

Friday Interactive Workshop:

Ventity and entity-based System Dynamics modelling

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Through practical demonstration, we describe a new platform for system dynamics modelling that supports detailed and object oriented modelling while preserving attractive features of existing tools, including a completely declarative language with a graphical representation.

New concepts supporting this platform include collections of entities, attributes, relationships, aggregation and allocation functions, and actions, which are presented with examples.

The design facilitates modularity and collaboration, provides a more natural description of detail than arrays, and solves sparse matrix problems. It has application to both traditional system dynamics, with modular sectors, and to agent based modelling.

<http://vensim.com/vensims-new-partner-ventity/>

Lee Jones is co-founder and owner of Ventana Systems UK, a consultancy dedicated to the application of System Dynamics in support of organisations around the world. With 22 years SD experience, Lee works with business and government in North America and Europe, supporting strategy development and policy making, and provides workshops in Vensim and System Dynamics in the United Kingdom. Lee is a Policy Council member of the UK Chapter of the System Dynamics Society. <http://uk.linkedin.com/in/leejones66>