by competition. Whilst you cannot predict when these changes will occur as evolution cannot be plotted over time, you can predict what will happen. This notion is contrary to the more random perception of "innovation". Amazon EC2, a utility computing infrastructure service (commonly known as cloud computing) wasn't a random accident but instead it was inevitable that some company would provide utility computing infrastructure.

Far from being like navigators in a storm constantly coping with the maelstrom around us, it appears that the sea has structure. Mapping seemed to have merit and I had a purpose, to teach everyone who would listen. Alas, it was 2008 and I was fast running out of cash. I would have to turn mapping to a profit one way or another.

Before we move on

I've covered quite a few concepts & hypothesis in this chapter and to be honest, I could probably write an entire book on this one topic alone. However, we've got a lot more to cover and so I think it's probably worth highlighting some lessons and moving on.

Purpose, Scope and Imperative

- Purpose, scope, moral imperative, survival and user needs can be connected in a chain of needs.

- All will evolve and be effected by the chain they exist within. Nothing is permanent.