(i.e. serverless environment) with Zimki in 2005. But it's no more than a guess.

We can also at this point start adding some primitive gameplay. For example, we could — if we have decided to play a legacy game and not build for the future market — spread fear, uncertainty and doubt over the utility platform. Alternatively, we might play an open play around the co-evolved practices to help them evolve more quickly. We might do this to create a name for ourselves in this space, to build a "*centre of gravity*" around the skill-sets needed in anticipation that this will become a lucrative market for us. I've outlined these two very simple plays in figure 207.

Figure 207 — Two basic plays