

# SM4b: Strongly Sustainable Business Model Ontology - Detail including Entity Attributes

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Based on criticism and review of Osterwalder, A. (2004) 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

Context: Environment (Physical / Chemical / Biological)

Context: Society (Social / Technological)

Context: Financial Economy (Monetary)

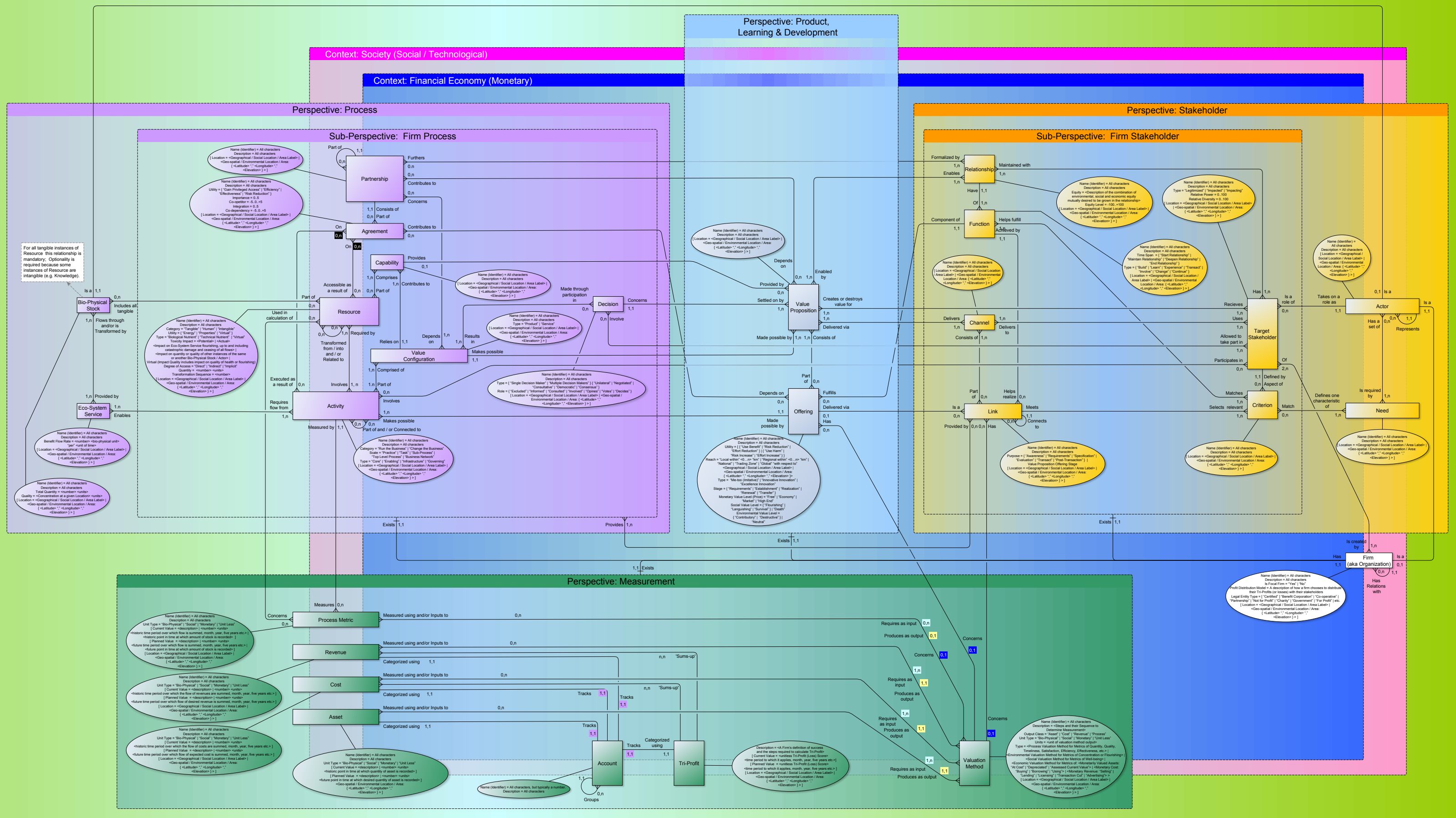
Perspective: Product, Learning & Development

Perspective: Stakeholder

Perspective: Process

Sub-Perspective: Firm Process

Sub-Perspective: Firm Stakeholder



For all tangible instances of Resource, this relationship is mandatory. Optionality is required because some instances of Resource are intangible (e.g. Knowledge).