through a number of climatic patterns relevant to business and then we will apply them to our first map.

Climatic pattern: Everything evolves

All components on your map are moving from left to right under the influence of supply and demand competition. This includes every activity (what we do), every practice (how we do something) and every mental model (how we make sense of it). This means that everything has a past and a future. For example, in figure 20, the component described as platform was considered to be a product and in 2005, for an online photo service, this was provided by the LAMP (Linux, Apache, MySQL and Perl) stack. There were other competing product sets out there with different features but few of us would entertain the idea of custom building the lot i.e. with an online photo service then you wouldn't start by going *"we need to build our own novel operating system, our own computing language and our own web server software"*. However, roll the clock back further in time and that's exactly what you would have needed to do.

Figure 20— Everything evolves