A Business Plans Training Tool based on the Semantic Web Principles

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Economy shift
From the traditional to the knowledge economy

Knowledge Economy
Interactions between people and systems

Traditional Economy
Transformational Activities

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Strategic Advantage shift
From ownership of knowledge to flow of knowledge

Flow of knowledge
Interactions between experts and groups

Ownership of knowledge
Individual champion (expert)
Tacit Knowledge

Explicit Knowledge

Required Competencies

Skill Gap Analysis

Filtering

User Acquired Competencies

Combination

To be Acquired Competencies

Externalization

Socialization

Internalization

Competencies

To be Acquired

Competencies

Required

Competencies
Development of Organizational Knowledge
A Case Study: Development of business plans

A strategic tool for external use

Investors

Stakeholders

The business plan

An operating tool for internal use
The business plan as an operating tool

- manage the business more effectively,
- identify areas of weakness and strength,
- pinpoint needs,
- spot opportunities early,
- best achieve business goals,
- see problems before they grow large and help identify their source, thus suggesting ways to solve them.
The business plan as a strategic tool

- provides information needed by others to evaluate the venture, since a thorough business plan can quickly become a complete financing proposal that will meet the requirements of most lenders.

- convinces readers of the entrepreneurs’ ability to understand their market, demonstrate their technical knowledge required in the field, and the company’s ability to understand and respond to customer needs.

- shows entrepreneurs’ ability to manage the business so it can be operated in a profitable way and repay the loans.
Use a S/W package and “fill in the blanks” or participate?

Fill in the blanks

Understand the content and participate

OR
The goal: Active users participation through training

To enable users understand business process modeling concepts in general, with the objective to enhance and empower their ability in developing business projects by preparing good business plans.
Ontology-based knowledge networks

Capturing and representing scenario knowledge
Ontology-based Training Scenarios

- Concepts-Relations
- Instances
- Multimedia
- Ontology Repository
- Knowledge Repository
- Content Repository
Domain Experts record their knowledge on the particular field under consideration in terms of an ontology.
Upper-ontology Constructs

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The Content Repository
The Knowledge Repository
A Training Scenario: A high level view of the flow
### Navigation to content

#### Chart Description

- **Chart Title**: Not specified
- **Diagram**: Pie chart and bar chart showing data distribution.
- **Data Distribution**
  - Κατοικία: 27%
  - Ανατομία: 23%

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**Aristomenis Macris & Dimitrios Georgakellos**
Advantages for the designer

- Reusability of domain knowledge
- Unique definition of ontology constructs
- Ontology constructs Inheritance
- Semantic web integration
Advantages for the user

- Semantic search
- Knowledge navigation
- Knowledge dissemination
Other domains of application

- Formulation of business strategy
- Healthcare workflows
- Sustainable Development
- Banking workflows
- Accounting
- Enterprise Resource Planning
- Business Process Management
- Workflow Activity Assignment Policies
- Etc.