



Since this change is common for all components then I was able to collect a list of characteristics in order to produce the cheat sheet previously shown in figure 17 ([chapter 2](#)). Now, you might argue that this is circular because I'm stating the extremes are different using a map which is built with a cheat sheet which assumes that the extremes are different. This is a perfectly reasonable challenge and one which requires me to explain how that evolution axis was created. That subject is an entire chapter of this book and if you wish you should skip ahead to read it ([chapter 7 — finding a new purpose](#)). For the time being, it is enough to know that all your components evolve due to competition and as they do so their characteristics change from the uncharted to the industrialised. You cannot stop them evolving if there exists competition around them.