problem. Maybe they're not as smart as we think? Maybe they're working on a solution? We don't know but this is a potential weakness.

Lastly, there's a final opportunity in the data set. Yes, a product is now available but that doesn't mean we can't try and out commoditise this and turn data into some form of utility with an open data play (*point* 1, figure 178).

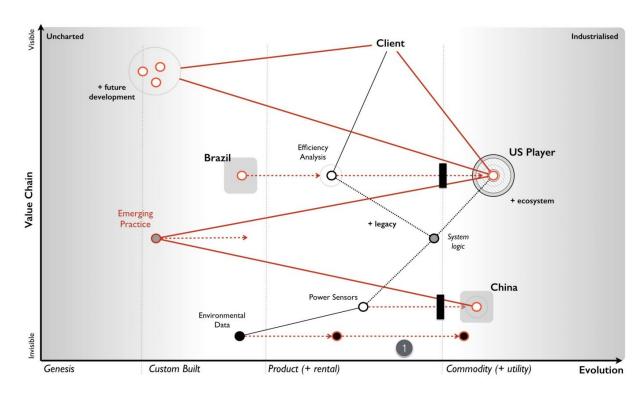


Figure 178 — Turning data into a utility.

The strategy outlined by the subsidiary needs some serious work on it. However, before jumping the gun let us take a look at the company again. The strategy might be bad but the question is whether the company is recoverable in the time frame?

Examining doctrine