

From the map above;

Point 1 — we have my needs i.e. my purpose, my scope and my moral imperative. This is my *why of purpose* expressed as a chain of needs e.g. be the world's best tea shop or teach everyone to map. Naturally, I'd hope that my purpose would lead to others doing something and hence there would be users. In 2007, my scope was relatively novel as few seemed to be talking about mapping. However, my imperative wasn't quite so unique. There were many rallying against the imposed consultancy industry.

Point 2 — whilst I hadn't expressed this before, I had an unwritten need to survive, to make revenue and a profit. This is a very common and well understood need. In my case, I hoped that I could achieve