



The point of this is that if your vision had been to provide personal will and contract writing services based upon access to lawyers, then what worked in the 1980s will by 2030 be mainly irrelevant or at best a niche market. There's nothing you can do about this because you're not solely in control, there are other players in the market and just because you don't want it to become a commodity doesn't stop someone else exploiting it as such.

These sorts of changes can also hit you from multiple directions including from lower down the value chain via reducing barriers to entry into your market. The newspaper industry has suffered a recent example of this with the printing press. Back in the 1980s, if you wanted to be a journalist then you had to work for a newspaper which owned or had access to a distribution network and printing presses. These capital intensive assets were a constraint that acted as a barrier