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CEO & Founder,
NEW3S

HERVE HEULLY

Cybersecurity Innovator
Redefining the Future of
Digital Sovereignty



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EDITOR'S LETTER

At *The Ideal Edge Magazine*, we celebrate visionary individuals who challenge conventional thinking, embrace innovation, and shape the future through purposeful leadership. In this edition, we are proud to spotlight **Hervé Heully, CEO of NEW3S**, whose journey reflects the powerful intersection of scientific expertise, technological innovation, and digital transformation.

With an academic foundation in computer science applied to geosciences and a PhD in applied and fundamental geophysics, Hervé brings a multidisciplinary perspective to the evolving digital landscape. His ability to connect scientific knowledge with technological possibilities has shaped his entrepreneurial vision and commitment to developing advanced digital solutions.

Since founding NEW3S in 2003, Hervé has pursued innovative approaches to digital modelling, interactive virtual experiences, and intelligent information systems. His work explores how digital technologies can improve decision-making, enhance knowledge accessibility, and create meaningful connections between physical and virtual environments.

In an increasingly interconnected world, his emphasis on digital sovereignty and responsible data management is particularly relevant. As artificial intelligence and immersive technologies continue to advance, protecting information while ensuring its effective use has become a defining challenge. Hervé's vision highlights the importance of balancing digital visibility with privacy, security, and individual control.

His international recognition, including research and development awards and his address at the United Nations in Geneva in 2015, reflects his longstanding interest in leveraging technology to promote knowledge sharing and greater equality of opportunity.

What distinguishes Hervé's leadership is his belief that innovation must extend beyond technical achievement. It must be guided by ethical responsibility, adaptability, and a commitment to addressing real-world challenges.

Through this feature, *The Ideal Edge Magazine* recognizes Hervé Heully's contribution to a more secure, accessible, and intelligent digital future. His journey reminds us that meaningful progress emerges when scientific curiosity meets visionary leadership and when technology is designed not merely to transform systems, but to empower humanity.

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Editor-in-Chief



THE IDEAL EDGE

PURPOSE PERSPECTIVE PROGRESS

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12
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PG No. 22

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Rise of Plant
Based Diets

PG No. 26

The Science of
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HERVE HEULLY

Cybersecurity Innovator
Redefining the Future of
Digital Sovereignty

CEO & Founder,
NEW3S



Companies in the digital innovation and technology industry focus on creating innovative solutions that drive efficiency, improve user experiences, and contribute to the digital transformation of businesses and societies. The rapid pace of technological advancements makes this industry dynamic and highly competitive, constantly pushing the boundaries of what is possible. Herve Heully's contributions have made a lasting impact on the industry and continue to inspire innovation and progress.

Pioneering Digital Innovation: The Journey of Herve Heully

Herve Heully, the CEO and Founder of NEW3S, has had a remarkable journey

characterized by his extensive expertise in computer science and geosciences. With a post-graduate degree in Computer Science applied to Geosciences, Herve's academic background is rooted in algorithms tailored for Life and Earth Discovery Sciences. This foundation was further solidified by three additional years of research culminating in a PhD in Applied and Fundamental Geophysics.

Herve's career trajectory took an interesting turn when he became a reserve officer and graduated from the prestigious Ecole Spéciale Militaire Inter-Armes de Coëtquidan Saint-Cyr in France. During his tenure, he played a pivotal role in implementing 3D CAD for the scanner digitization and census of French army buildings and fortifications, showcasing his early

engagement with advanced digital tools. For 12 years, Herve brought his expertise to DASSAULT SYSTEMES, focusing on Geographic Information Systems (GIS), Building Information Management (BIM), and Architecture Engineering Construction (AEC) for shipyards across the globe. His contributions were particularly significant in the naval industry, where he served as a world leader in benchmarking and as a global expert in Product Lifecycle Management (PLM) at IBM, DASSAULT SYSTEMES' sales and marketing partner. Herve's leadership extended further as he took on the role of international pre-sales director for the naval industry at CENIT, another leading PLM sales partner of IBM.

In 2003, Herve ventured into entrepreneurship by founding his own company, New3S. His vision was to create new-generation digital tools aimed at accelerating decision-making processes, enabling users to conduct their own interactive virtual tours on the Internet. As communication and information technologies evolved, Herve faced the complex task of integrating new concepts, including the web, interactive cartography, macro and microscopic digital photography, and mobile telephony.

Herve's expertise lies in designing algorithms that transform abstract concepts into detectable realities, uncovering hidden shapes and treasures buried underground and underwater, such as oil deposits, minerals, and military devices. His work has been instrumental in making the invisible visible through computer-generated imagery. His deep understanding of the multidisciplinary field of 3D software publishing has allowed him to push



the boundaries of imagination, leveraging scientific and technological advancements to explore new applications in modeling and digitization.

Future of Digital Exploration: Vision with NEW3S

NEW3S has introduced a groundbreaking solution that redefines how users navigate and interact with digital environments. The company's offerings are built around two core branches, each designed to enhance the user's experience and expand the boundaries of digital exploration.

The first branch, 3V.WORLD® "Reveal, Explore and Learn," allows users to navigate freely in volumetric worlds composed of various virtual-real hybrid universes and settings. These worlds, created through both modeling and digitization, offer a rich, encyclopedic experience in 360-degree and 3D formats. Optimally referenced for search engines, these virtual environments are coupled with

geolocated company directories. This innovative approach addresses local regulations on visual pollution from advertising, providing a digital surface that is both functional and visually appealing.

3V.WORLD offers various types of experiences tailored to different users. For the general public, it provides free exploration and learning opportunities. For businesses, it offers operating licenses that enable companies to reveal and enhance their chosen territories, whether indoor or outdoor. These territories could include anything from hotel complexes and yachts to factories and nature parks. The flexible capture techniques used by NEW3S are designed to provide unprecedented angles of discovery, enriching the digital representation of these spaces and improving consumer engagement.

Local authorities and mayors worldwide can also benefit from 3V.WORLD, using it to enhance the attractiveness of their territories and accelerate consumer decision-making.



"Speaking at the United Nations in Geneva was a defining moment, highlighting the power of digital innovation."

The solution is adaptable and scalable, designed to meet the specific needs of each territory.

For each revealed territory, such as the Metavers La-Baule-360, NEW3S provides local and regional businesses with enhancement services, advertorials, and cutting-edge search engine optimization solutions through B'Leader®. This approach modernizes the concept of business directories, moving away from outdated, illustration-free listings. By creating a digital twin of reality, NEW3S places technologically enriched advertising spaces in a volumetric and contextual environment, allowing businesses to reach local and extended audiences more effectively.

The second branch, "Explore at Will, Understand, Conceal," offers an unprecedented freedom of exploration within a virtualized world, supported by NEW3S's software patent obtained in the USA. This solution controls the user's exploration zone, limiting their ability to learn certain information while still providing a rich, immersive experience. This strategic approach is particularly valuable for industries where secrecy and protection of intellectual

property are paramount. The solution's algorithms allow users to appear and disappear within a digital twin, covering a vast range of applications across multiple disciplines, from health and science to industry and military.

This innovative approach not only protects proprietary information but also offers a unique way to combat cybercrime. By drawing parallels to the natural world's strategies for survival, where some species camouflage while others assert their presence, NEW3S's patented algorithms provide a digital equivalent. They enable customers to control the visibility and accessibility of their digital worlds, offering a powerful tool for managing knowledge and protecting know-how.

Herve elaborates on the rationale behind their patented process, emphasizing its significance from the perspectives of industries that wield influence and possess genuine expertise. He asserts that the primary aim of this process is to ensure it remains entirely inconspicuous, thereby preventing the learner, visitor, or hacker from experiencing



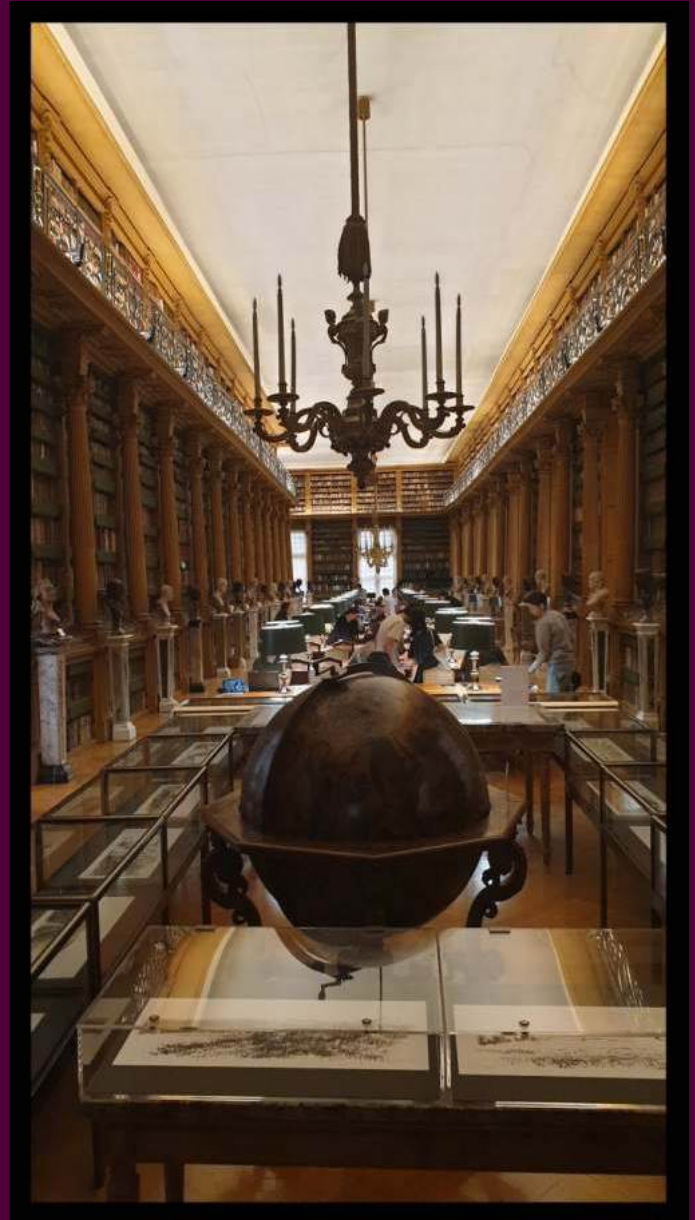
any form of frustration or hostility upon realizing they are being subtly constrained. This approach is designed to avoid triggering any aggressive or defensive reactions, thus maintaining a harmonious and controlled environment.

Navigating the Immaterial Economy: Vision for NEW3S

As a leader, Herve understands the ethical considerations involved in offering a software solution that bridges the gap between the material and immaterial economies. As we transition into an era where intelligent machines cohabit with humans, NEW3S positions itself as a key player in the global immaterial economy.

In this new economy, flexibility and the element of surprise are critical. Unlike the states of matter in the material world—solid, liquid, gaseous—the immaterial economy introduces a new state: the absent versus the present. This state encompasses the visible and printable, as well as the undetectable and non-duplicable. By 2024, only half of humanity will have internet access, marking the beginning of our coexistence with intelligent machines. The disparity

"Herve Heully's
dedication to
advancing digital
solutions has
positioned NEW3S
as a global leader
in the industry."



in access to knowledge has created significant inequalities, with those in power further entrenching their positions through the use of AI. The challenge lies in providing both humans and machines with intuitive access to knowledge, enhancing their capabilities in a fluid and competitive environment.

Research thrives on competition, and the industrial races for power hinge on having the fastest computing power and the most extensive knowledge base. NEW3S's technology anticipates that within the next decade, key resources and knowledge will be mapped in 3D. Their patented discovery challenges the premise that 3D can only formalize knowledge by providing a way to make 3D selectively accessible, enhancing its utility in the immaterial world. NEW3S believes in the ethical responsibility of their technology. Their patented algorithms allow the modeling of three-dimensional knowledge, enabling both humans and robots to navigate intuitively and historically in any 3D-modeled knowledge world on the web. This capability enhances access to knowledge across various domains such as leisure, tourism, education, and economic development.

However, Herve also acknowledges the potential for misuse. In contexts of mistrust, economic warfare, and military aggression, the ability to provide false clues through digital twins can mislead competitors and protect vital interests. This power can make entities appear more formidable, using the same technology to become undetectable and unexpectedly present.

Bridging Realities: Herve Heully's Vision for the Immaterial Economy

Unlike books in the material world, where value is static, those in the immaterial economy can possess either enriched or

diminished virtues. Herve envisions a future where charismatic leaders around the world embrace a vision of accessible, intuitive knowledge.

In the immaterial economy, access to intangible knowledge must begin with user-friendly, intuitive

"My journey with
NEW3S has been
driven by a passion
for innovation and
a desire to make a
meaningful
impact."



navigation and essential data visibility. Once this is achieved, the next step involves controlling access to information. For survival and security, there is also the need to detect falsified or aggressive realities, identifying false leads and decoys. Economically, those who can see the big picture and selectively manage access to information will outperform those who laboriously create fragmented versions of the whole. The latter approach risks losing coherence and disorienting users. This is where NEW3S's patented technology comes into play.

NEW3S's expertise in 3D digital modeling allows for the creation of comprehensive, accessible designs. Once a 3D model is fully designed and verified, any part of it can be made undetectable and thus inaccessible. This capability enables the selective embedding of sub-components without revealing their existence, making content visible only based on the user's rights. This approach mirrors survival strategies in the natural world, applied to the digital realm. Herve's vision is about creating a digital world where knowledge can be intuitively navigated and selectively accessed, balancing visibility and security. This innovative approach not only enhances productivity but also ensures that digital knowledge remains both useful and protected.

Herve Heully: A Pioneer in Digital Innovation

Since founding NEW3S, Herve has been recognized with 13 international R&D awards, including a prestigious world prize for his "know-how acquisition acceleration process." In 2015, Herve was invited to speak at the United Nations in Geneva, where he addressed the dual topics of promoting North-South parity and gender parity through the web by

2020. His insights highlighted the potential of digital technology to bridge global divides and create a more equitable world.

Herve's accomplishments reflect his dedication to advancing digital solutions that not only push technological boundaries but also contribute to social progress. His work at NEW3S continues to inspire innovation and drive positive change in the digital landscape.

Herve Heully's Advice: Thinking Wide in the Digital Age

In a world increasingly dominated by digital technology, Herve believes that a wide perspective is essential. This approach enables individuals and organizations to see the bigger picture, fostering innovation and adaptability. Narrow thinking can limit potential and hinder progress, while a broad perspective encourages exploration and the discovery of new opportunities.

Herve's own work with NEW3S exemplifies this philosophy. By pushing the boundaries of digital modeling and knowledge accessibility, he has created solutions that are both innovative and practical. His emphasis on intuitive navigation and selective access to information showcases the power of thinking beyond traditional limits. Ultimately, Herve's advice to think wide is a reminder to embrace a broader vision in the digital landscape. This mindset can lead to greater creativity, improved problem-solving, and a more comprehensive understanding of the challenges and opportunities that lie ahead.





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EXPLORING THE RISE OF PLANT- BASED DIETS

In recent years, there has been a seismic shift in dietary patterns, with more individuals opting for plant-based diets. From celebrities to athletes and health-conscious consumers, the appeal of plant-based eating extends beyond ethical and environmental considerations to encompass health benefits and culinary innovation. This comprehensive guide delves into the burgeoning popularity of plant-based diets, examining the factors driving this dietary revolution, the health benefits associated with plant-based eating, and practical tips for transitioning to a plant-forward lifestyle.

The Plant-Based Revolution

The rise of plant-based diets represents a paradigm shift in how we approach food and nutrition. Fuelled by growing concerns about sustainability, animal welfare, and personal health, plant-based eating has transcended niche markets to become a mainstream phenomenon. Social media influencers, documentaries, and celebrity endorsements have played a pivotal role in popularizing plant-based diets, dispelling myths and misconceptions while showcasing delicious and inventive plant-based recipes.

Health Benefits of Plant-Based Diets

Numerous studies have underscored the health benefits of plant-based diets, which are rich in fruits, vegetables, whole grains, legumes, nuts, and seeds while minimizing or eliminating animal products. Plant-based diets have been associated with lower risks of chronic diseases, including cardiovascular disease, type 2 diabetes, hypertension, and certain cancers. Furthermore, plant-based eating patterns are typically higher in fiber, vitamins, minerals, and phytonutrients, supporting overall health and well-being.

Environmental Impact of Plant-Based Diets

Beyond personal health benefits, plant-based diets offer a sustainable solution to mitigate the environmental impacts of animal agriculture. Livestock production is a significant contributor to greenhouse gas emissions, deforestation, water pollution, and habitat destruction. By shifting towards plant-centric diets, individuals can reduce

their carbon footprint, conserve water resources, and promote biodiversity. Embracing plant-based eating represents a tangible way to align dietary choices with environmental stewardship and global sustainability goals.

Navigating the Plant-Based Landscape

Transitioning to a plant-based diet can seem daunting for those accustomed to meat-centric meals. However, with careful planning and culinary creativity, embracing plant-based eating can be both satisfying and nutritious. Start by incorporating more plant-based foods into your meals, such as leafy greens, colorful vegetables, whole grains, beans, lentils, tofu, tempeh, and plant-based meat alternatives. Experiment with different cooking methods, spices, and flavor combinations to enhance the taste and texture of plant-based dishes.

Some Tips for Success:

Gradual Transition

Embarking on a journey towards a plant-based diet can be both exciting and challenging. To ease into this lifestyle change, consider adopting a gradual approach. Start by making small adjustments to your eating habits, such as swapping out one meat-based meal per day for a plant-based alternative. Over time, gradually increase the proportion of plant foods on your plate while reducing your intake of animal products. This gradual transition allows your taste buds to adjust to new flavors and textures, making the shift towards plant-based eating more sustainable and enjoyable in the long run. Additionally, setting realistic goals and celebrating small victories along the way can help maintain motivation and momentum towards a fully plant-based diet.

Diversity is Key

One of the cornerstones of a healthy and satisfying plant-based diet is diversity. Embrace a wide array of plant foods to ensure you're getting a comprehensive range of nutrients and flavors. Incorporate plenty of fruits, vegetables, whole grains, legumes, nuts, seeds, herbs, and spices into your meals to maximize nutritional benefits and culinary enjoyment. Experiment with different cooking techniques and flavor combinations to keep your meals exciting and varied. By diversifying your plant-based repertoire, you'll not only meet your nutritional needs but also discover new favorite foods and recipes along the way.

Meal Planning

Planning and preparation are essential components of a successful transition to a plant-based diet. Take time to plan your meals and snacks for the week ahead, considering nutrient balance, variety, and convenience. Stock your pantry and refrigerator with staple ingredients such as beans, lentils, grains, frozen fruits and vegetables, nuts, and seeds to facilitate easy meal assembly. Batch cooking and meal prepping can save time and energy during busy weekdays, ensuring you have nutritious plant-based options readily available. By incorporating meal planning into your routine, you'll minimize reliance on convenience foods and set yourself up for success on your plant-based journey.

Seek Inspiration

Transitioning to a plant-based diet opens up a world of culinary possibilities and creative exploration. Seek inspiration from a variety of sources, including plant-based cookbooks, blogs, social media platforms, and cooking classes. Experiment with new ingredients, cuisines, and cooking techniques to expand your culinary repertoire and

keep mealtime exciting. Joining online communities or local meet-up groups focused on plant-based eating can also provide support, camaraderie, and inspiration from like-minded individuals on similar journeys. Remember, there's no shortage of delicious and nutritious plant-based recipes waiting to be discovered – so don't be afraid to get adventurous in the kitchen!

Listen to Your Body

As you transition to a plant-based diet, pay close attention to how your body responds to different foods and eating patterns. Everyone's nutritional needs and tolerances are unique, so it's essential to listen to your body's cues and make adjustments accordingly. If you're experiencing any discomfort or deficiencies, consult with a healthcare professional or registered dietitian for personalized guidance and support. Additionally, consider keeping a food diary to track your intake, energy levels, and overall well-being as you navigate the transition. By tuning into your body's signals and making informed choices, you can ensure that your plant-based diet meets your nutritional needs and supports your health and vitality for years to come.

The rise of plant-based diets reflects a growing awareness of the interconnectedness between personal health, environmental sustainability, and ethical considerations. By embracing plant-forward eating patterns, individuals can improve their health, reduce their environmental footprint, and contribute to a more compassionate and sustainable food system. Whether motivated by health, ethics, or environmental concerns, the transition to a plant-based diet offers an opportunity to nourish both body and planet, paving the way for a healthier and more sustainable future.



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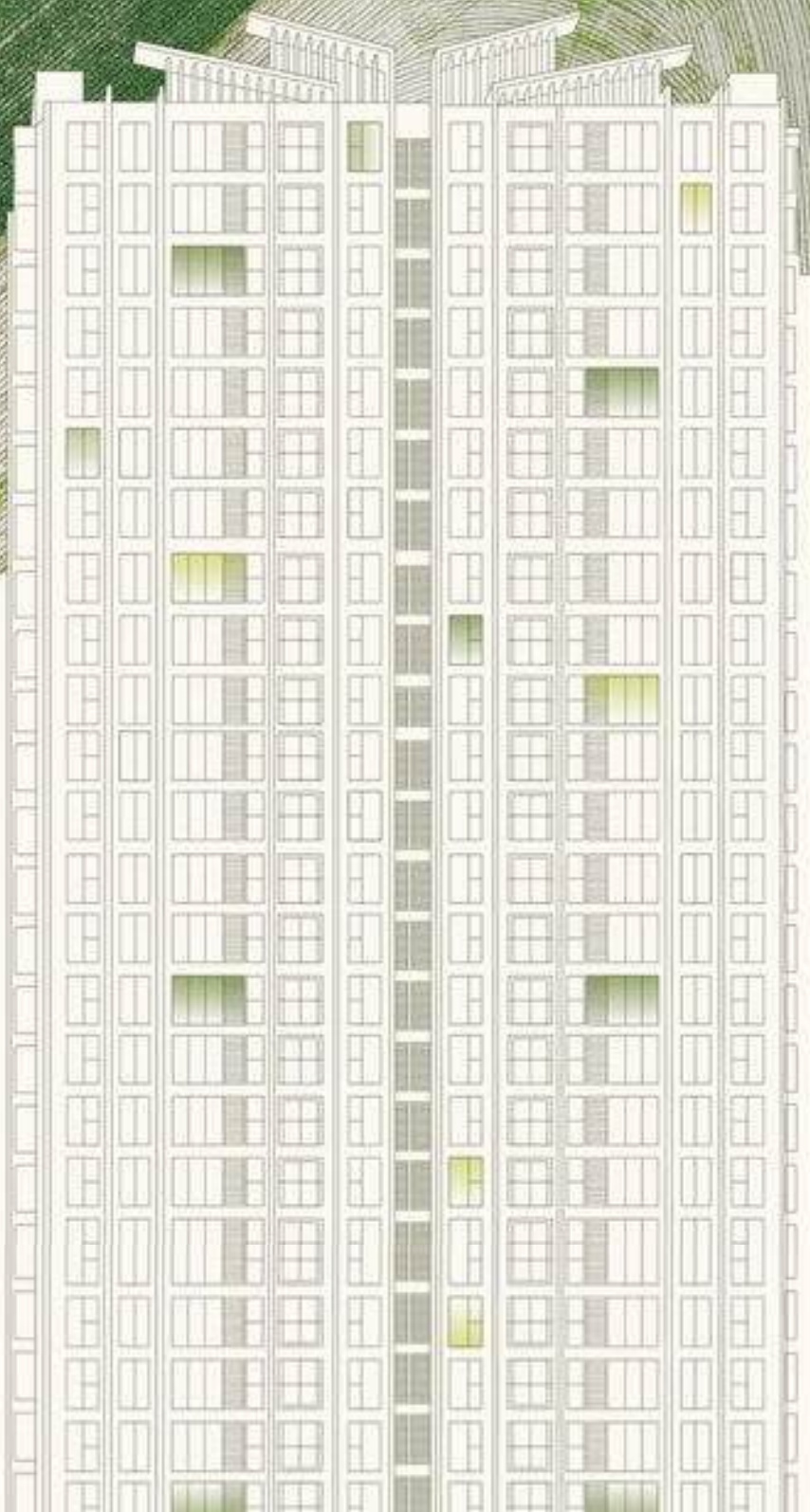
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The Science of Happiness: Understanding the Psychology Behind Joy and Well-Being

Happiness, often described as the ultimate pursuit in life, is a multifaceted phenomenon that has fascinated philosophers, psychologists, and scientists for centuries. In recent years, the science of happiness has emerged as a burgeoning field of study, offering insights into the factors that contribute to well-being and fulfillment. This comprehensive guide explores the psychology behind happiness, the key determinants of subjective well-being, evidence-based strategies for cultivating happiness, and the implications of happiness research for individuals and society.

The Psychology of Happiness

At its core, happiness is a subjective experience that encompasses positive emotions, life satisfaction, and a sense of meaning and purpose. Psychologists define happiness as a state of overall well-being and contentment, influenced by a combination of genetic predispositions, personality traits, and external circumstances. The hedonic perspective of happiness emphasizes the pursuit of pleasure and the avoidance of pain, while the eudaimonic perspective focuses on self-actualization and the fulfillment of one's potential. Both perspectives underscore the importance of positive emotions,

engagement, relationships, meaning, and accomplishment in promoting happiness and flourishing.

Determinants of Subjective Well-Being

Research in the science of happiness has identified several key determinants of subjective well-being, shedding light on the factors that contribute to overall life satisfaction and happiness. These determinants include:

Genetic Factors

Studies have shown that genetic predispositions account for a significant portion of individual differences in happiness levels. While genetics play a role in shaping our baseline levels of happiness, they interact with environmental factors and life circumstances to influence subjective well-being.

Personality Traits

Certain personality traits, such as extraversion, optimism, resilience, and gratitude, are associated with higher levels of happiness and well-being. Individuals who possess these traits tend to experience more positive emotions, cope better with adversity, and cultivate fulfilling relationships.

External Circumstances

While external factors such as income, health, and social relationships can impact happiness to some extent, their influence is often less significant than we might expect. The concept of the hedonic treadmill suggests that humans have a tendency to adapt to changes in their circumstances and revert to their baseline levels of happiness over time.

Social Connections

Strong social connections and supportive relationships are consistently linked to higher levels of happiness and well-being. Positive social interactions, emotional support, and a sense of belonging contribute to feelings of happiness and fulfillment.

Purpose and Meaning

Finding meaning and purpose in life is a fundamental driver of happiness and well-being. Engaging in activities that align with one's values, goals, and interests, and contributing to something larger than oneself fosters a sense of fulfillment and satisfaction.

Evidence-Based Strategies for Cultivating Happiness

Drawing from research in positive psychology and the science of happiness, several evidence-based strategies have been identified for enhancing well-being and promoting happiness:

Practicing Gratitude

Cultivating an attitude of gratitude by regularly expressing appreciation for the people, experiences, and blessings in your life can increase feelings of happiness and life satisfaction.

Cultivating Mindfulness

Mindfulness meditation and mindfulness-based practices promote present-moment awareness, acceptance, and non-judgment, leading to reduced stress and increased happiness.

Nurturing Relationships

Investing time and effort in nurturing meaningful relationships and fostering social connections can boost happiness and overall well-being.

Pursuing Meaningful Goals

Setting and pursuing meaningful goals that align with your values and interests can

provide a sense of purpose and fulfillment, enhancing happiness and life satisfaction.

Prioritizing Self-Care

Taking care of your physical, emotional, and mental well-being through regular exercise, adequate sleep, healthy eating, and stress management techniques is essential for promoting happiness and resilience.

The Implications of Happiness Research

The science of happiness has profound implications for individuals, organizations, and society as a whole. By understanding the factors that contribute to happiness and well-being, individuals can make informed choices and adopt strategies for leading more fulfilling lives. Organizations can promote employee well-being and productivity by fostering positive work environments, promoting work-life balance, and prioritizing employee engagement and satisfaction. At the societal level, policies and interventions aimed at promoting happiness and well-being can lead to greater social cohesion, resilience, and prosperity.

It offers valuable insights into the factors that contribute to well-being and fulfillment, guiding individuals on their journey towards a happier and more meaningful life. By cultivating positive emotions, nurturing relationships, pursuing meaningful goals, and prioritizing self-care, individuals can enhance their happiness and overall quality of life. As we continue to unravel the mysteries of happiness through scientific inquiry, let us embrace evidence-based strategies for promoting well-being and flourishing in our own lives and in the world around us.



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