

Business Modeling Notation (BMN) 0.8

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Elements



Actor

An Actor is a normal person, a legal entity or a group of offerer, participate part in the business model. This element also represents the own position within the model (e.g. "Me" or "Own Company").

Examples: "Government" or "MyCompanyName"



Activity

Activity is a task, a job or a whole production process which is necessary to perform a certain service within the business model. An activity can either be executed by or it can be outsourced to a partner.

Examples: "Programming" or "Production"



Value Link

The value link describes the flow of value (services, resources, etc.) from an offering actor to an receiving actor.



Detail Link

Detail Links allow a more detailed description of model elements by linking them to sub-elements. The details show e.g. how the elements is achieved and what they consist of.



Customer

A customer is an actor to whom something is offered. He/ she has a certain need (goal) that has to be satisfied.

Examples: "Students" or "Technology Startups"



Resource

Resources are material or financial means, property rights, manpower or information that are needed to enable the creation of your offers. You either already have resources yourself (your company) or they are obtained via one or several partners.

Examples: "Electronic Components" or "Capital"



Partner

Partners are actors that deliver certain resources or fulfill an activity and thus are needed to guarantee the performance of your own offer.

Examples: "Packaging Supplier" or "Advertising Agency"



Offer

An offer can be a product or a service which is offered to a customer. Both can either be charged or free of charge.

Examples: "Cheap Books" or "Consulting"



Competitor

The competitor is an actor representing a threat to a specific offer of your own business model.

Examples: "You run an online shop for books, therefore, specialized bookstores or other online shops for books are competitors."



Distribution Channel

Distribution channels are used to gain attention, do the actual sale, set up the delivery and support the client.

Beispiele: "Store" or "Online Shop"



Goal

Goal is an actor's clearly defined intention which can be qualified and quantified using the SMART criteria.

Examples: "Offer Shipping Free of Charge, Starting June 2014" or "Acquire 1.000 New Customers Until 2015"



Customer Retention

Customer Retention describes the relationship towards a customer and why he/she uses or buys a product repeatedly.

Examples: "Personal Counselling" or "Lock-in-Effect"



Softgoal

Ein weiches Ziel ist eine Absicht eines Akteurs, welche spezifisch und relevant aber schwer messbar und zu terminieren ist.

Examples: "Create a Cool Brand" or "Spread Happiness"

Constructs

Simple and Incomplete Value Chain

A simple value chain consists of two actors (provider and receiver) and the exchanged value (e.g. a resource).

The value can also be the satisfaction of a goal. If no provider is available, the value chain is incomplete. In this case the Actor has needs to find a suitable provider.

Detailbaum

Detail trees under actors describe which goals the actor has, through which activities he/she tries to achieve them and which resources are needed therefore. Detail trees under other elements describe which other elements they consist of (e.g. sub-offer) or requirements regarding them (e.g. a needed resource).

Komplexe Wertschöpfungskette

A typical complex value chain (more than one red value element) describes the offering of an offer via a distribution channel to fulfill a certain customer's goal (need).

For a complete description of the deployment of an offer the value chain should contain all of the elements shown above.

Kundenbindung

The customer retention can be associated to a certain customer or a certain distribution channel. In case of the distribution channel the retention is associated to all customers targeted by this channel.

Threats from Competition

Competitors threaten certain offers in the business model. The threat is marked using the red value link. This means the competitor can also offer this value (e.g. through a substitute product).

Color Concept

- Action Necessary (Not Fully Linked)
- Actor (linked)
- Value (linked)
- Detail (linked)

Not, or not fully linked, elements are colored blue and signal the need for action from the modeler. Actors are dark gray and are clearly distinguishable from red value elements between them. Details are light gray, to emphasize their subordinate character.

