

In 2014, I was messing around with modelling agents in a competitive market and looking at various impacts on company longevity. This was partially out of curiosity, a desire to learn and general play. I wasn't expecting to find anything. I created a simulation with 1,000 agents (companies) competing against each other with each company having a starting age of 45 years. I added some variables for disruption through product vs product substitution, overlaid a peace, war and wonder cycle including new entrants and disruption of past players. I then added steps for acceleration of evolution due to industrialisation of communication mechanisms. I ran a multitude of scenarios and noticed patterns starting to emerge. One of the most interesting is shown in figure 152

Figure 152 — Agent modelling of competition.

