supportive of this especially if we consider the potential for economies of scale and price cuts. Alas, we have no information to confirm that consideration. We should note that they have a *"fairly active development community"* growing around their API and have been accused of *"eating up the business models of some of those product companies"*. Contrary to this being a desperate act of cannibalisation, it is more likely part of an ILC like gameplay (as described in chapter 5 — *the decision to act*).

This is exceedingly dangerous as the larger that ecosystem grows then the more innovative, more efficient and more customer focused the competitor becomes. They are already ahead of us in both utility forms, provision of an API and core features. Let us add this bit of gloom and doom to our map.

Figure 173 — Ecosystem moves of the US player