

# Towards a Reference Ontology for Business Models

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# Outline of Presentation

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- Background on Business Models
- Three Business Models
  - *e<sup>3</sup>-value*
  - *REA*
  - *BMO*
- Analysis of value transfers
- Summing up



# Motivation

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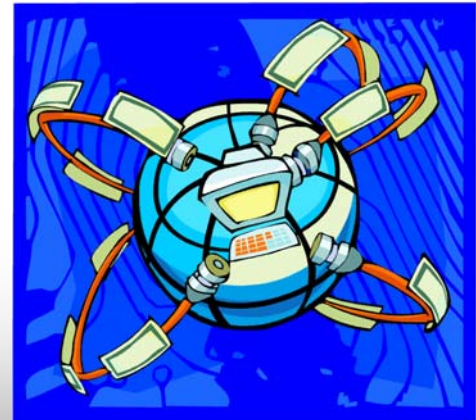
- Basic requirement of an Ontology
  - Being a generic description shared by a community of users



# Why Business Models?

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- 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?

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- 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?
- ...



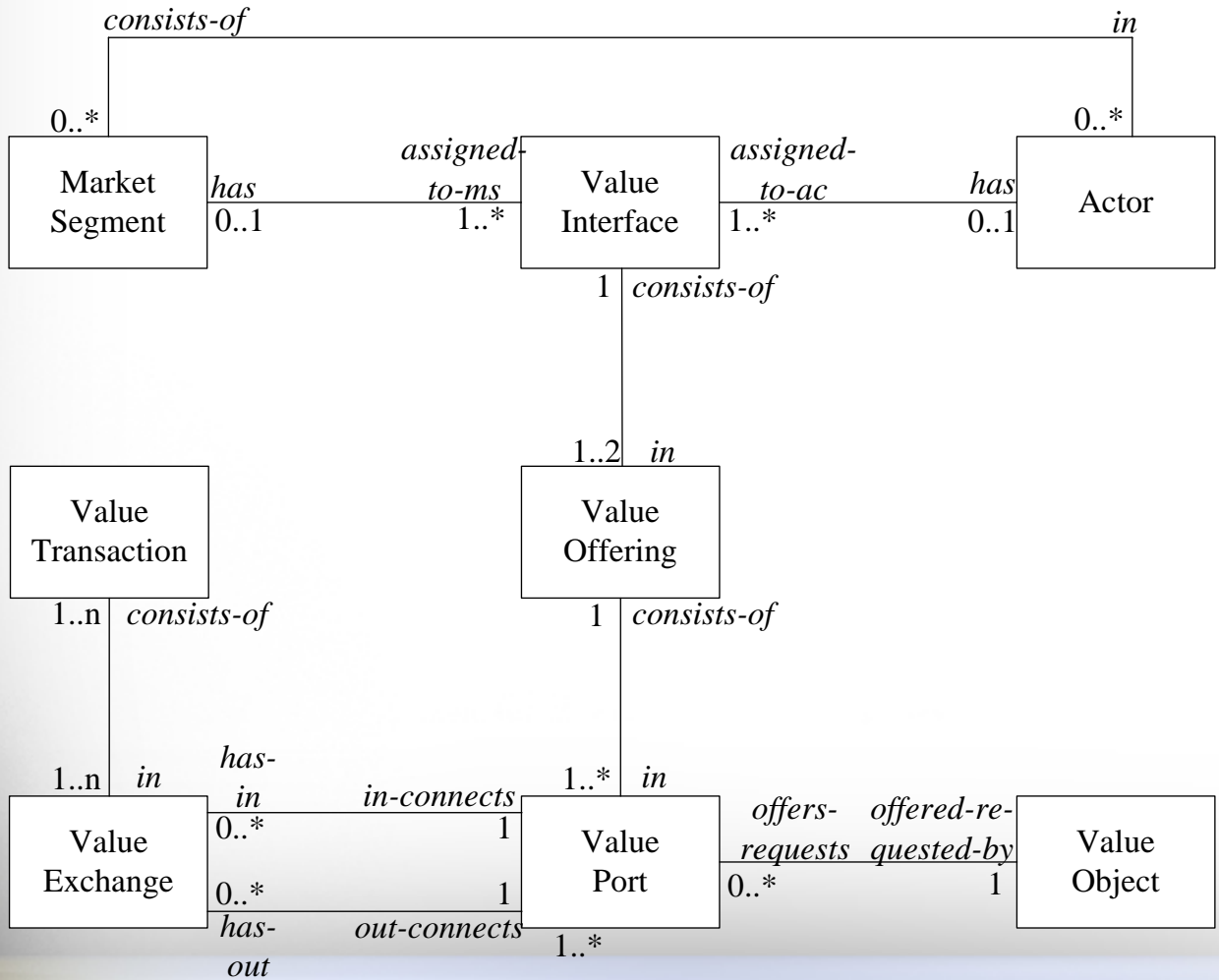
# What is in a Business Model?

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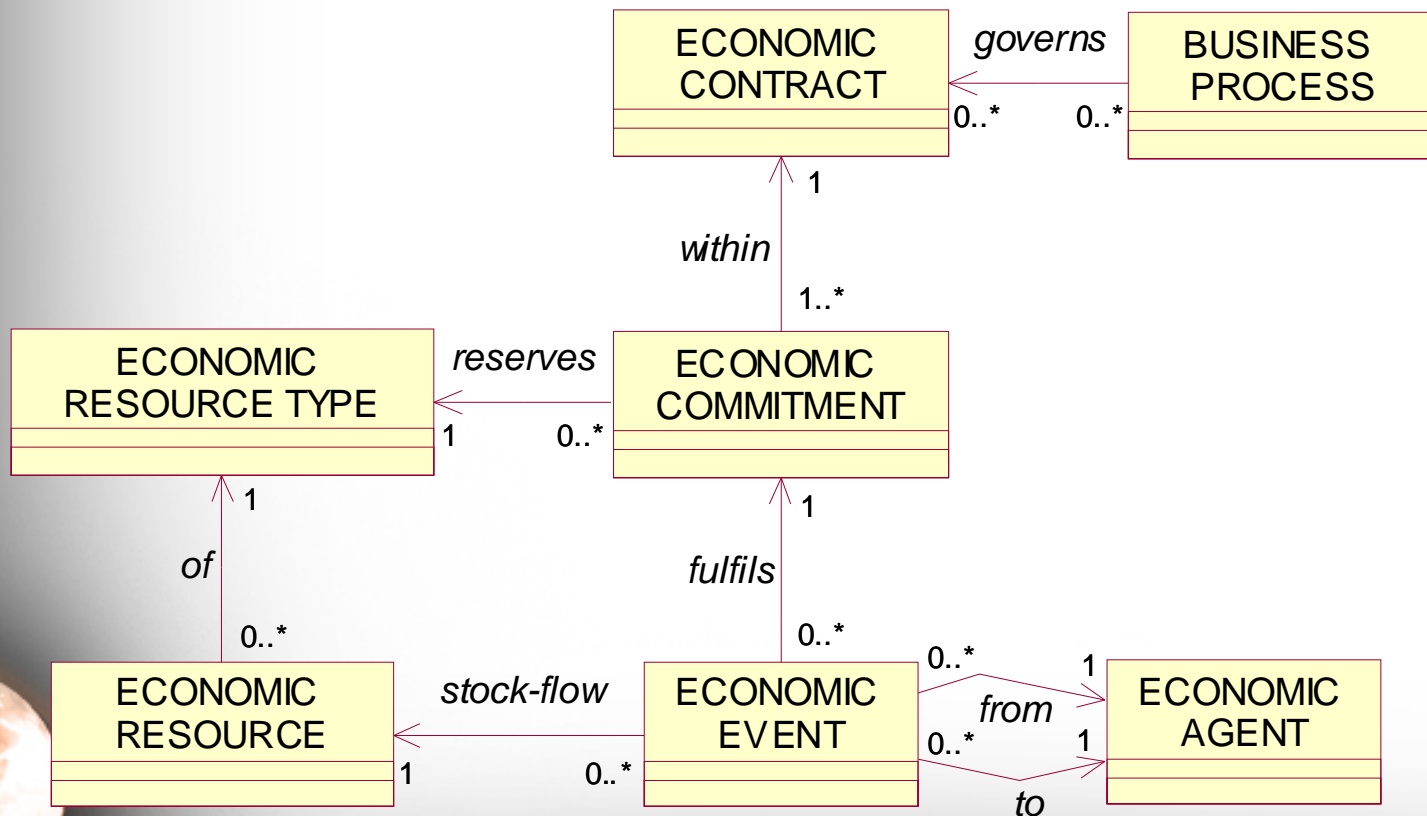
- Actor
- Supplier
- Customer
- Resource
- Value object
- Value proposition
- Value transfer
- Value exchange
- Value port
- Economic event
- Duality
- Reciprocity
- Compensation
- Commitment
- Contract
- Distribution channel
- Value chain
- Capability
- Trust
- Customer relationship



# Ontology for e<sup>3</sup>-value

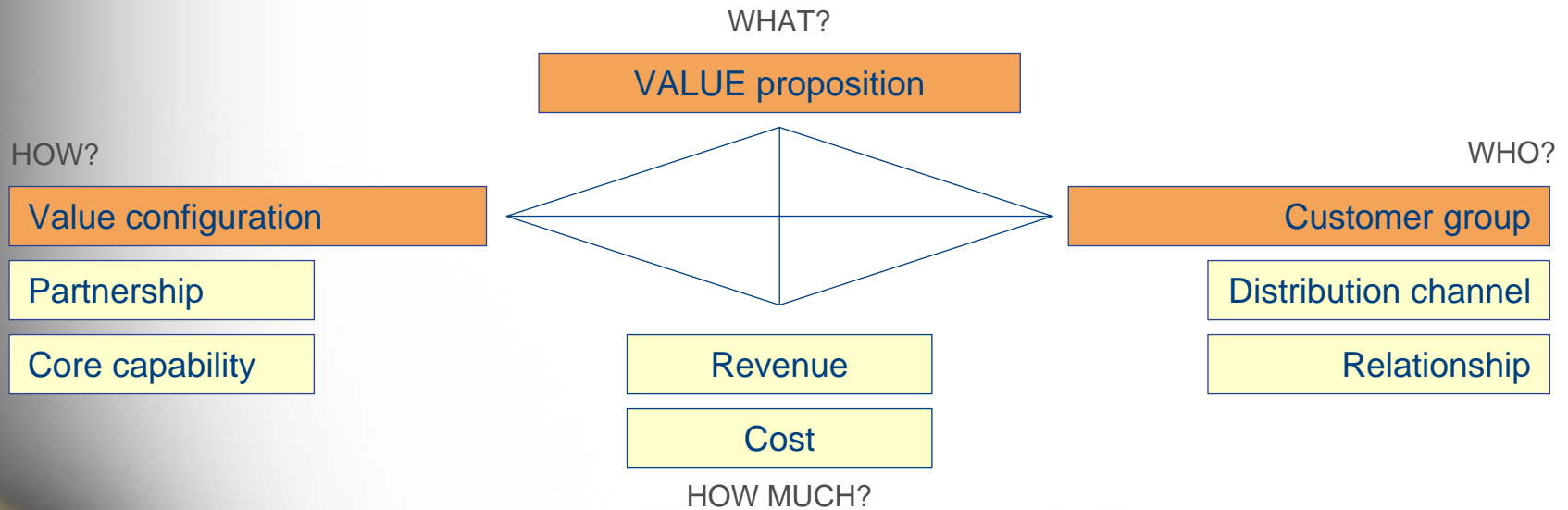


# REA Ontology – Simplified





# BMO Main Concepts



# What is transferred?

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**TRANSFER**

**RESOURCE**

**Goods**

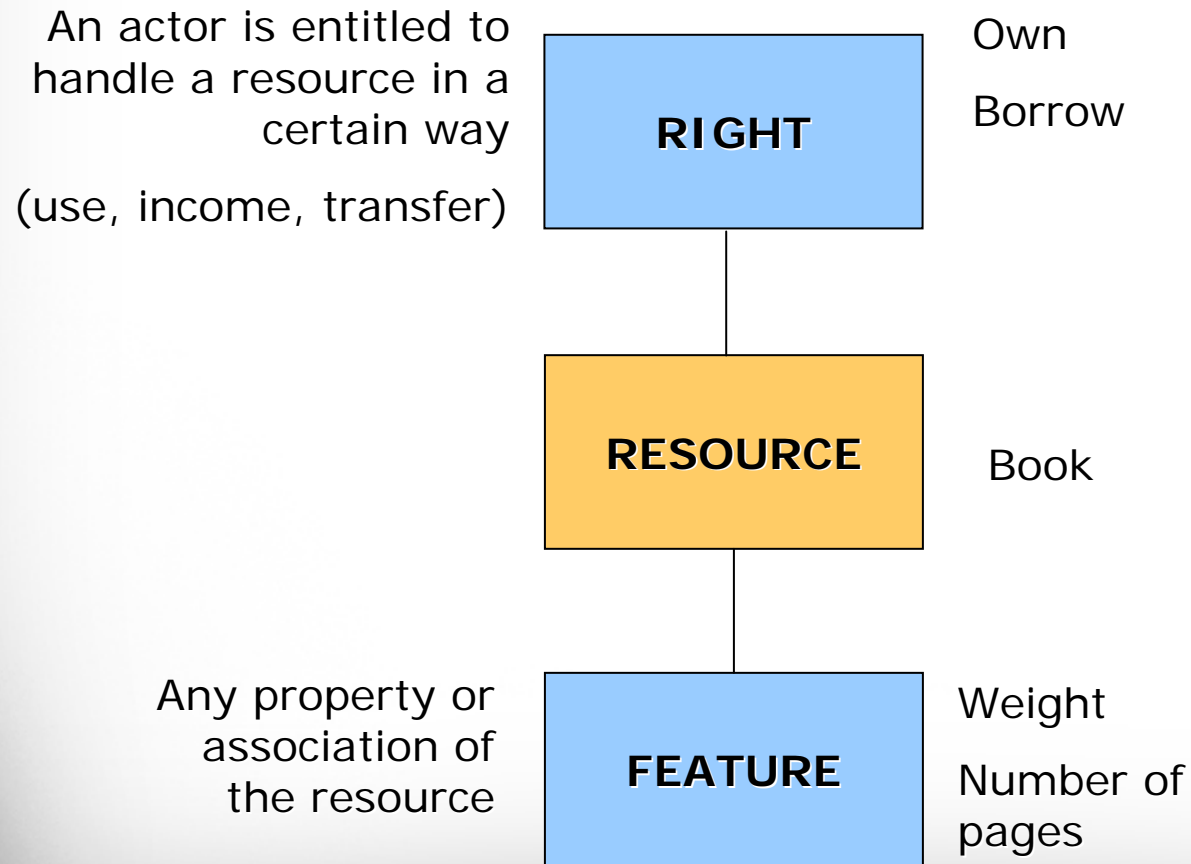
**Services**

**Information**

**Money**



# Resources, features, and rights



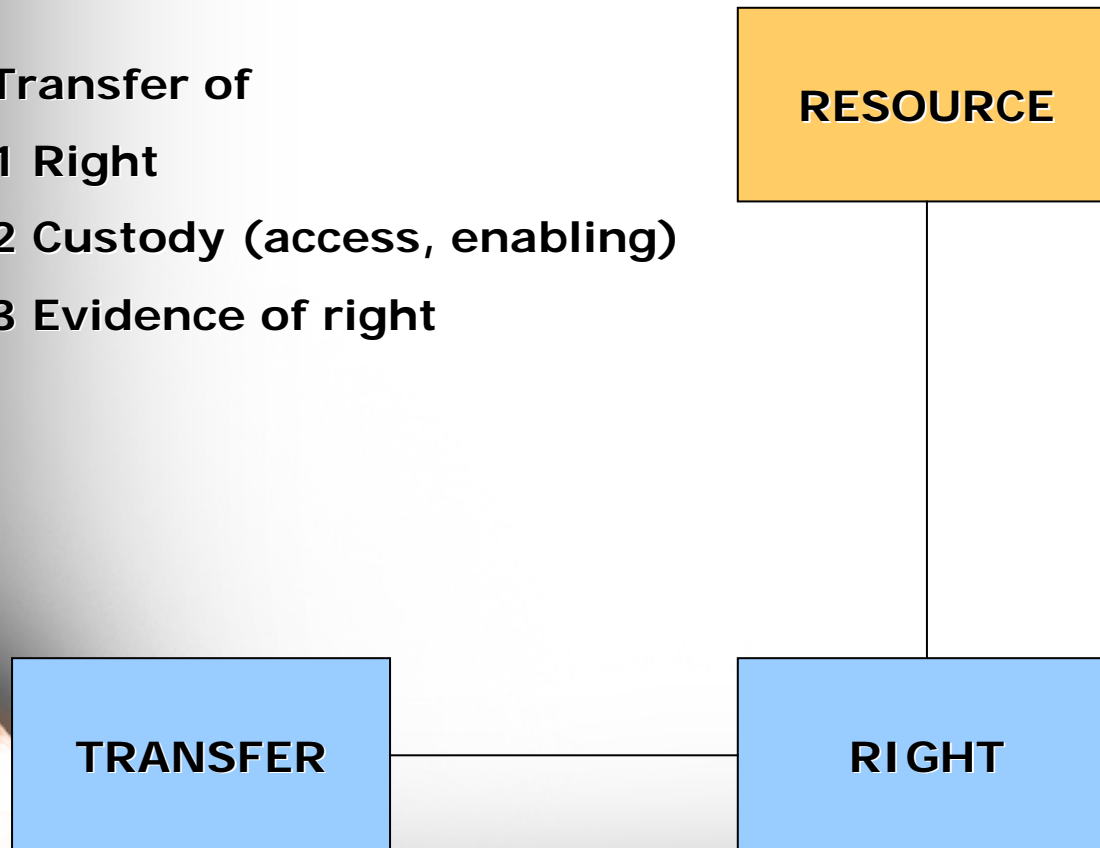
# Three components of a transfer

Transfer of

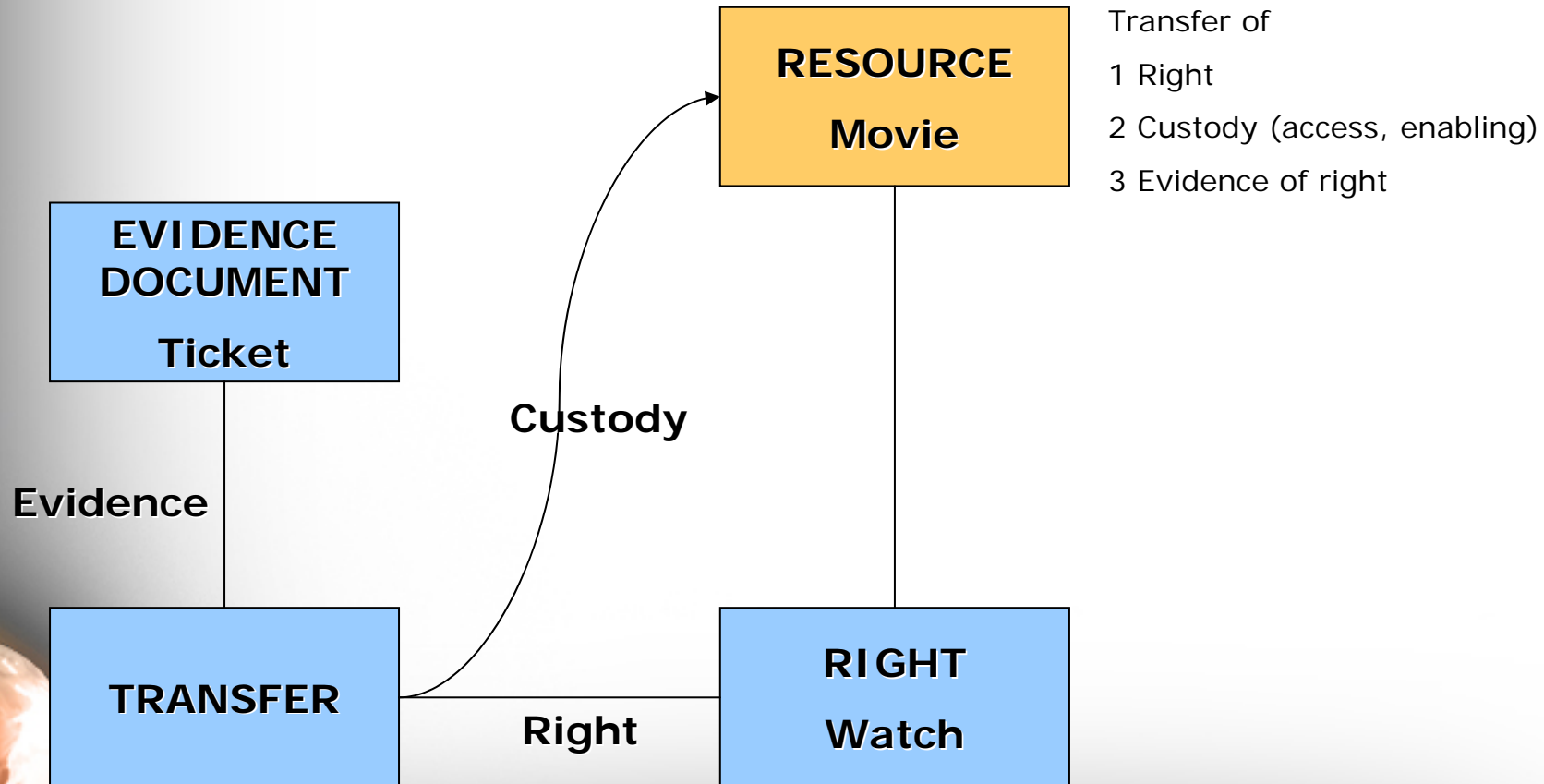
1 Right

2 Custody (access, enabling)

3 Evidence of right

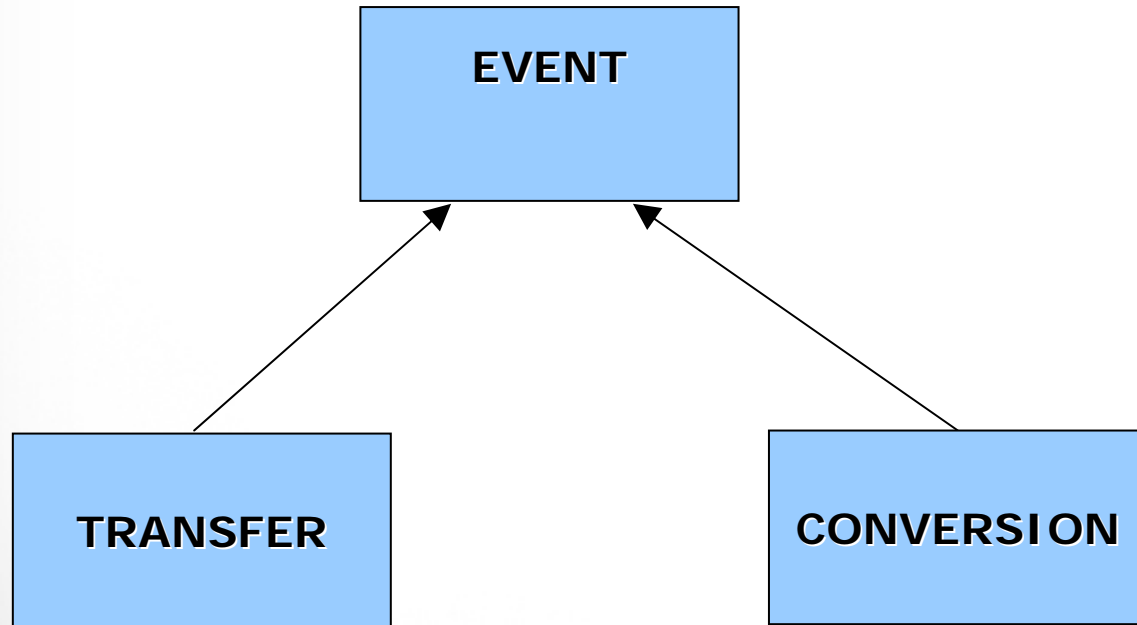


# Three components of a transfer

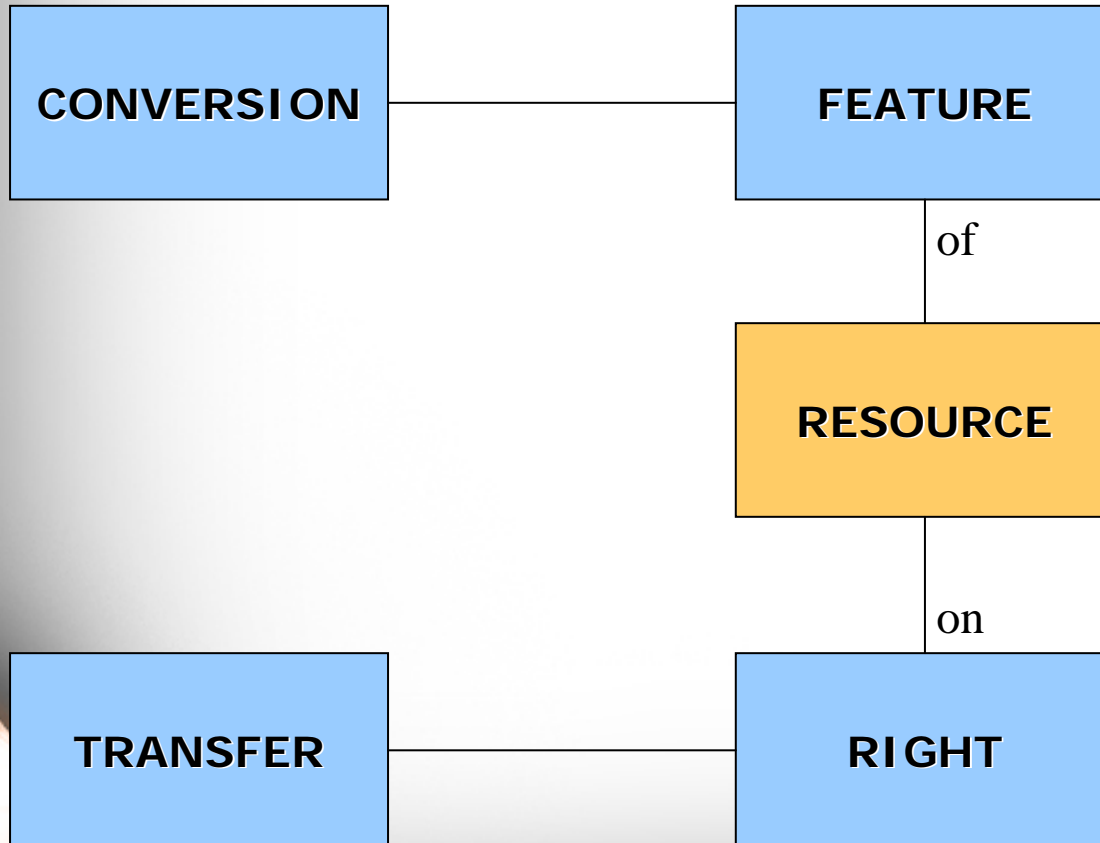


# Transfer and Conversion

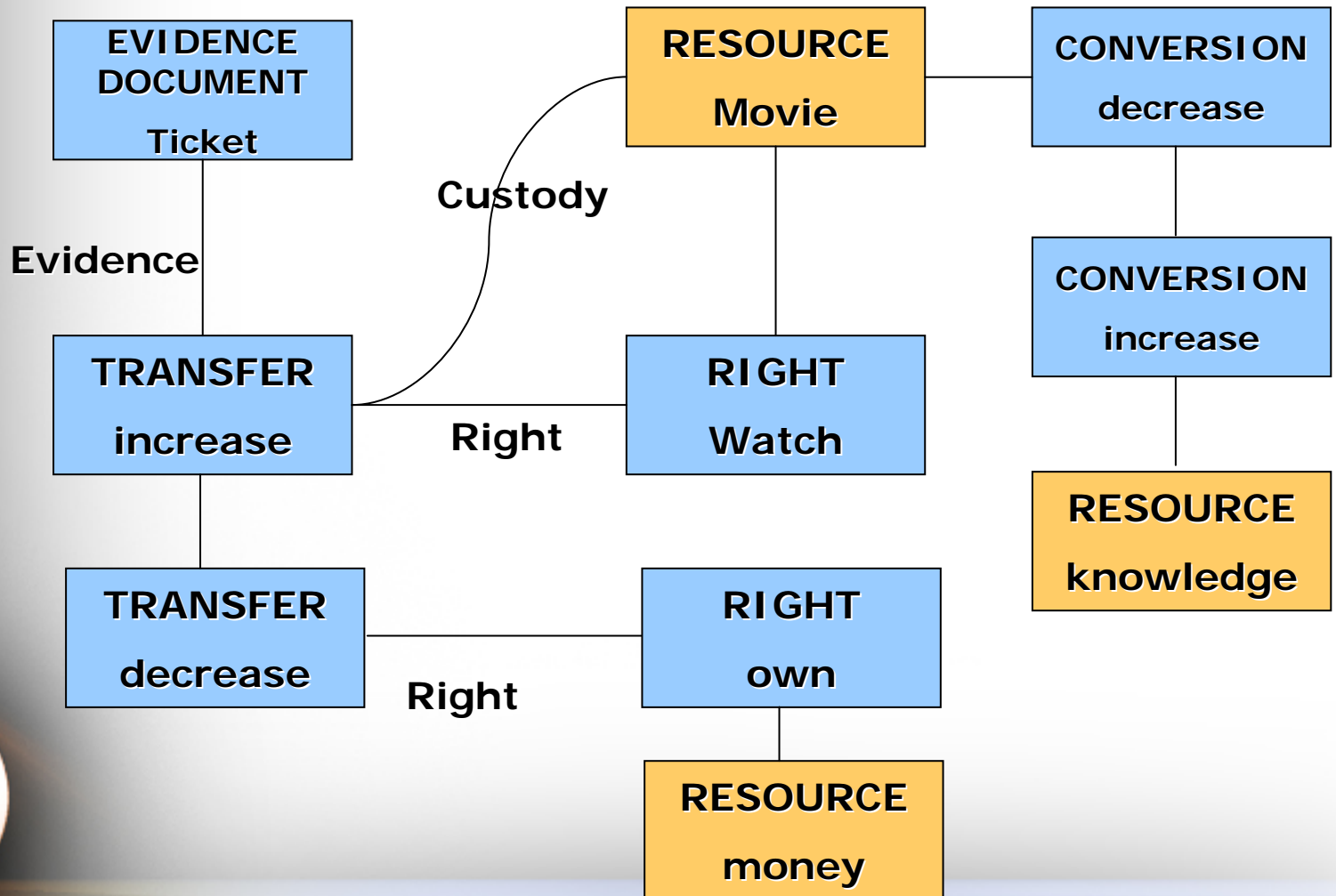
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# Transfer and Conversion

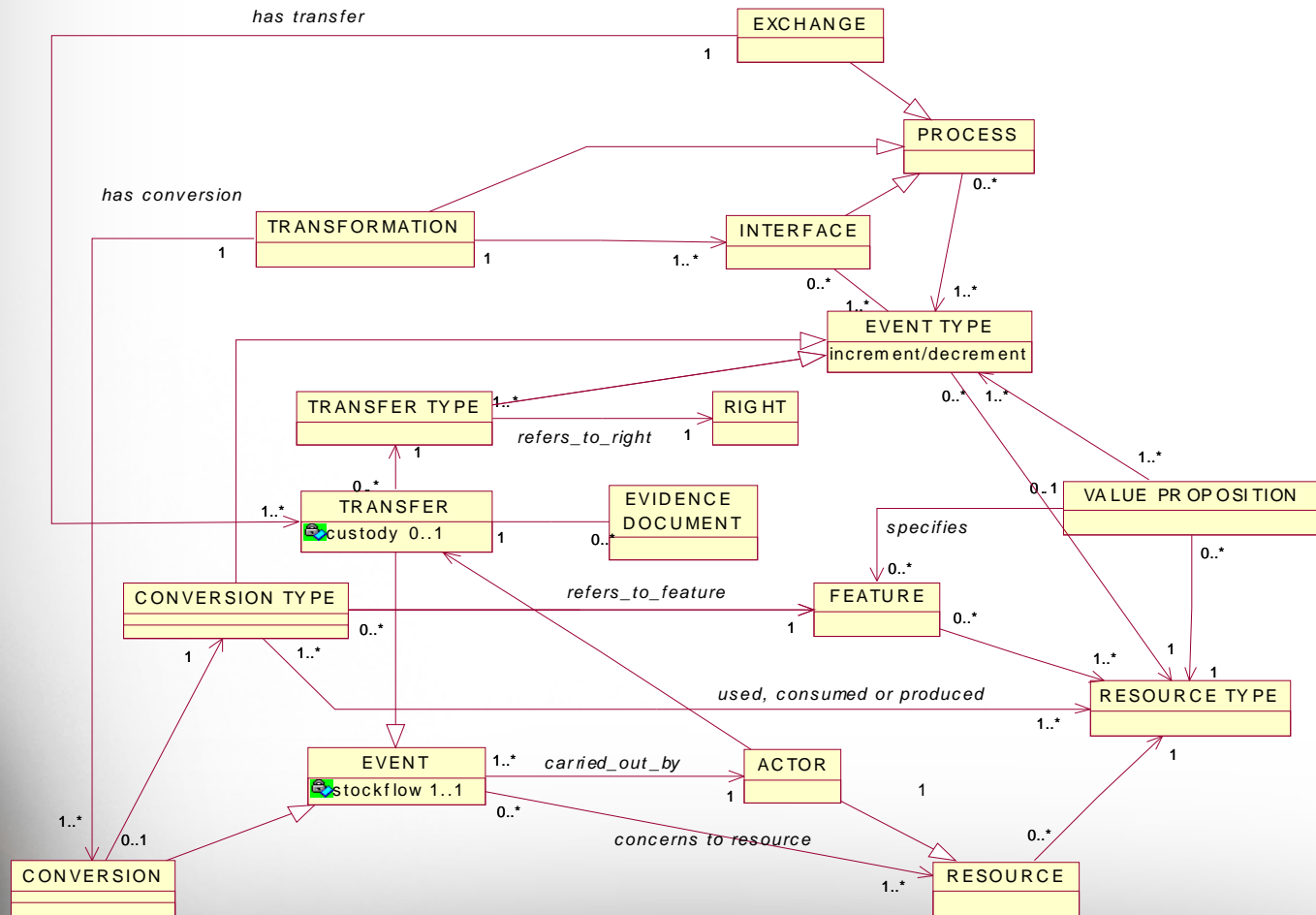


# Transfer and Conversion





# Reference Ontology



Towards a Reference Ontology for Business Models



# Future Work

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



# Thank you!

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- Questions/Comments

