



Unless you're extremely lucky then all the components are likely to be in the wrong stages of evolution. Hence start to move the components of the value chain to their relevant stage. For each component the group should question how evolved it is? In practice the best way to do this is to examine its characteristics and ask: -

- How ubiquitous and well defined is the component?
- Do all my competitors use such a component?
- Is the component available as a product or a utility service?
- Is this something new?

Be warned, this step is often the main cause of arguments in the group. You will regularly come across components that parts of the group feel