

# Towards an Ontology and Canvas for Strongly Sustainable Business Models: A Systemic Design Science Exploration

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Supplementary Materials List for a thesis submitted to  
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## List of Supplementary Materials

The following items have not been printed (due to colour / size) but are provided on CD ROM (at back of printed thesis) / separate PDF files (on-line).

The conceptual and diagrammatic formalism used in these diagrams is described in Chapter 5. Section 5.2.6 introduces the conceptual formalism, and sections 5.4.4 thru 5.4.8 describe the diagrammatic formalism. SM1 and SM2 are described in the cited work. SM3 thru SM5 are described in Chapter 7. SM6 and SM7 are described in Chapter 8.

SM1 & SM2 and SM6 & SM7 are copyright their respective owner and are **not** included in the Creative Commons License. Reproductions cannot and must not be made available for subsequent uses without prior written permission of the owner.

- SM1. Summary visual representation of the Business Model Ontology, 8.5”x11” (Osterwalder, 2004b, Slide 7; Osterwalder, 2004a, p. 44).
- SM2. Detailed, formal diagrammatic representation of the Business Model Ontology, showing all entities, details of specific entity relationships, and all attributes for each specific entity 8.5”x14” (Assembled from text, tables and figures Osterwalder, 2004a, pp.42-102).
- SM3. Summary visual representation of the Strongly Sustainable Business Model Ontology, 8.5”x11” (v1.031). (Chapter 7).
- SM4. Detailed, formal diagrammatic representation of the Strongly Sustainable Business Model Ontology (v1.031). (Chapter 7).
  - SM4a: 11”x17” diagram showing all entities and details of specific entity relationships.
  - SM4b: 11”x17” diagram that adds details of all attributes for each specific entity.

- SM5. Diagrammatic representation of the Strongly Sustainable Business Model Canvas. (Chapter 7).
- SM5a: 11"x17" overview diagram (v1.03).
- SM5b: 8.5"x11" blank canvas with help comments (v1.031).
- SM5c: 48"x"58" blank canvas (v1.032).
- SM6. An example instantiation of the Strongly Sustainable Business Model Ontology (v1.022) showing the business model of The Timberland Company (Chapter 8).
- SM6a: 44"x44" Detailed tabular form using spreadsheet tables.
- SM6b: 8.5"x11" Presentation format summary.
- SM7. An example instantiation of the Strongly Sustainable Business Model Ontology showing the business model of The Timberland Company expressed using post-it notes on the Strongly Sustainable Business Model Canvas (v1.03) (24"x20"). (Chapter 8).

## **Bibliography for Supplementary Materials**

- Osterwalder, A. (2004a). The Business Model Ontology: A Proposition in a Design Science Approach. (Ph.D., l'Ecole des Hautes Etudes Commerciales de l'Université de Lausanne). , 1-172.
- Osterwalder, A. (2004b). The Business Model Ontology: A Proposition in a Design Science Approach - PhD Defense Presentation. (Ph.D., l'Ecole des Hautes Etudes Commerciales de l'Université de Lausanne). , 1-26.