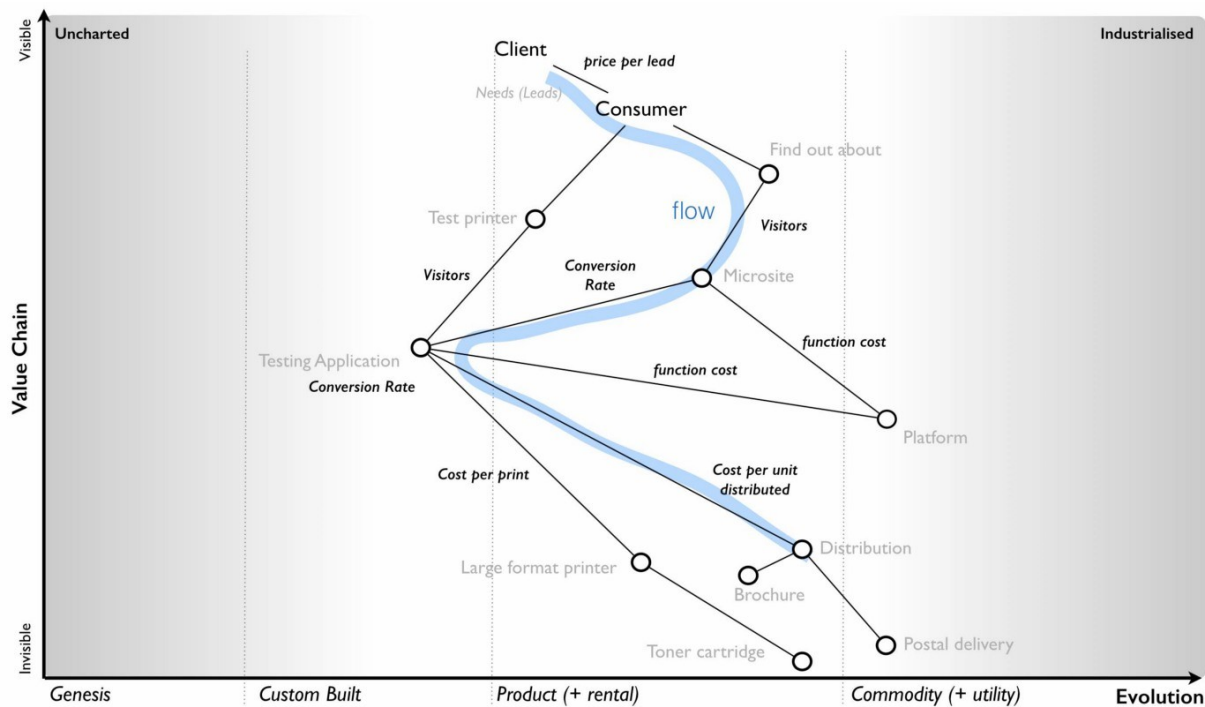


brochures are available. In figure 86, I've given an example of a flow within a map from potential consumer through their need to microsite to testing application to distribution.

Figure 86 — Flow of the LFP project



It's important to note that the interfaces between components in a map represent these flows of capital whether physical, financial, information, knowledge, risk, time or social. It could be anything which we trade. Things are rarely free. Whenever you use a service then you're trading something whether it's information or social capital (e.g. loyalty to a scheme) or even just your time (e.g. to create new entries, to edit the content).

By using the concept of flow, it is relatively simple to build a financial model for the system. In figure 87, I've created the skeleton of such a