

Where 1 — focus on the online photo service, for reasons of inertia and conflict.

Where 4 — build something novel and new based upon future industrialised services, for being too far reaching.

The question now became; given our choices could we influence the market in any way to benefit us? Could that help us decide why here over there?

Learning context specific gameplay

Context specific play: Accelerators, decelerators and constraints

I understood that everything evolved due to competition and had plenty of evidence to show past examples from electricity to nuts and bolts. The question was could I somehow influence this? By coincidence, from the very early days of 2001 we had not only been users of open source but also contributors to it. We supported the Perl language and many other open source projects.

I had purposefully used these as fertile hunting grounds to recruit my amazing team during 2002–2005. But I had also observed how open source efforts through collaboration with others had produced stunning technology that out surpassed proprietary efforts in many fields. In many cases, open source technology was becoming the de facto standard and even the commodity in a field. It seemed that the very act of open sourcing, if a strong enough community could be created would drive a once magical wonder to becoming a commodity.