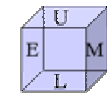


**BMO**

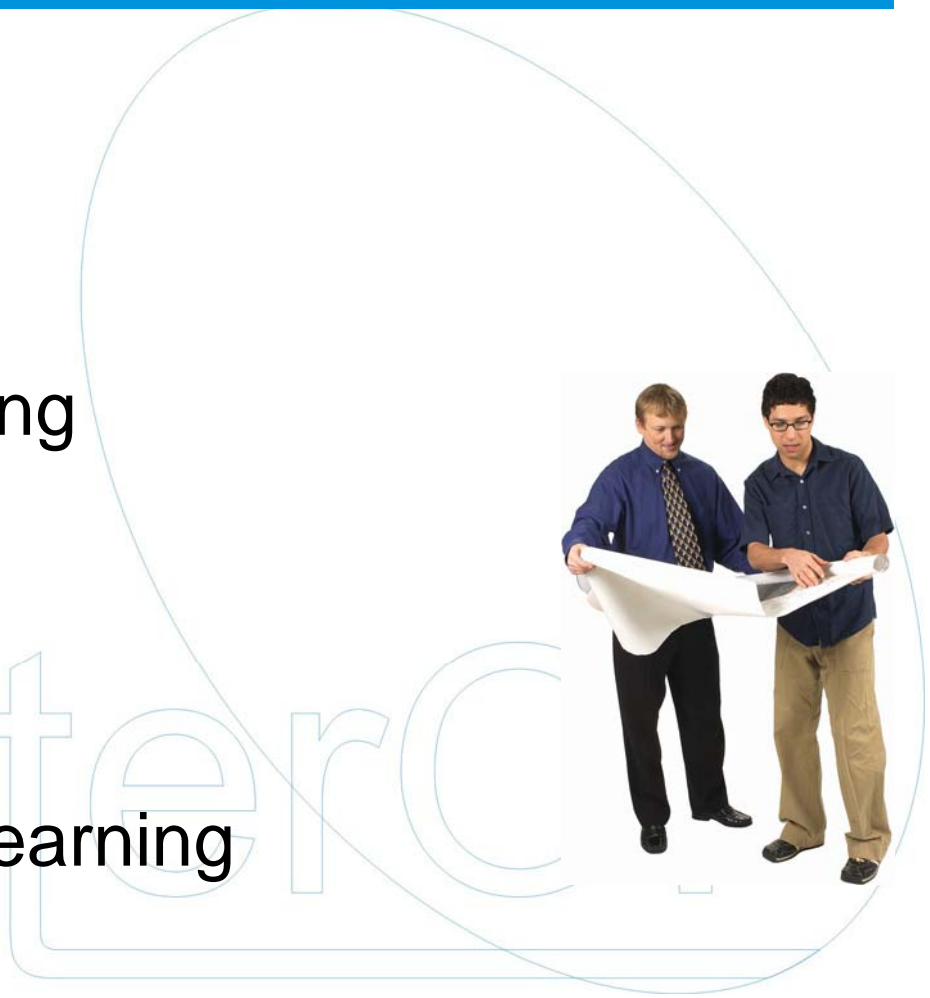
**Business Model Ontology**



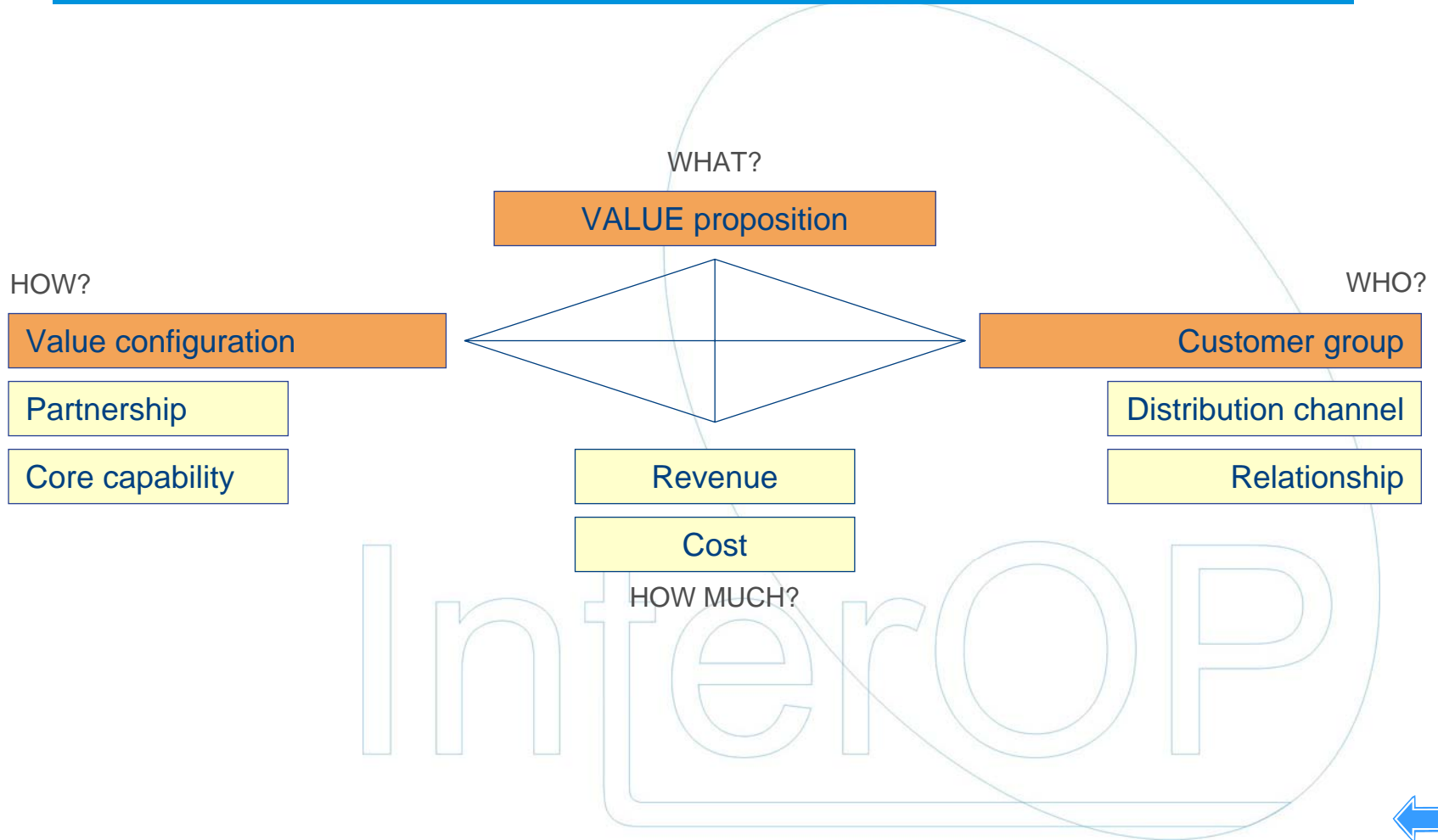
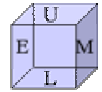
# A Business Model Supports...



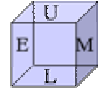
- Understanding
- Knowledge Sharing
- Measurement
- Simulation and Learning



# BMO Main Concepts

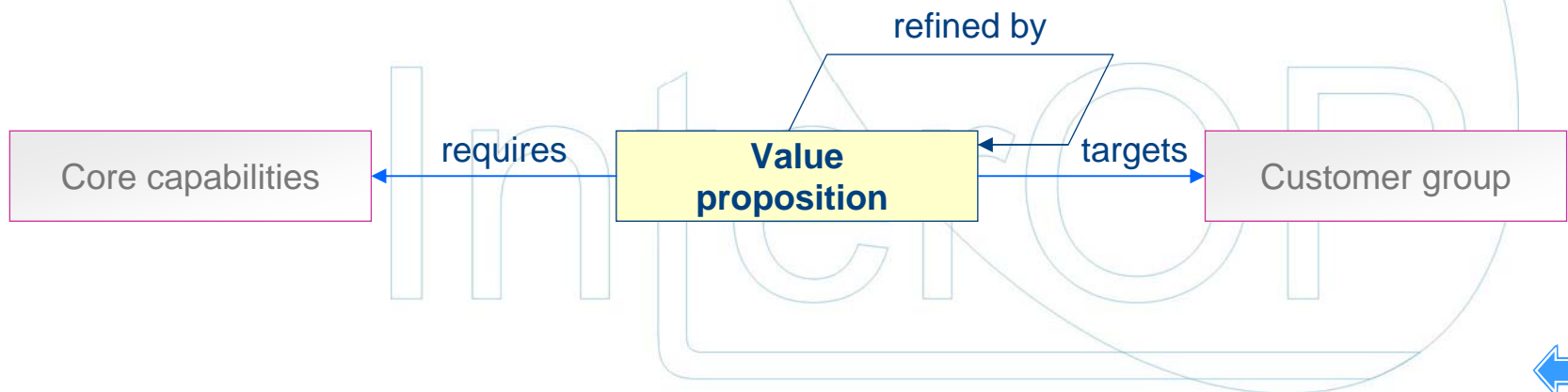


# Value proposition

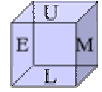


The value proposition defines

- the actual product or service
- the value or benefits perceived by customers of the products and services offered by the firm



# Value Proposition – Reasoning

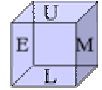


- Use
  - The actual use of a product or service by the customer
- Risk
  - Reducing the risk for the customer
- Effort
  - Reducing the effort for the customer

InterOP



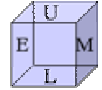
# Value Proposition – Value Level



- Me-too
  - Same value as the competitors
- Innovative imitation
  - Established product with some innovative features
- Excellence
  - Exceptional value
- Innovation
  - New product or combination of products



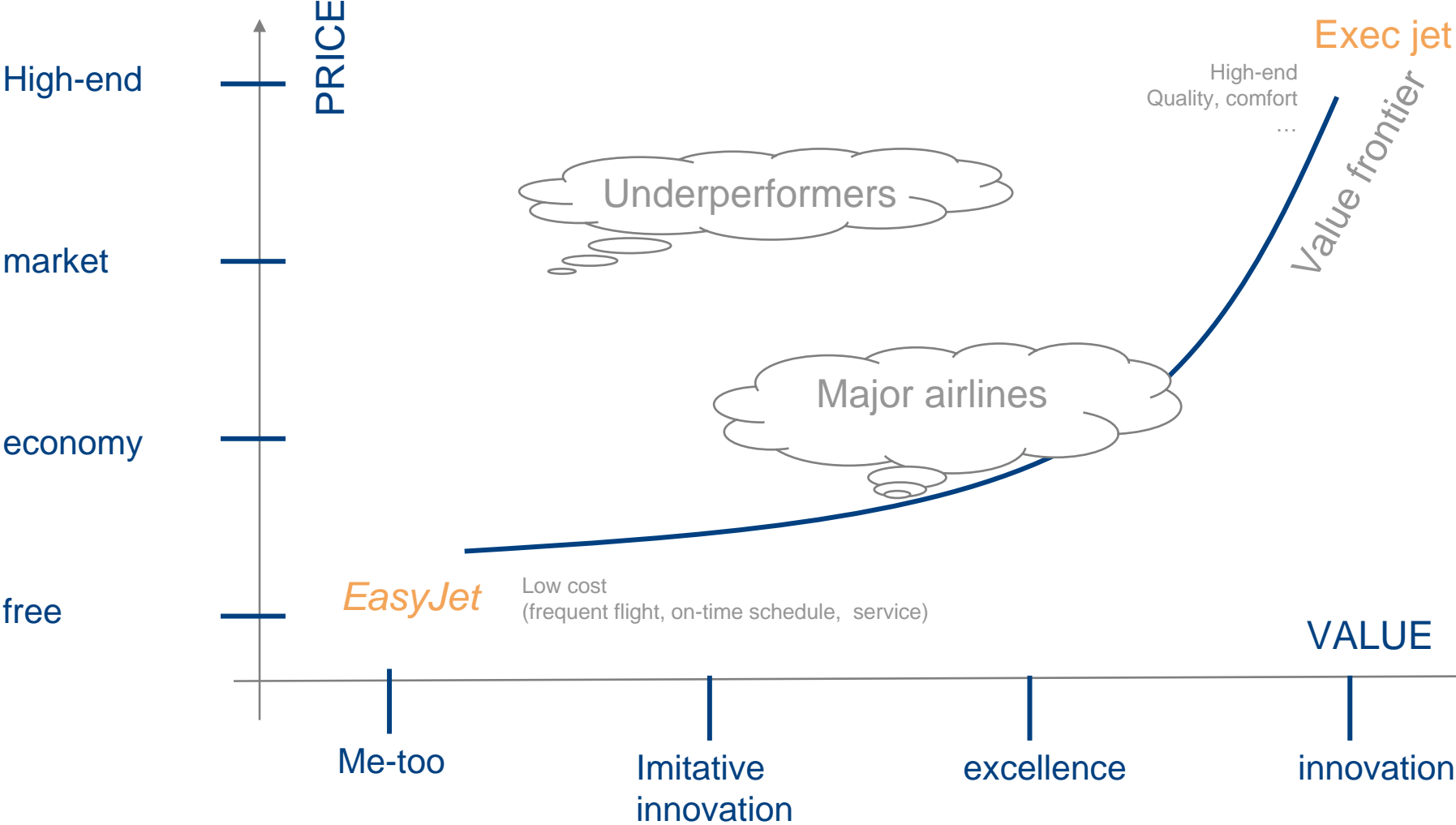
# Value Proposition – Price Level



- Free
  - No cost for the customer
- Economy
  - Low cost for the customer
- Market
  - Same cost as competitors charge
- High-end
  - High costs for the customer

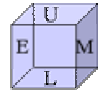


# Value proposition > price/value

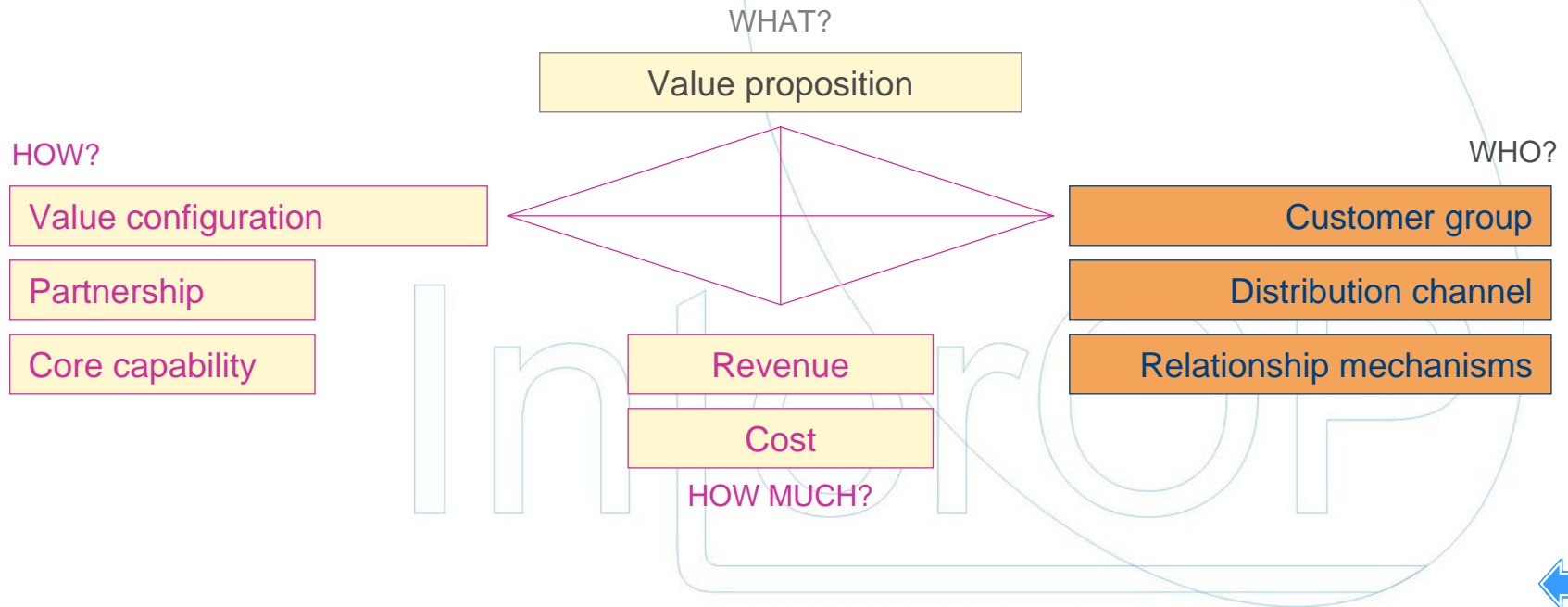




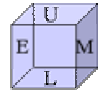
# Customer Relationship



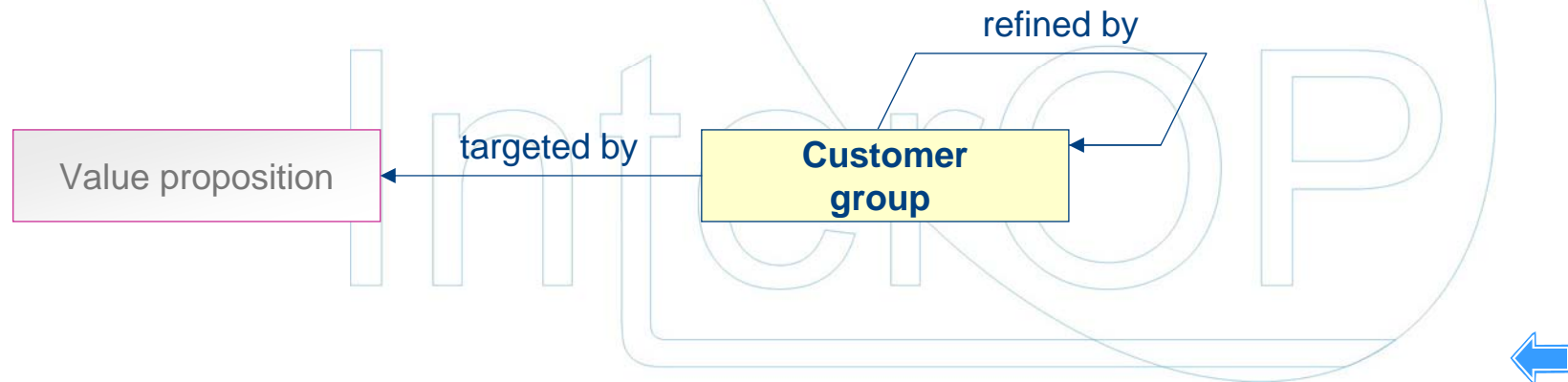
Who are our customers?  
How do we reach them?  
How do we get and keep them?



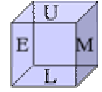
# Customer Group



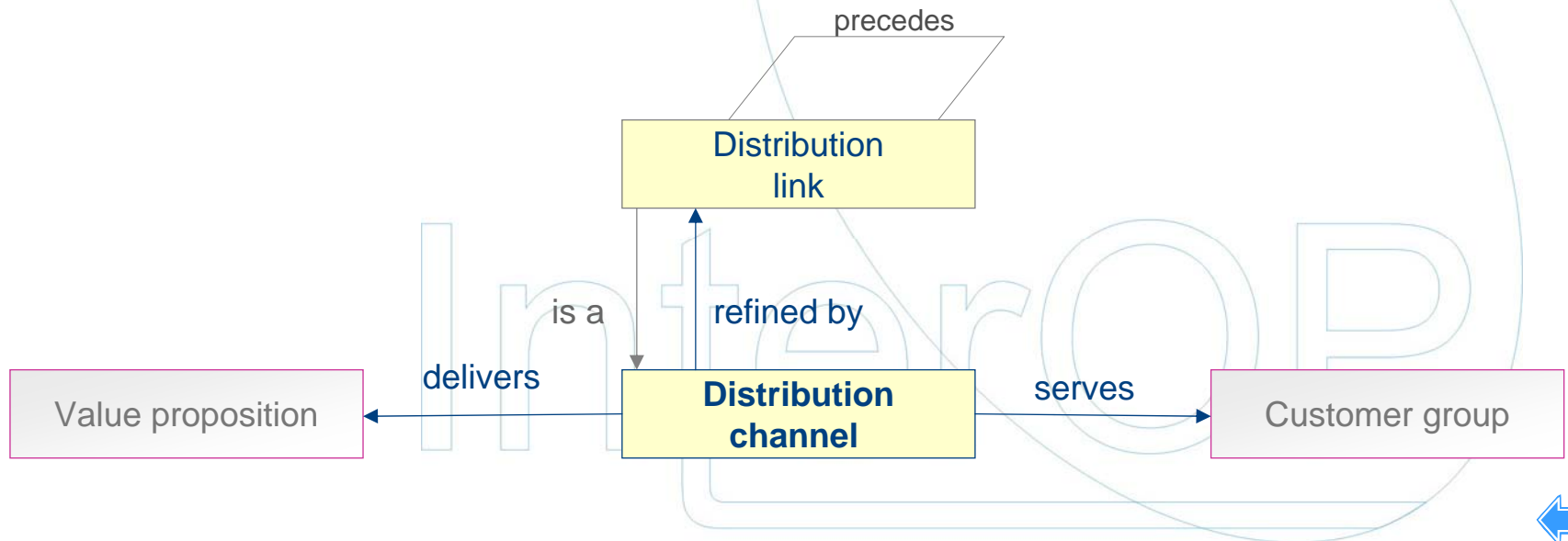
- Categorizations of the population into social classes or psychologically defined groups
- A company can specialize and gain competitive advantage by tailoring its value propositions



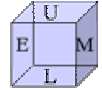
# Distribution Channel



- A channel can be defined as a set of links or a network via which a firm “goes to market” and delivers its value proposition



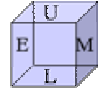
# Relationship – Customer Equity



- Customer acquisition
  - How do we get new customers?
- Customer retention
  - How do we keep existing customers?
- Add-on selling
  - How do we get our customers to buy more?



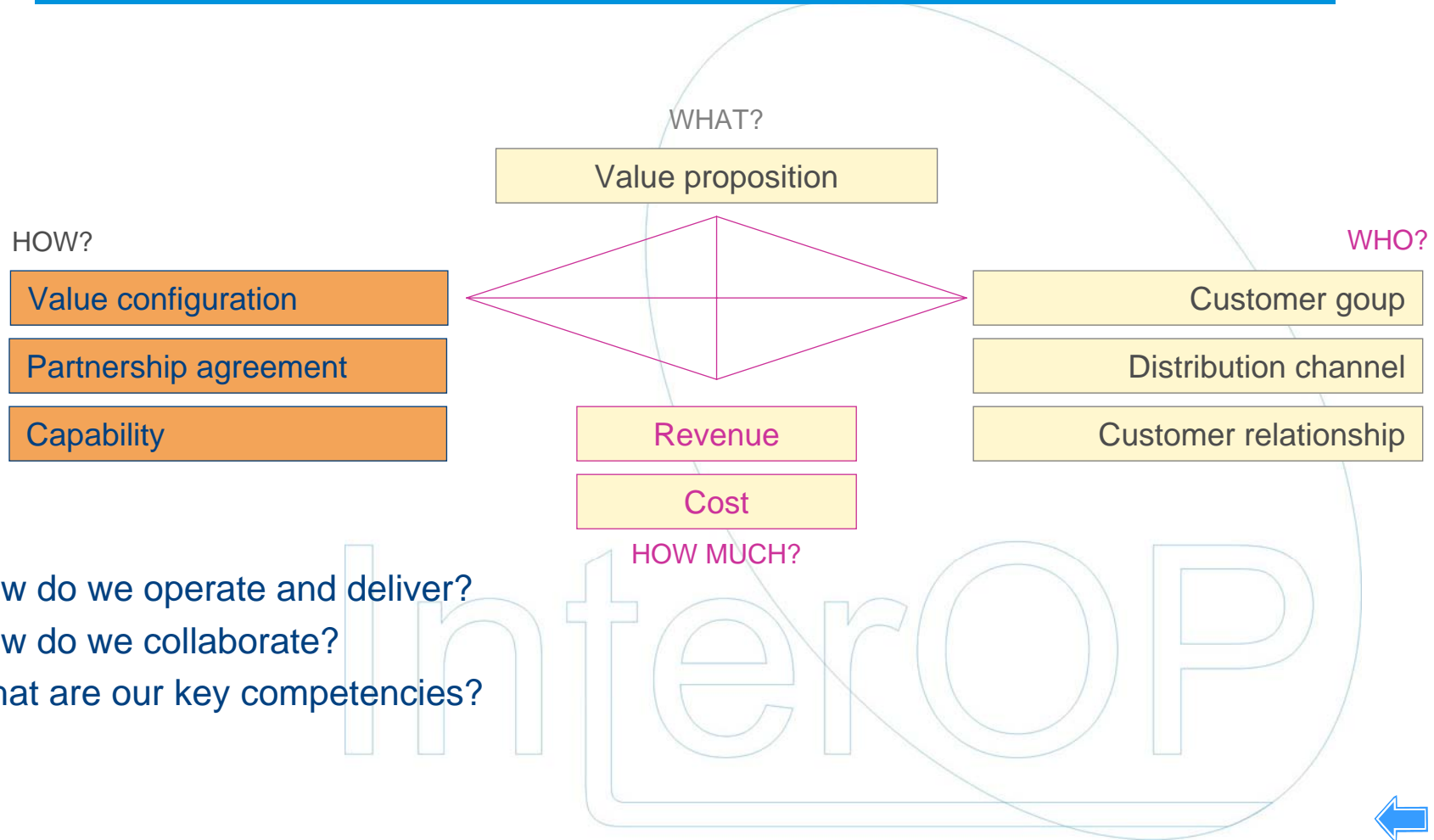
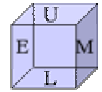
# Relationship – Mechanisms



- Personalisation
  - Customising marketing and services to groups or individuals
- Trust
  - Accreditation
  - Rating
  - Insurance
- Branding
  - Building and maintaining an image

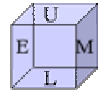


# Infrastructure Management

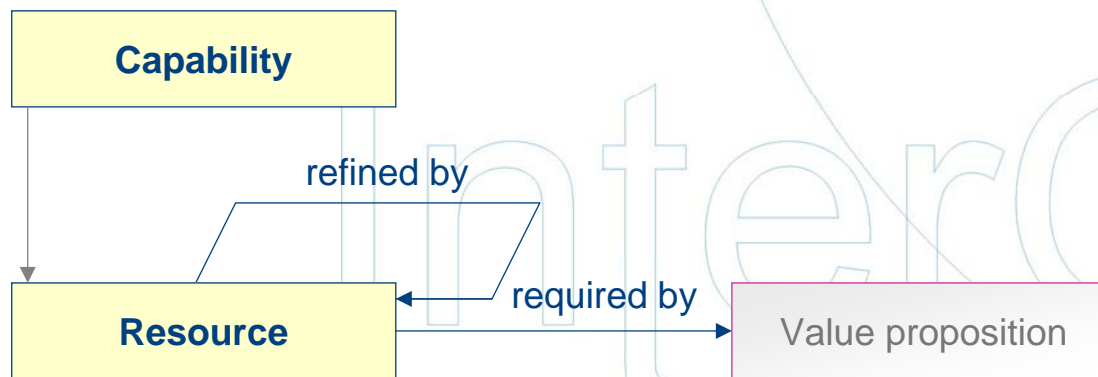


How do we operate and deliver?  
How do we collaborate?  
What are our key competencies?

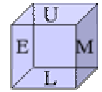
# Capabilities and Resources



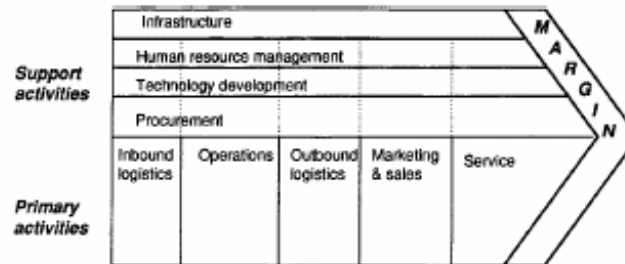
- Resource (ASSETS)
  - Inputs to the value creation process; can be tangible, intangible, or people-based skills
- Capability (KNOW-HOW)
  - The ability to exploit and coordinate resources to create, produce, and/or offer products and services to a market



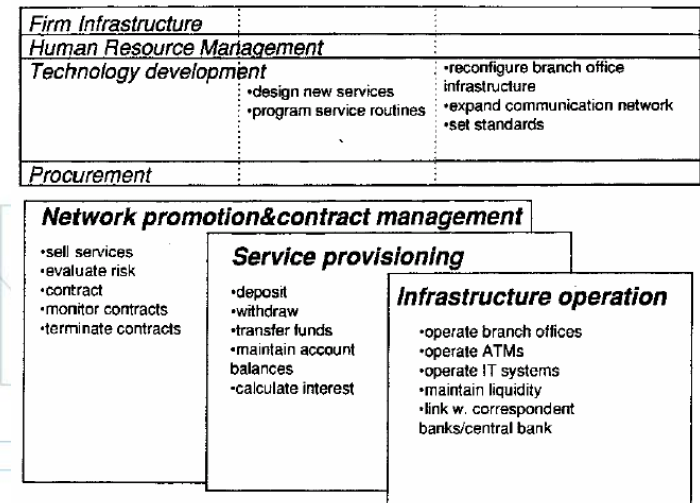
# Value Configuration



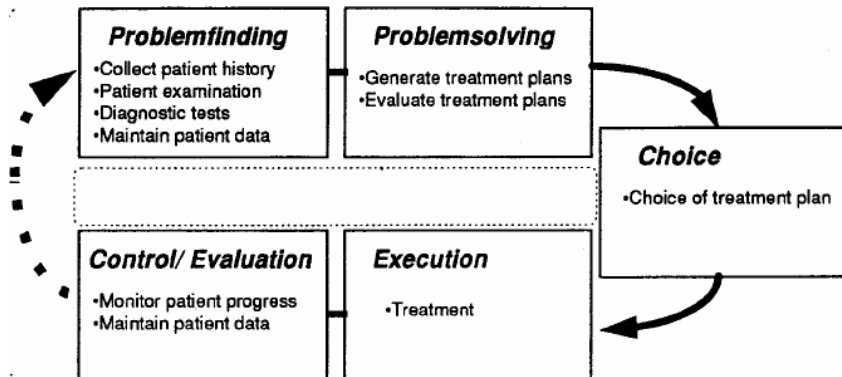
## Value chain



## Value network



## Value shop





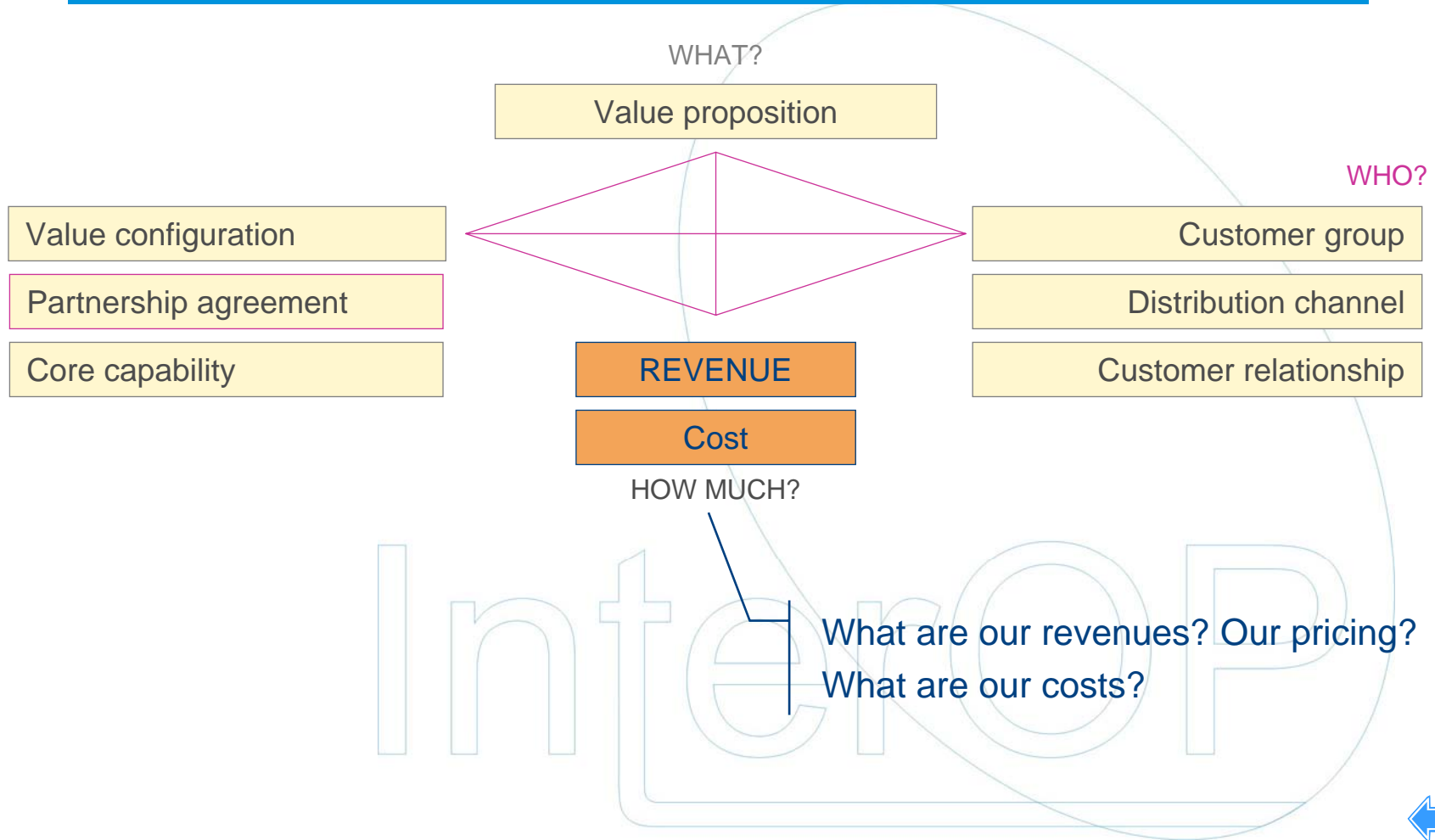
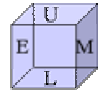


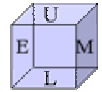
# Partnership Agreement

- Reasoning
  - Economy of scales
  - Risk mitigation
  - Resource acquisition
- Strategic importance
  - Relevance for business success
- Degree of integration
  - Closeness of partnership
- Degree of competetion
  - Partner is a competitor or not
- Substituability
  - Ease of finding a substitute partner

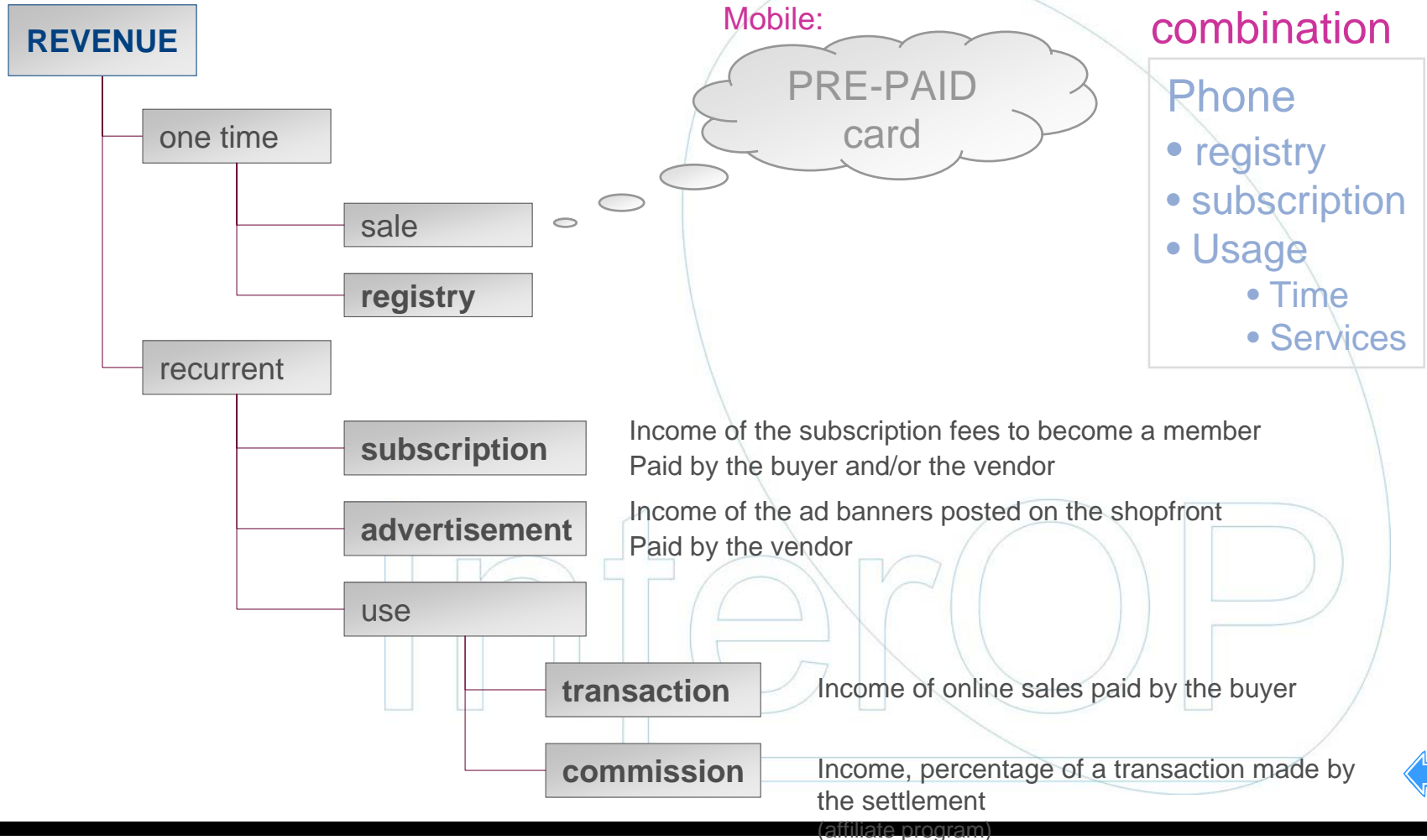


# Financial Aspects





# Revenue Streams – Categories



# BMO – Links



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InterOP

