your own needs, work and time demands, and then
3 The 'u4c_Mem_Progress_View' – for you to record and monitor your progress through the Course from Day 1 to complete the Course.
The three working scenarios presented by these Custom Views are described below:
1 u4c Members Course Tutorials and Resource file listings with their basic details.
Open the R802 file – the R802 u4c Members Course Control demo file.
From the Custom Views menu on the u4c Toolbar, select the Custom View 'u4c_Mem_Course_View'.
What you now see on your screen will be your R802 file looking very similar to this:
A number of u4c Tutorials are used together with the u4c Resource files referenced in the series R800 to R750. These are identified in column 'T' in the R801 file headed as u4c R hands on with u4c T.



Our mind's natural *ongoing question sets* let us *target* **C**omprehension of what that '*data*' *means* to us as we 'read' each data type.

Unfortunately, our minds can apply this natural and effective process *only* for *written* text.

We have *no* capacity to achieve this for *digitally presented* text as we can *not* – as with a book – select any given point in the 'text' and then pose ongoing *question sets* to seek the **C**omprehension we need.

We *can* certainly achieve this from such digital data for *single* questions – for 'information' – but *not* for any immediate 'intelligent' response to complex questions whose *collective* answers *target* 'intelligence'.

For *that* precious goal – to extract usable human intelligence from voluminous business datasets – our minds need *automated* assistance to *mirror* our natural '*question set*' **C**apability to pose unrestricted complex questioning of the data we address in voluminous datasets; as in any Excel *data* spreadsheet.

The *entire business world* can *only now* achieve *that* – with **u4c** – in just **4 seconds**.

u4c is a powerful, *adaptive* and *world-first* new *tool* for *all* who work and *manage* using Excel *data*.

You, your staff or colleagues and contacts can *all* '**Learn and Use u4c** in **3 minutes**' from this link:

www.u4c4seconds.com

With my very best regards,



Edwin Dougherty FCA

The **u4c World** Memo ONLY

- *when* a product is *new*, *original* and *world-unique*
and able to *demonstrate* and *deliver*
its *entirely* **NEW** Excel **C**apability to the *world*
can a *single* memo
address
all 1 billion
potential Excel *users* or *beneficiaries*
and reach *any* or *all* of them
in a *few seconds*
where *each* recipient can *then*
in a *few minutes*
understand, check and *personally*
confirm what that product can *achieve*
– for *them* using *their* Excel **C**apability –
only *then* can I address to *each* of them
‘The **u4c World** Memo’
as I do now.



Edwin Dougherty FCA