

individual actors actions, we do know that there are aggregated effects caused by all actors. Evolution itself is a consequence of demand and supply competition by all actors and the Red Queen forcing us to adapt. We do know that if there is competition then components will evolve. We might not be able to say *who* will produce the more evolved form but we can say *what* will happen — it will evolve! This leads to the final aspect — *when*?

Unfortunately, evolution cannot be anticipated over time or adoption. Hence at first glance, the predictability of *when* things will happen would seem to be low. Fortunately there are conditions, signals and patterns that can help us cheat this a bit.

## Conditions, signals and climatic patterns

Let us consider the evolution of an act from a product to a commodity. In order to achieve this, a number of conditions need to be met. The *concept* of providing the act as a commodity must exist. The *technology* to achieve this must be available. The act must be *suitably* well defined and widespread. Finally, you need a willingness or *attitude* amongst consumers to adopt a new model. This latter part is normally represented by dissatisfaction with existing arrangement e.g the constant consumer complaint that “*this product is costly*”.

These four conditions — *concept*, *suitability*, *technology* and *attitude* — are essential for any change of state whether custom built to product or product to