between 2006 and early 2007. Investors wanted to hear web 2.0, collective intelligence and user driven network effects. Terms like "compute utility" and "coding platform" were just not "something we'd invest in". There were exceptions, such as BungeeLabs but as one investor told me "Wrong approach, wrong technology and wrong place. No-one has ever heard of a successful tech firm from Old Street, London". It was a cutting point but fair enough, we were operating in a barren land with the barest whiff of tech companies and good souls. This was a long way from the heartland of Silicon Valley though of course, Old Street these days is known as Silicon Roundabout.

The crunch then came, and I had choice. Dismantle the service and the team, take a cushy number within the parent company or resign. I decided to take the hit. Cloud became that billion-dollar industry and Serverless will grow far beyond that, realising that trillion-dollar dream. If you're reading this and that hasn't happened yet then you still might not agree. Just wait. This story has its uses. When we consider mapping, there are multiple methods to use them to create an advantage or an opportunity. For example : -

Method 1) You can use a map to see how components that are evolving can be combined to create new activities or to support your own efforts. If what you're doing is focusing on building something new in the uncharted area of the map then you should note that whatever you do will be risky — it's the adjacent unexplored, an unknown area. In figure 246, I've given an example in the mobile phone space where each higher order system combined underlying