

- The map of mapping (figure 69) contains components which are also the axes of the map i.e. the idea of evolution is itself evolving along the evolution scale. Mapping can be applied to itself. It also means that these current maps are little more than Babylonian Clay Tablets. Someone will make a better map.
- There are many different things which we call *innovation* — this includes *genesis* of an act, feature differentiation of a *product* and a shifting business model from product to utility. They are very different despite our use of a single term to describe them.

## Climate : Evolution

- You cannot measure evolution over time or adoption.
- Evolution is measured over ubiquity versus certainty. The “ubiquitous” market for one activity (e.g. smartphones) is not necessarily the same as the “ubiquitous” market for another (e.g. gold bars).
- Evolution consists of multiple diffusion curves. Evolution and diffusion are connected but separate concepts. Don’t confuse the two.
- Evolution is driven by supply and demand competition.