A map of a competitive environment is simply a map of capital (i.e. stocks of physical, knowledge, data, social, financial and information assets) and flows between them. What a map also adds are the concept that those capital stocks have a *position* in a chain of needs and they are not static, they are *moving* (i.e. evolving) themselves. From the original evolution graph, then evolution is itself related to the ubiquity and certainty of the thing. The value of any thing is also related to certainty i.e. some things we're more certain about and can precisely define a value because the market is defined, whilst other things we're unsure of. This uncertainty is often embedded in a concept know as potential value i.e. when we say "this has potential value" we mean "this has an uncertain amount of future value" compared to the current market. Roughly speaking (and based upon an idea proposed by Krzysztof Daniel) then :-

$$\text{Evolution (x)} \propto \frac{\text{Current Value (x)}}{\text{Current Value (x)} + \text{Potential Value (x)}}$$

$$\text{Certainty of Value (x)} \propto \frac{\text{Current Value (x)}}{\text{Current Value (x)} + \text{Potential Value (x)}}$$

If Potential Value (x) >> Current Value (x) then

$$\text{Certainty of Value (x)} \propto \frac{1}{\text{Potential Value (x)}}$$

$$\text{Potential Value (x)} \propto \frac{1}{\text{Certainty of Value (x)}}$$