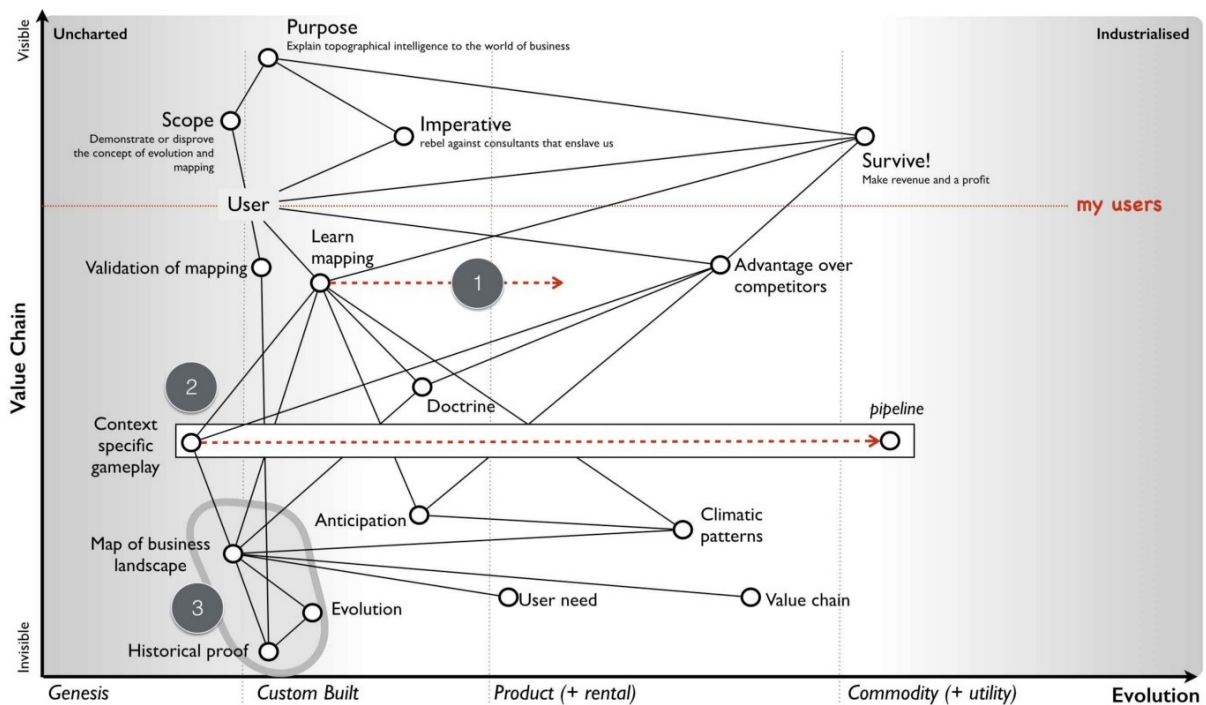


create a business, with a strong purpose and though it would have to adapt as components changed, there would be other opportunities for me to exploit. Even if I open sourced the mapping method to encourage it to spread (which I did by making it all creative commons) then I knew that I could create a future as an “*arms dealer*” of gameplay.

Figure 71 — Mapping the landscape.



There was a weakness however to this plan caused by *point 3*. The whole play would depend upon some sort of validation of mapping and at that time, I had nothing to back up my evolution axis, no success stories and no volume of users. I also needed users with success stories to entice other users because like it or not, the mantra of “*67% of other generals bomb hills, I should learn to bomb a*