

Let us now assume that we decide to use the map of mapping to build a new business. I'm going to take a part of the above map and concentrate around the provision of forecasting (i.e. anticipation of known changes) to others. I could have quite easily built a comfortable life around the weak signals that I had developed for forecasting change by creating a small boutique consultancy providing market and technological forecasts. The premise behind such a business is provided in figure 214. My purpose with such a business would have been to simply survive (i.e. make money), the user would be after an advantage over competitors and would likely measure this by the return on capital invested in a space. The business itself would provide anticipation services based upon known climatic (economic) patterns that use maps of the industry.

Figure 214 — Forecasting Service