

*Demand competition* and the consumer desire for anything which is useful or makes a difference or creates an advantage is the driver for ubiquity i.e. *anything useful spreads*.

*Supply competition* and the desire of providers to supply an activity to consumers is the driver for feature completeness and improvement of an activity. For example, an average car today includes as standard numerous things that were once novel feature differentiations such as electric windows, air bags, an alarm systems, a stereo, seat belts, roll bars and windscreen wipers. It's the desire to differentiate and to make things better combined with competition and copying that drives things to become more uniform, more complete and more certain.

It is important not to confuse evolution with diffusion though both patterns have an S-curve shape. The pattern of diffusion is one of adoption of a specific change over time whether that change is something novel or a feature differentiation or a particular business model. The first telephone diffused, a better method of producing glass known as the Pilkington float glass method diffused, new and improved washing powder diffuses and a utility model for provision of electricity diffused.

The pattern of evolution deals with the changing nature of something. It does not concern itself with adoption of a specific change (i.e. a better computer) but instead it shows how that activity itself has evolved from custom built to more of a product.