

know that smartphones will eventually evolve to a commodity but we don't know whose smartphone will win the race at any point during that evolution.

Point 3 — there are weak signals we can use such as publication types. Whilst the signals won't give us a definitive answer (the two executives travelling to the same location in their corporate jets might just be friends going on holiday) it can give us an indication.

Point 4 — there are conditions that need to be met before something can evolve to the next stage
— *concept, suitability, technology and attitude.*

Point 5 — activities in the industrialised state are well defined in terms of our interface to them such as the plug and the socket for electricity. They give the appearance of being well known, highly predictable, low risk and have little differential value. Continued evolution will be about more efficient provision.

Point 6 — the introduction of industrialised forms will encourage new activities to be built upon them — genesis begets evolution begets genesis. The predictability of what will happen — the appearance of new things — is high. However, just because we can anticipate the growth of new things, don't assume we can specify what those new things are. As noted in point 1, the predictability of what those new things will be is low. Don't confuse the two. We can anticipate what will happen (growth of new things) but we can't anticipate what those