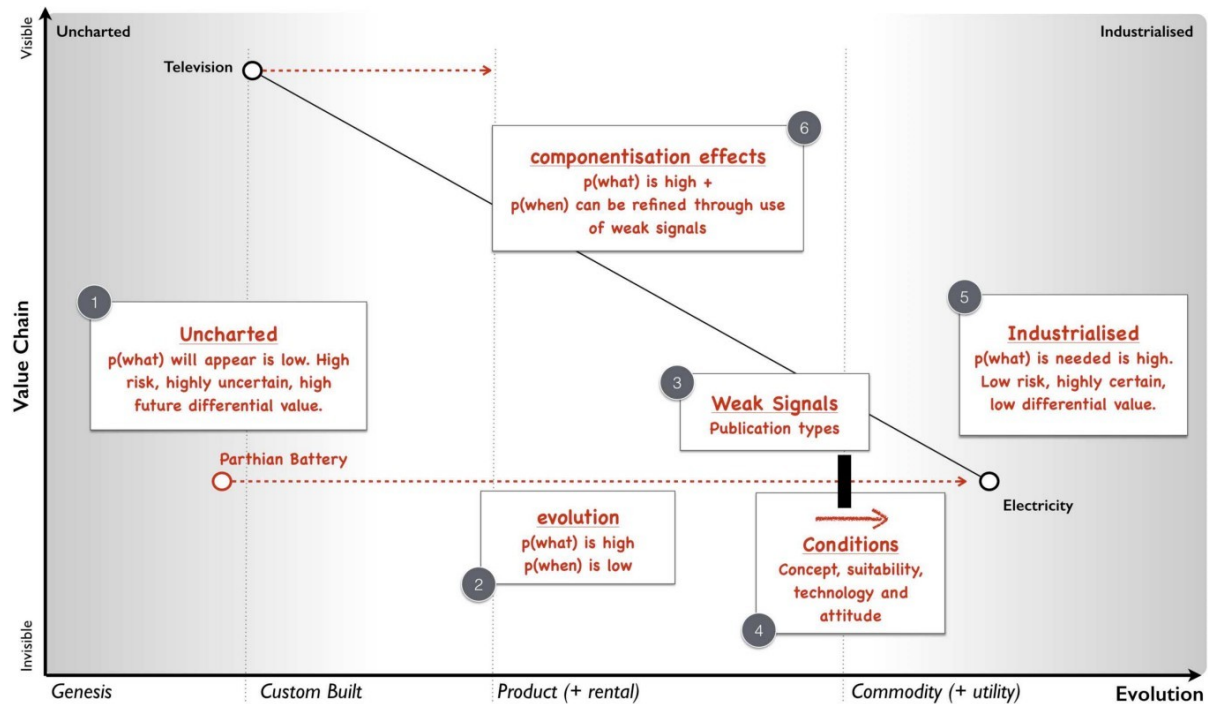


Figure 96 — Anticipation on a map



*Point 1* — activities in the uncharted space are highly uncertain in terms of what is needed — “*Ere be Dragons!*” They have a low predictability of what — a low  $p(\text{what})$ . Despite the risk due to their uncertainty, they also have the highest future potential value. It’s a space where you have to gamble and experiment in but it provides future opportunity.

*Point 2* — activities will evolve. The path of evolution can be described hence predictability of what will happen is high. We know that custom built systems combined with supply and demand competition will lead to products. However the predictability of when this will happen is low as it depends upon individual actors actions. Furthermore, the predictability of specific change e.g. this product will substitute that product is low because we’re still learning. Hence we