

I could have described this as a chain of needs but I wanted to emphasise what the user valued. They cared about what was provided to them and not who provided my electricity. Of course, as the provider of the service, I cared about everything — my users' needs, what compute we used and even what electricity provider we employed. In much the same way, the user cares about the toaster and what it does and not that you lovingly created nickel heating elements by hand rather than using standard components. Though, they will probably care if you try and charge them a thousand pounds for a toaster which bursts into flames at first use.

The components of the map also have a stage of evolution. These are:-

*Genesis.* This represents the unique, the very rare, the uncertain, the constantly changing and the newly discovered. Our focus is on exploration.

*Custom built.* This represents the very uncommon and that which we are still learning about. It is individually made and tailored for a specific environment. It is bespoke. It frequently changes. It is an artisan skill. You wouldn't expect to see two of these that are the same. Our focus is on learning and our craft.

*Product (including rental).* This represent the increasingly common, the manufactured through a repeatable process, the more defined, the better understood. Change becomes slower here. Whilst there exists differentiation particularly in the early stages there is increasing