

- the greater the economies of scale in our underlying components
- the more meta data exists to identify future patterns
- the broader the scope of innovative components built on top and hence the wider the future environment that we can scan

This translates to an increasing appearance of being highly efficient as we industrialise components to *commodity* forms with economies of scale but also highly customer focused due to *leveraging* meta data to find patterns others want. Finally, others will come to view us as highly innovative through the *innovation* of others. All of these desirable qualities will increase with the size of the ecosystem as long as we mine the meta data and act as an effective gardener.

Being constantly the first mover to industrialise a component provides a huge benefit in enabling us to effectively be a fast follower to future success and wealth generation. The larger the ecosystem we build, the more powerful the benefits become. There is a network effect here and this model stood in stark contrast to what I had been told — that you should be a fast follower and that you could be one of highly innovate, efficient or customer focused. Looking at the map, I knew that with a bit of sleight of hand then I could build the impression that I was achieving all three by being a first mover to industrialise and a fast follower to the uncharted. I normally represent this particular form of ecosystem model (there are many different forms) with a set of