

the more common financial models. I do love a good spreadsheet, I've spent years of my life immersed in cashflows, GAAP, chart of accounts, options analysis, business models and all manner of delightful things. However, a word to the wise, put these to the back of your mind for the moment. The financials can often be skewed by a bias to the present. So, as tempting as it is to dive straight into the financials, start with the landscape.

With the map provided, one immediate thing I'm going to note is that we have inertia against using the public platform space via both security and the systems group. I'm going to mark that onto the map in figure 199 and cut out the superfluous "*in-house*", "*public*" terms as it should be obvious by now.

**Figure 199 — adding inertia.**

