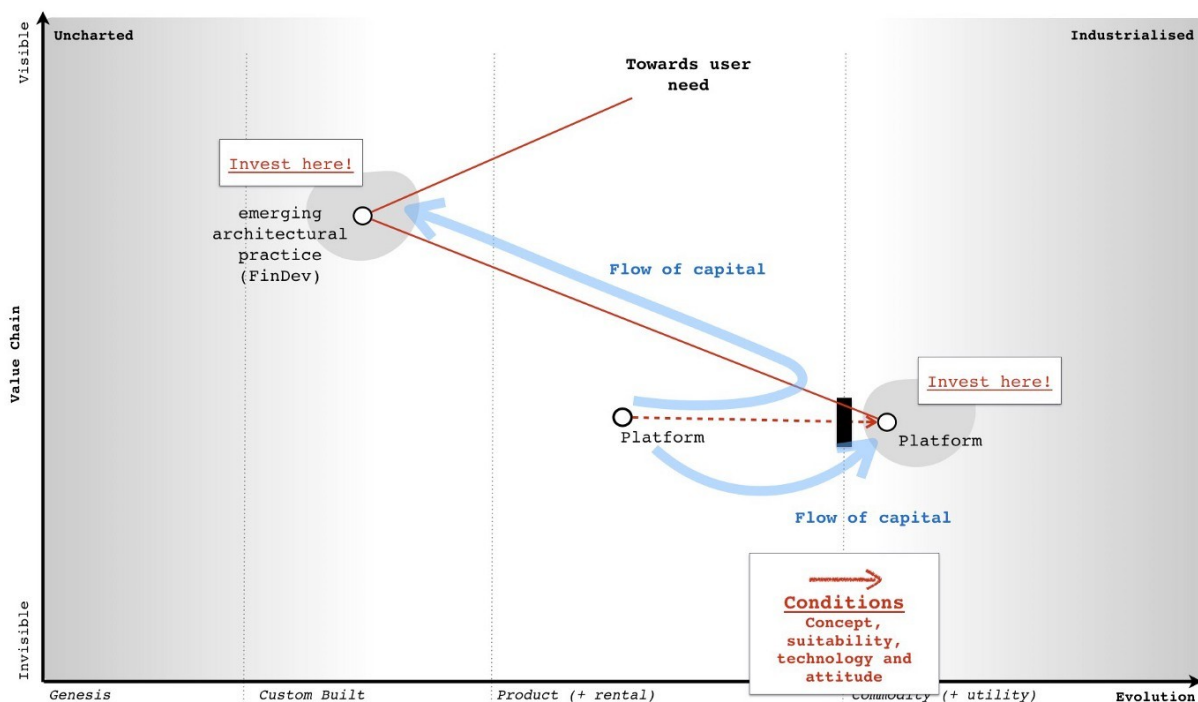


also be new practices (i.e. co-evolved) that will replace those past practices. The new higher order systems will themselves enable new needs (technically, they expand the adjacent possible, the realm of new things we can do) which means new customers. The past ways stuck behind inertia barriers, increasingly devoid of capital will die off.

If this sounds familiar, then it should. This is what Joseph Schumpeter termed “*Creative Destruction*”. The question is when will this happen? For that I turn to weak signals and examine those four conditions — does the concept of utility platform exist, is the technology there, is it suitable and do we have the right attitude? See figure 202.

Figure 202— do the factors exist?



In this case, someone is providing such a platform hence the concept and technology exist. We have services like AWS Lambda. In the