



### *Climatic pattern: No choice on evolution*

As components within your value chain evolve then unless you can form some sort of cartel and prevent any new entrants then some competitors will adapt to use it whether utility computing, standard mechanical components, bricks or electricity. The benefits of efficiency, faster creation of higher order systems along with new potential sources of worth will create pressure on others to adapt. As more adopt the evolved components then the pressure on those who remain in the “old world” increases until it is overwhelming. In figure 25, a company (in grey) adapts creating pressure on all the others to adapt. As more adapt, the pressure on the remaining companies increase.

**Figure 25 — No choice on evolution**