

were fundamentally different? Maybe ubiquity for gold bars meant 2% of the total population owning them whereas ubiquity of smart phone meant everyone owns three of them? I couldn't just measure adoption because there could be a bigger market just around the corner. What I needed to do was measure was adoption in its 'ubiquitous' market. But was it that? How do I calculate it?

By pure serendipity, it was just at this time that I stumbled upon the Stacey Matrix. This is a mechanism for classifying types of agreements between groups. At one extreme, you had groups that were far from agreement with high levels of uncertainty; this was the domain of chaos and anarchy. At the other extreme you had groups that were close to agreement with high degrees of certainty, the domain of simple. What struck me with the Stacey Matrix (see figure 75) was the polar opposite nature of the domains and how the language was not dissimilar to the apparent process of evolution.

**Figure 75— Brenda Zimmerman's simplified version of The Stacey Matrix**