Towards a Reference Ontology for Business Models

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Outline of Presentation

- Background on Business Models
- Three Business Models
  - *e³-value*
  - *REA*
  - *BMO*
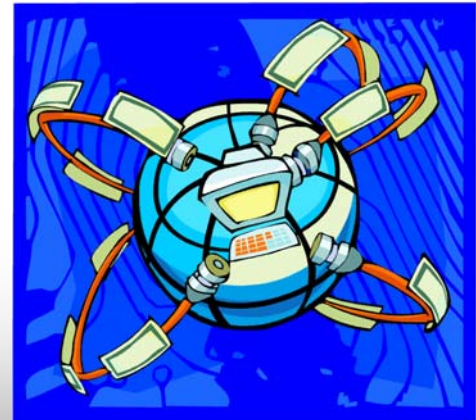- Analysis of value transfers
- Summing up

Motivation

- Basic requirement of an Ontology
  - Being a generic description shared by a community of users

Why Business Models?

- To articulate vague business ideas
  - We want to distribute our music electronically
  - We want to outsource our ICT support
  - We want to form a joint venture with a movie-making company

What does a Business Model Answer?

- Which is our value proposition?
- How does our company create and market this value?
- Which actors are needed to offer the value?
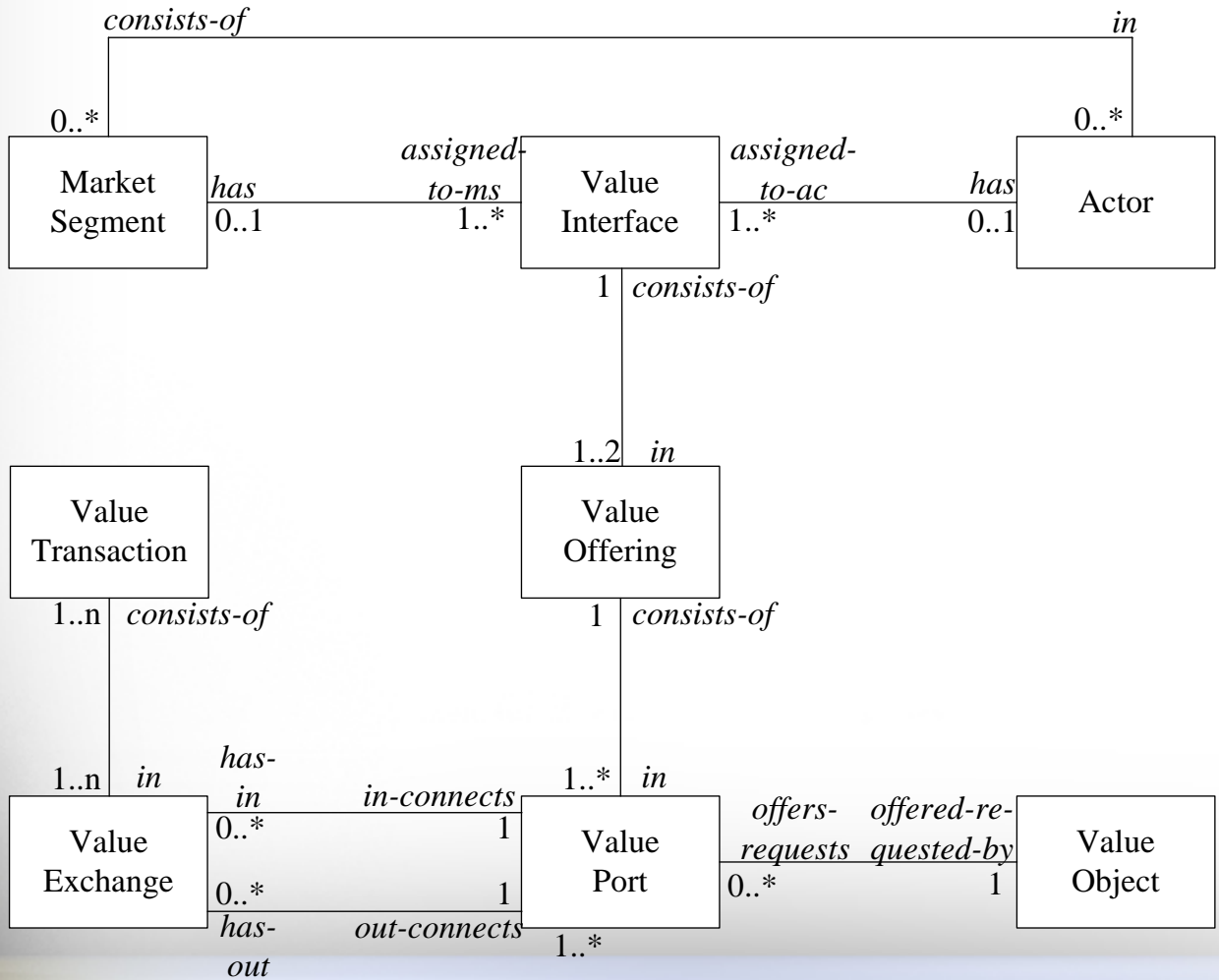- What value do the actors offer each other?
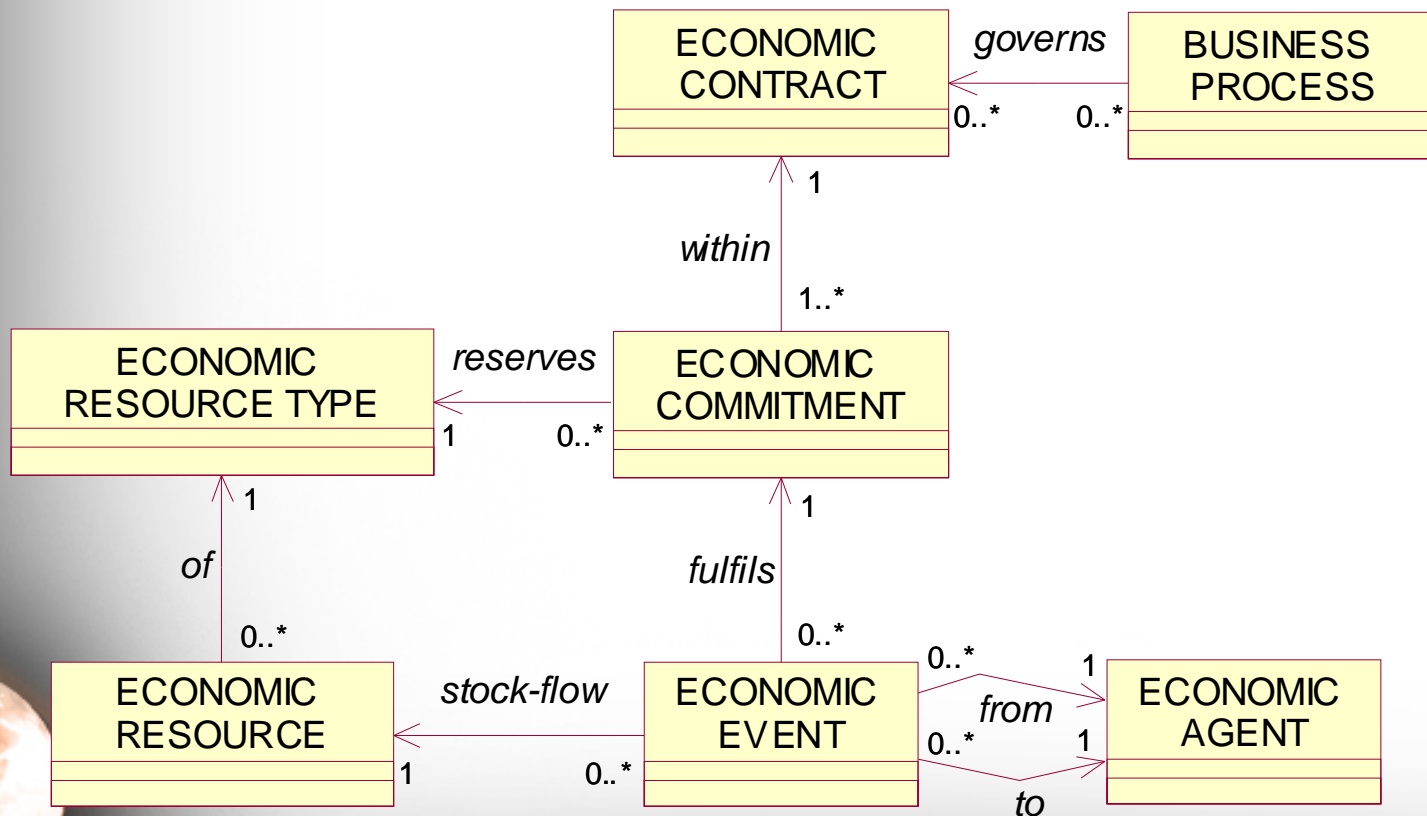- ...

What is in a Business Model?

- Actor
- Supplier
- Customer
- Resource
- Value object
- Value proposition
- Value transfer
- Value exchange
- Value port
- Economic event

- Duality
- Reciprocity
- Compensation
- Commitment
- Contract
- Distribution channel
- Value chain
- Capability
- Trust
- Customer relationship

Ontology for e^3-value

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REA Ontology – Simplified

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BMO Main Concepts

WHAT?

VALUE proposition

HOW?

Value configuration

Partnership

Core capability

WHO?

Customer group

Distribution channel

Relationship

Revenue

Cost

HOW MUCH?

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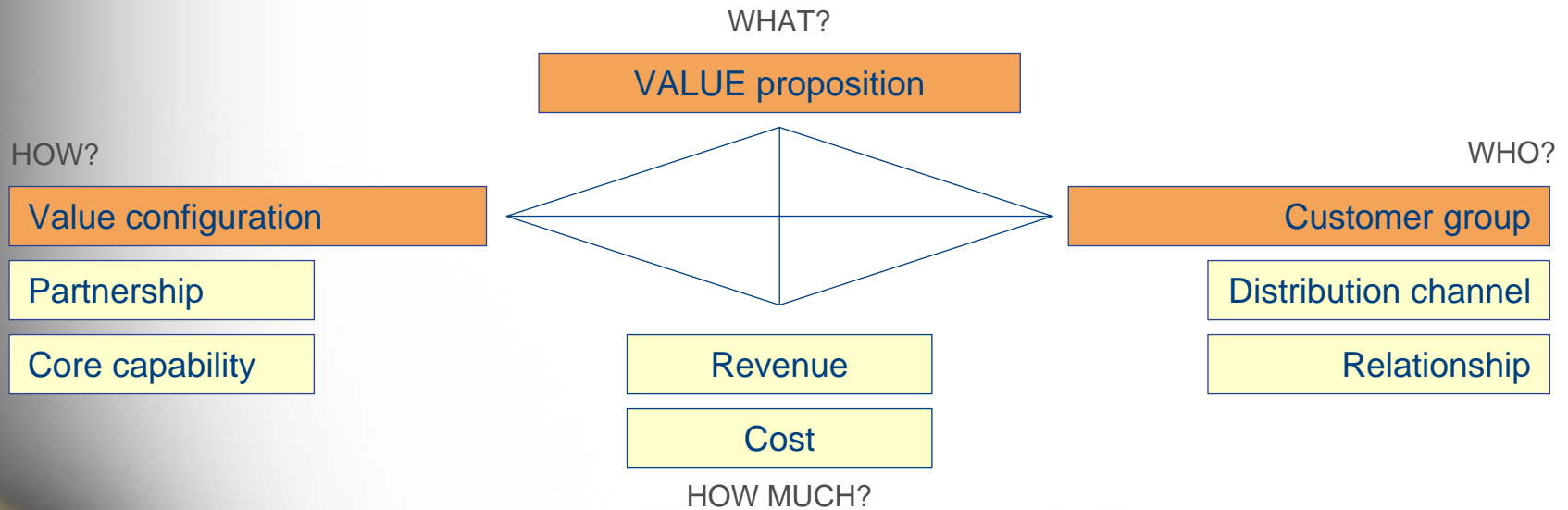
What is transferred?

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┌─────────────────┐          ┌─────────────────┐
│                 │          │                 │
│    TRANSFER     │──────────│    RESOURCE     │
│                 │          │                 │
└─────────────────┘          └─────────────────┘
```

Goods

Services

Information

Money

Resources, features, and rights

An actor is entitled to handle a resource in a certain way

(use, income, transfer)

RIGHT

Own

Borrow

RESOURCE

Book

Any property or association of the resource

FEATURE

Weight

Number of pages

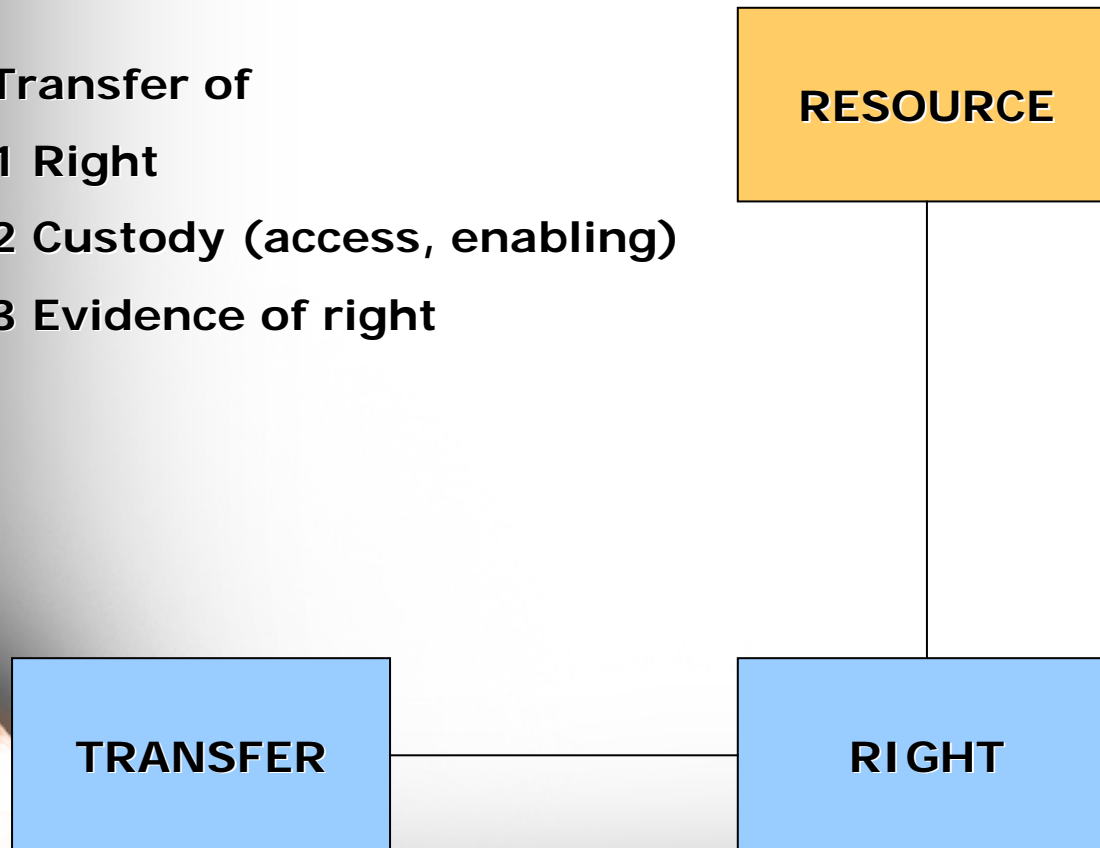**Towards a Reference Ontology for Business Models**
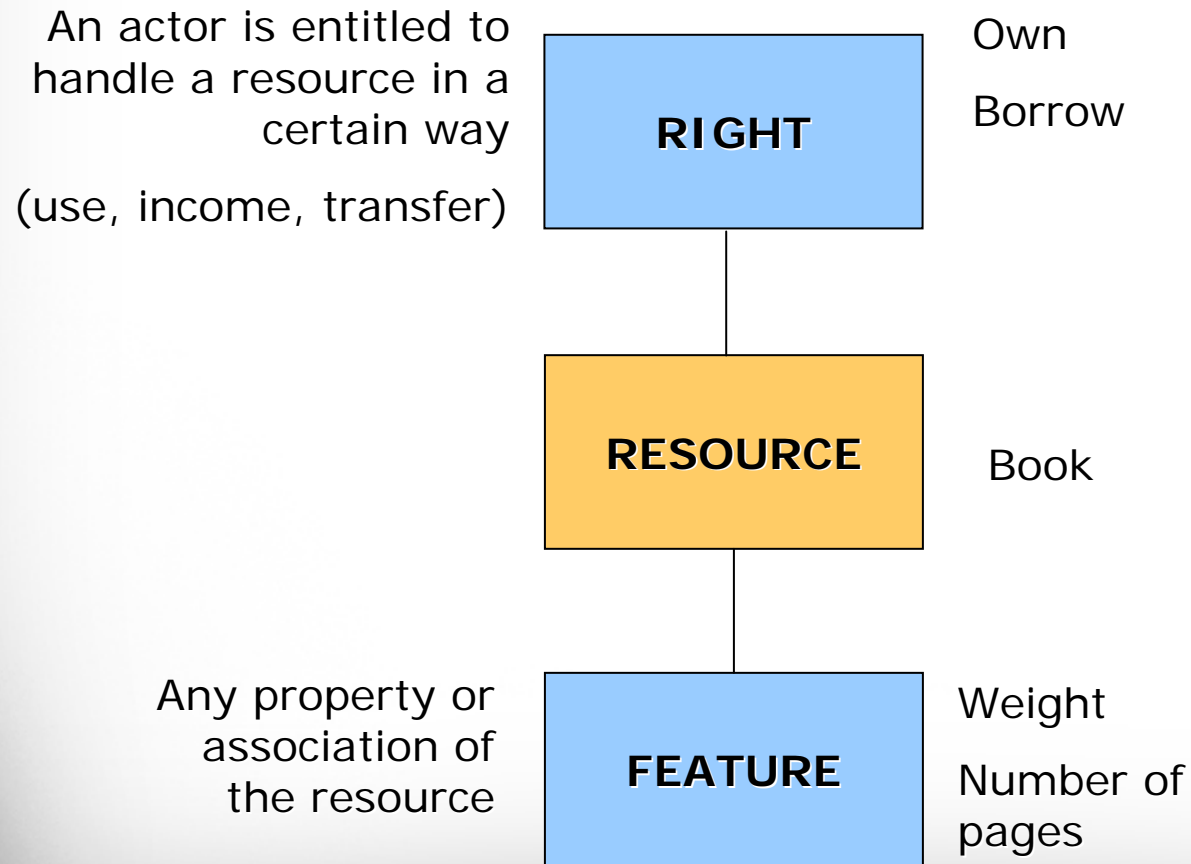
Three components of a transfer

Transfer of

1 Right

2 Custody (access, enabling)

3 Evidence of right

RESOURCE

TRANSFER

RIGHT

Three components of a transfer

RESOURCE
Movie

Transfer of
1 Right
2 Custody (access, enabling)
3 Evidence of right

EVIDENCE DOCUMENT
Ticket

Custody

Evidence

TRANSFER

Right

RIGHT
Watch

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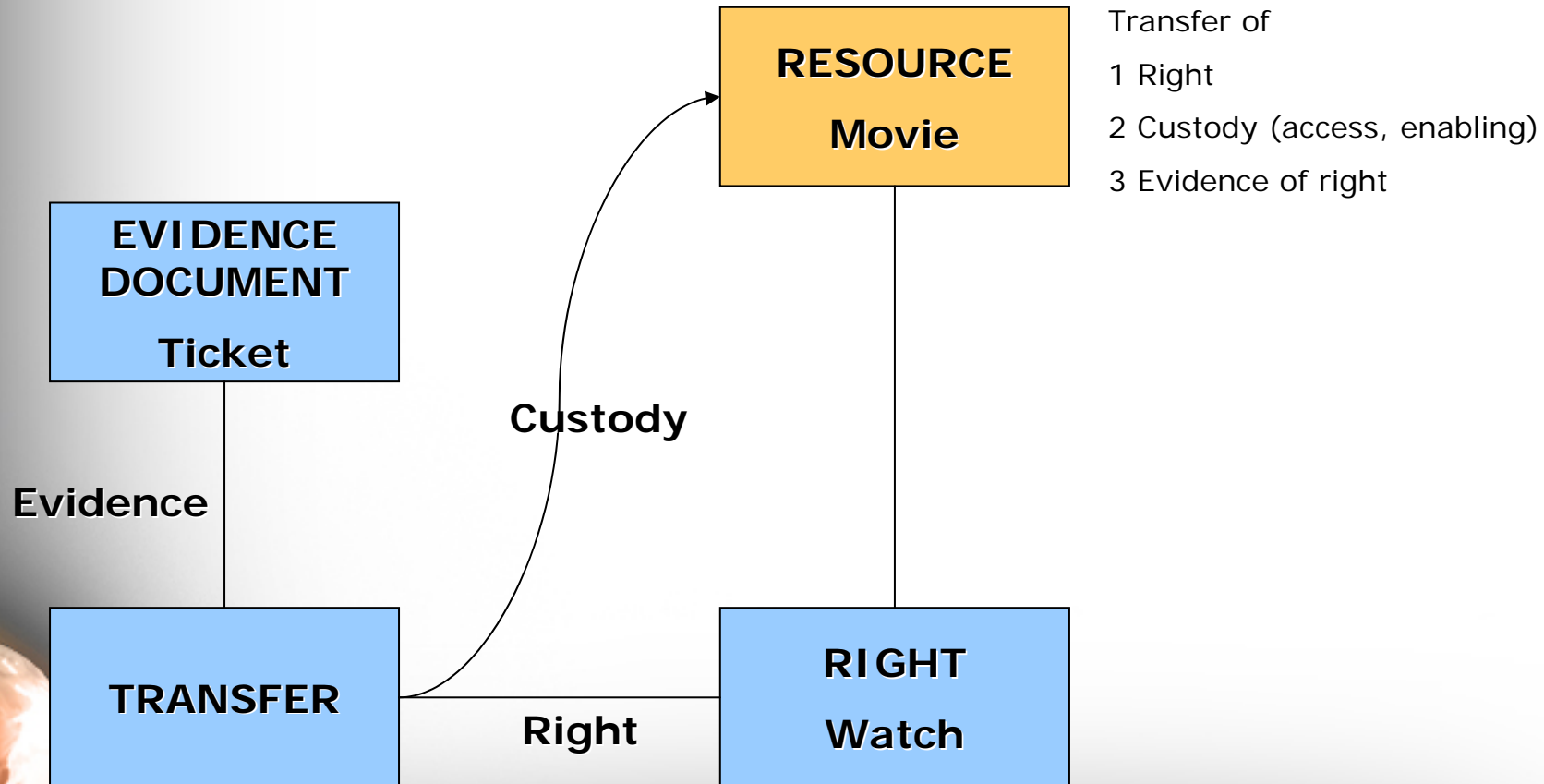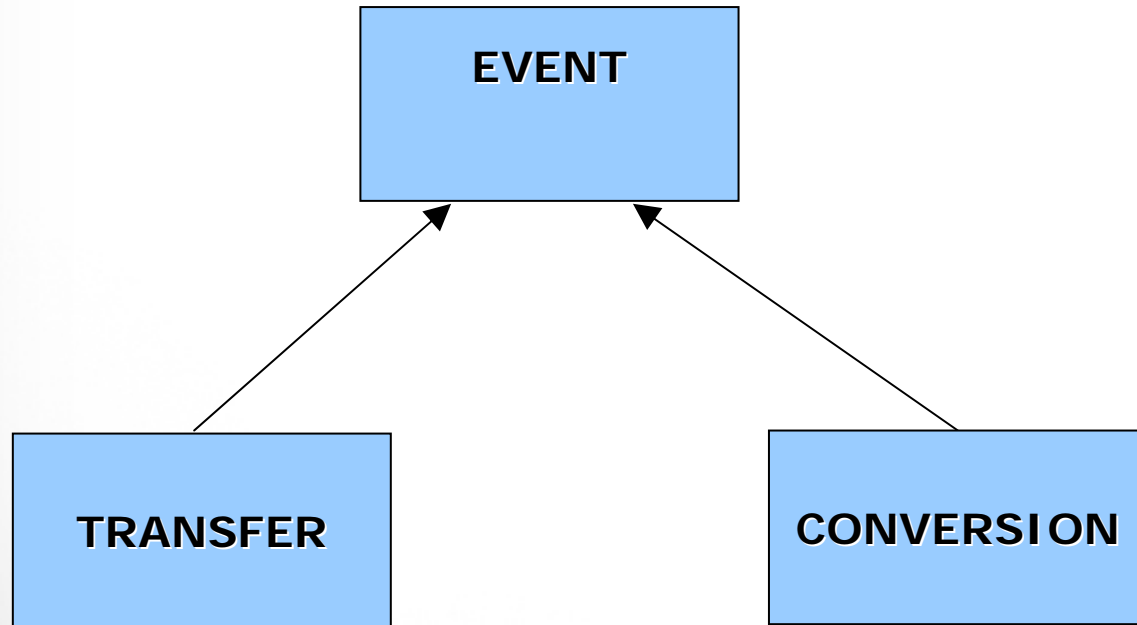
Transfer and Conversion

Transfer and Conversion

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┌──────────────┐              ┌──────────────┐
│  CONVERSION  │──────────────│   FEATURE    │
└──────────────┘              └──────────────┘
                                     │
                                     of
                                     │
                              ┌──────────────┐
                              │   RESOURCE   │
                              └──────────────┘
                                     │
                                     on
                                     │
┌──────────────┐              ┌──────────────┐
│   TRANSFER   │──────────────│    RIGHT     │
└──────────────┘              └──────────────┘
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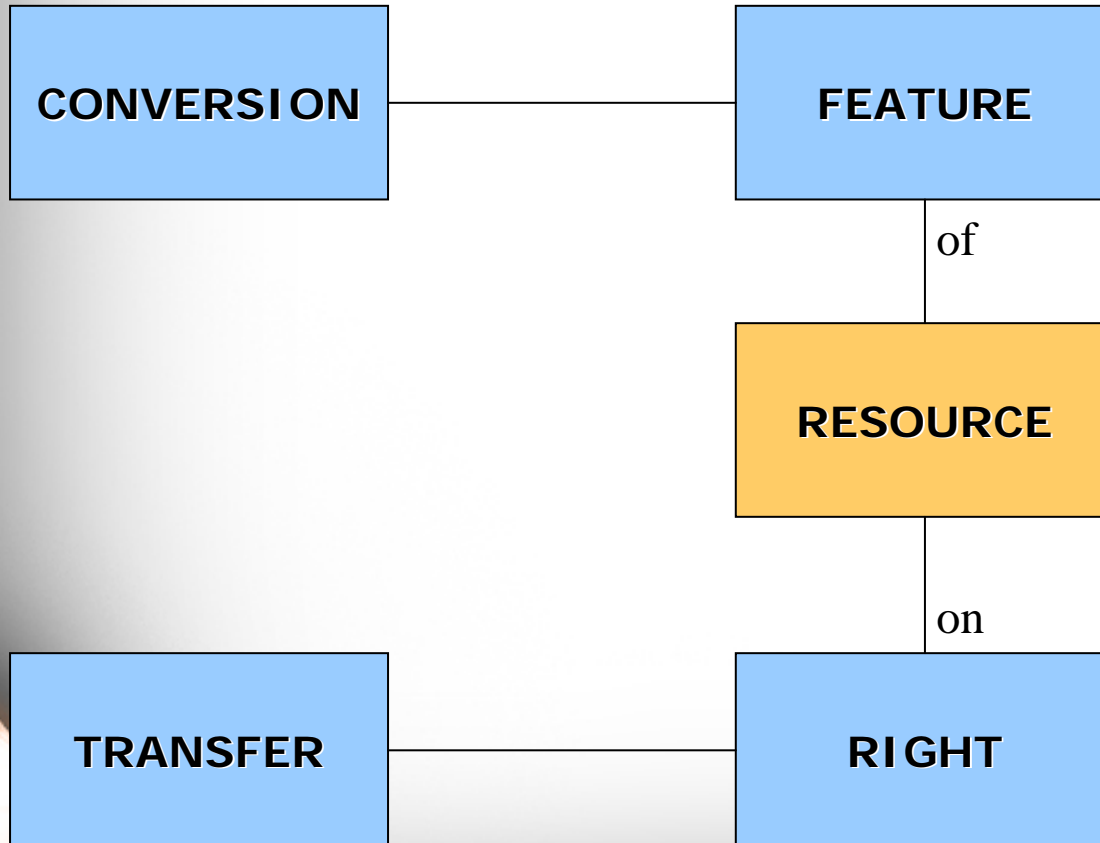
Transfer and Conversion

Reference Ontology

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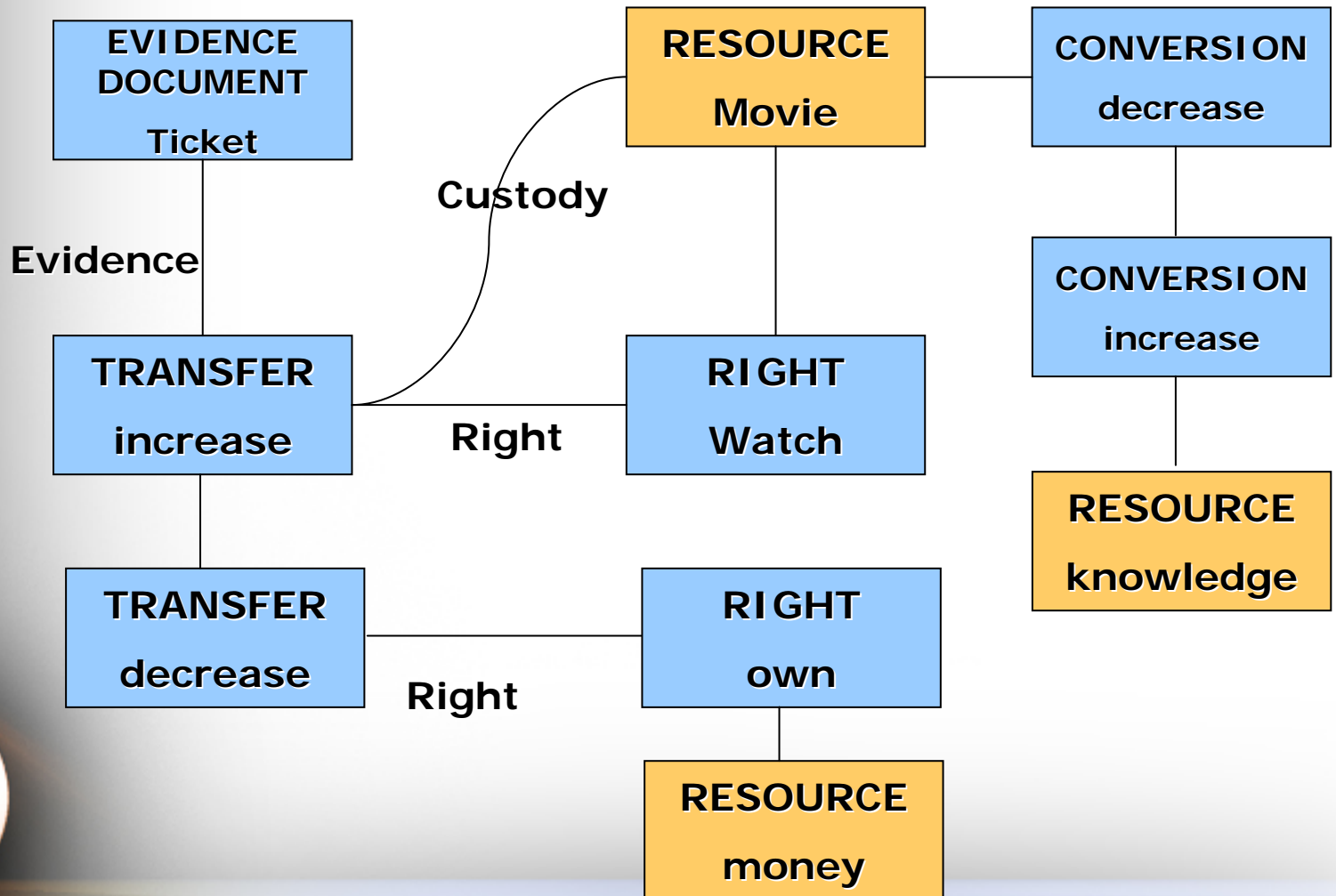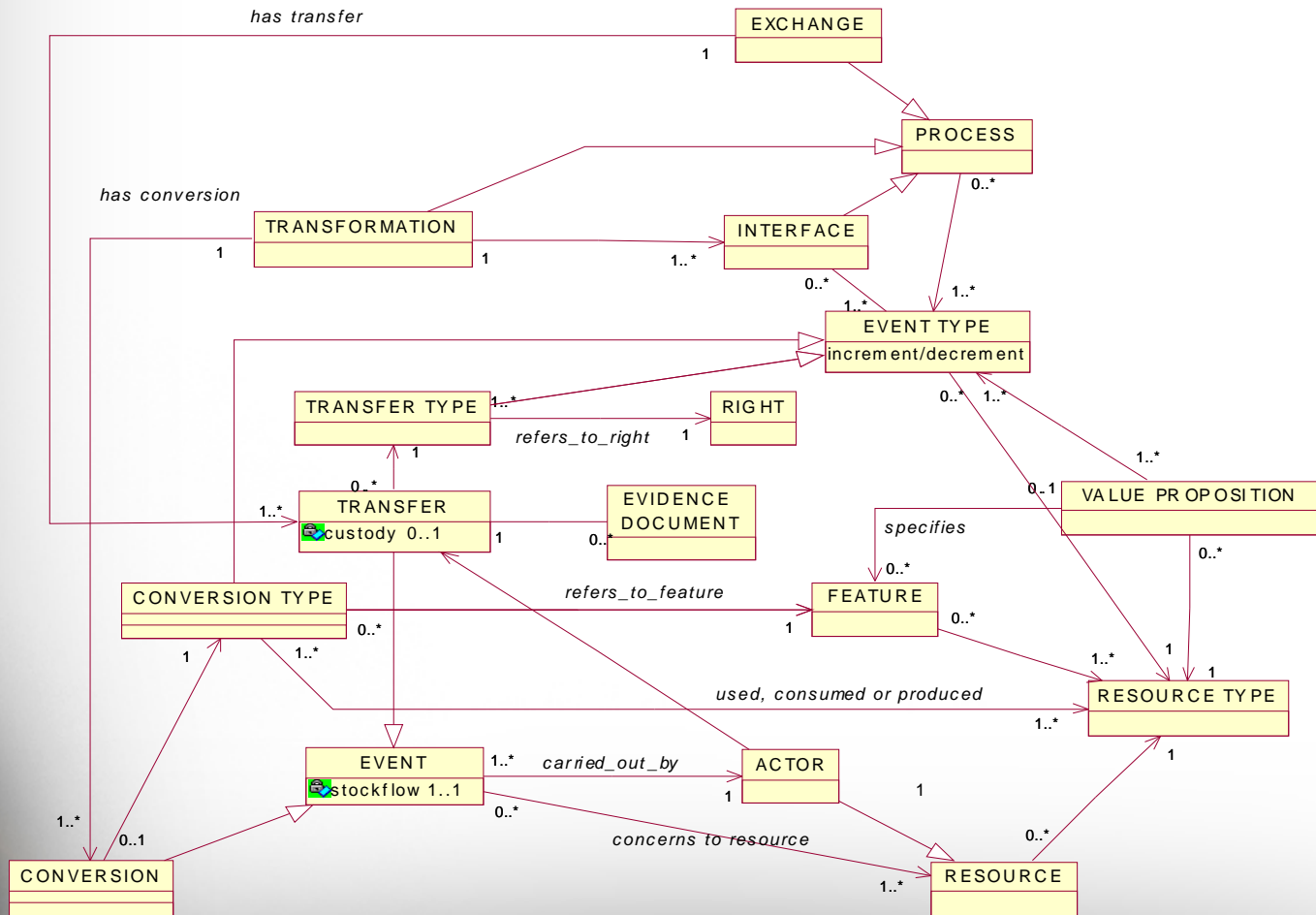
Future Work

- Strategic aspects
- Proof-of-concept implementation in OWL

Thank you!

- Questions/Comments