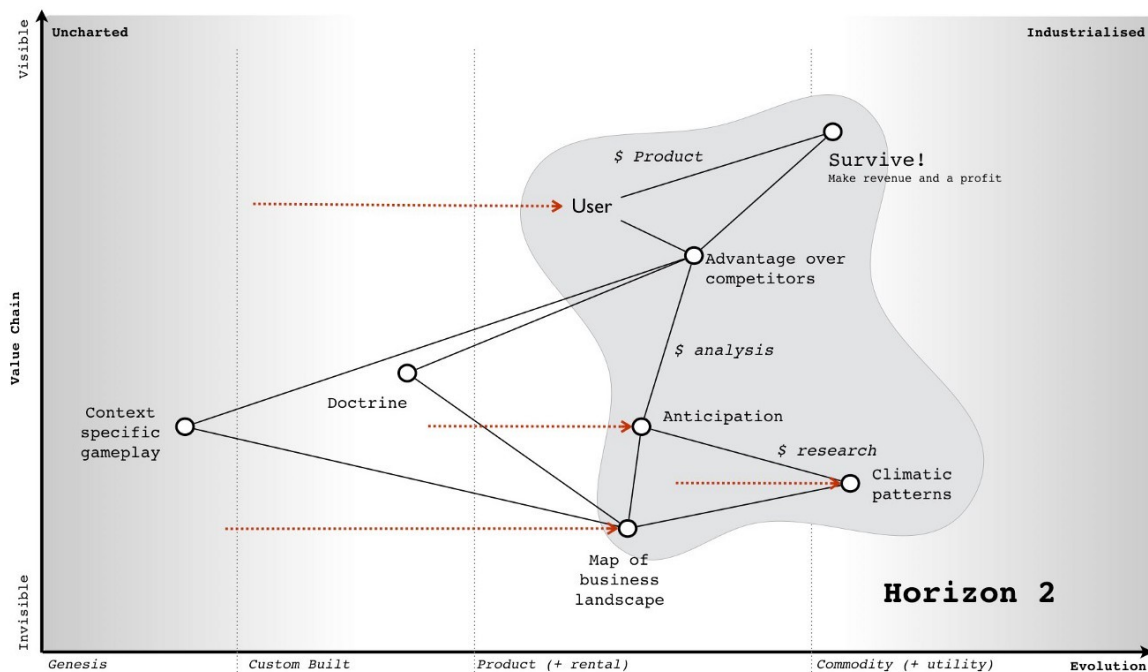


my boutique consultancy entering a world where products did the same thing. I would know in advance that we'd have inertia to that, any shift from one stage of evolution to another (e.g. custom to product) causes inertia through past success. It's one of those climatic patterns. I've mapped this change in figure 215.

Figure 215 — Horizon two



But, with foresight — and I'd hope that I'd be using mapping on myself — then it would be relatively trivial to anticipate and overcome the inertia. How about horizon three? In this case, we get a divergence. I could for example focus on further industrialisation to a more utility service exposed through some form of API — Anticipation as a Service or AaaS for short. Of course, such as change along with mirth over the acronym would come with significant inertia created by any existing product based business model. Alternatively, I could expand into