

Not everything is random

Not everything is uncertain within the map. There are various aspects which can be anticipated though the level of predictability is not uniform. In some cases you can say what will happen due to aggregated market effects (e.g. this act will evolve) but not precisely when the next iteration of a more evolved product will appear (e.g. it depends upon actors action). In other cases you can anticipate both the what and the when.

Economy has cycles

The economy demonstrates cycles such as the peace, war and wonder cycle. We start with the wonder of a new, uncommon and poorly understood thing. As we learn more then the applicable market grows and products are produced. New giants form and dominate a rather peaceful time of sustaining competition. There is some disruption (i.e. product to product substitution) and the competition is still fierce but the giants generally weather these storms. Then the act evolves to more industrialised forms, new entrants become the new titans, past giants tend to fall being stuck behind inertia barriers created from their own success. This is the time of war where competition becomes life threatening for those past giants. New industries built on the industrialised components form and a new state of wonder is born.

Two different forms of disruption

There is more than one form of disruption such as the unpredictable product to product substitution to the more predictable product to utility substitution. The latter can be anticipated through weak signals.