

inability to find something useful to call them, then these types represent *activities*, *practices*, *data* and *knowledge*. All of these types of components can move and in our case this means evolve from left to right driven by competition. However, the terms we use to describe the separate stages of evolution are different for each type. In order to keep the map simple, the x-axis of evolution shows the terms for *activities* alone. The terms that I use today for other types of things are provided in figure 10.

Figure 10— Types and stages of evolution

<div>Stage of Evolution</div> <div>Type</div>	I	II	III	IV
Activities	Genesis	Custom	Product + Rental Services	Commodity + Utility Services
Practices	Novel	Emerging	Good	Best
Data	Unmodelled	Divergent	Convergent	Modelled
Knowledge	Concept	Hypothesis	Theory	Accepted

Lastly *climatic* patterns can be shown on the map. I’ve highlighted these more advanced elements onto figure 11.