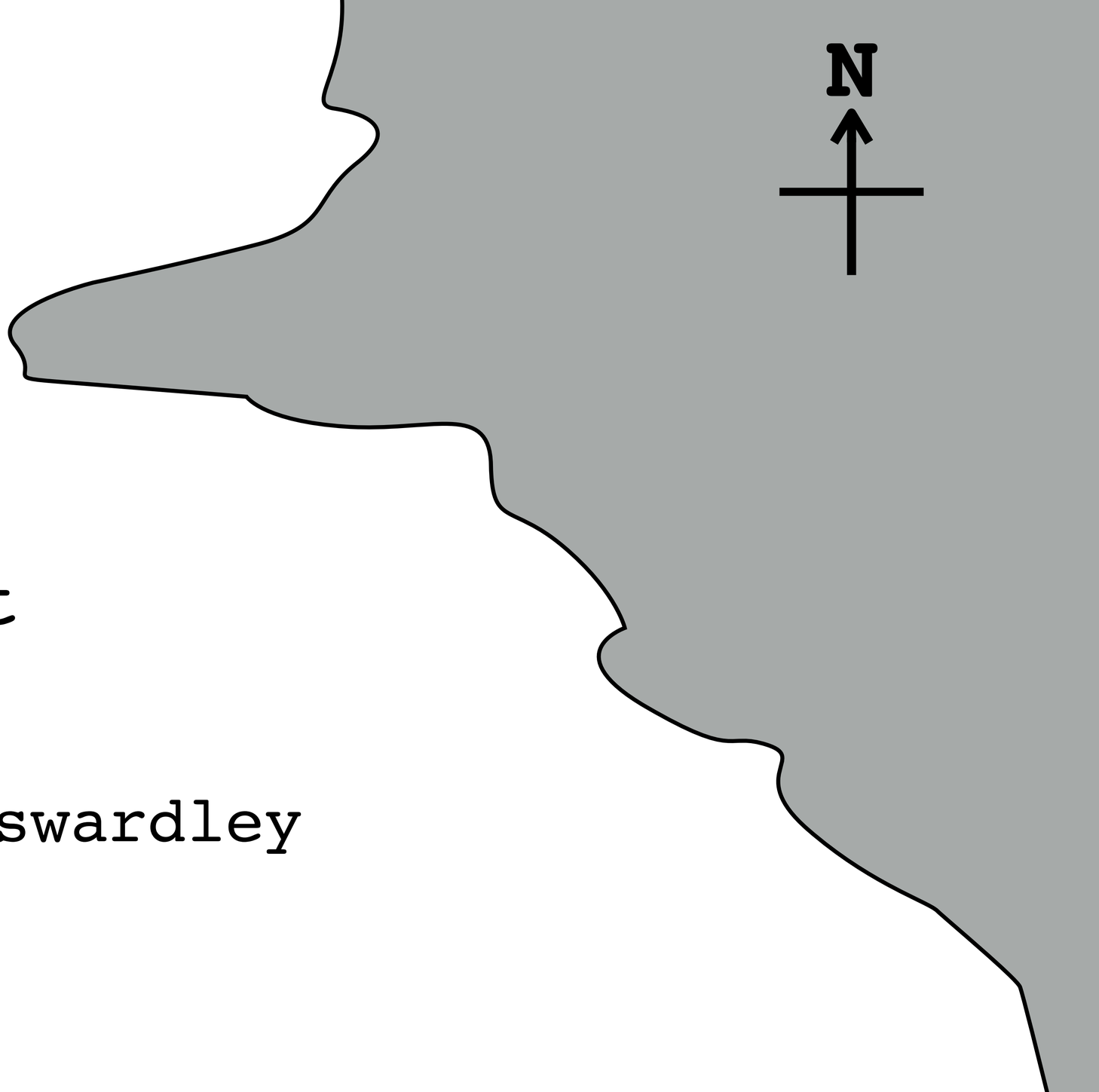
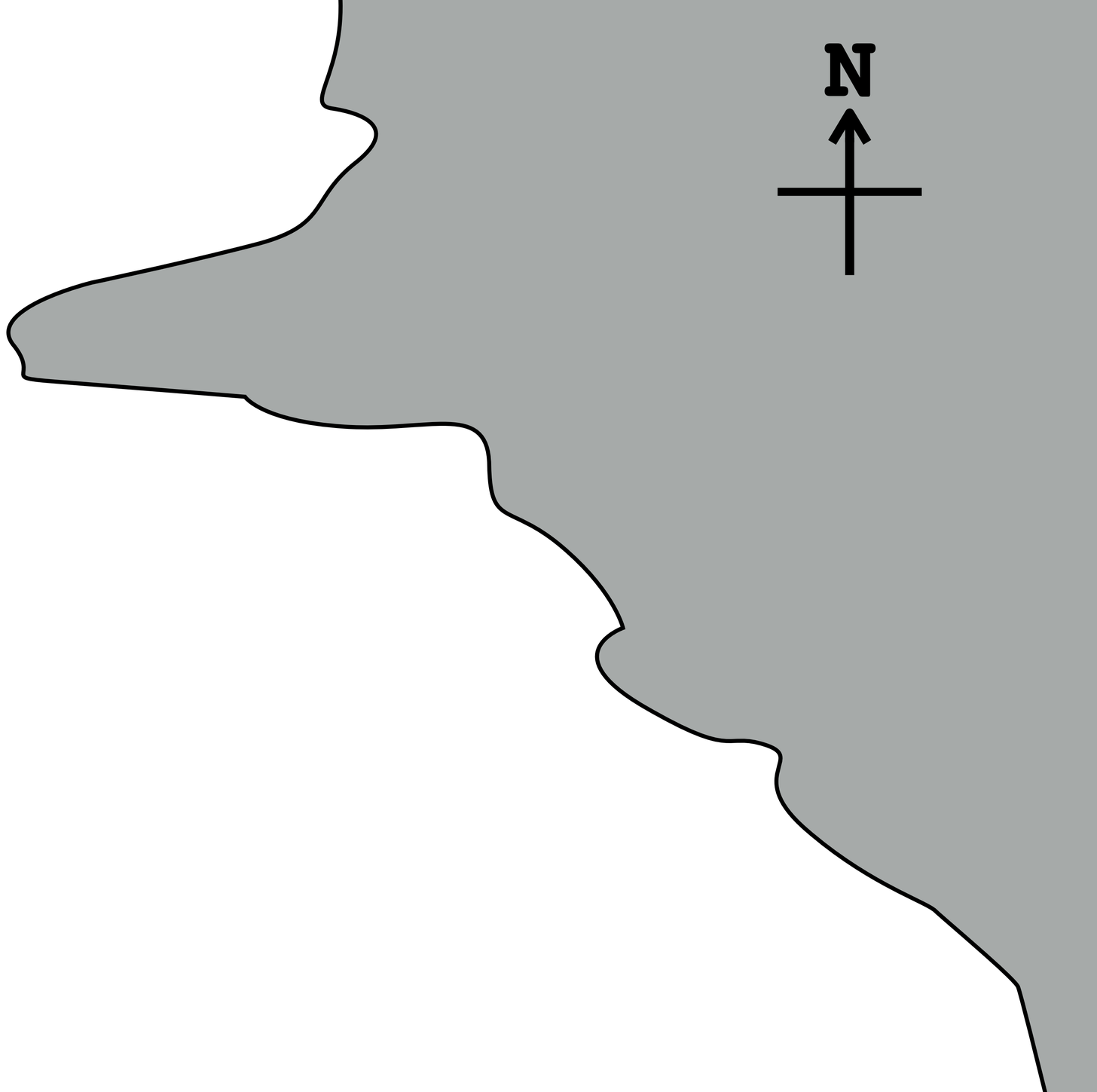


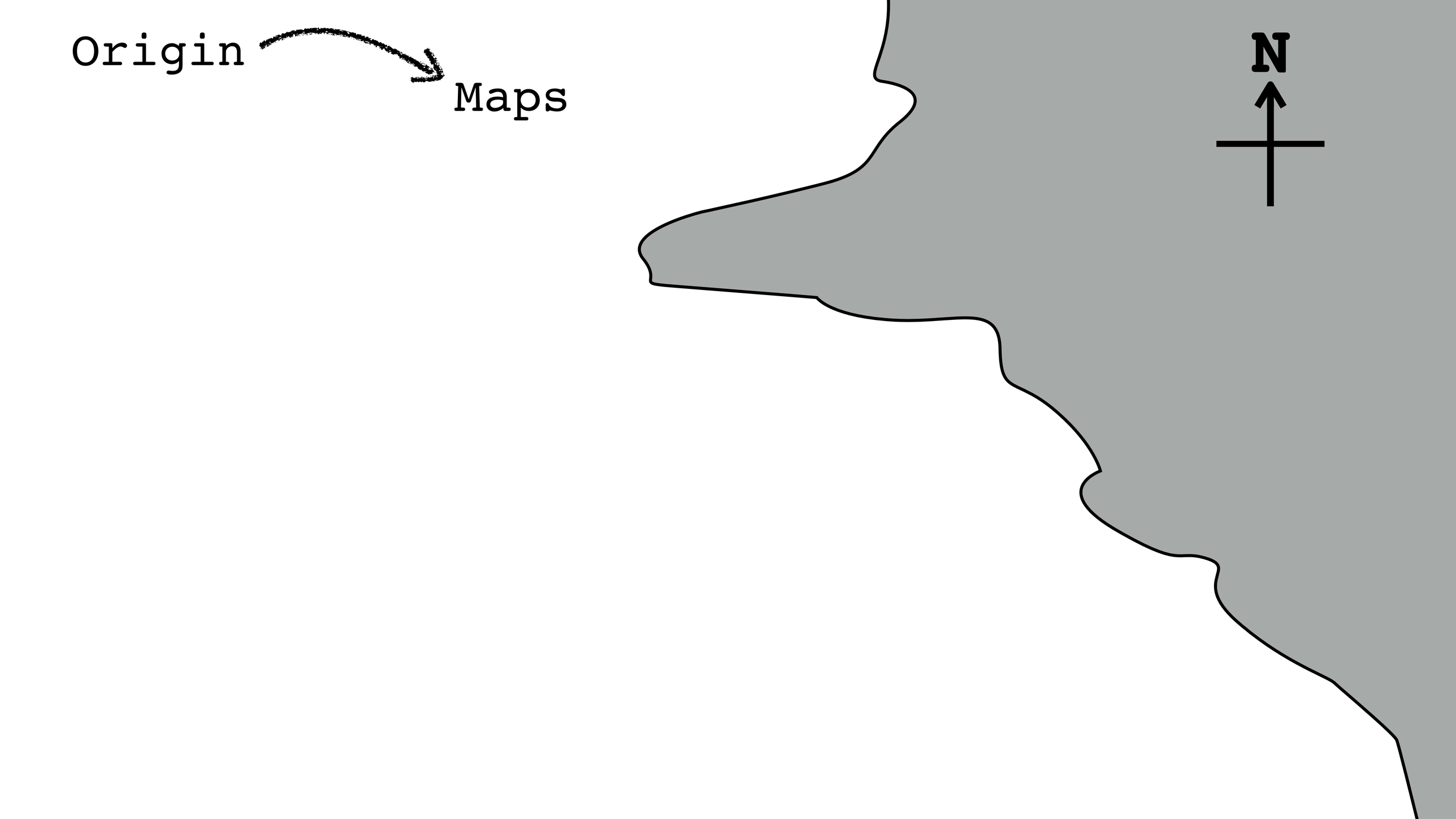
X marks the spot

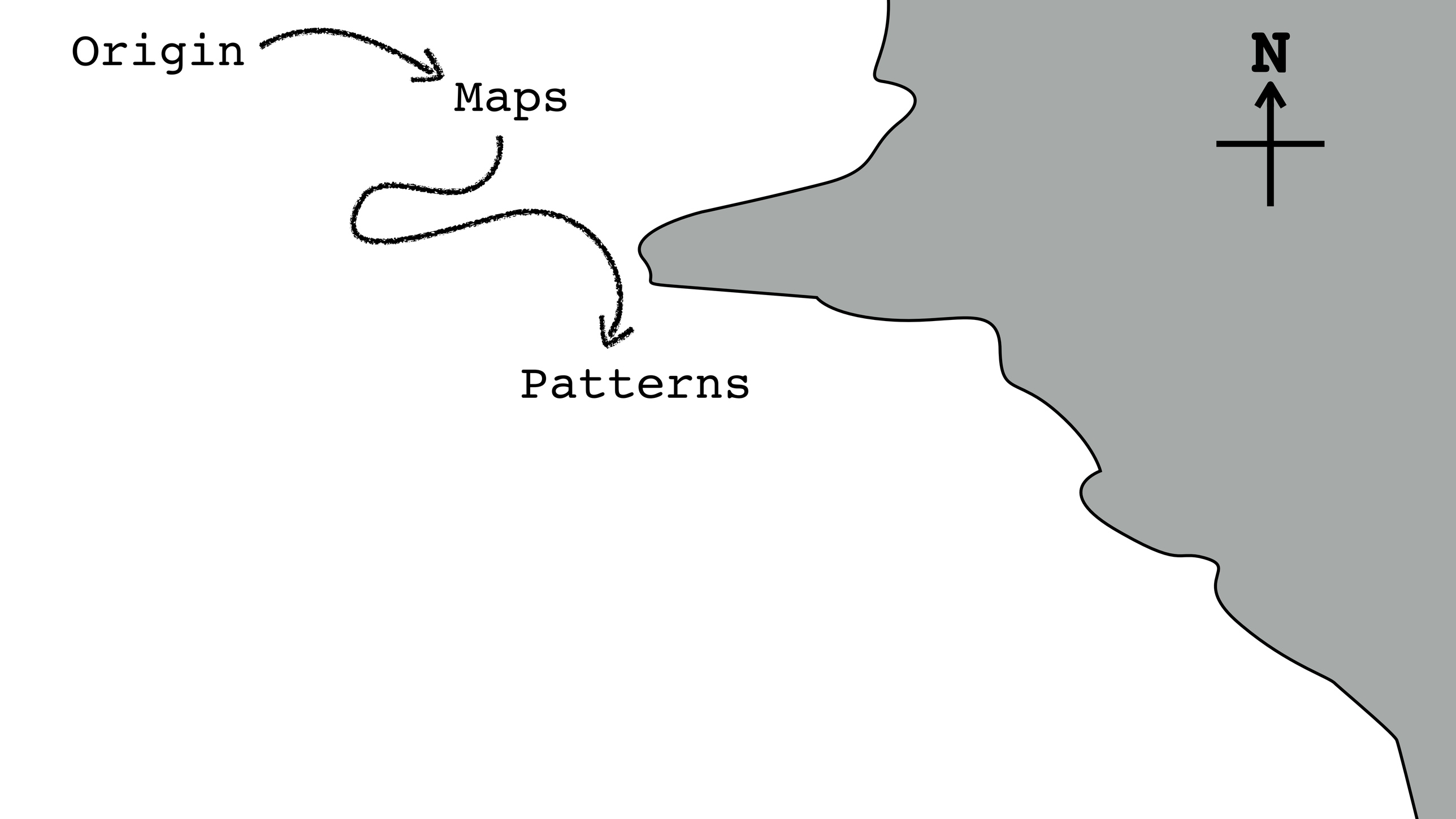
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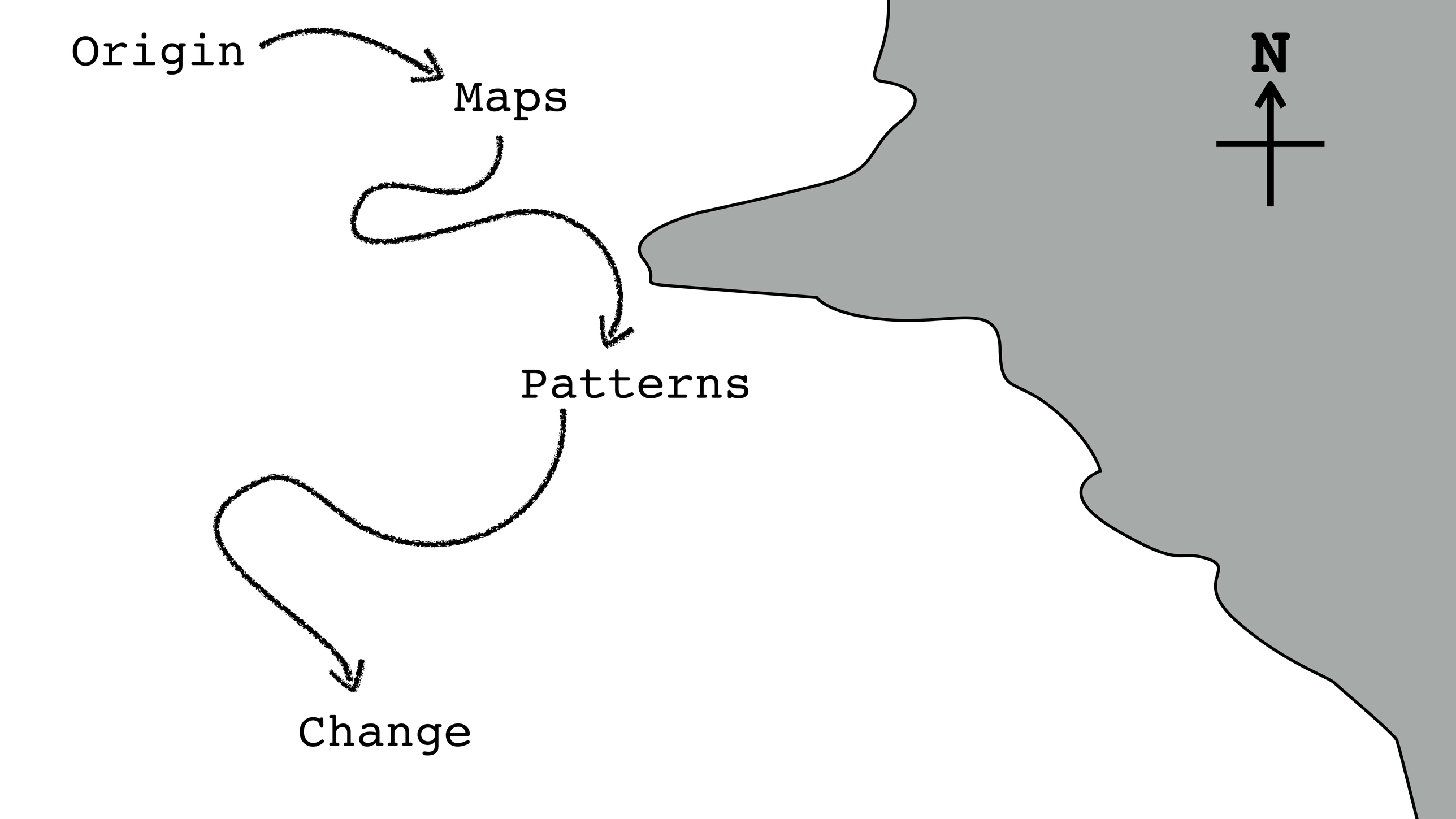
@swardley

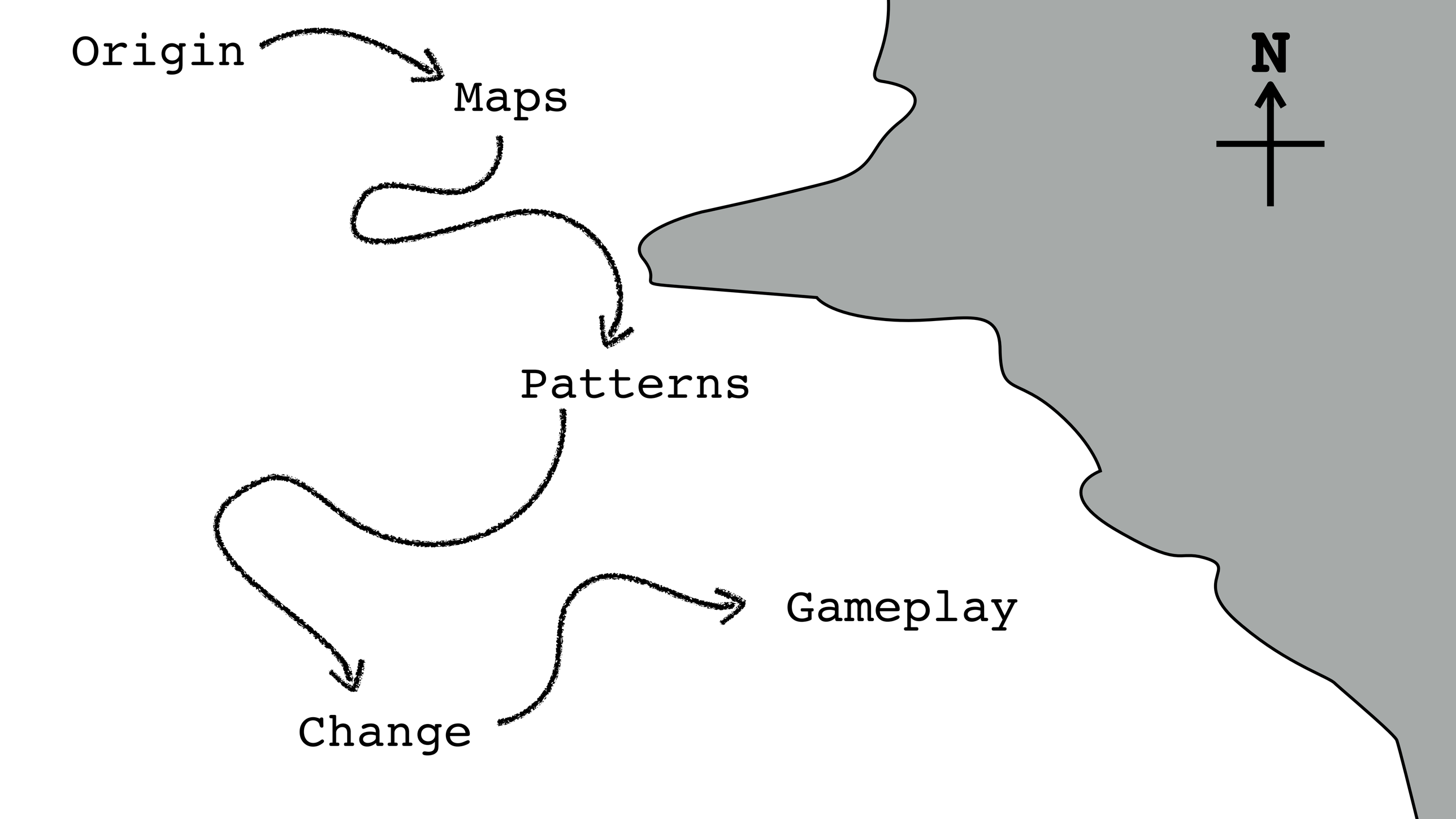
Origin

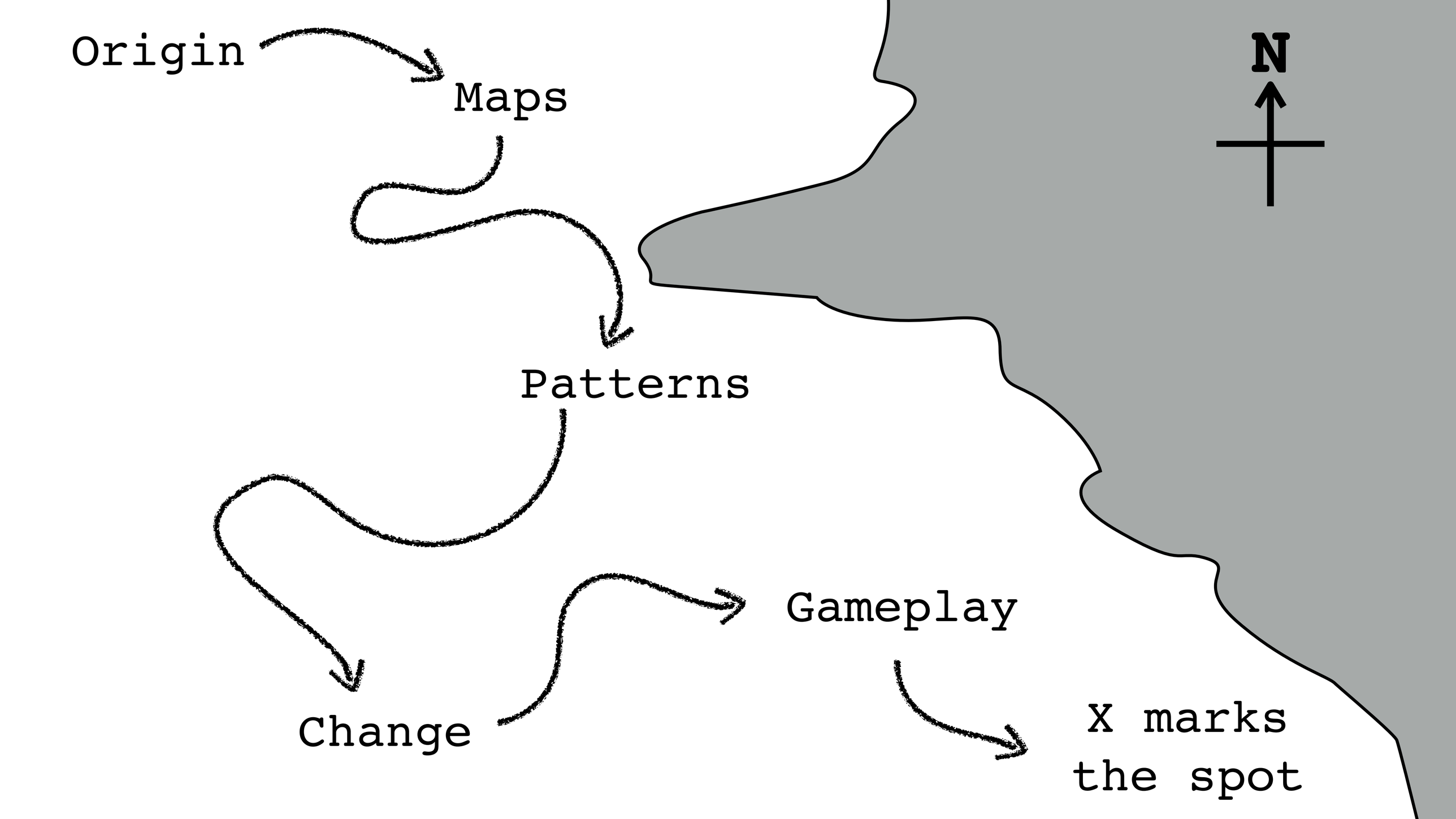



Origin
Maps
N


Origin
Maps
Patterns
N


Origin
Maps
Patterns
Change
N


Origin
Maps
Patterns
Change
Gameplay
N


Origin
Maps
Patterns
Change
Gameplay
X marks
the spot
N

Origin

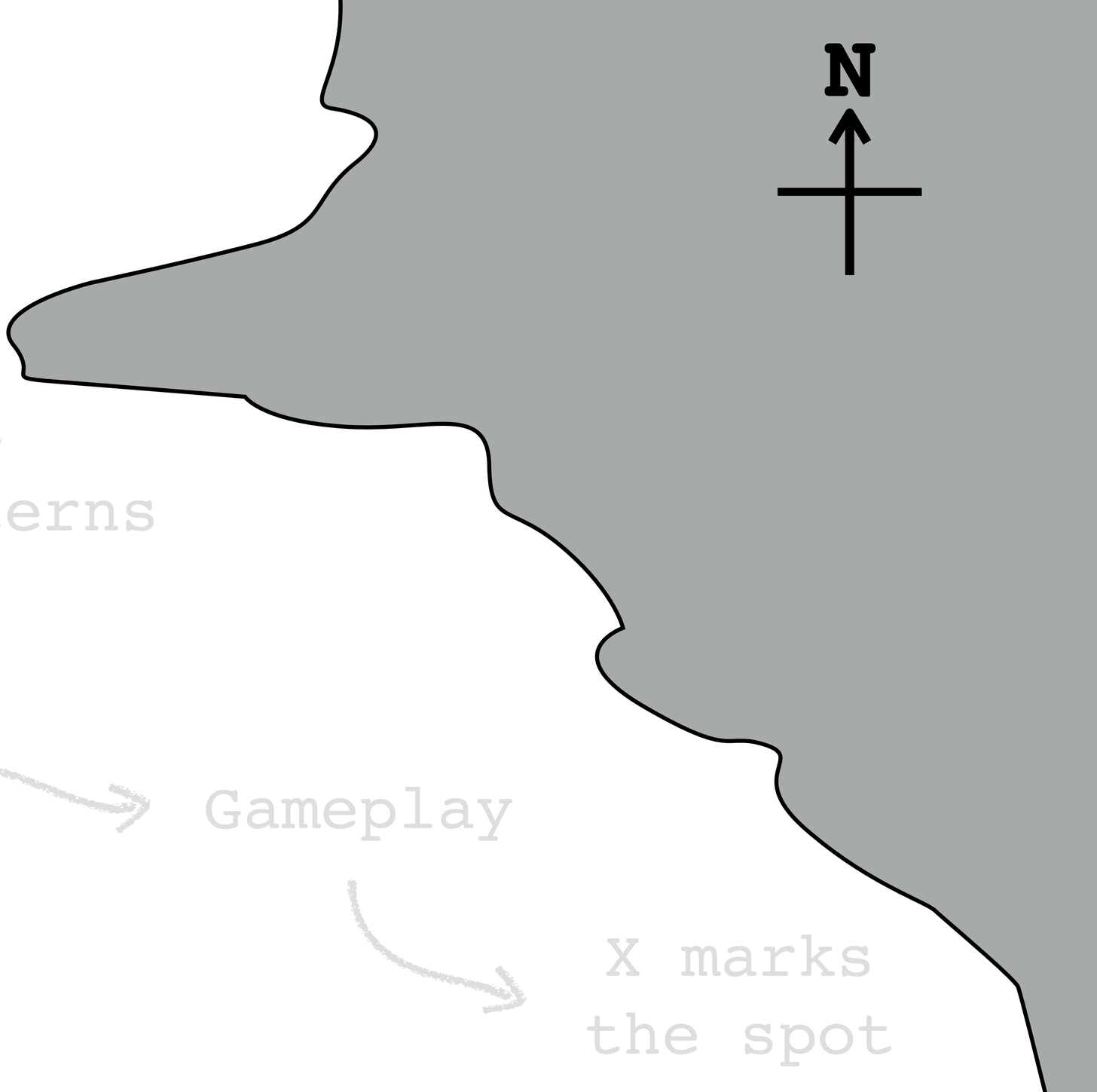
Maps

Patterns

Gameplay

X marks
the spot

Change



FOTANGO

help | prices | about us | contact us | public gallery



Top quality prints and a *FREE* online photo service

- **Digital and film**
  Easy upload for digital pictures and film rolls
- **Create online albums** FREE
  Unlimited secure space for your pictures
- **Photo upload software** FREE
  Upload your images from your desktop
- **Share your photos** FREE
  Friends, family, workmates, share the moment
- **Buy prints and gifts**
  Turn your favourite photos into great gifts

username

password

Login

forgotten password?

Take the Tour

Create an account

Gifts Gallery
Turn your photos into great gifts!



Promotions
Share pictures & when friend registers, you both get 3 free 6x4 prints.



Fotango website, 2005, courtesy of CEO.



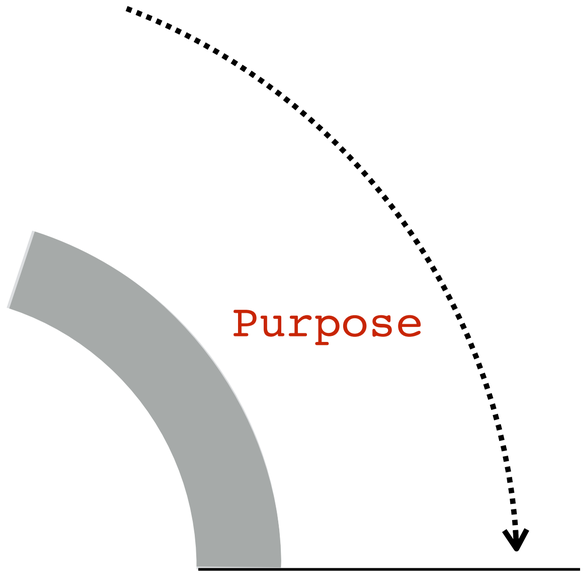
Fotango, 2004

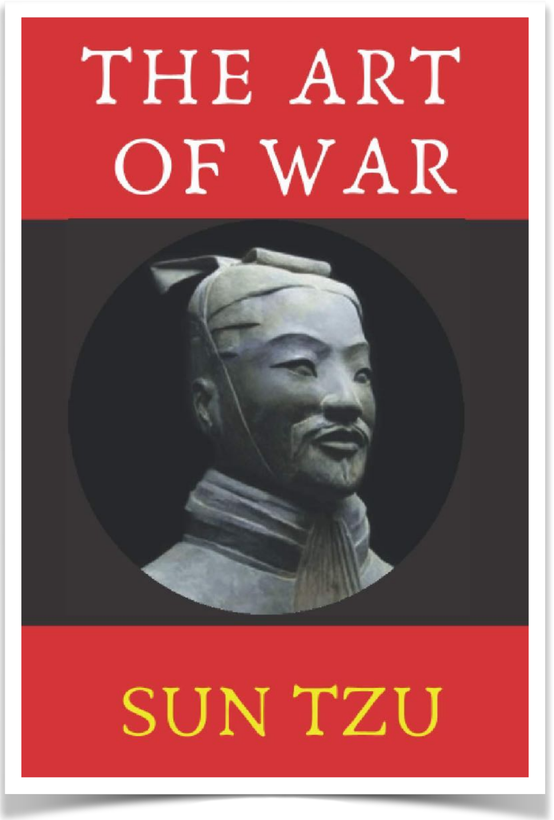
Our strategy is **customer focused.** We will lead a **innovative** effort in the market through our use of **agile techniques** and **open source** to become a leading provider of open standard solutions to the digital world. To develop products of the highest standards we make our clients part of the team. Our final measure of success is the satisfaction of the team at the end of the project.

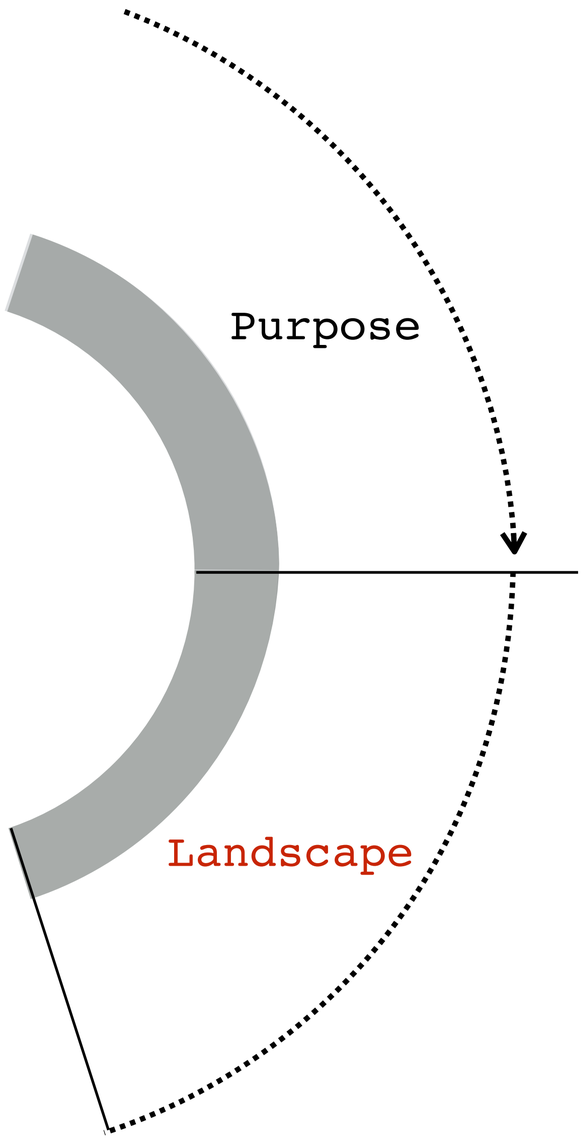
THE ART OF WAR

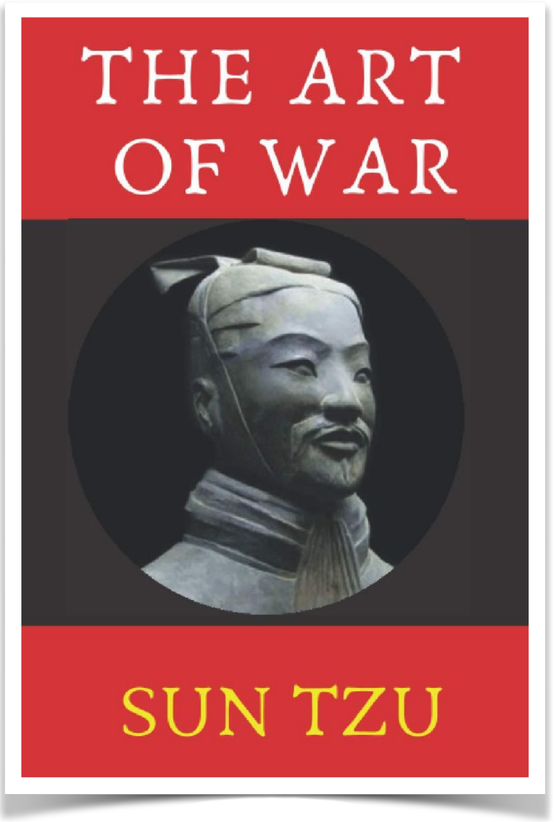


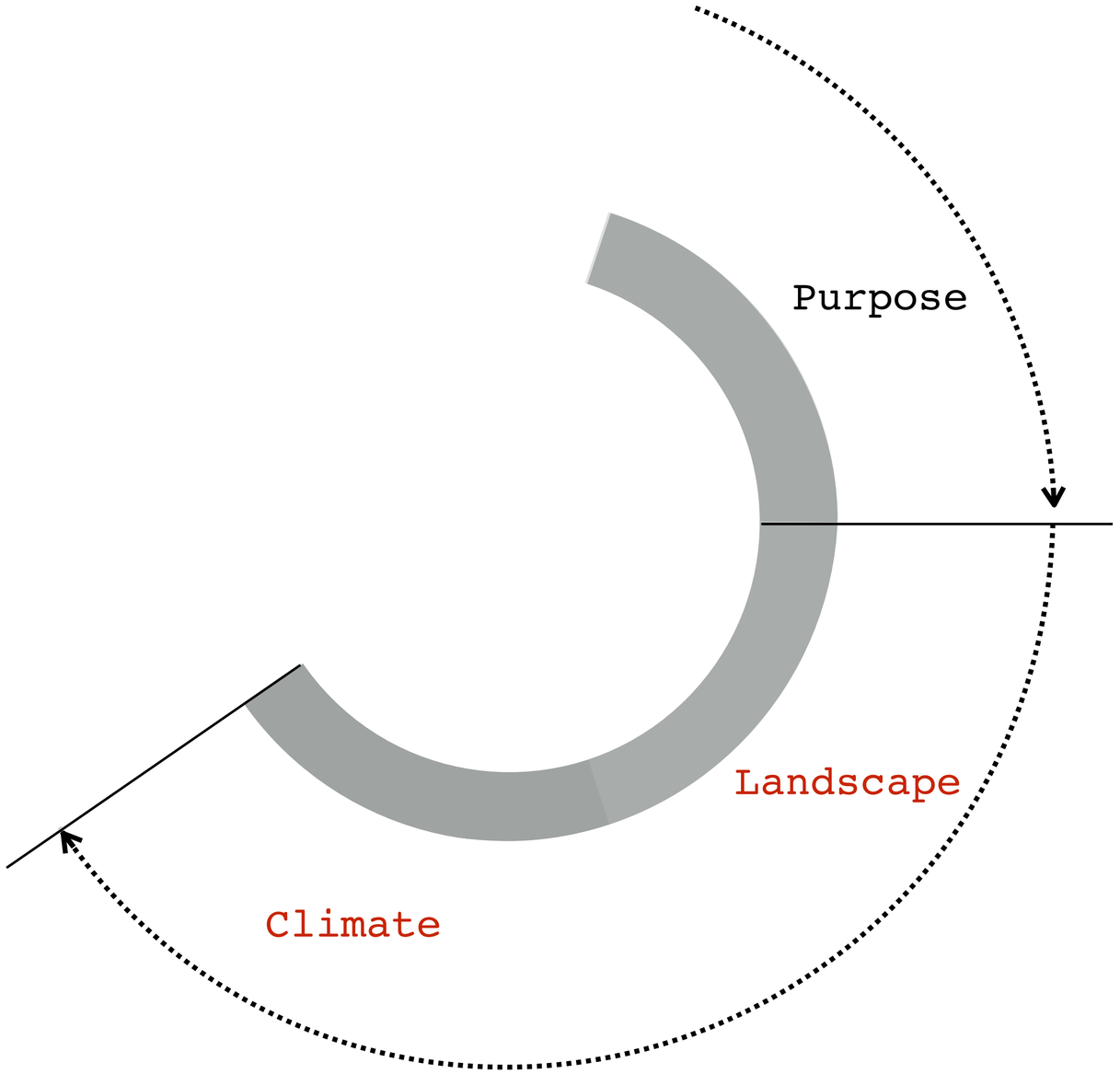
SUN TZU

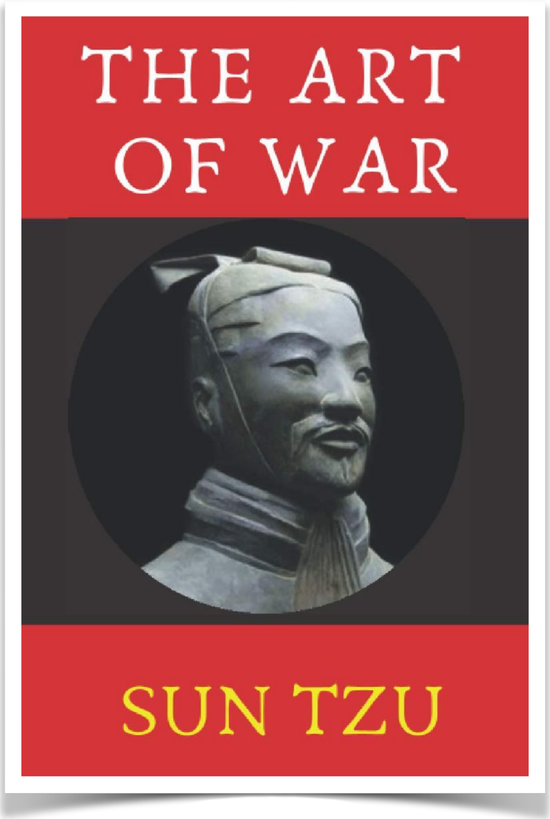

Purpose

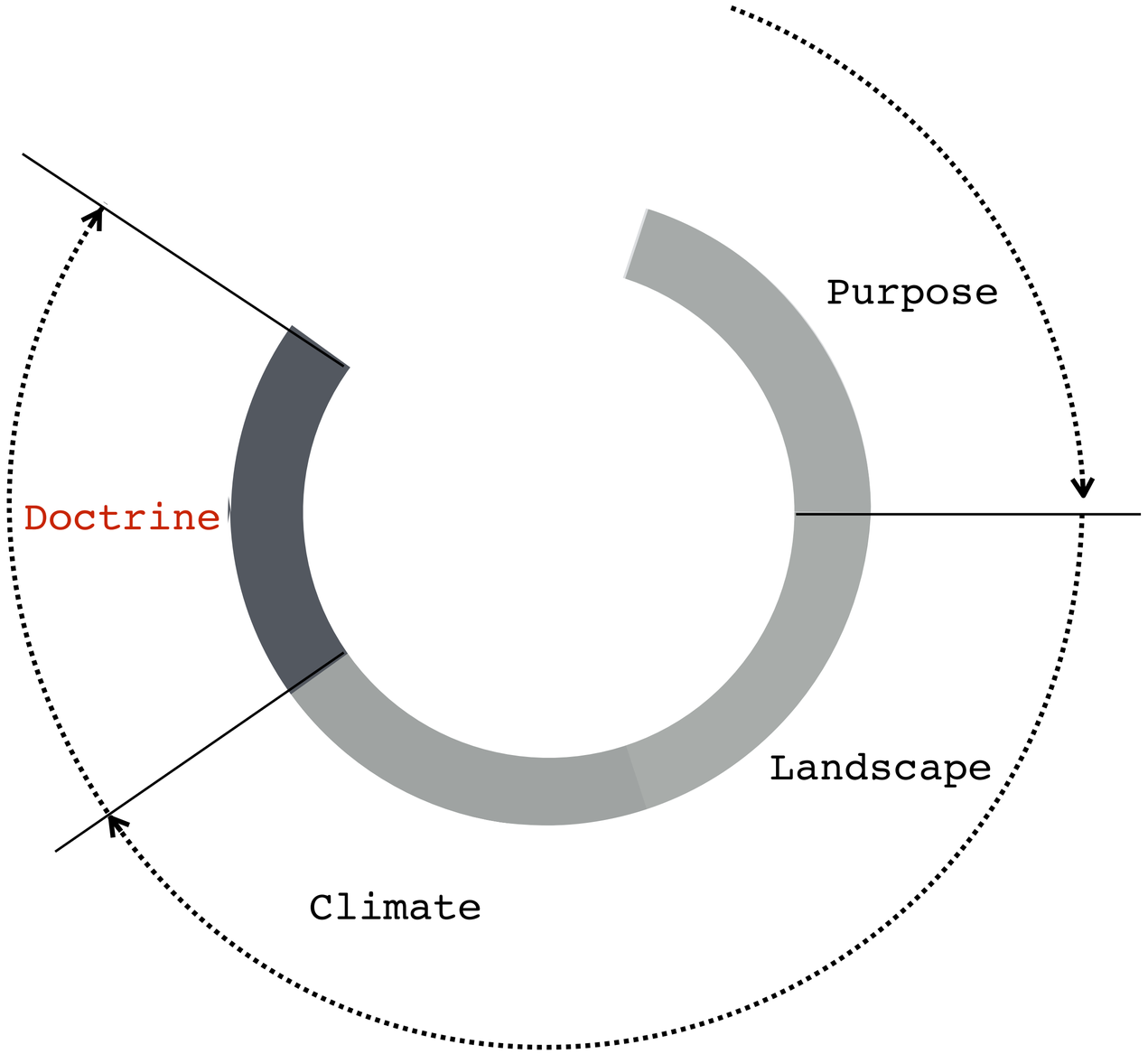

THE ART
OF WAR
SUN TZU

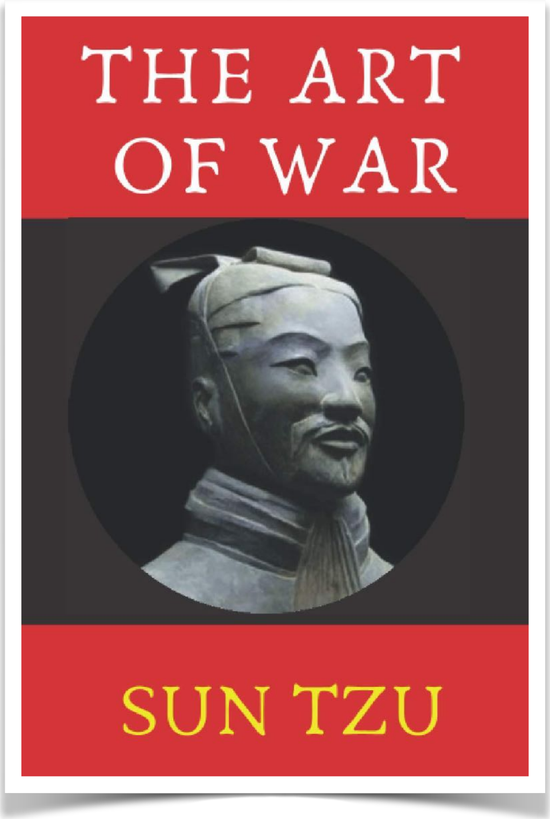

Purpose
Landscape

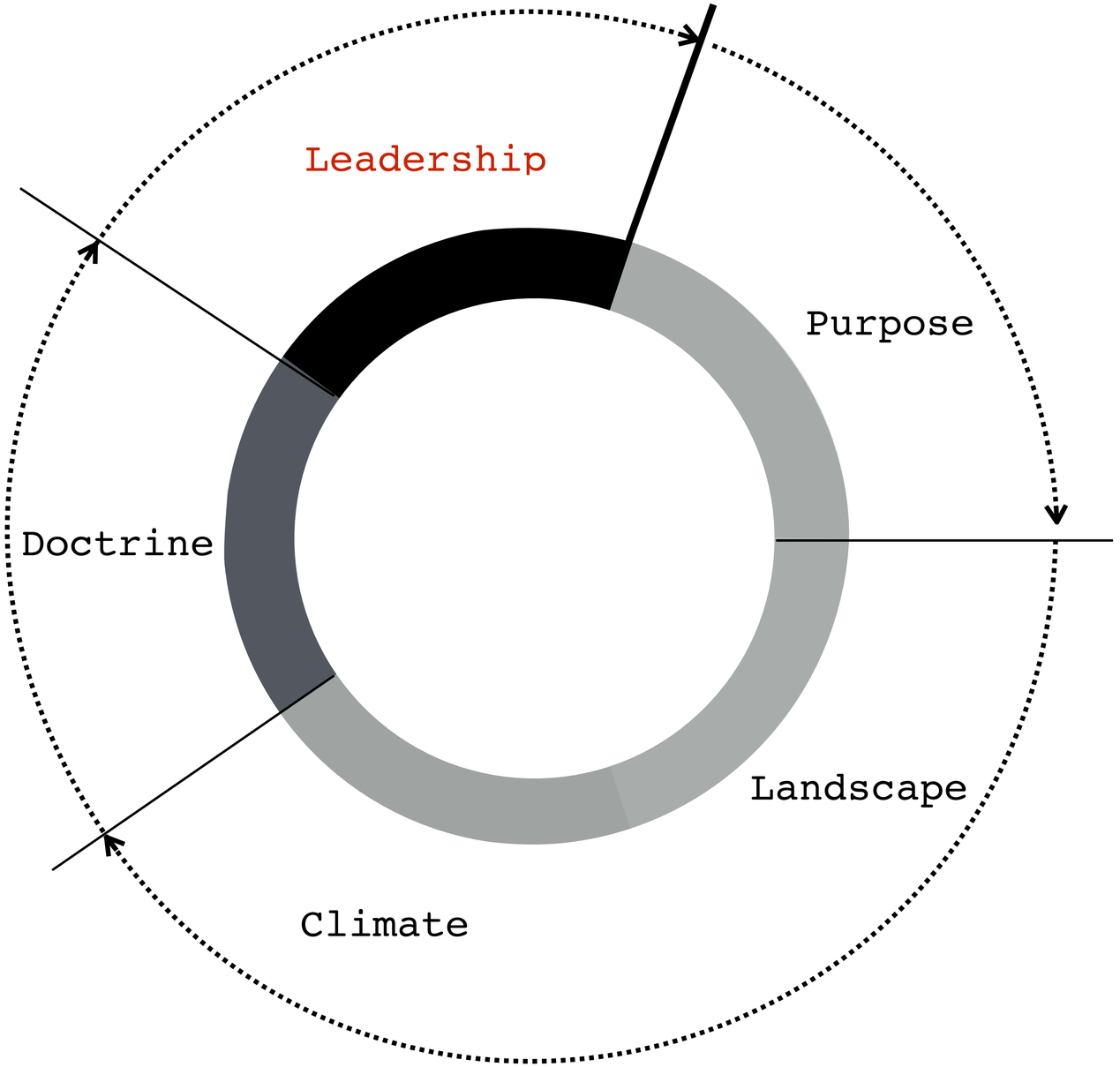

THE ART
OF WAR
SUN TZU

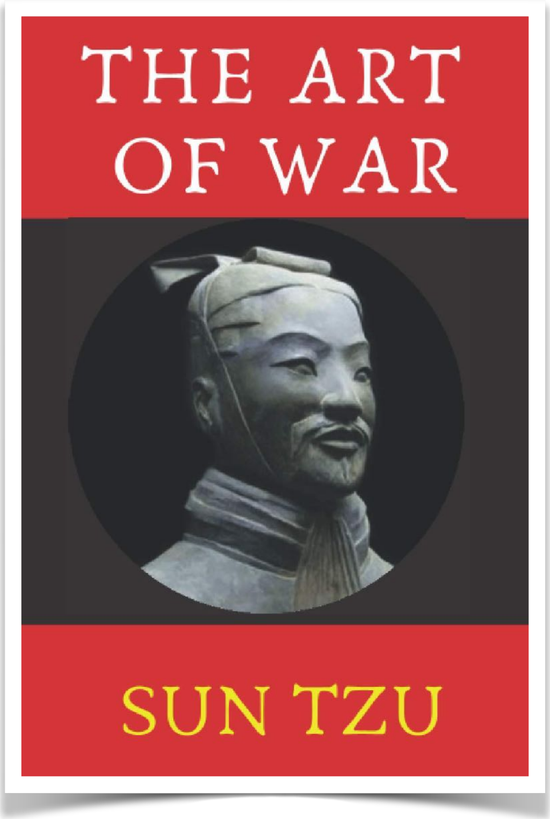

Purpose
Landscape
Climate


THE ART OF WAR
SUN TZU

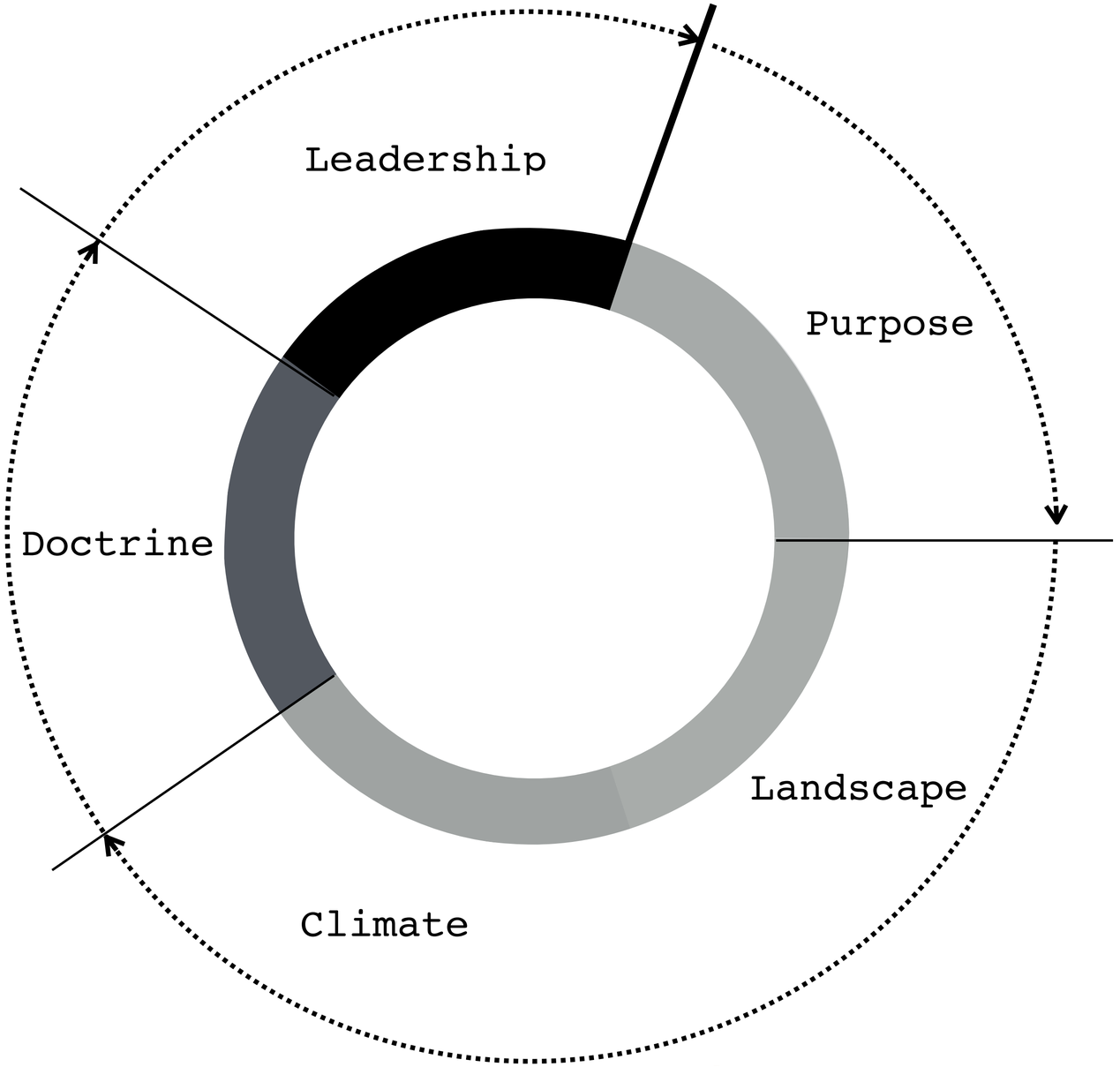

Purpose
Doctrine
Landscape
Climate


THE ART OF WAR
SUN TZU

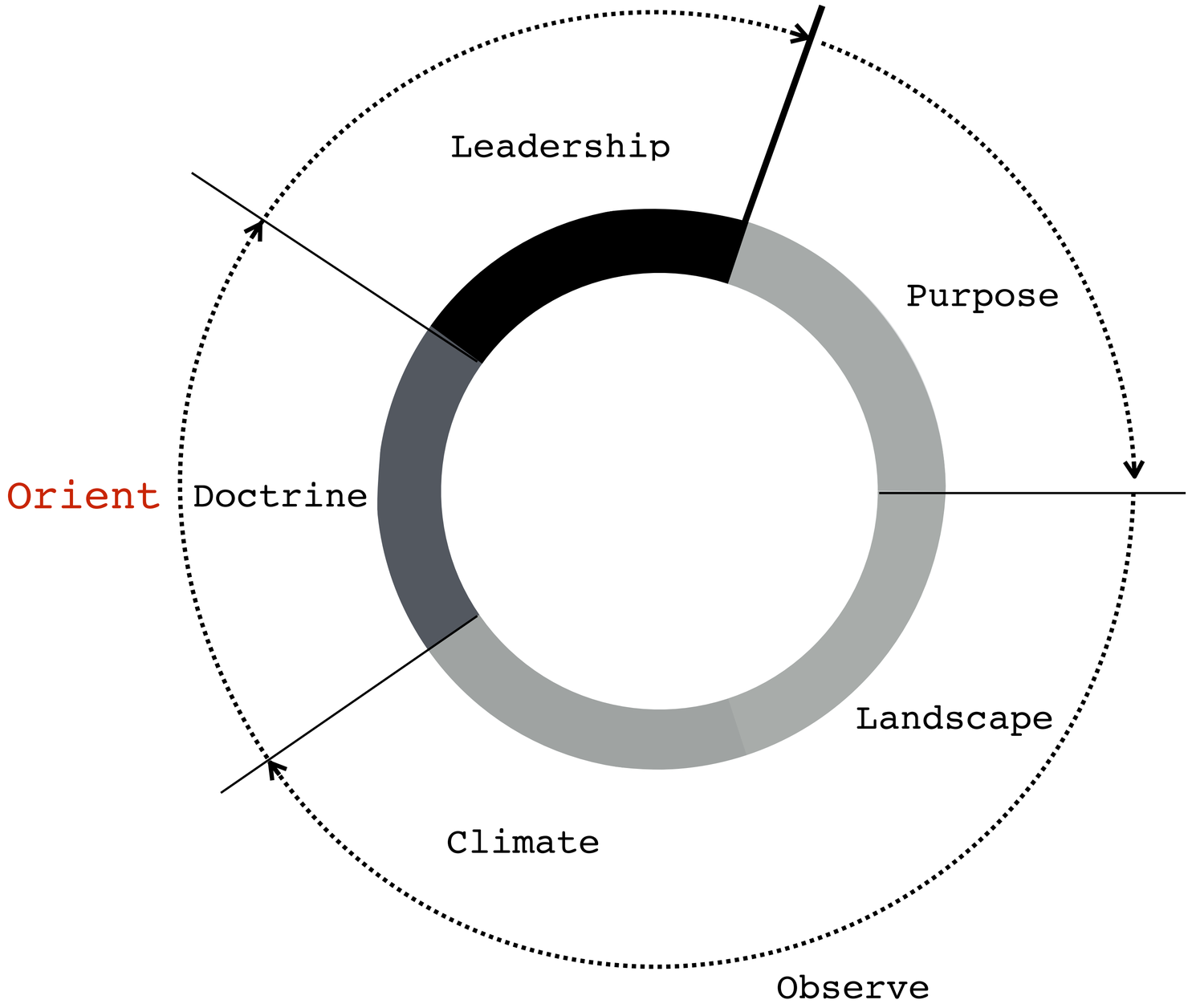

Leadership
Purpose
Landscape
Climate
Doctrine


THE ART OF WAR
SUN TZU

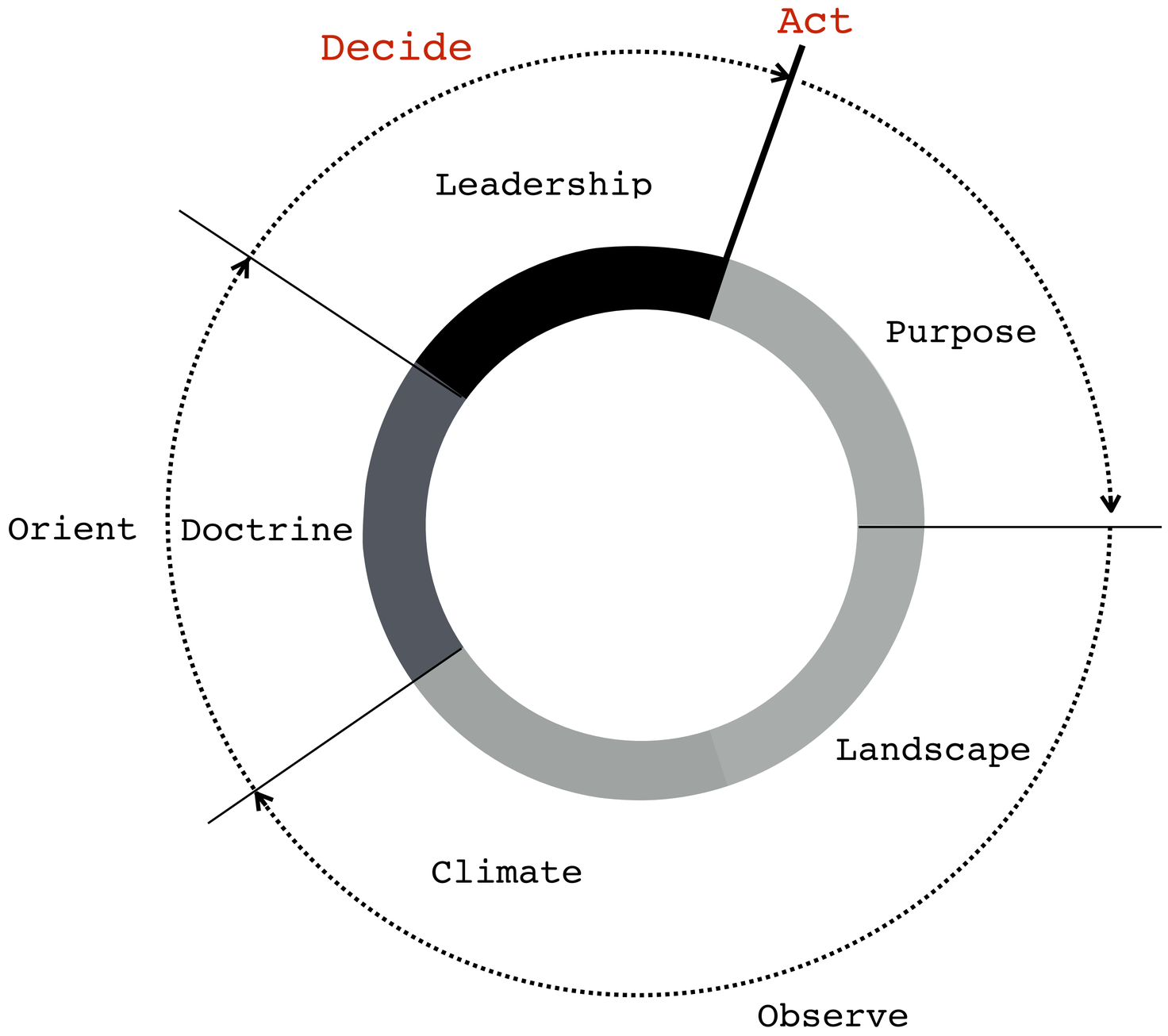



Leadership
Purpose
Doctrine
Landscape
Climate
Observe

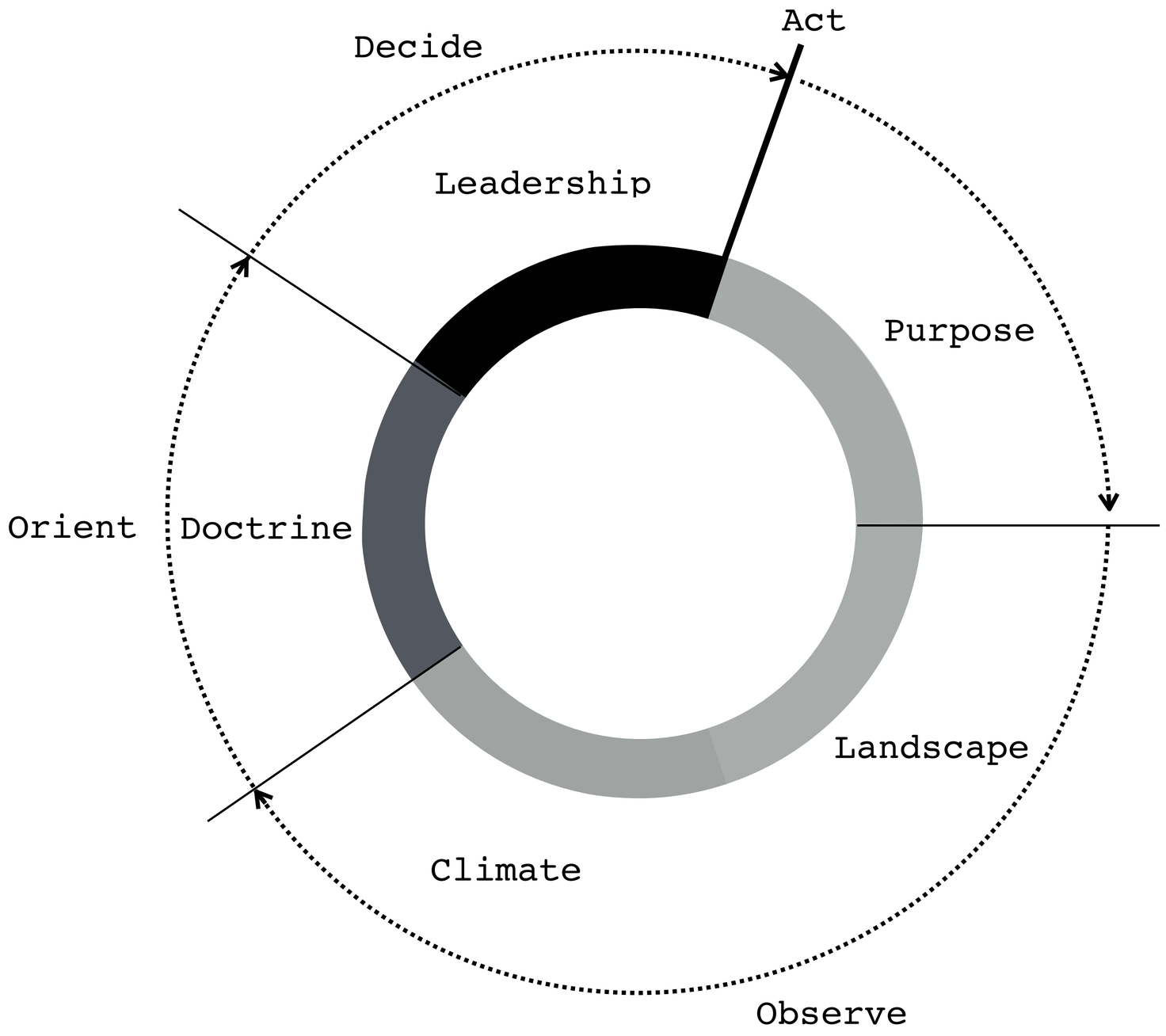



Leadership
Purpose
Orient
Doctrine
Landscape
Climate
Observe



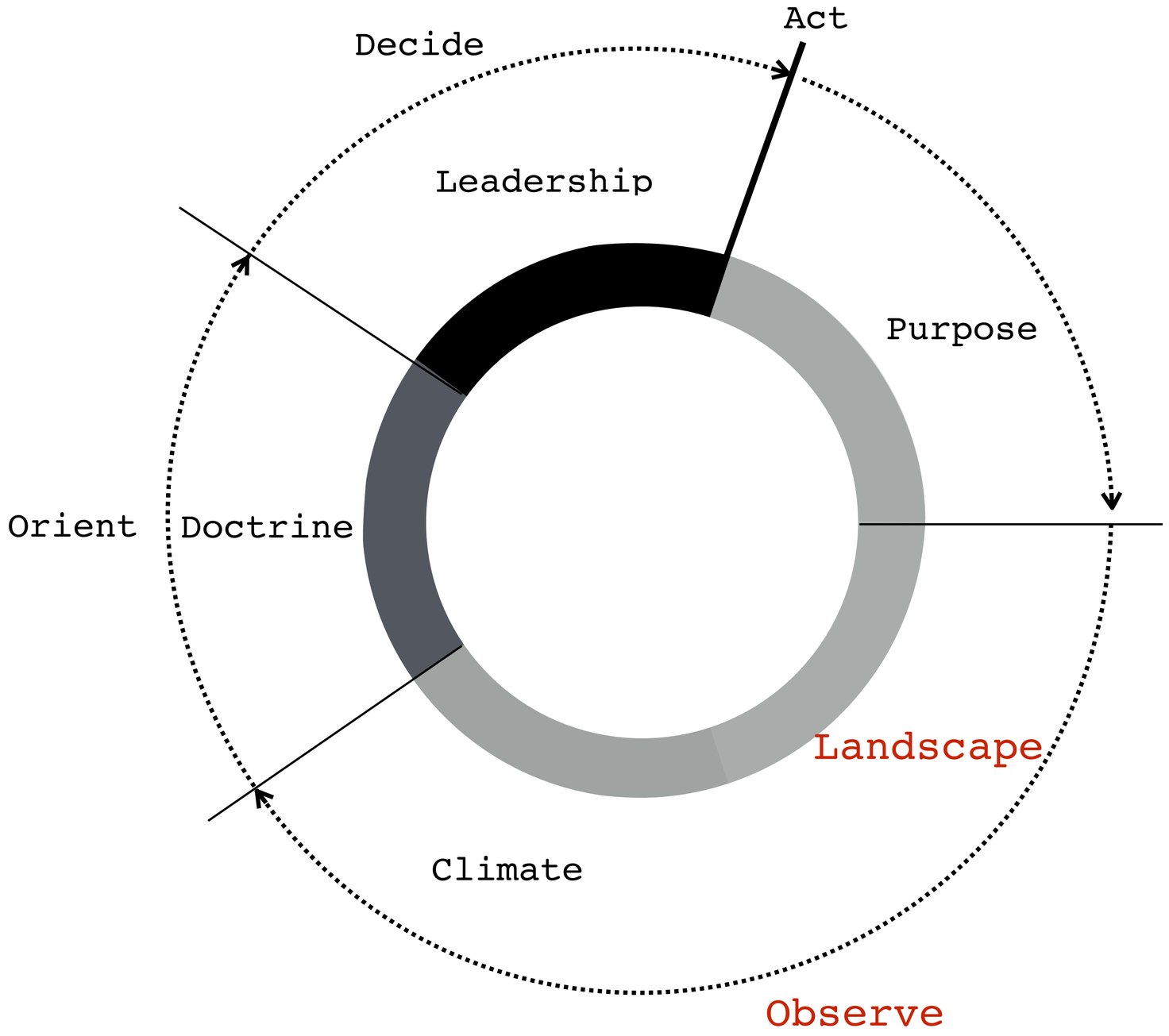

Decide
Act
Leadership
Purpose
Orient
Doctrine
Landscape
Climate
Observe




Act
Decide
Leadership
Purpose
Orient
Doctrine
Landscape
Climate
Observe




THE ART OF WAR
SUN TZU


Act
Decide
Leadership
Purpose
Orient
Doctrine
Landscape
Climate
Observe

Origin

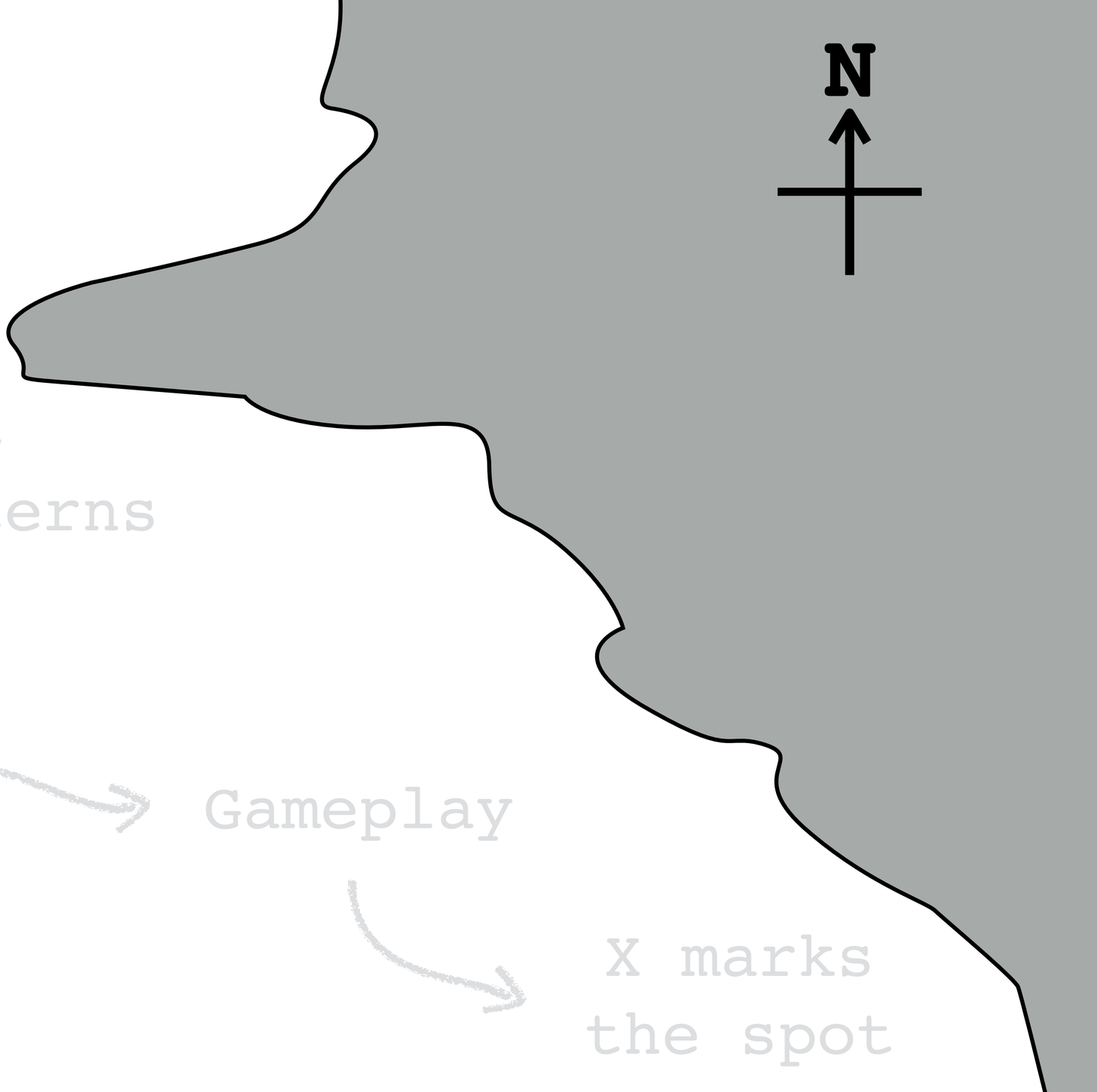
Maps

Patterns

Change

Gameplay

X marks
the spot





N

Artemisium

Thermopylae

Thebes

Athens



Persians

N

Artemisium

Navy

Thermopylae

Army

Thebes

Athens

Strengths

A well trained Spartan army

A high level of motivation not to become a Persian slave

Weaknesses

The Ephors might stop the Spartans turning up

A lot of Persians ARE turning up



Opportunities

Get rid of the Persians

Get rid of the Spartans

Threats

Persians get rid of us

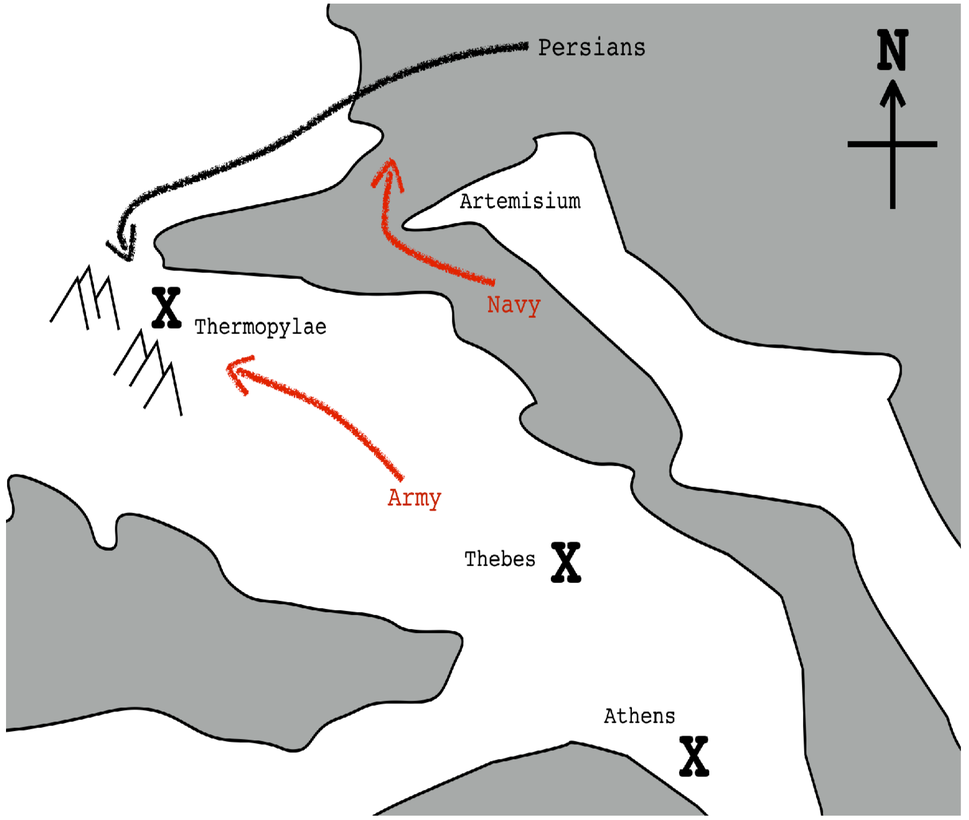
The Oracle says a really dodgy film might be produced over 2,000 years later

What would you use to communicate and determine strategy in battle?

Strengths	Weaknesses
A well trained Spartan army A high level of motivation not to become a Persian slave	The Ephors might stop the Spartans turning up A lot of Persians ARE turning up
Opportunities	**Threats**
Get rid of the Persians Get rid of the Spartans	Persians get rid of us The Oracle says a really dodgy film might be produced over 2,000 years later

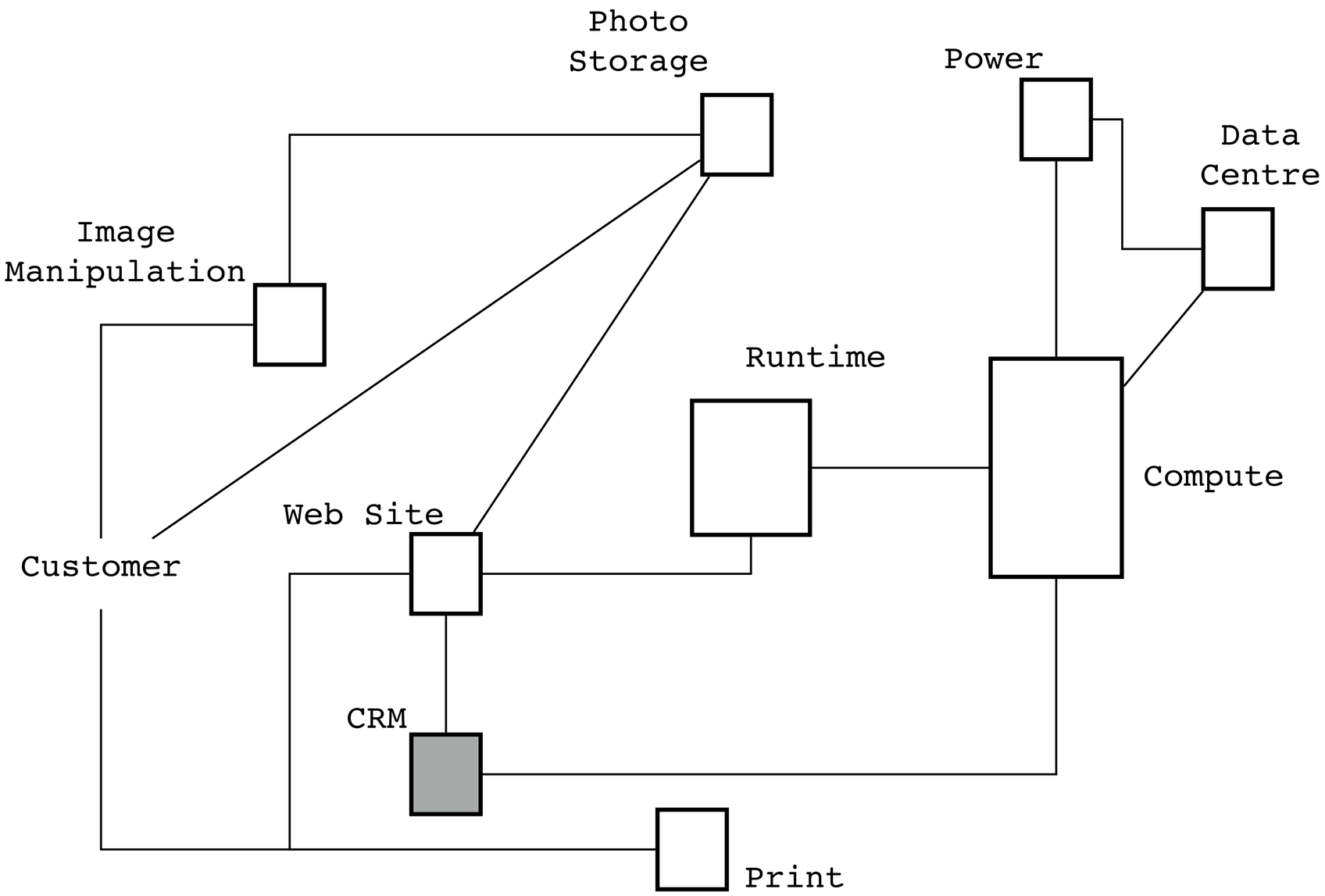


magic framework

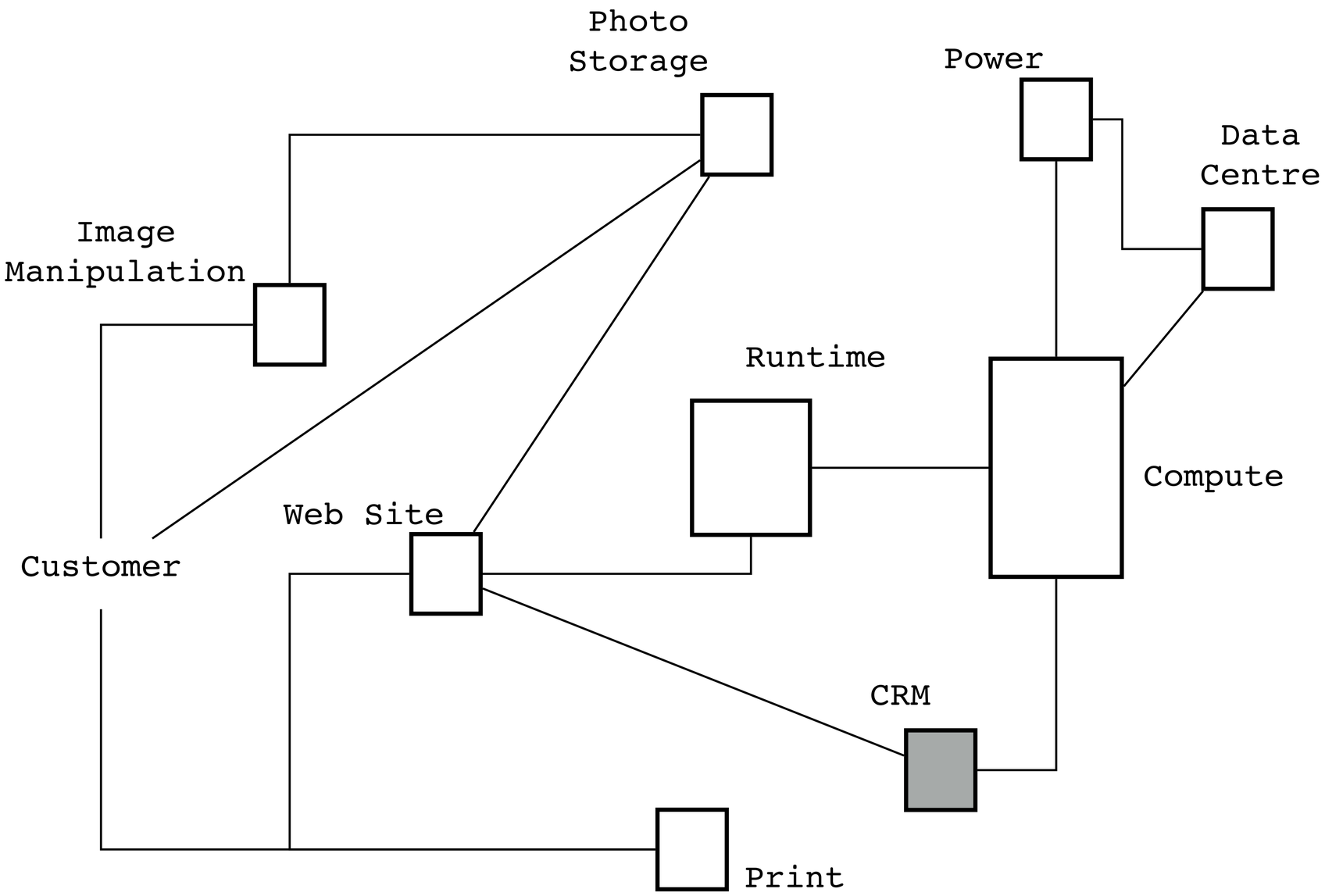


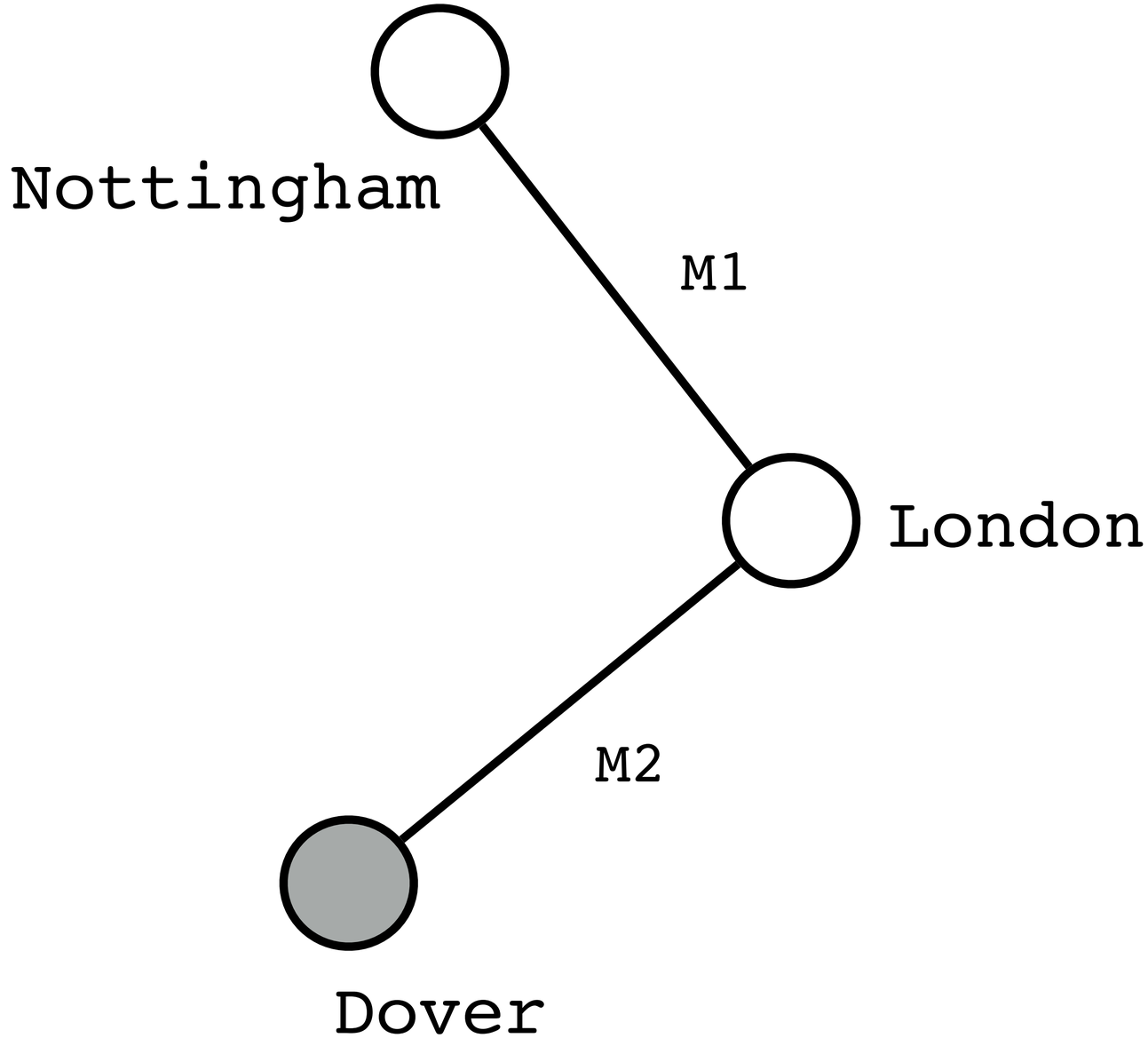
position and movement

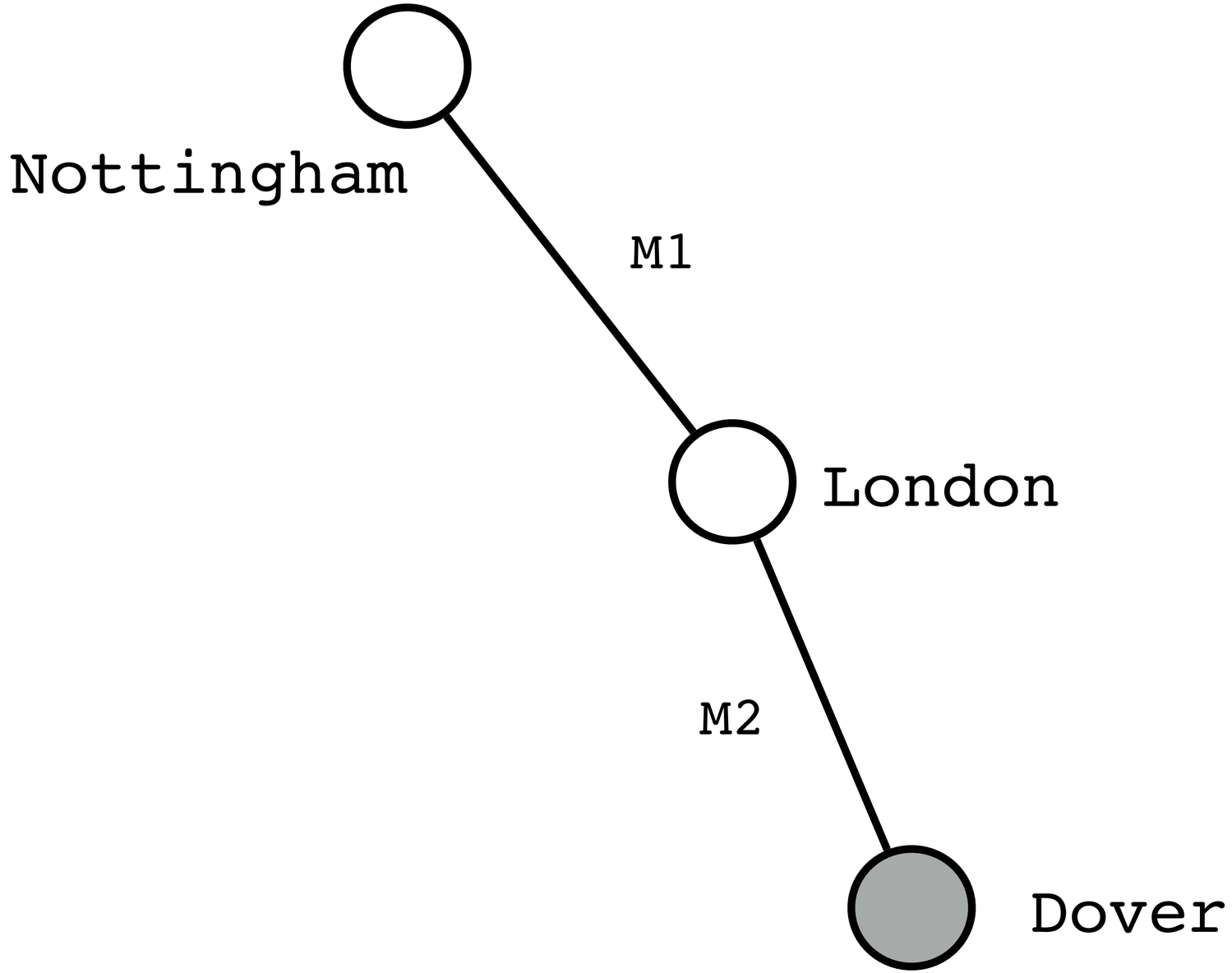
Systems Map


Photo
Storage
Power
Data
Centre
Image
Manipulation
Runtime
Compute
Web Site
Customer
CRM
Print

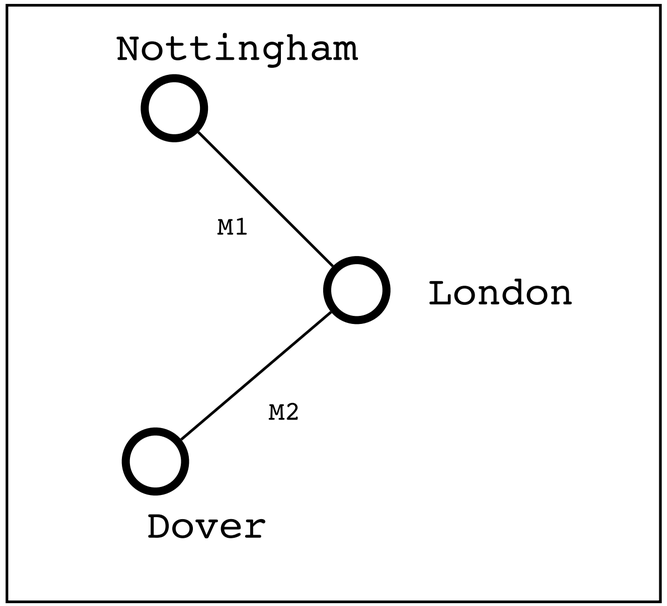
Systems Map

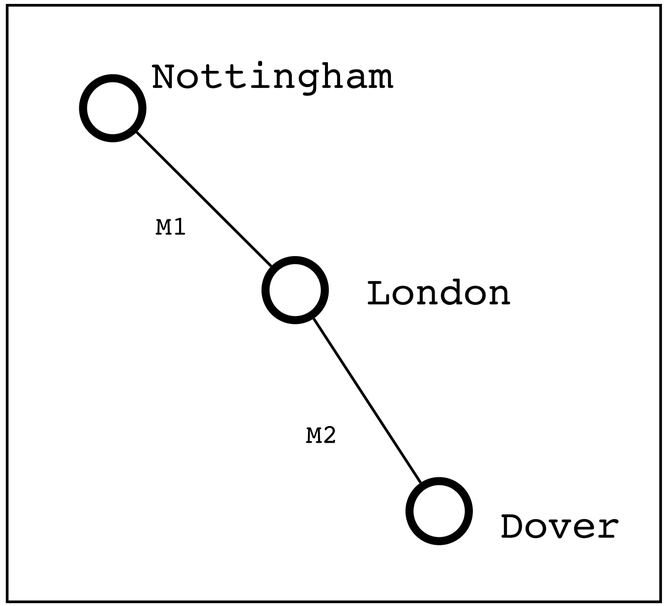

Photo Storage
Power
Data Centre
Image Manipulation
Runtime
Compute
Web Site
Customer
CRM
Print

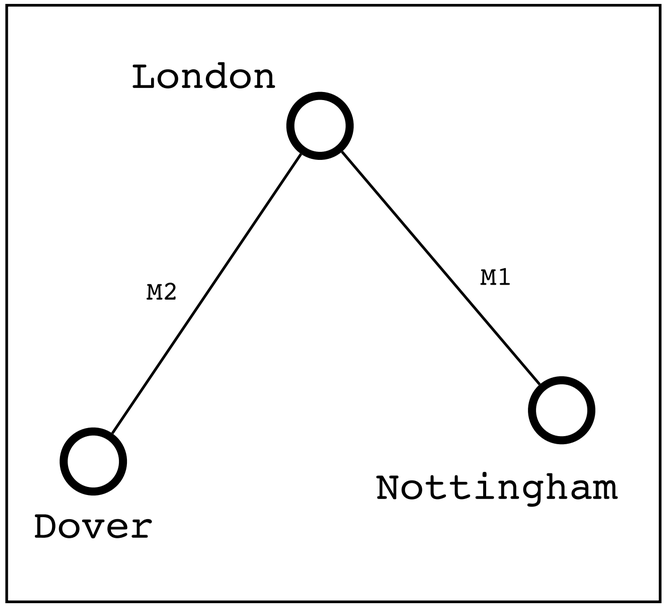

Nottingham
M1
London
M2
Dover


Nottingham
M1
London
M2
Dover

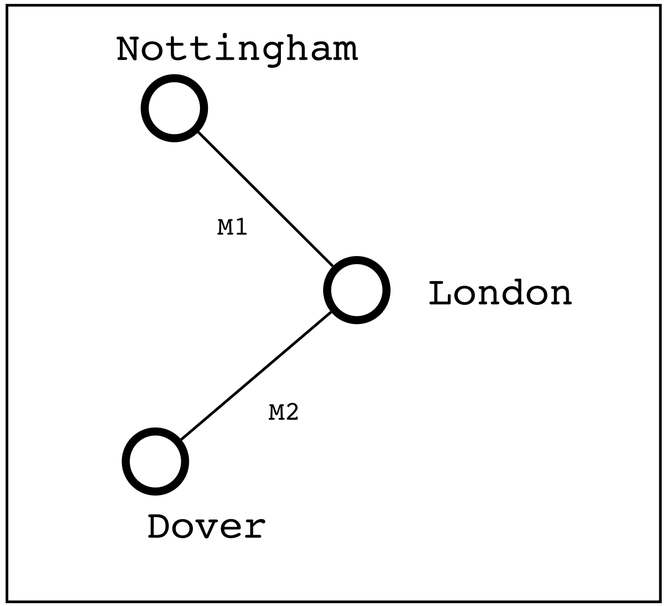
THESE THREE GRAPHS ARE THE SAME

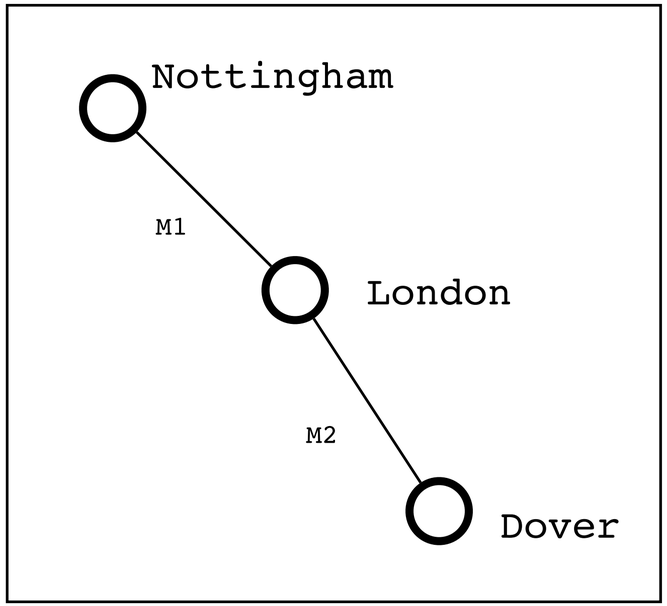


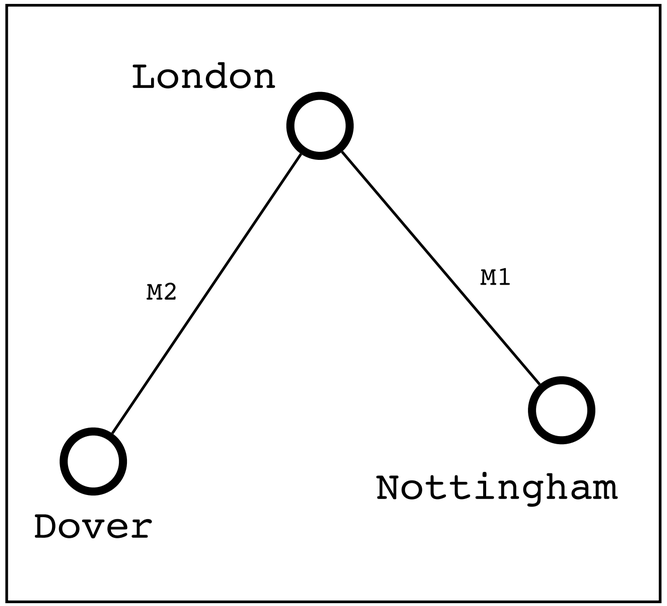




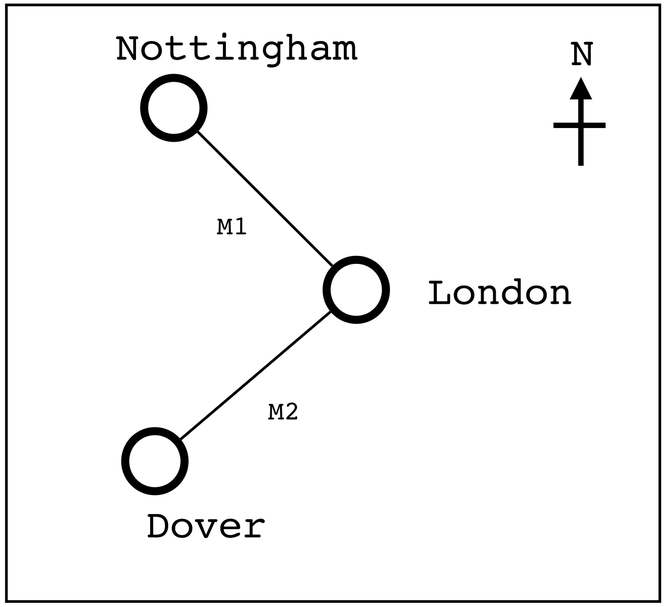
THESE THREE GRAPHS ARE THE SAME

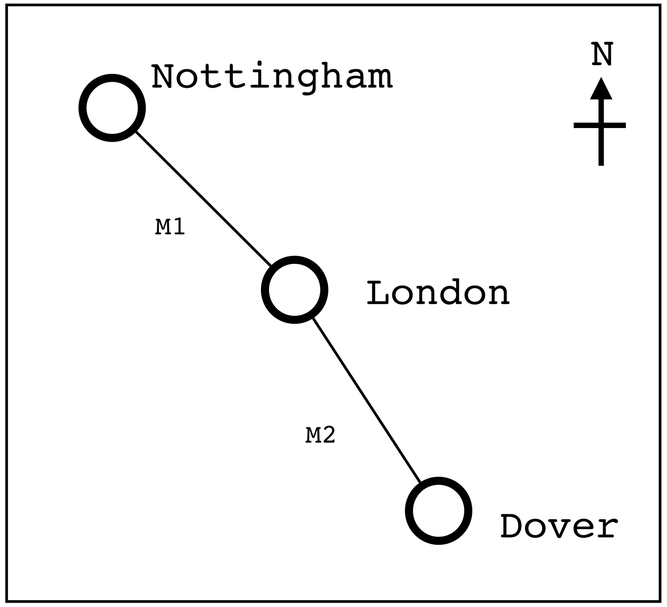


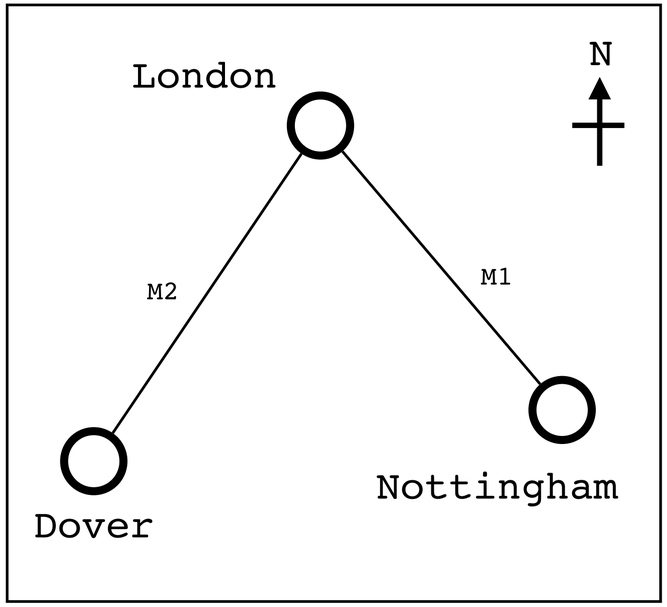


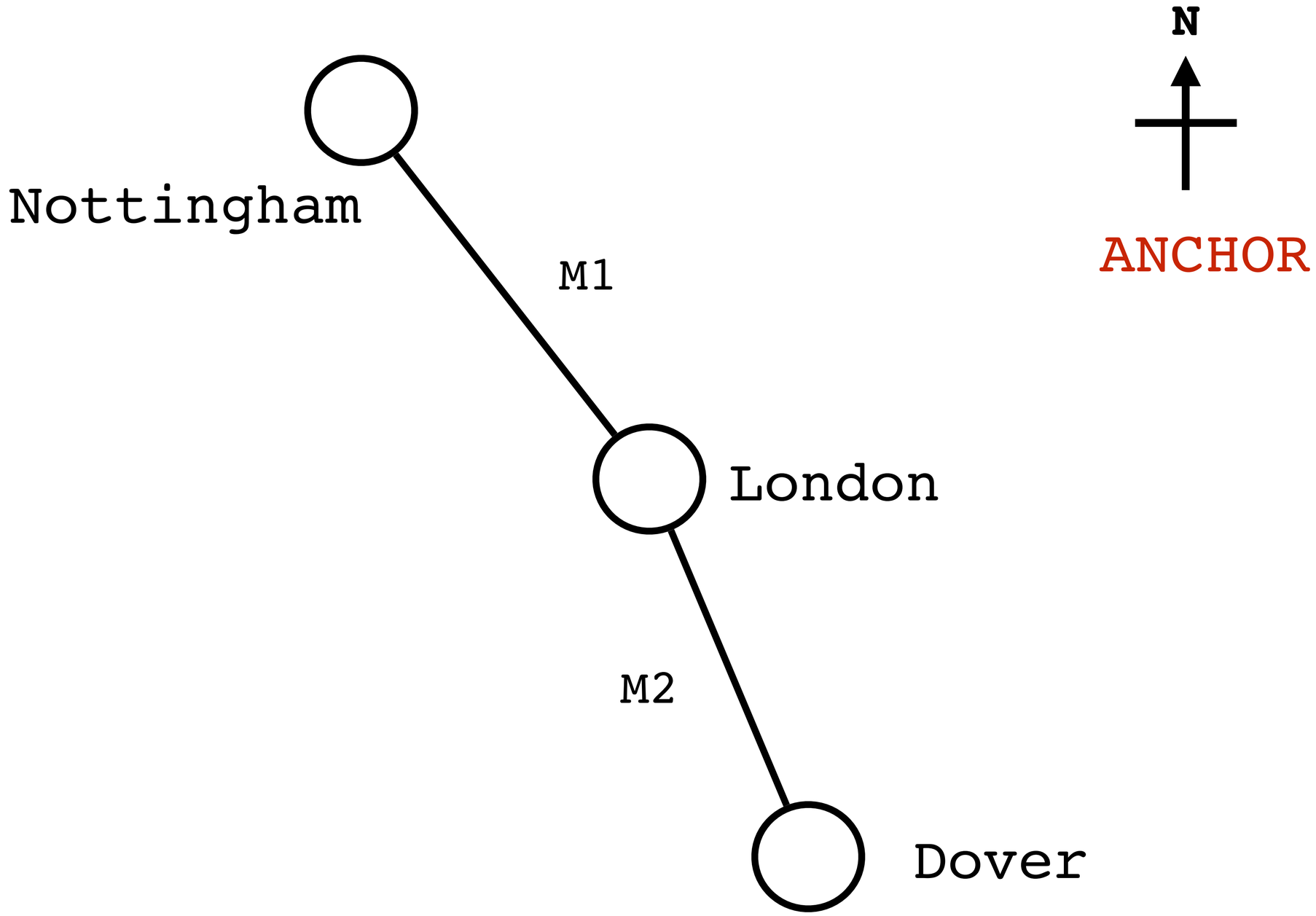


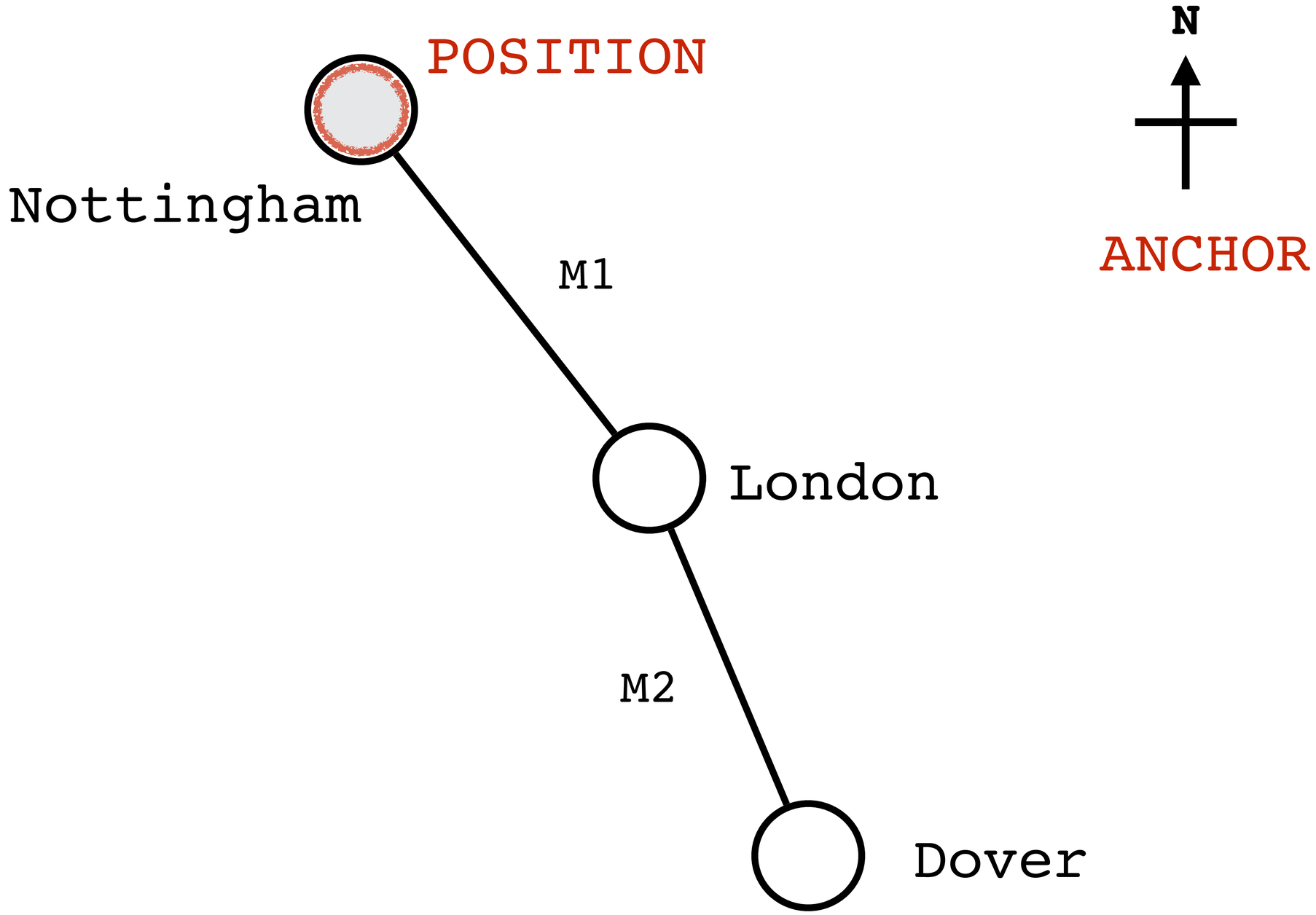
THESE THREE MAPS ARE DIFFERENT

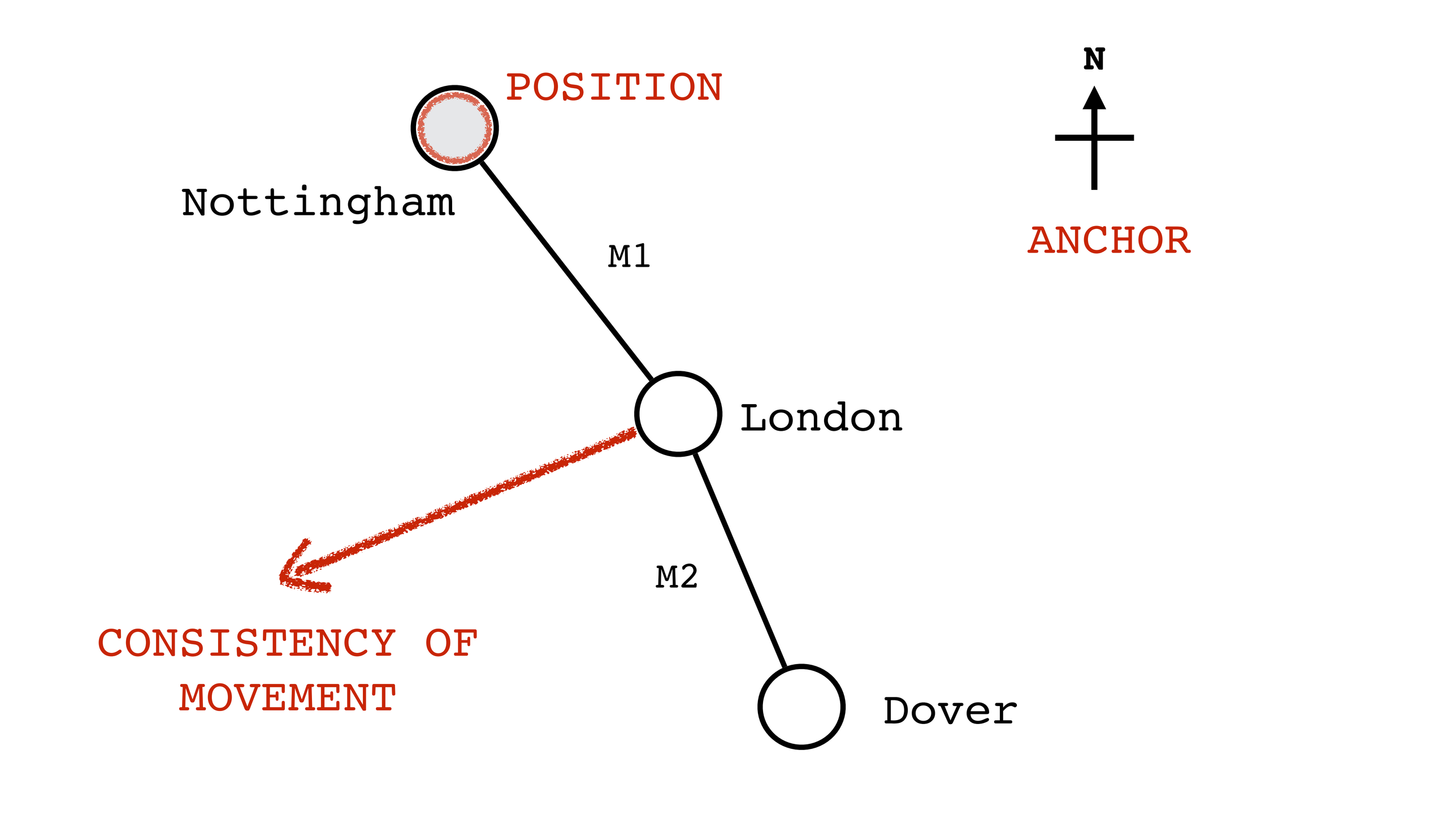






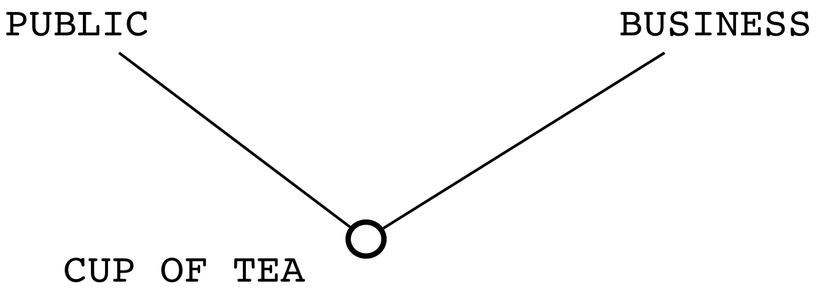

N
ANCHOR
Nottingham
M1
London
M2
Dover


POSITION
N
Nottingham
ANCHOR
M1
London
M2
Dover

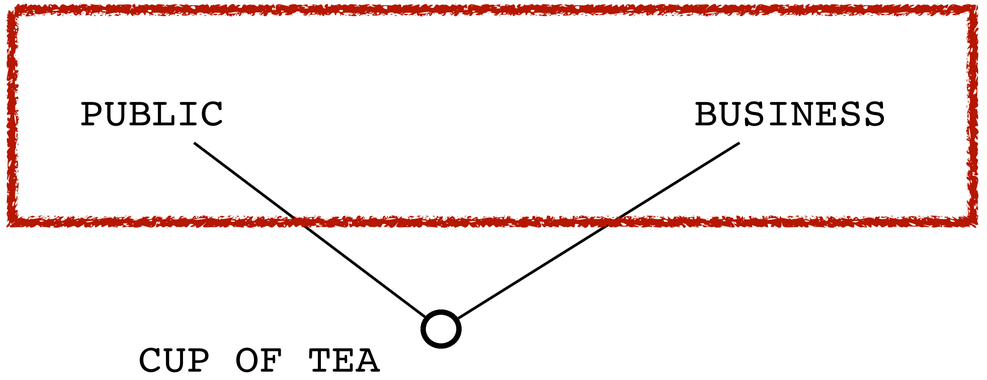

POSITION
N
Nottingham
ANCHOR
M1
London
M2
CONSISTENCY OF
MOVEMENT
Dover






PUBLIC
BUSINESS
CUP OF TEA



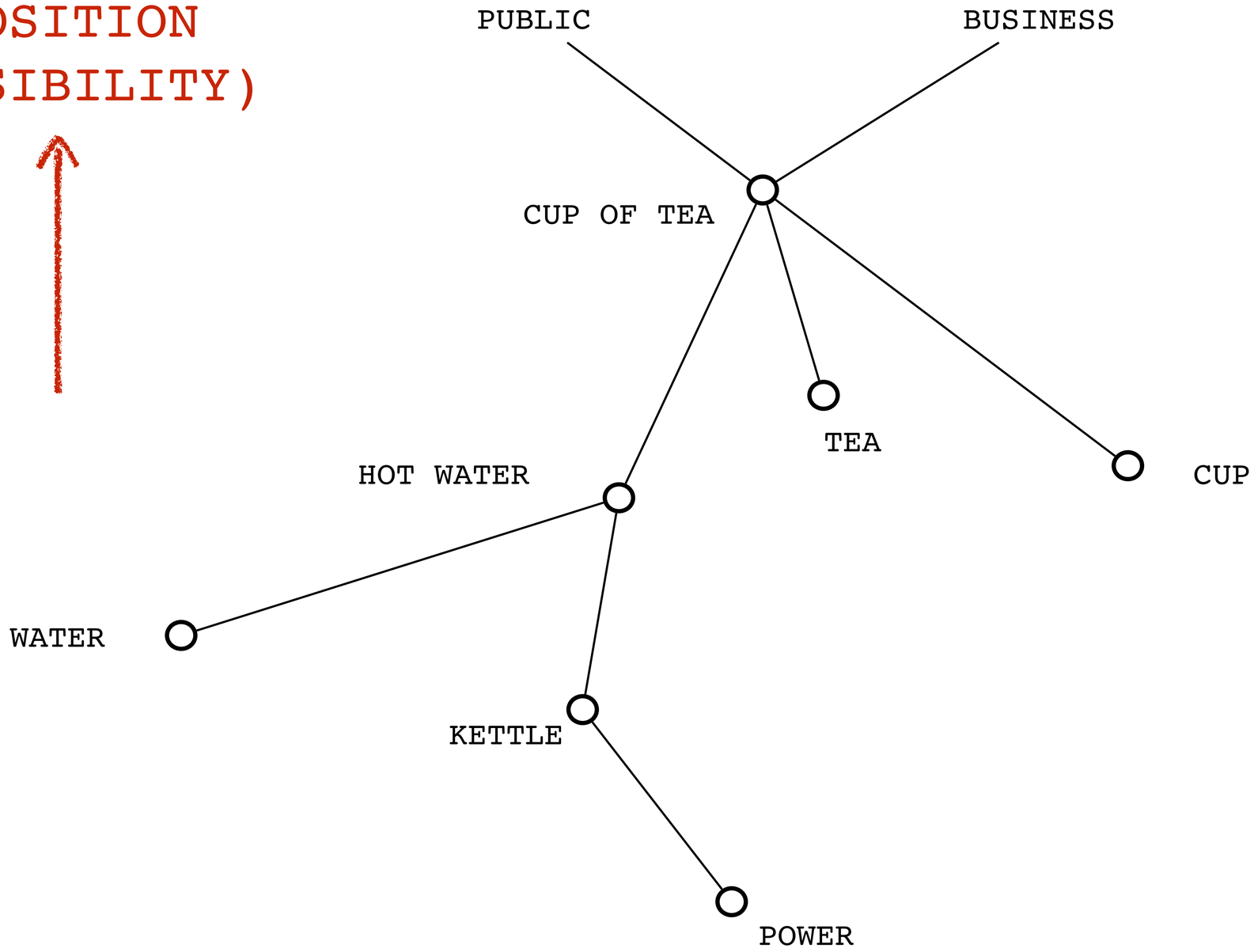


ANCHOR

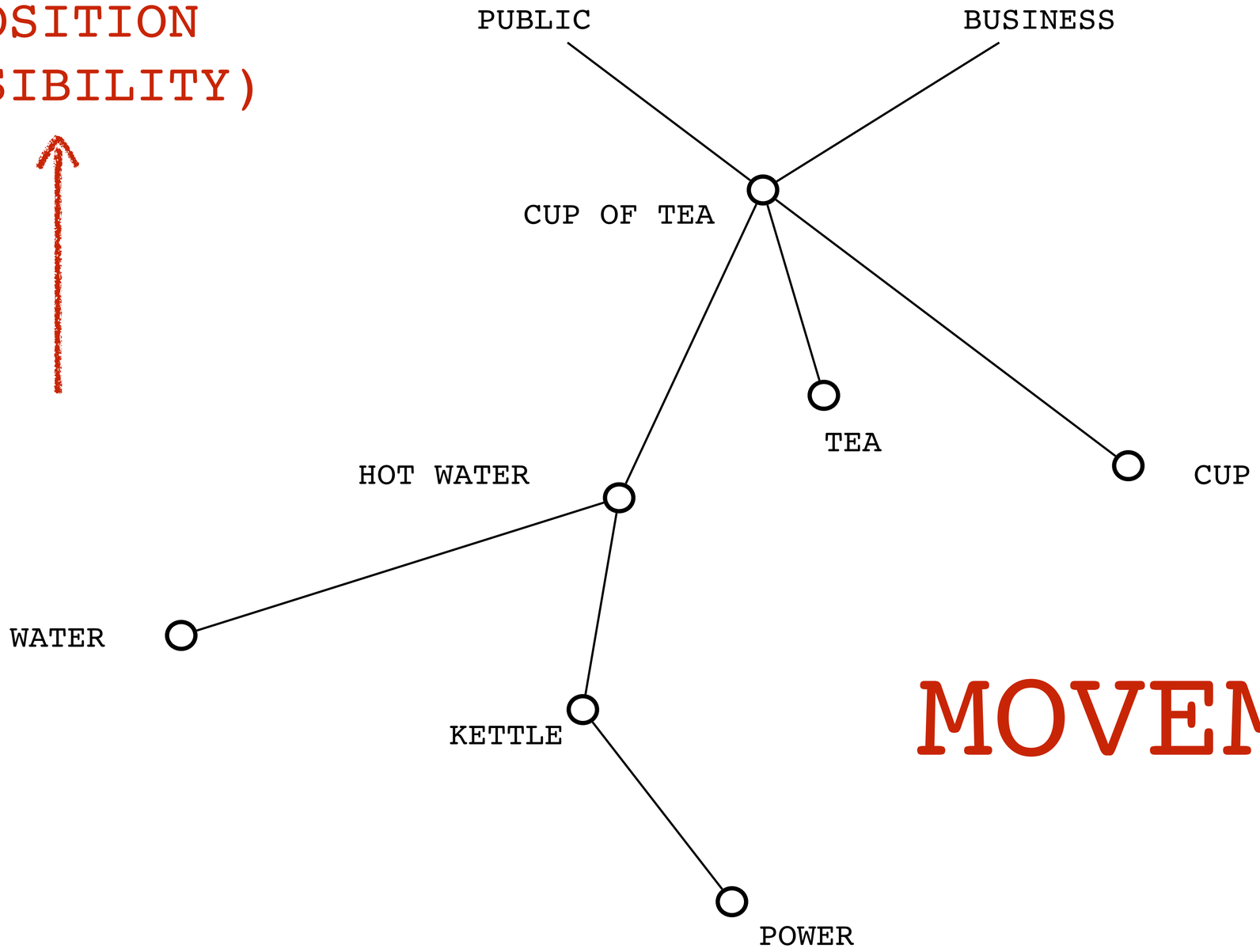


PUBLIC
BUSINESS
CUP OF TEA
TEA
CUP
HOT WATER
WATER
KETTLE
POWER

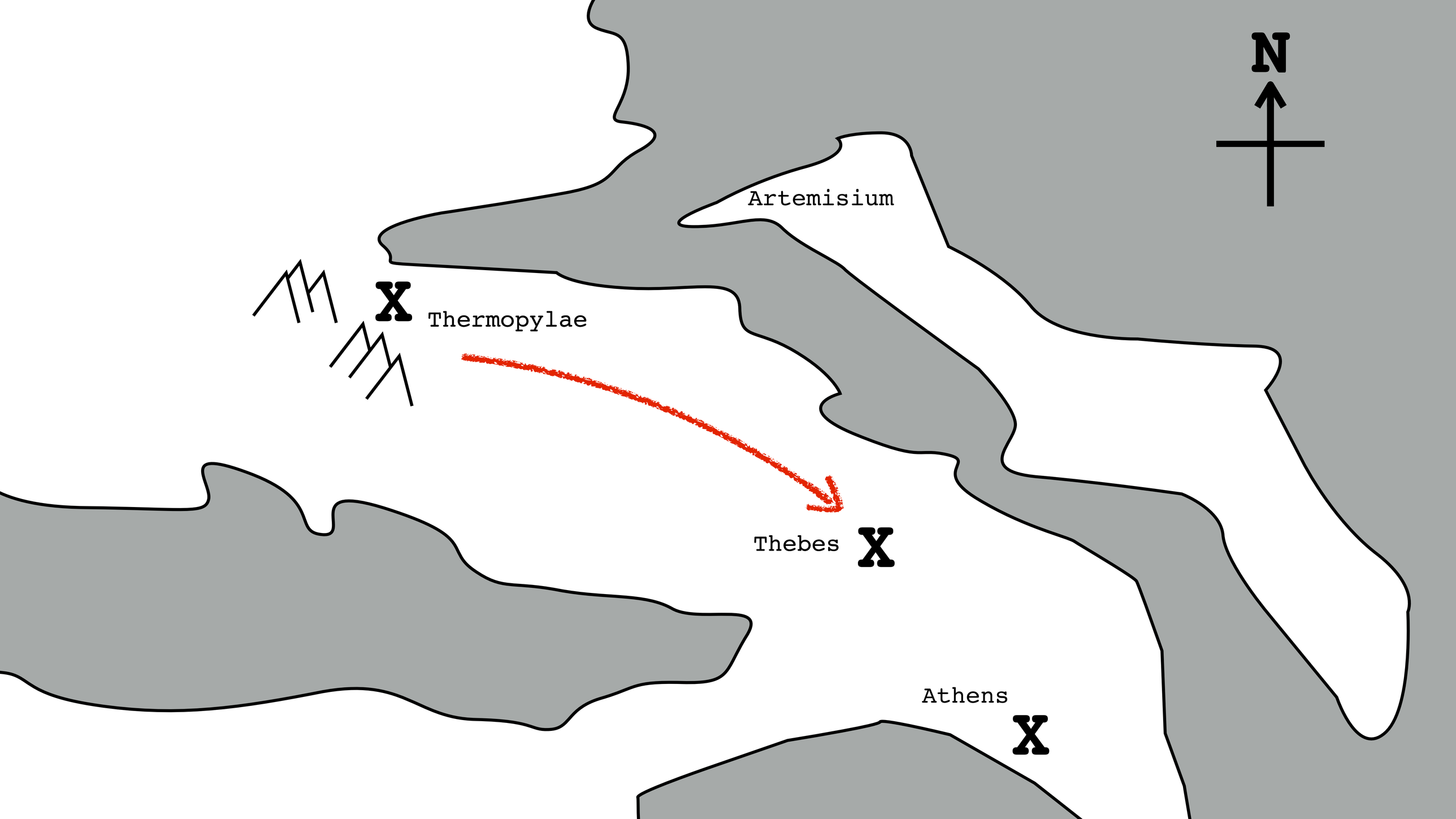
POSITION
(VISIBILITY)

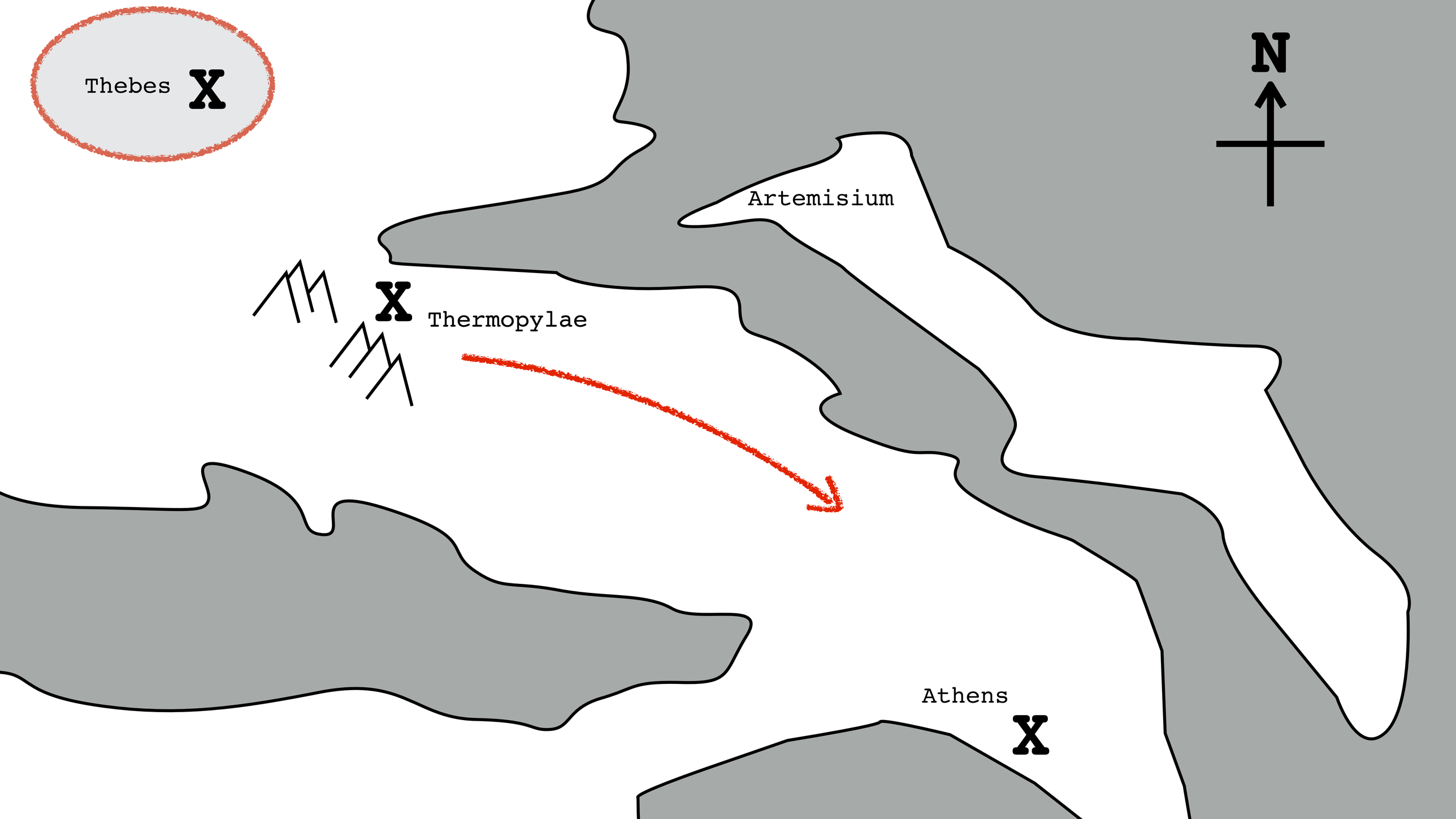


POSITION
(VISIBILITY)



MOVEMENT?


N
Artemisium
Thermopylae
Thebes
Athens


Thebes
N
Artemisium
Thermopylae
Athens

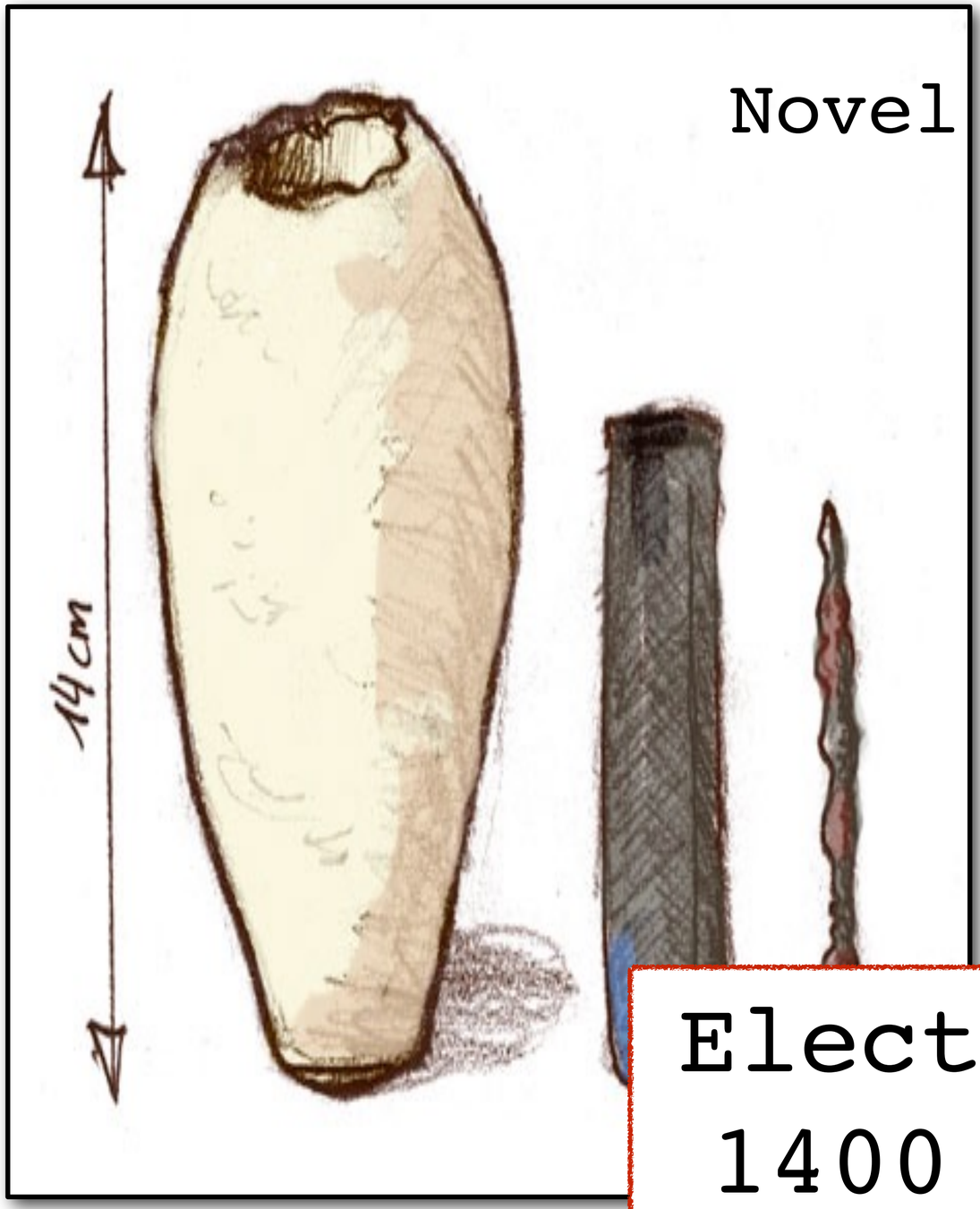

Pangea,
200,000,000
years ago

WHAT IS THE LANDSCAPE OF BUSINESS?

ARE THERE TECTONIC PLATES?

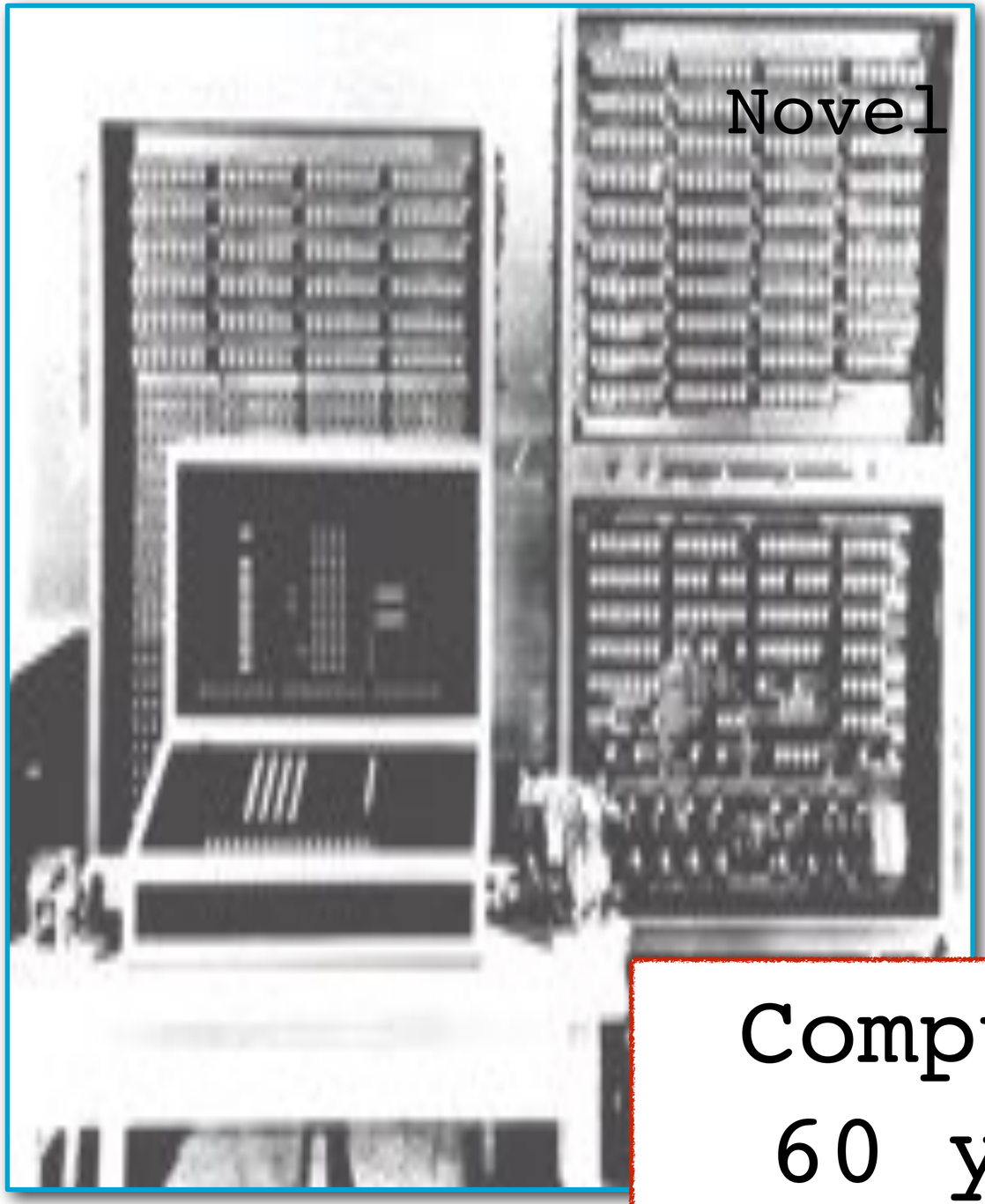
CAPITAL

(Activities, practices, data, knowledge …)





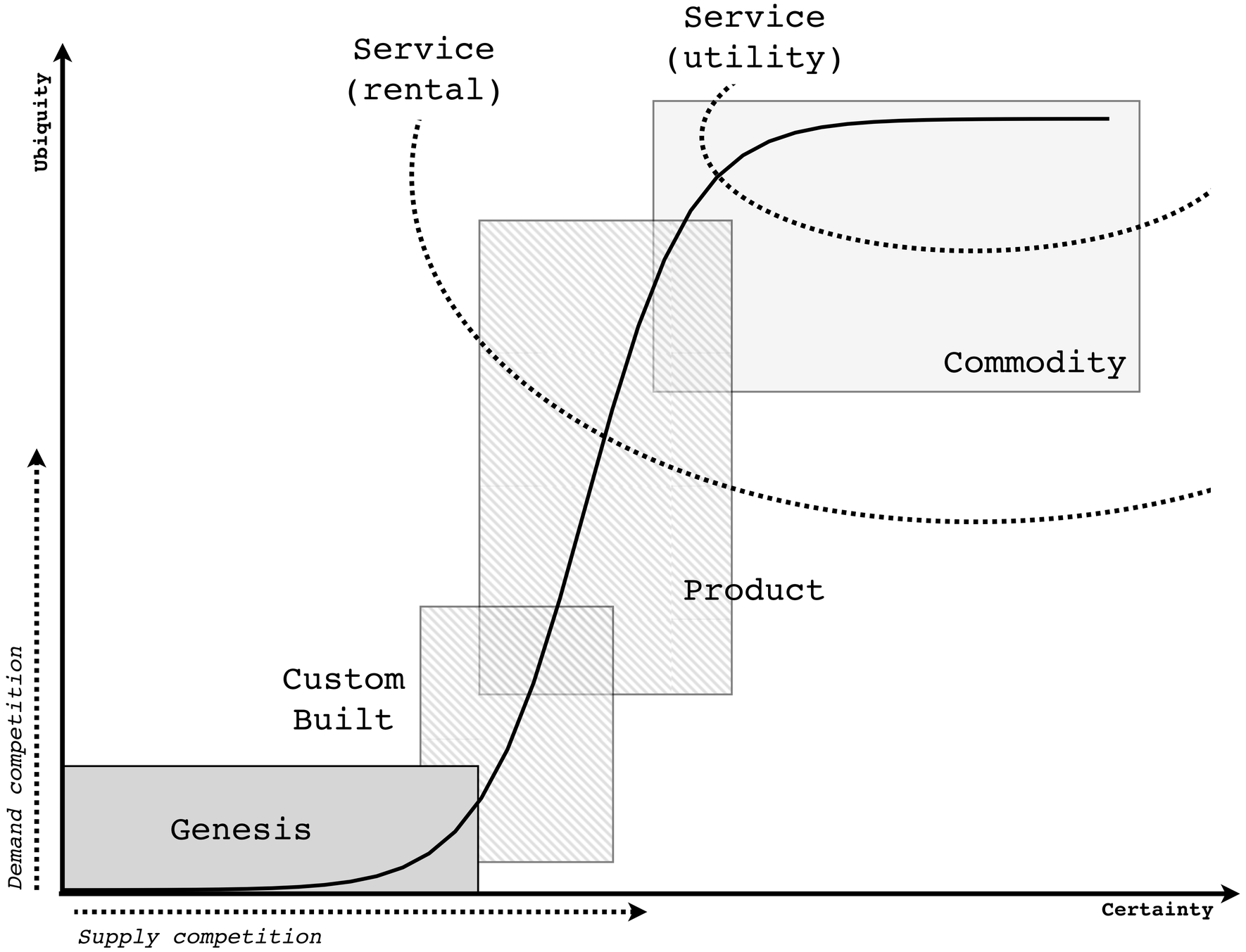
Electricity
1400 years

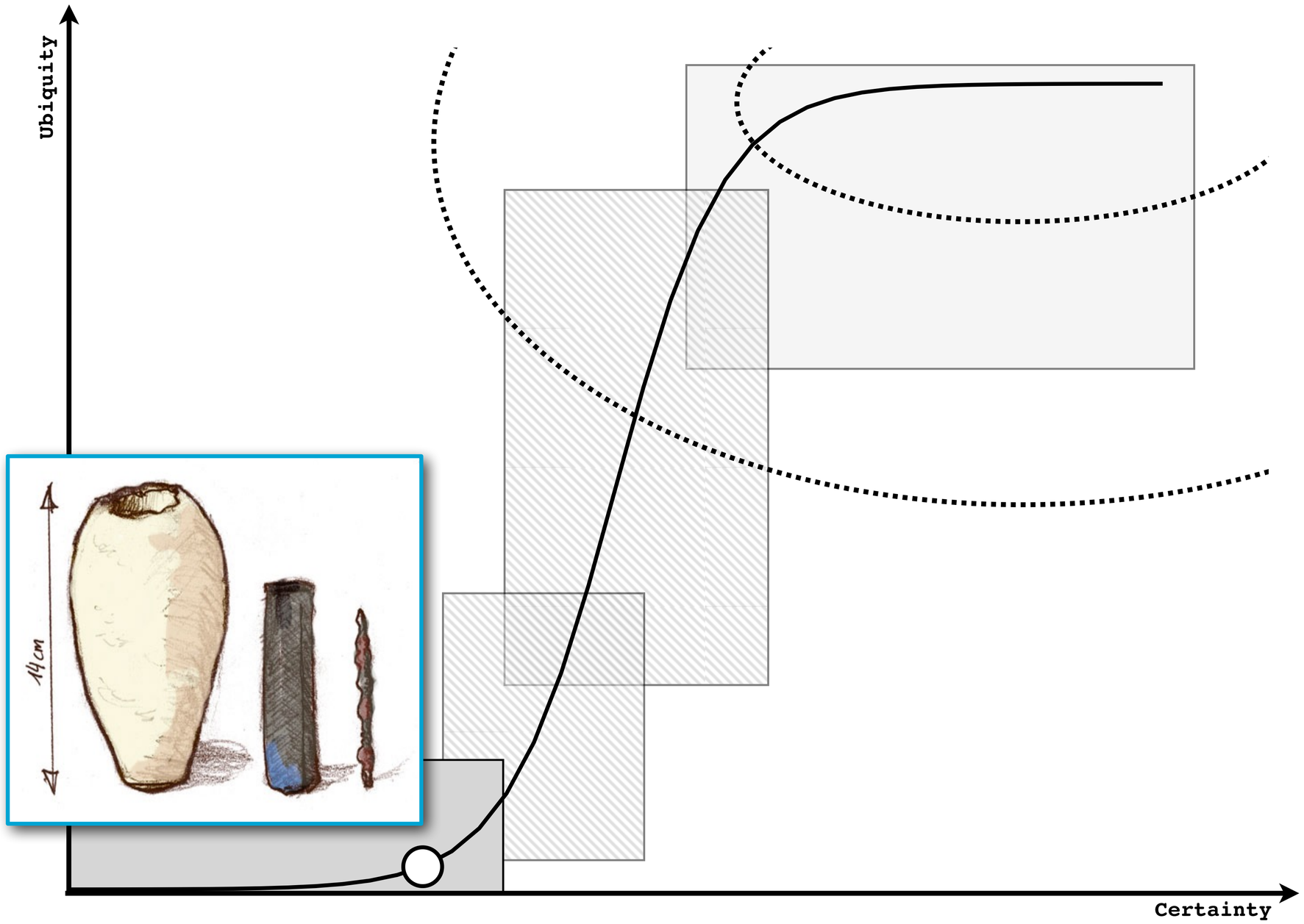




Computing
60 years

WHAT IF WE DESCRIBE MOVEMENT THROUGH CHANGE ITSELF?


Service
(rental)
Service
(utility)
Ubiquity
Commodity
Product
Custom
Built
Genesis
Demand competition
Supply competition
Certainty


Ubiquity
14cm
Certainty

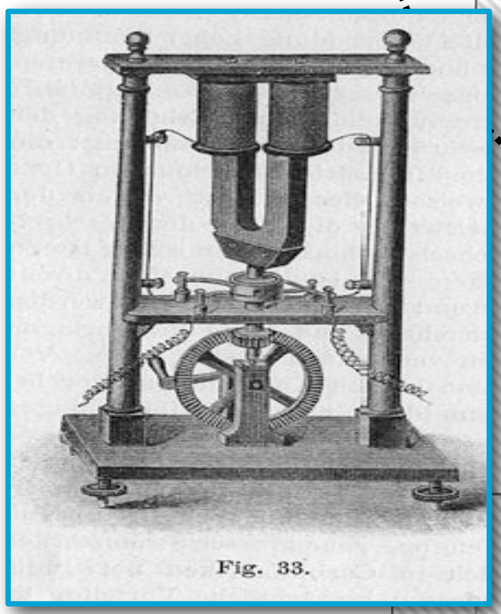
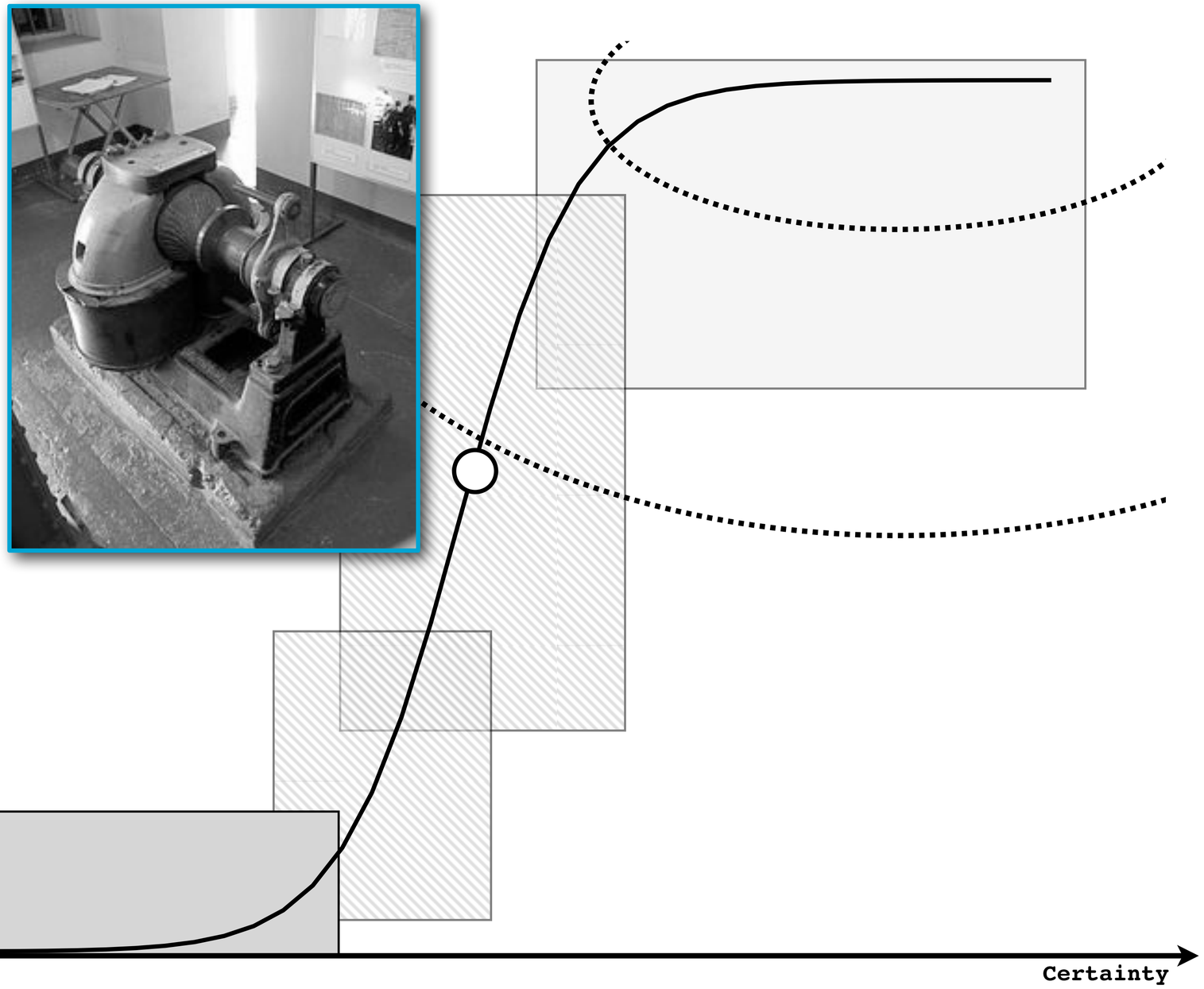
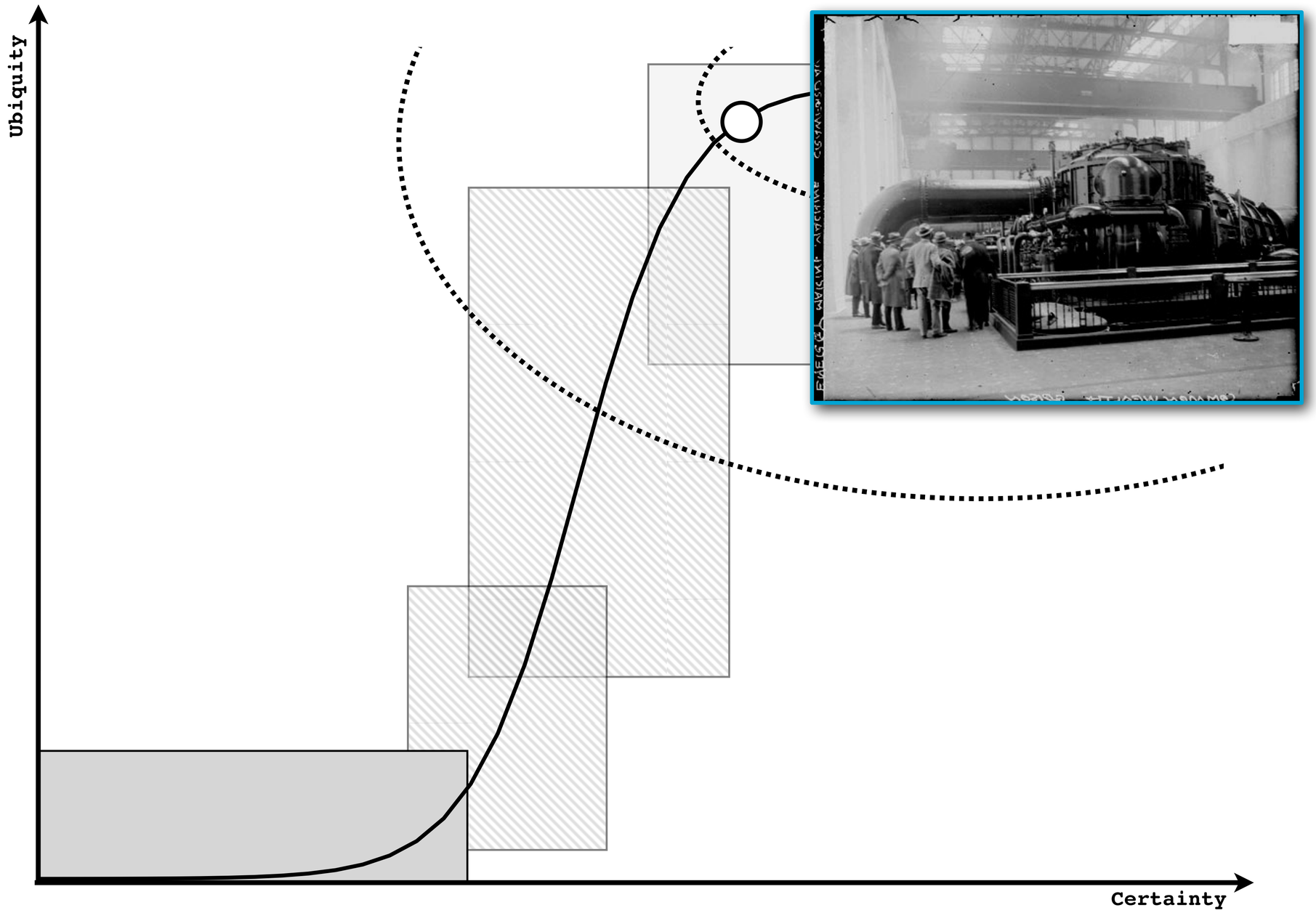


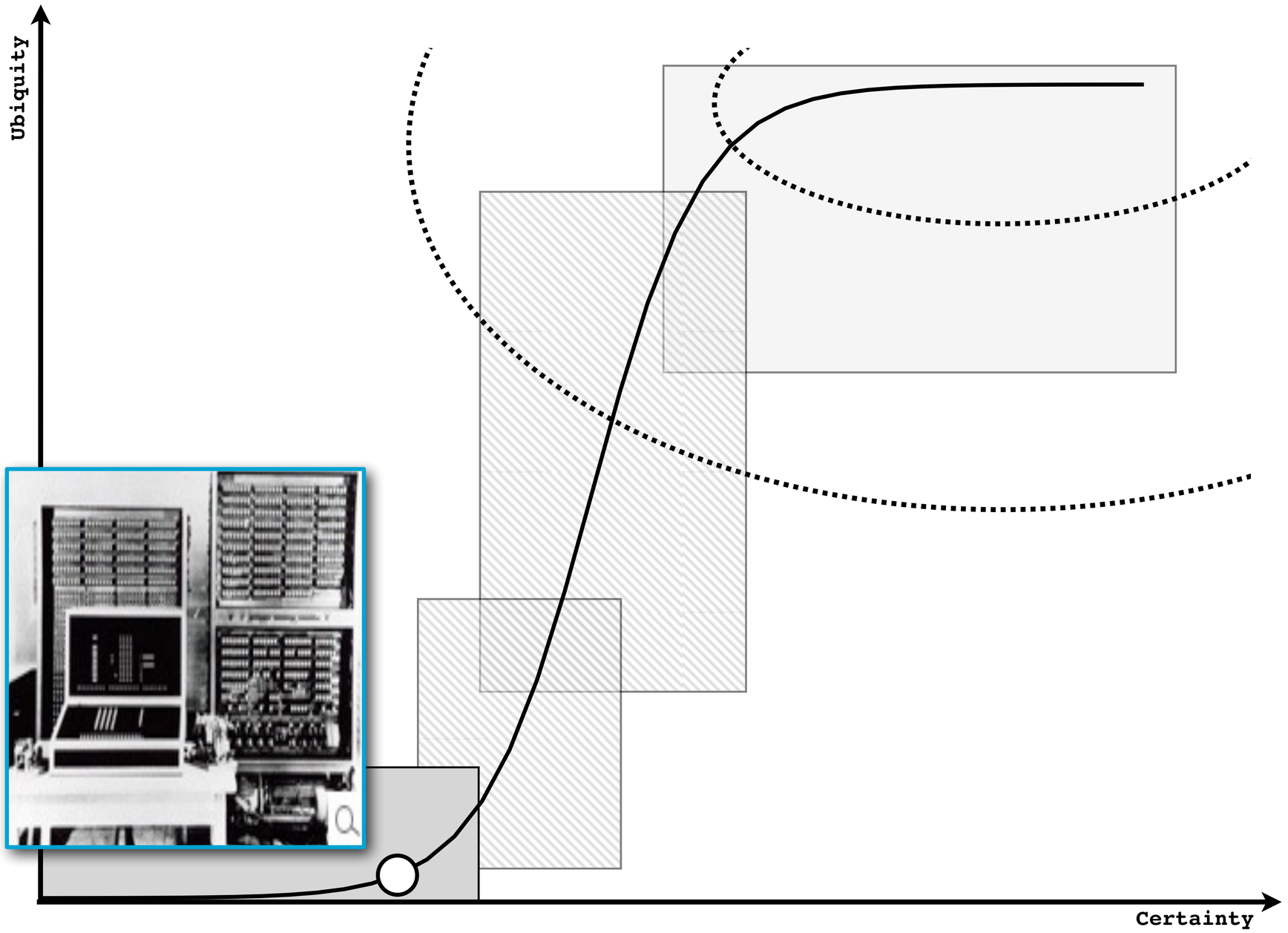
Fig. 33.

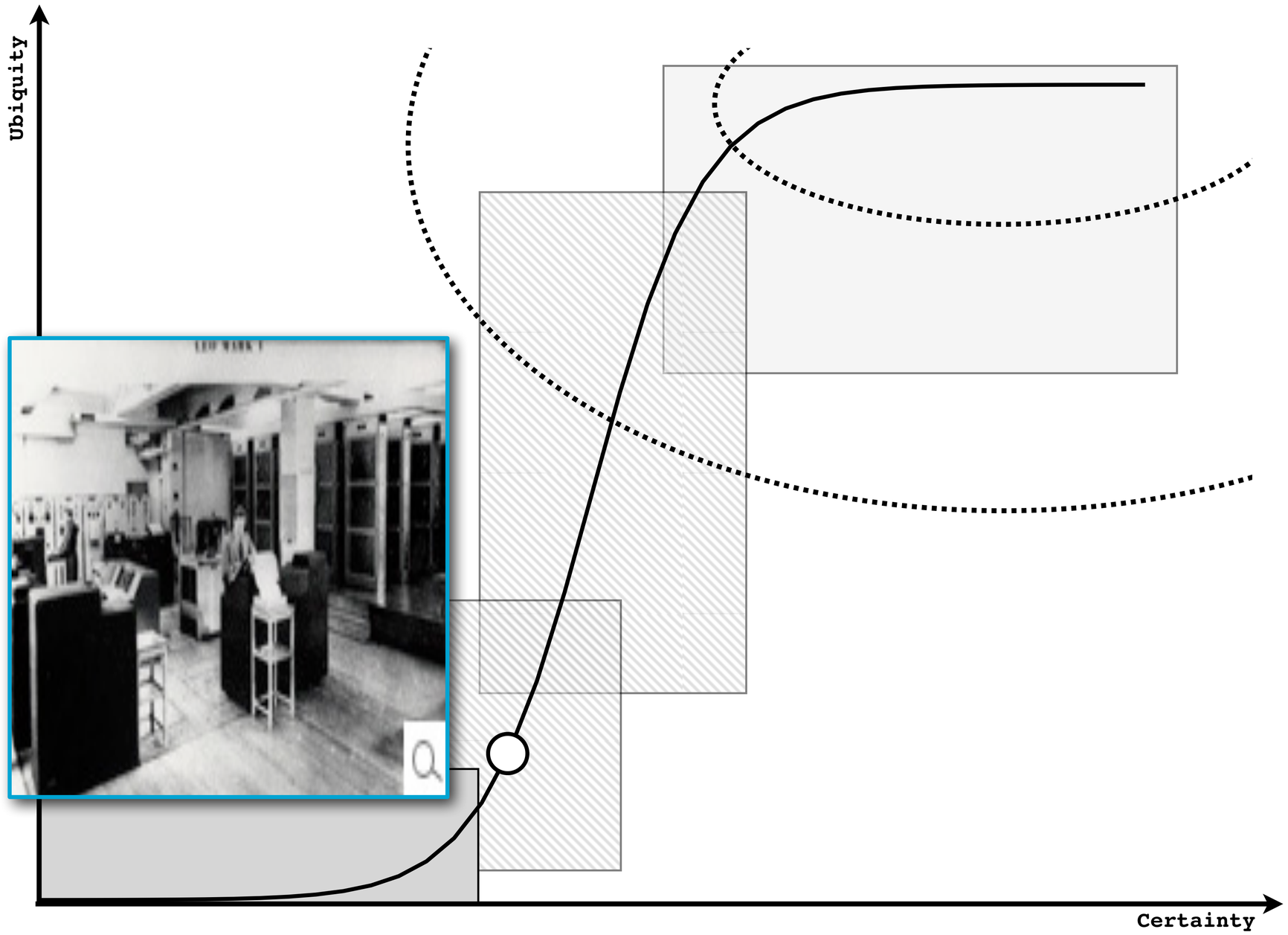
Ubiquity

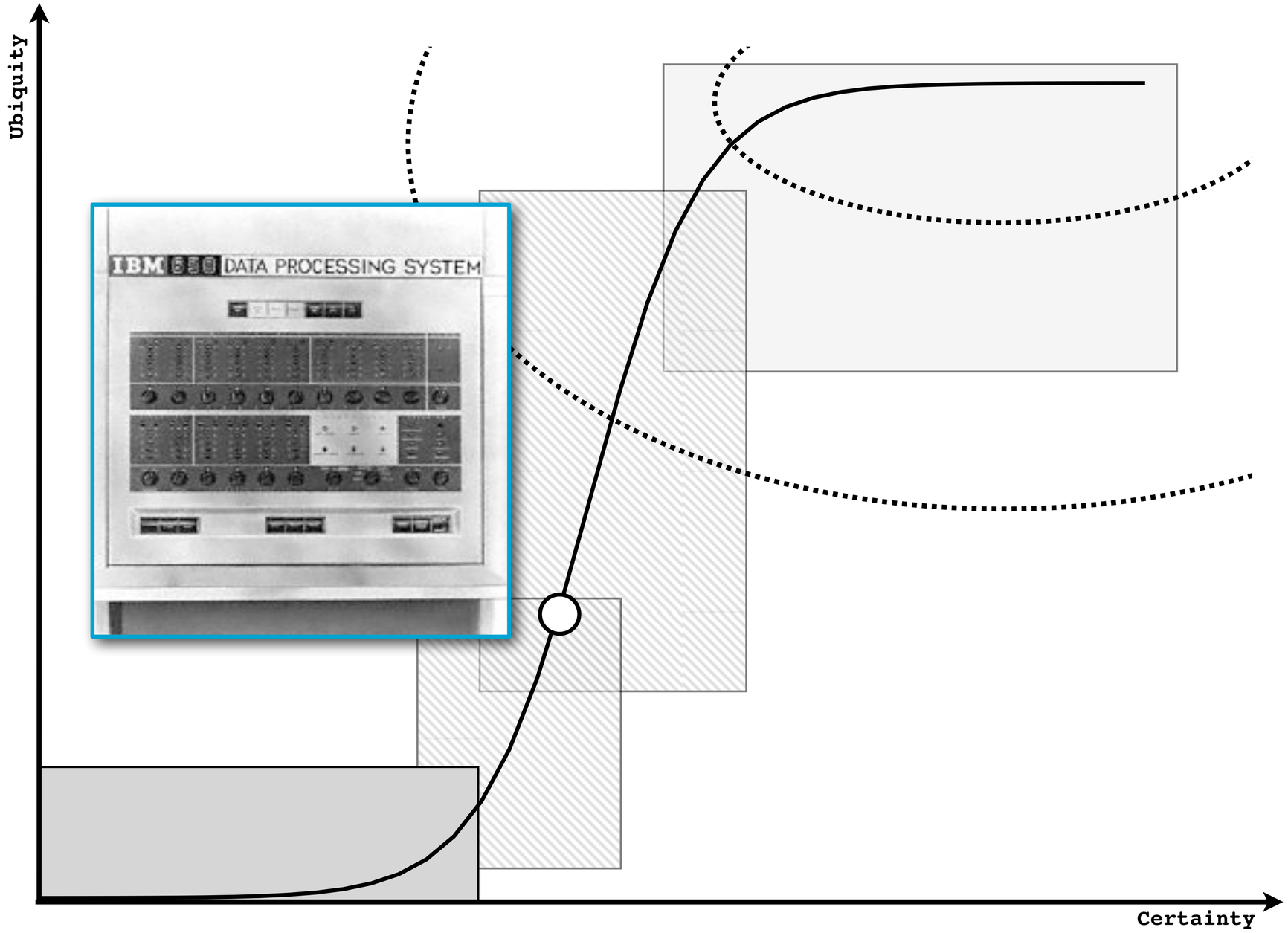
Certainty

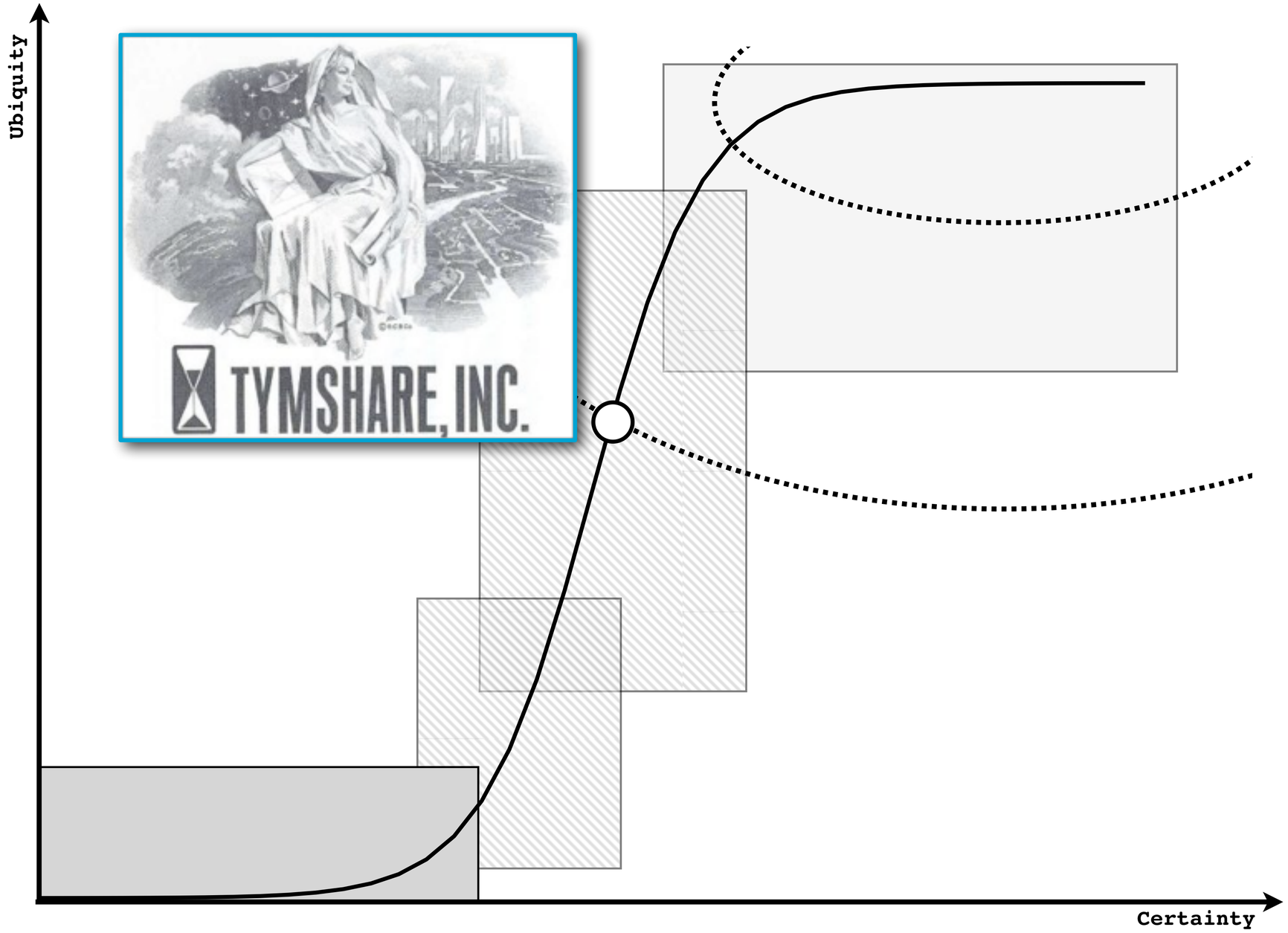

Ubiquity
Certainty

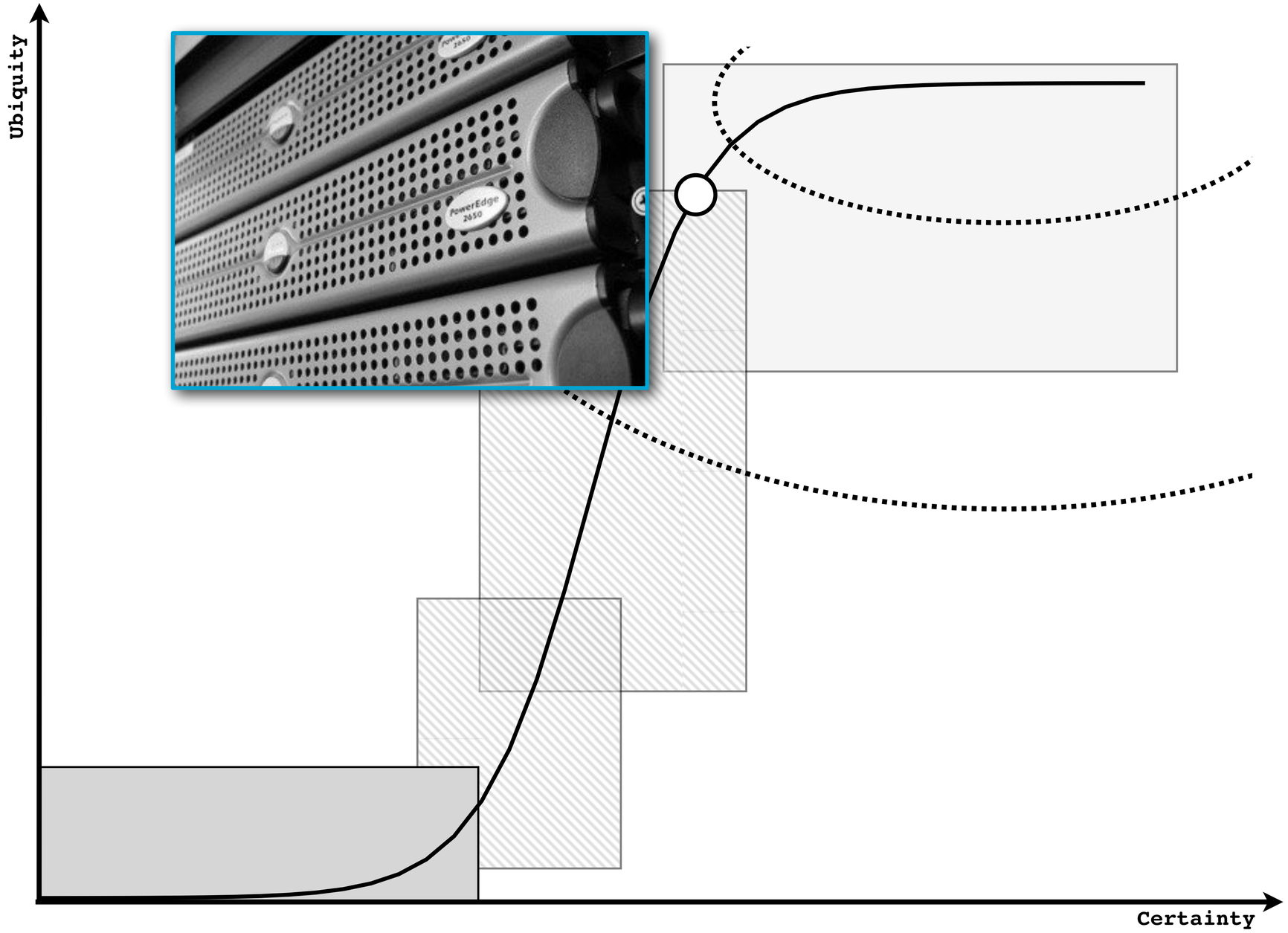

Ubiquity
Certainty

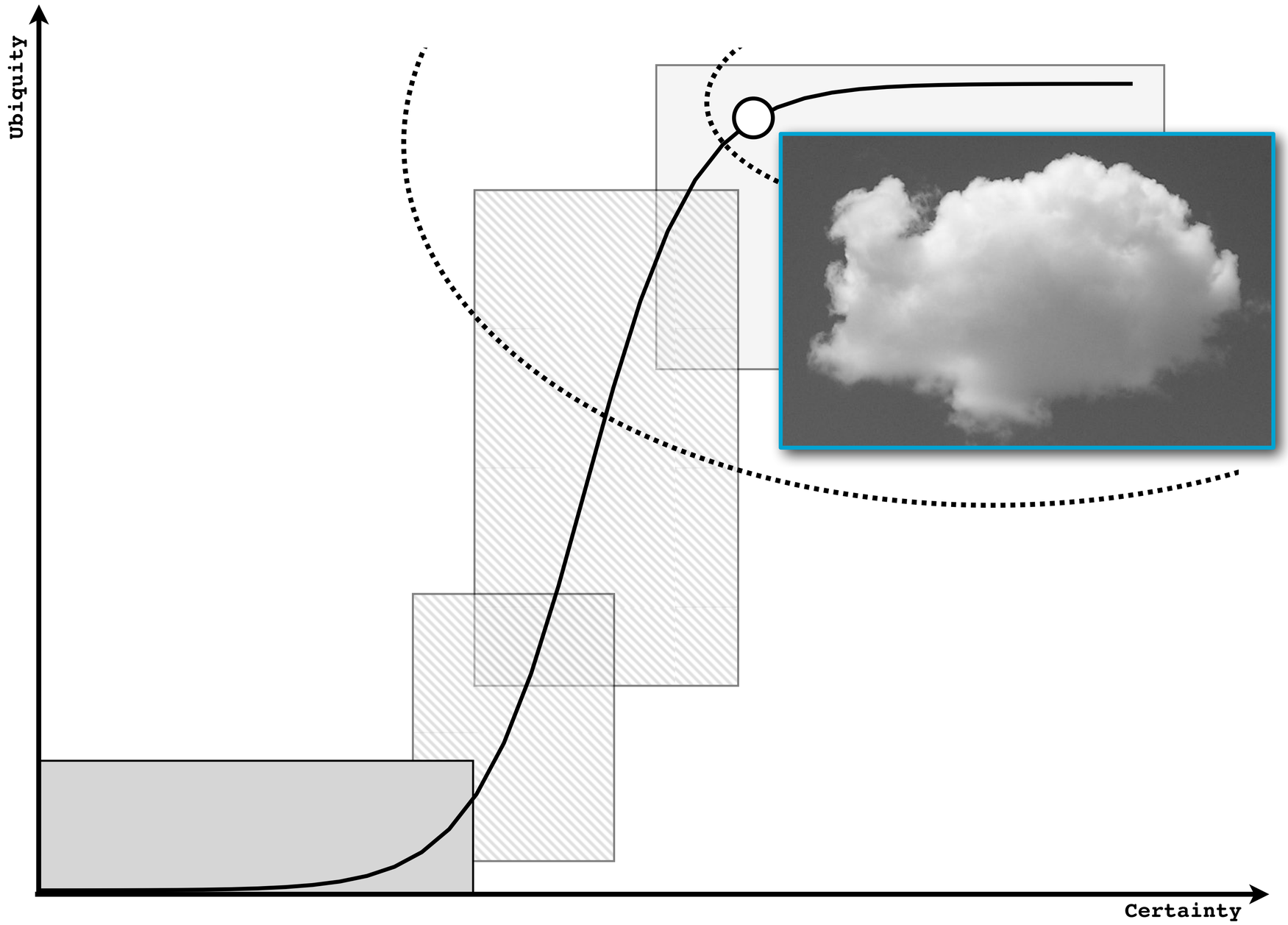

Ubiquity
Certainty

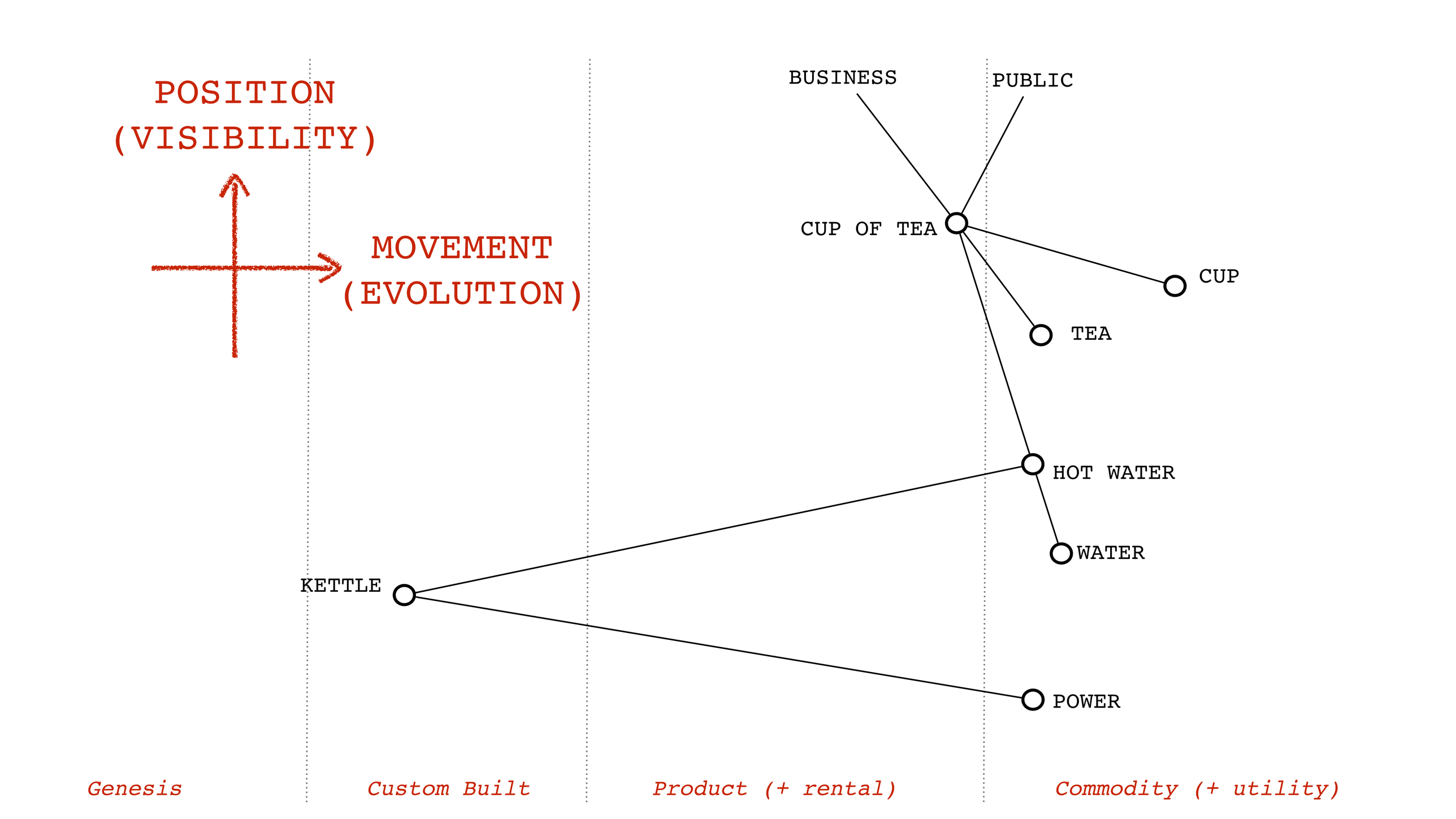

Ubiquity
Certainty

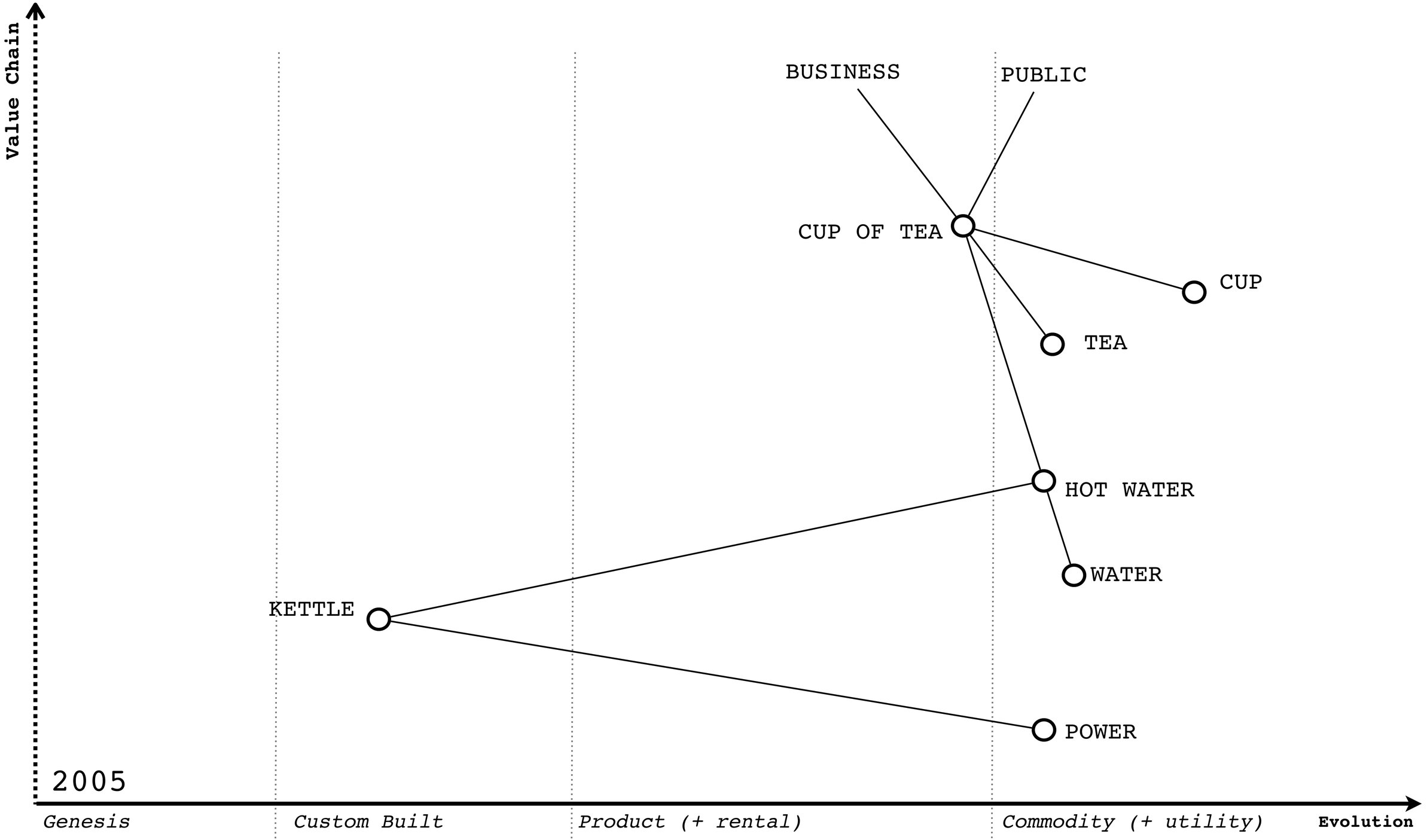

Ubiquity
IBM 650 DATA PROCESSING SYSTEM
Certainty


Ubiquity
TYMSHARE, INC.
Certainty

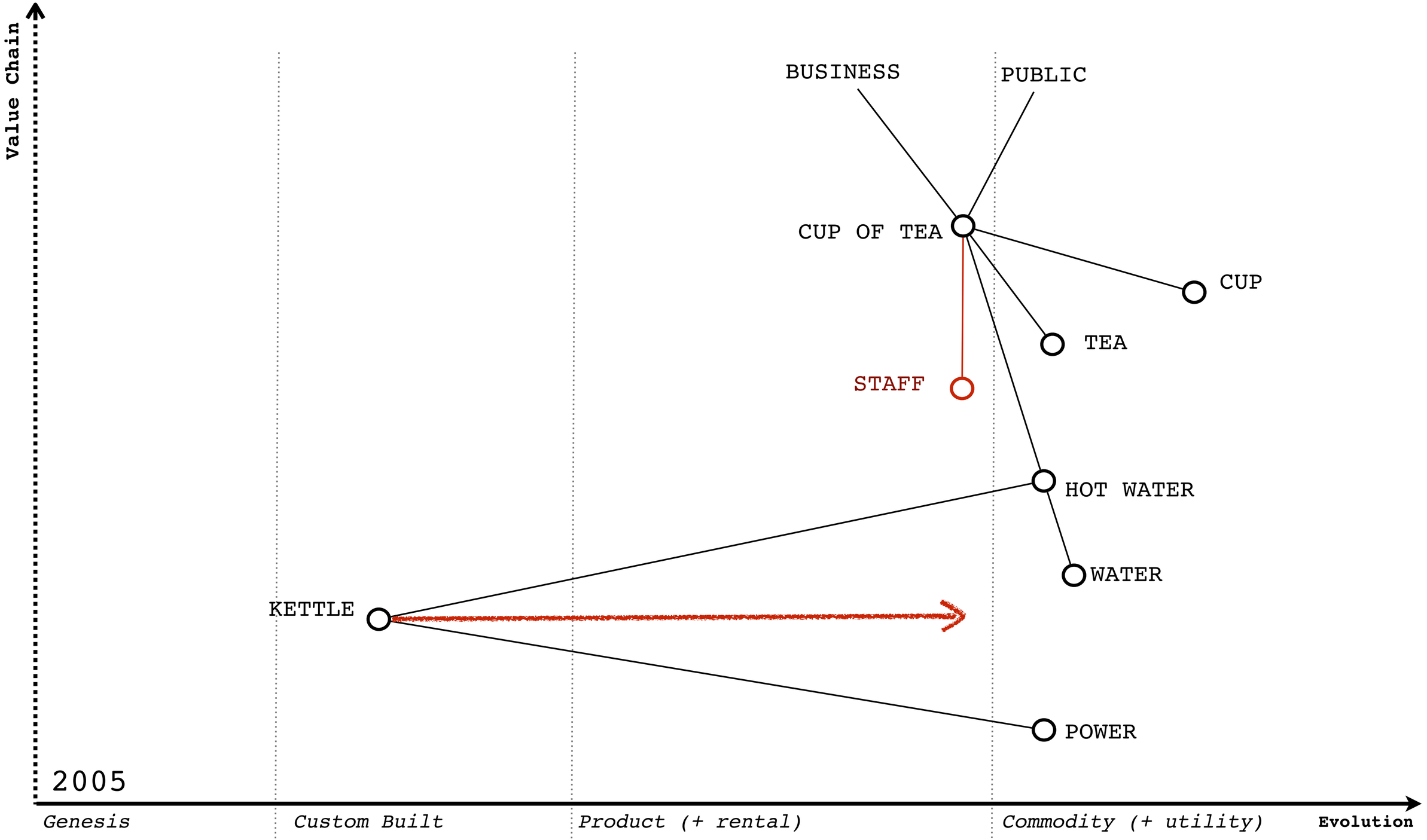

Ubiquity
PowerEdge
2650
Certainty

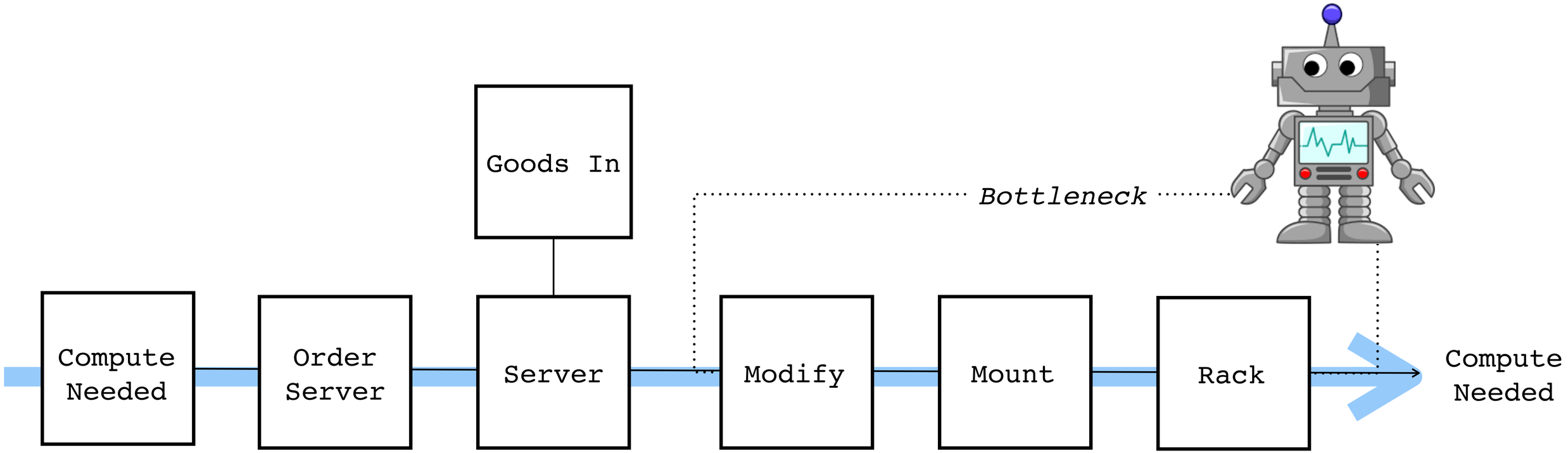

Ubiquity
Certainty


POSITION
(VISIBILITY)
MOVEMENT
(EVOLUTION)
BUSINESS
PUBLIC
CUP OF TEA
CUP
TEA
HOT WATER
WATER
KETTLE
POWER
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)

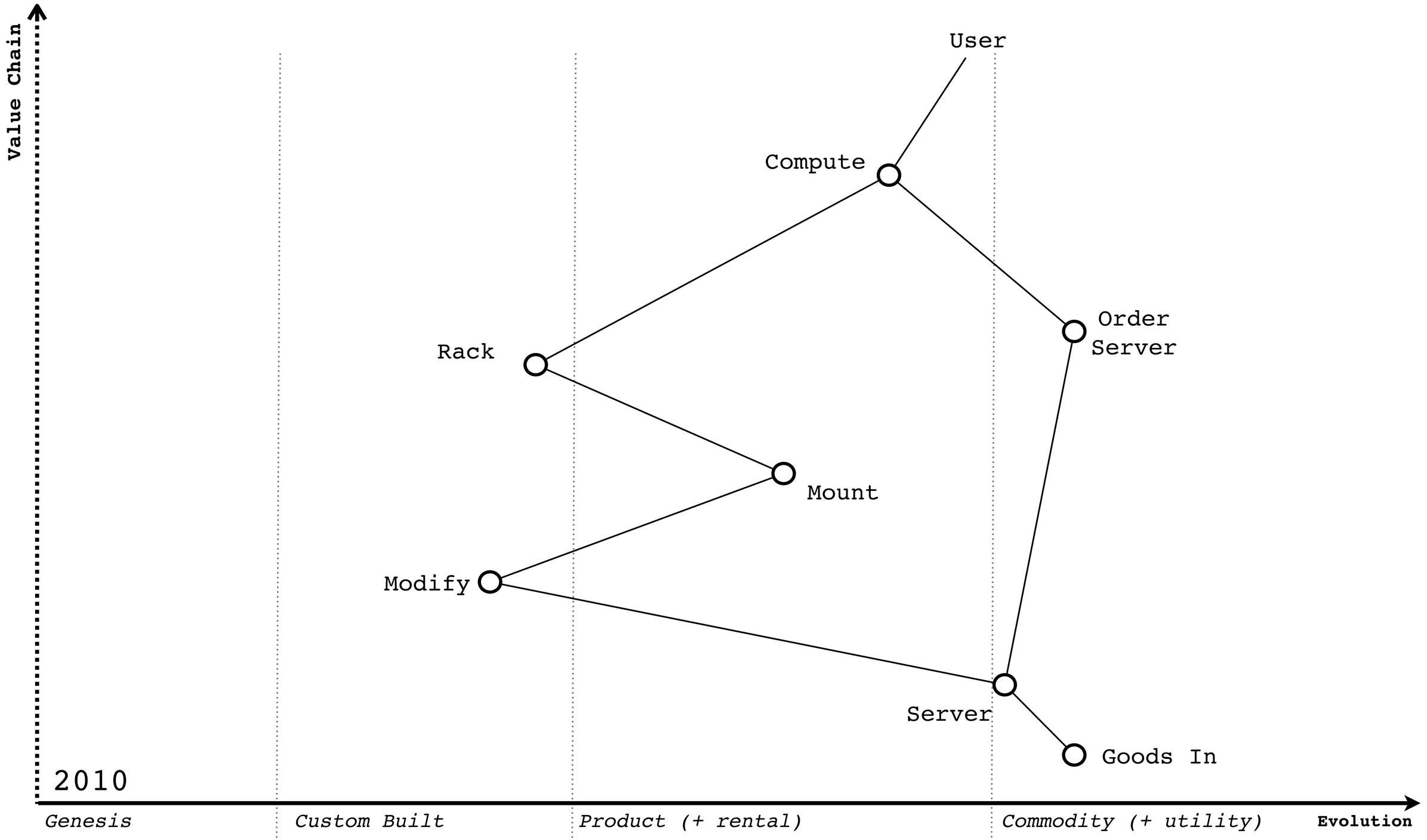

Value Chain
BUSINESS
PUBLIC
CUP OF TEA
CUP
TEA
HOT WATER
WATER
KETTLE
POWER
2005
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

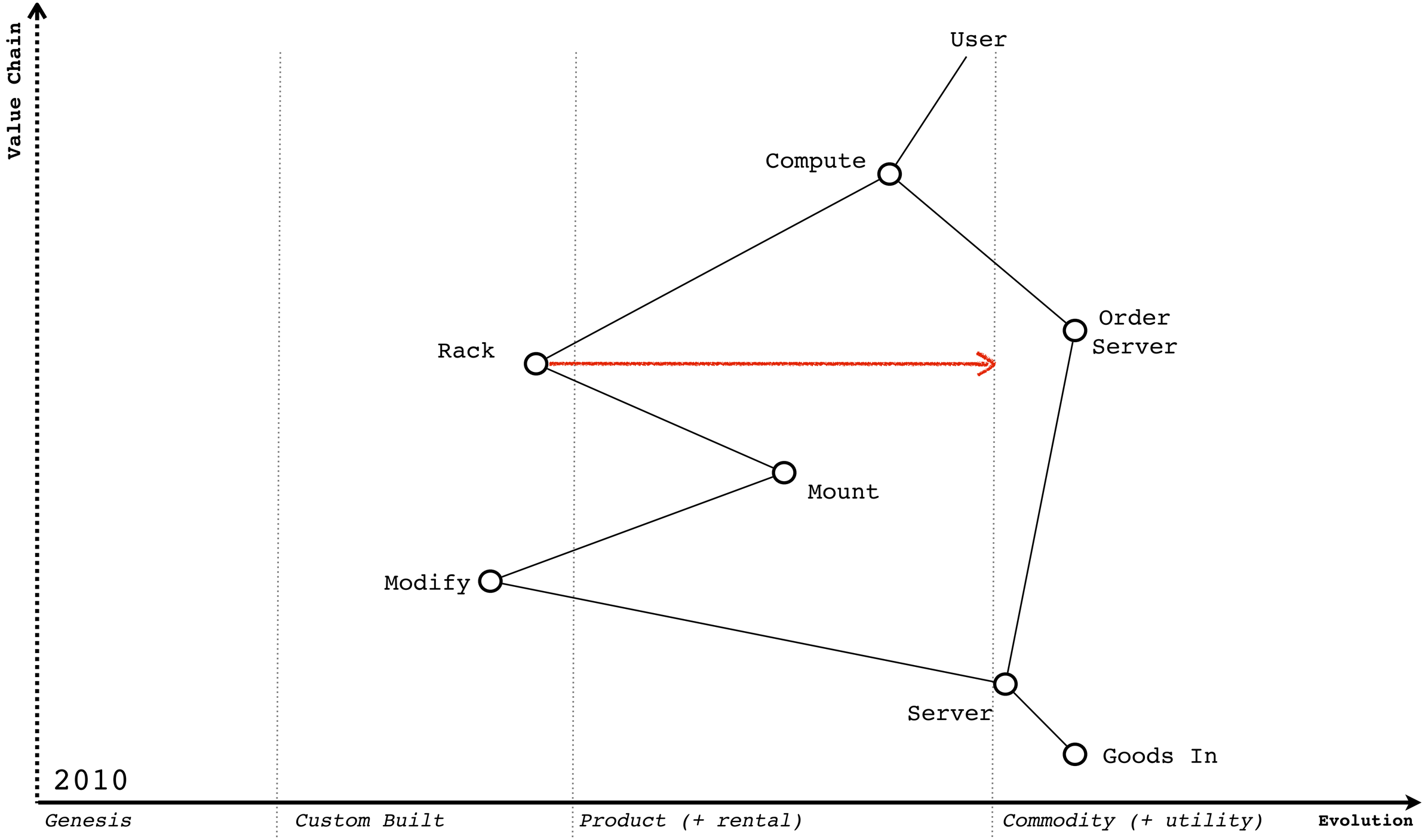

SO WHAT?

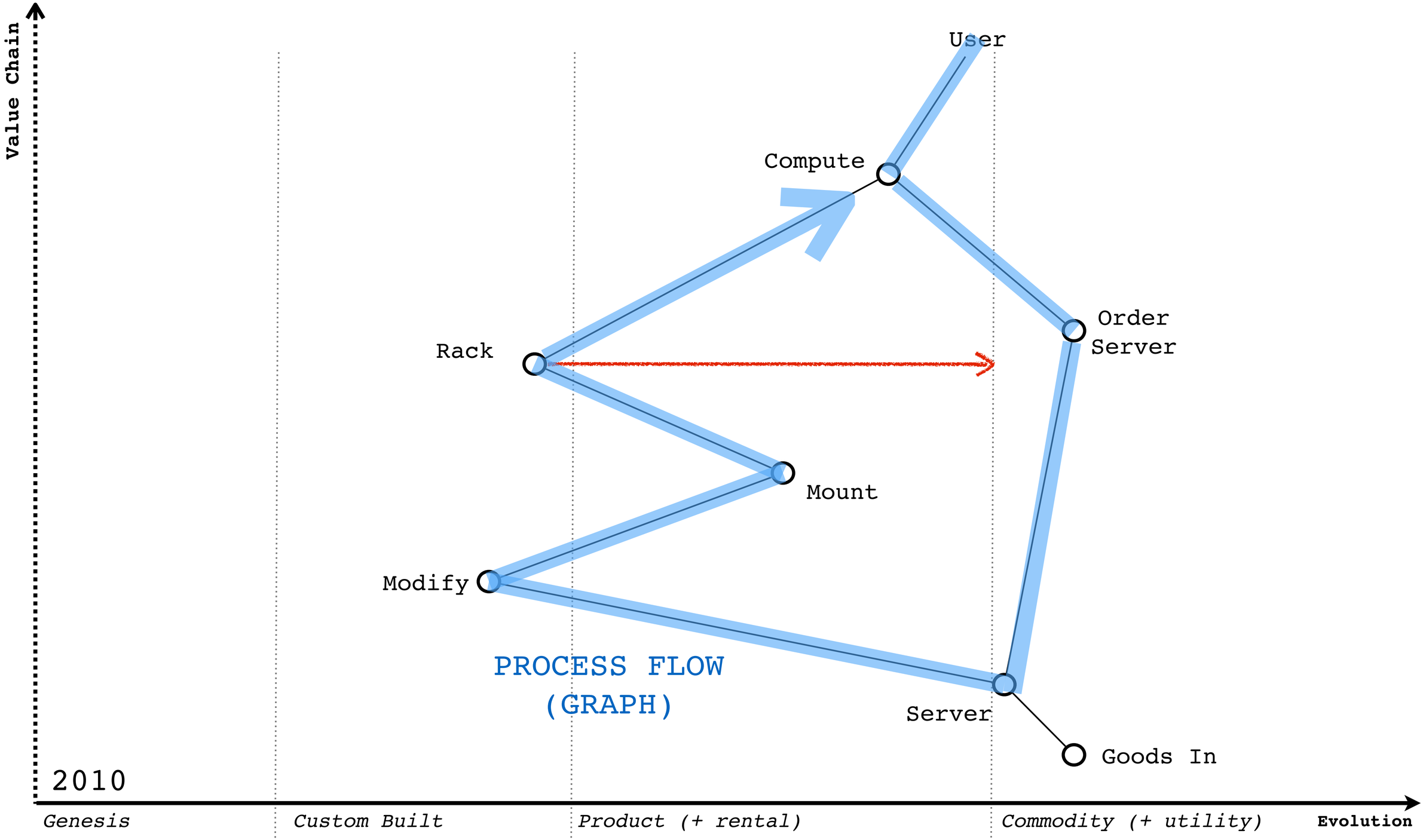

Value Chain
BUSINESS
PUBLIC
CUP OF TEA
CUP
TEA
STAFF
HOT WATER
WATER
KETTLE
POWER
2005
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

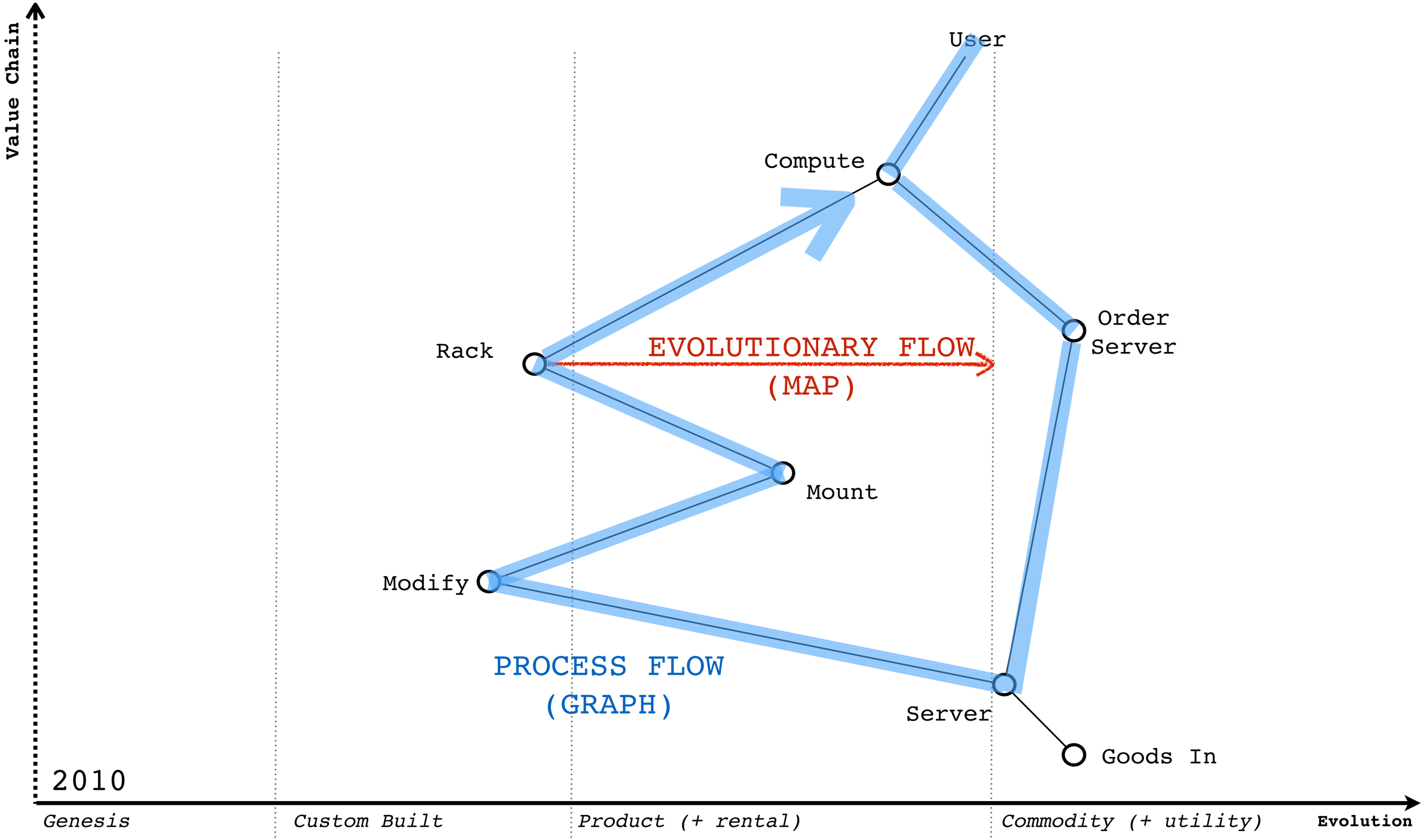


PROCESS FLOW (GRAPH)

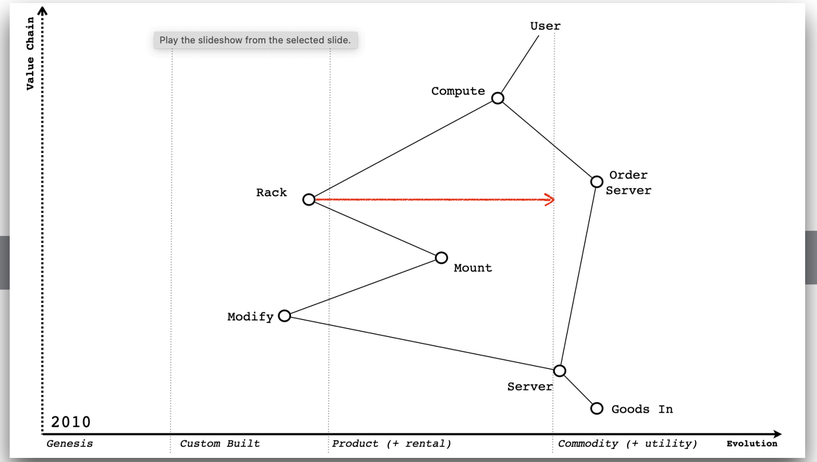

Value Chain
User
Compute
Order
Server
Rack
Mount
Modify
Server
Goods In
2010
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Value Chain
User
Compute
Rack
Order
Server
Mount
Modify
Server
Goods In
2010
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

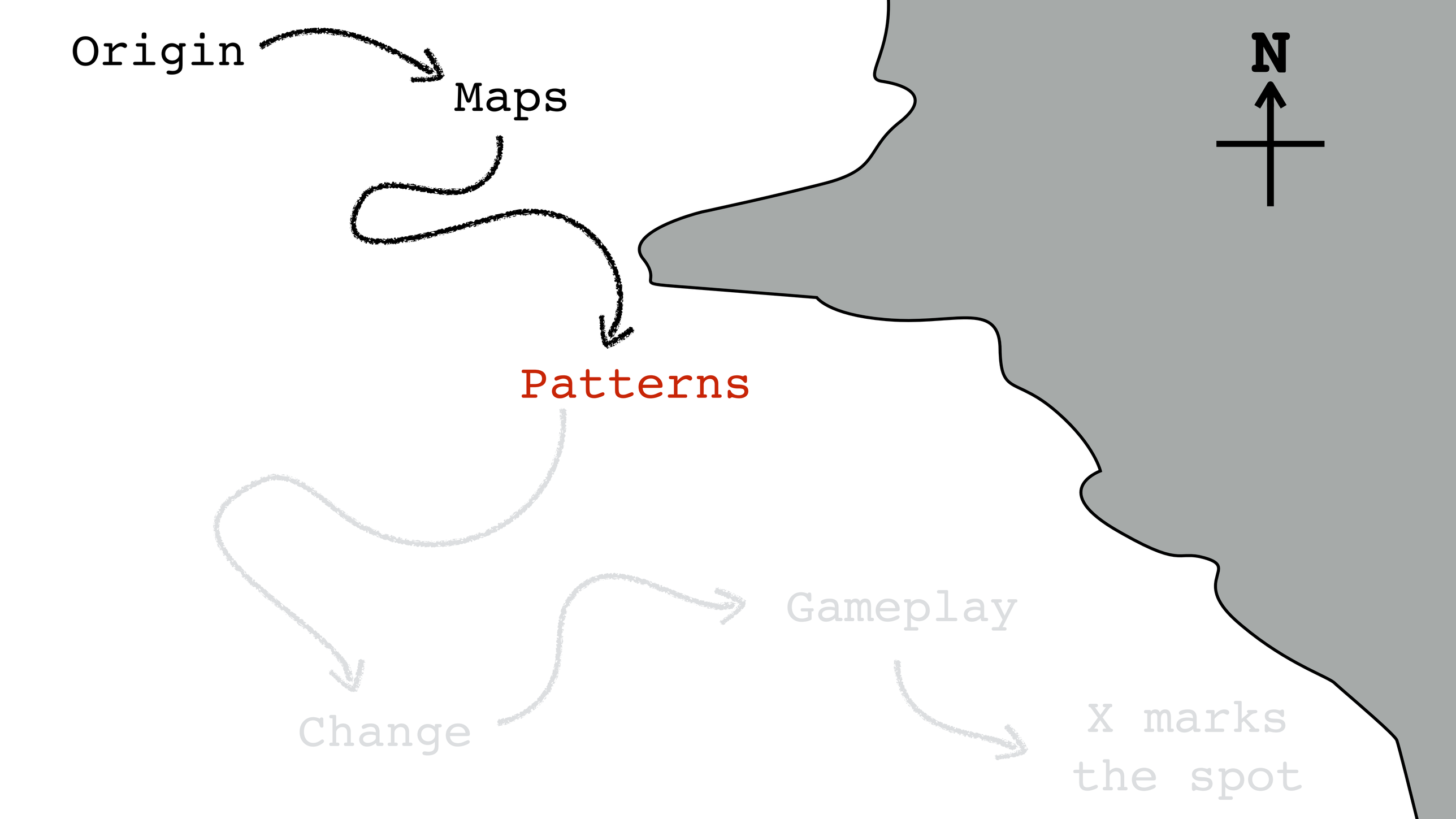

Value Chain
User
Compute
Order
Server
Rack
Mount
Modify
PROCESS FLOW
(GRAPH)
Server
Goods In
2010
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Value Chain
User
Compute
Order
Server
Rack
EVOLUTIONARY FLOW
(MAP)
Mount
Modify
PROCESS FLOW
(GRAPH)
Server
Goods In
2010
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

PRE MORTEM (Challenge)

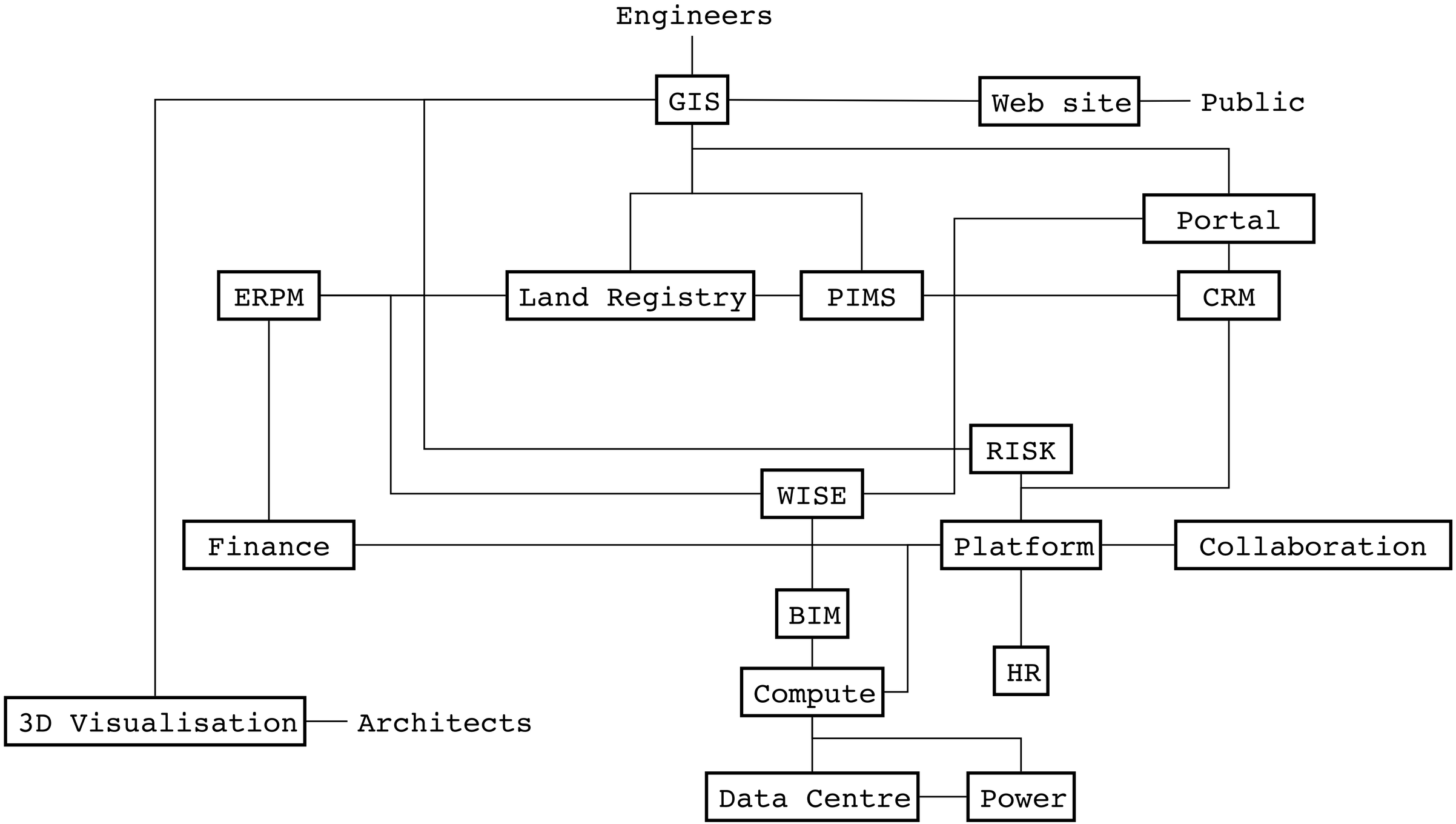


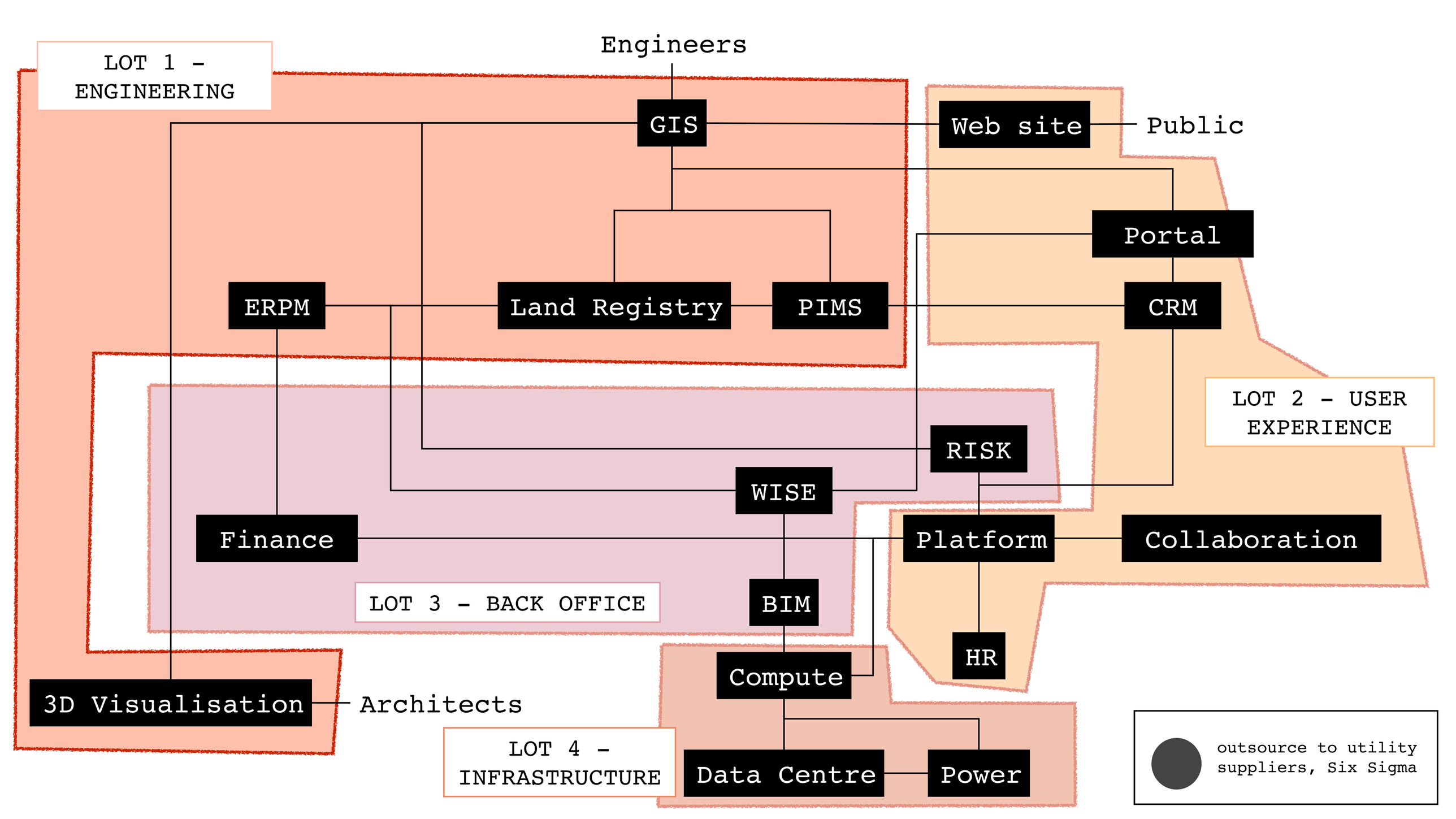
POST MORTEM (learning)


Origin
Maps
Patterns
Change
Gameplay
X marks
the spot
N



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Engineers
GIS
Web site
Public
Portal
ERPM
Land Registry
PIMS
CRM
RISK
WISE
Finance
Platform
Collaboration
BIM
HR
Compute
3D Visualisation
Architects
Data Centre
Power


LOT 1 - ENGINEERING
Engineers
GIS
Web site
Public
Portal
ERPM
Land Registry
PIMS
CRM
LOT 2 - USER EXPERIENCE
RISK
WISE
Finance
Platform
Collaboration
LOT 3 - BACK OFFICE
BIM
HR
Compute
3D Visualisation
Architects
LOT 4 - INFRASTRUCTURE
Data Centre
Power
outsource to utility suppliers, Six Sigma

G-Cloud



VALUE CHAIN

CUSTOMER

3D VISUALISATION

CUSTOMER

GIS

Customer

Web Site

CUSTOMER

eB RIDGE

Project Wise

CRM

EPPM

PIMS

LAND REFERENCING

RISK TOOLS

FINANCE

customer

Sharepoint

HR

Platform

Compute

Data Centre

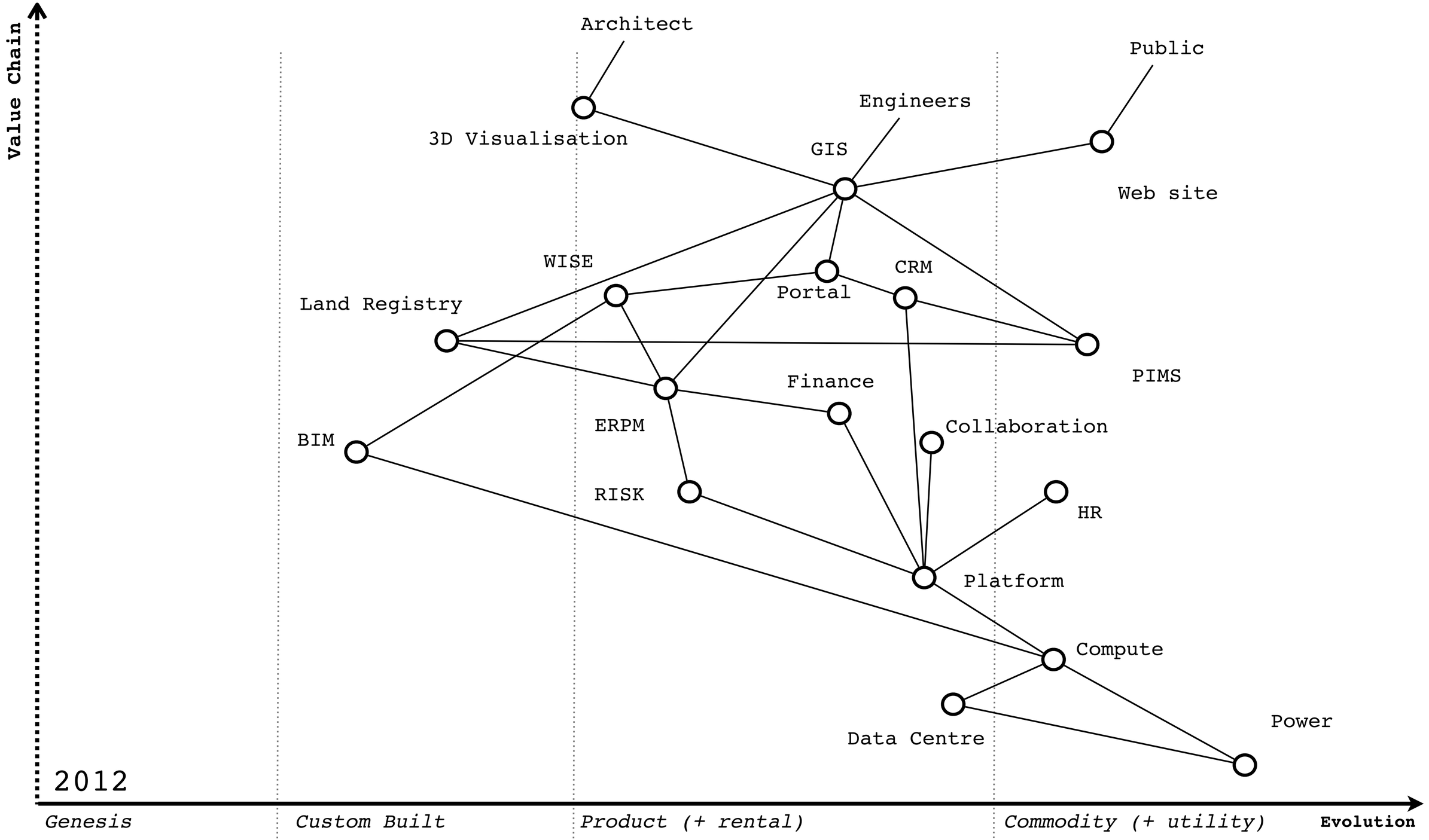
Transport Layer

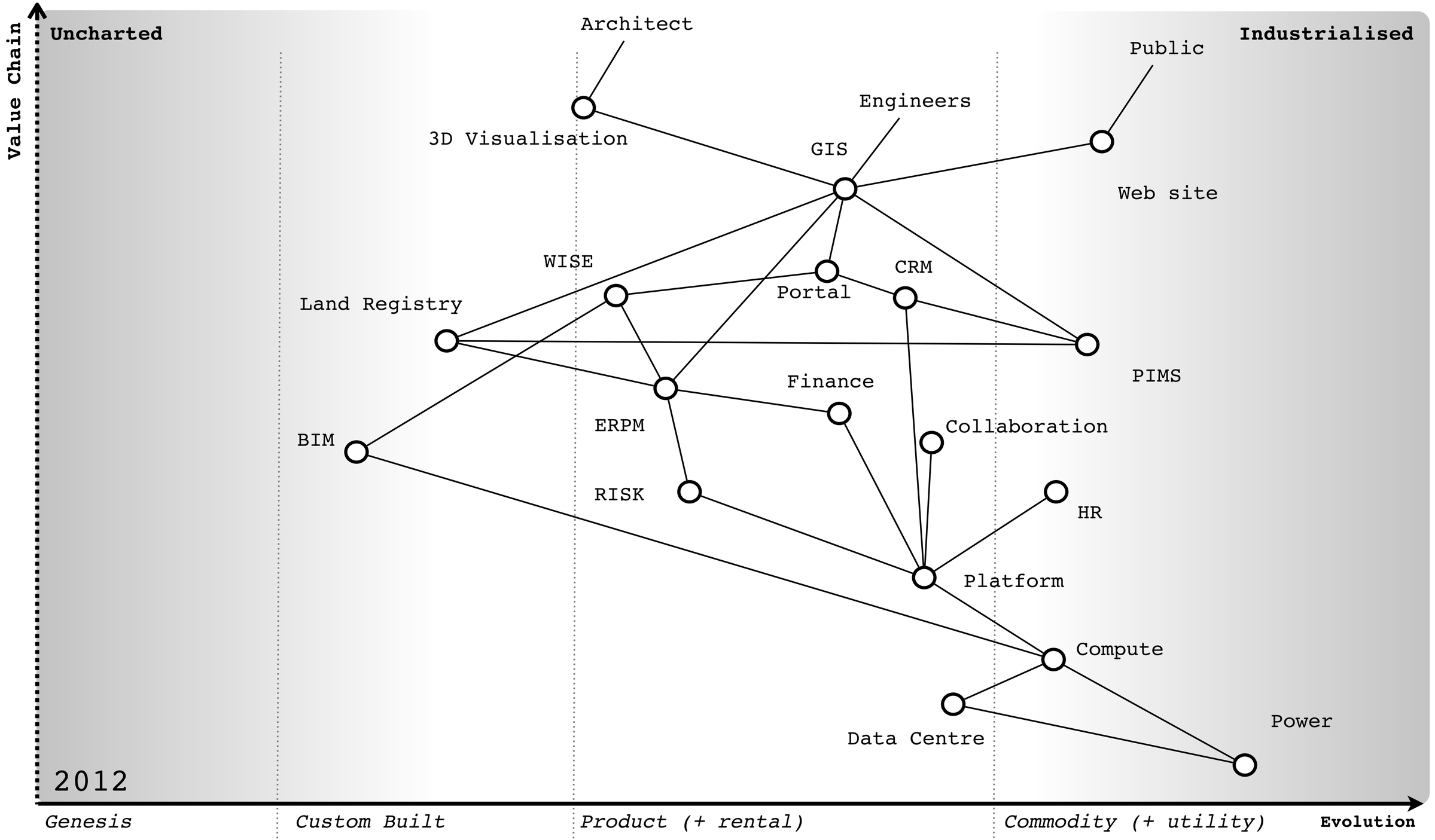
Power

Product (+ rental)

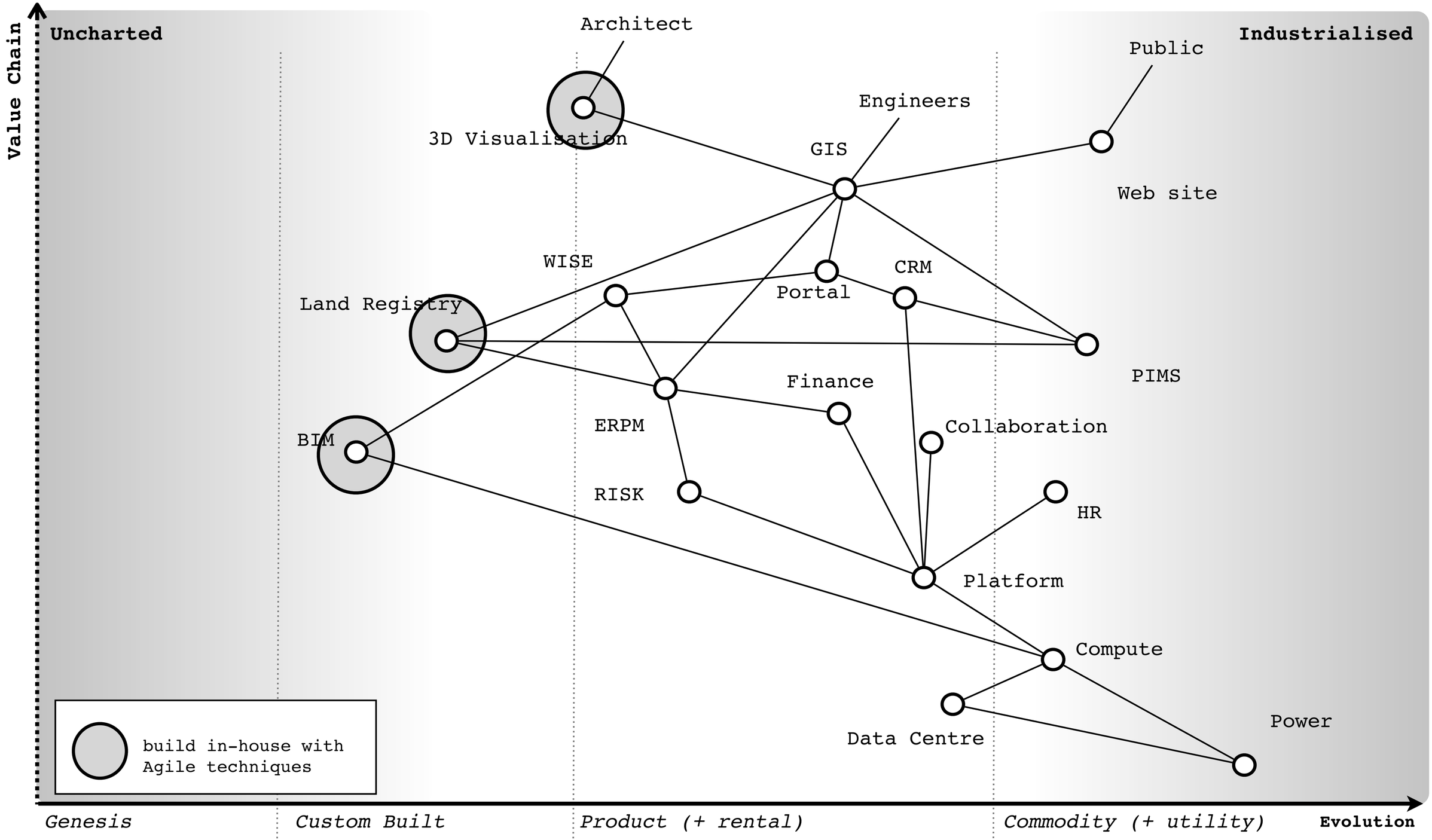
Commodity (+ utility)

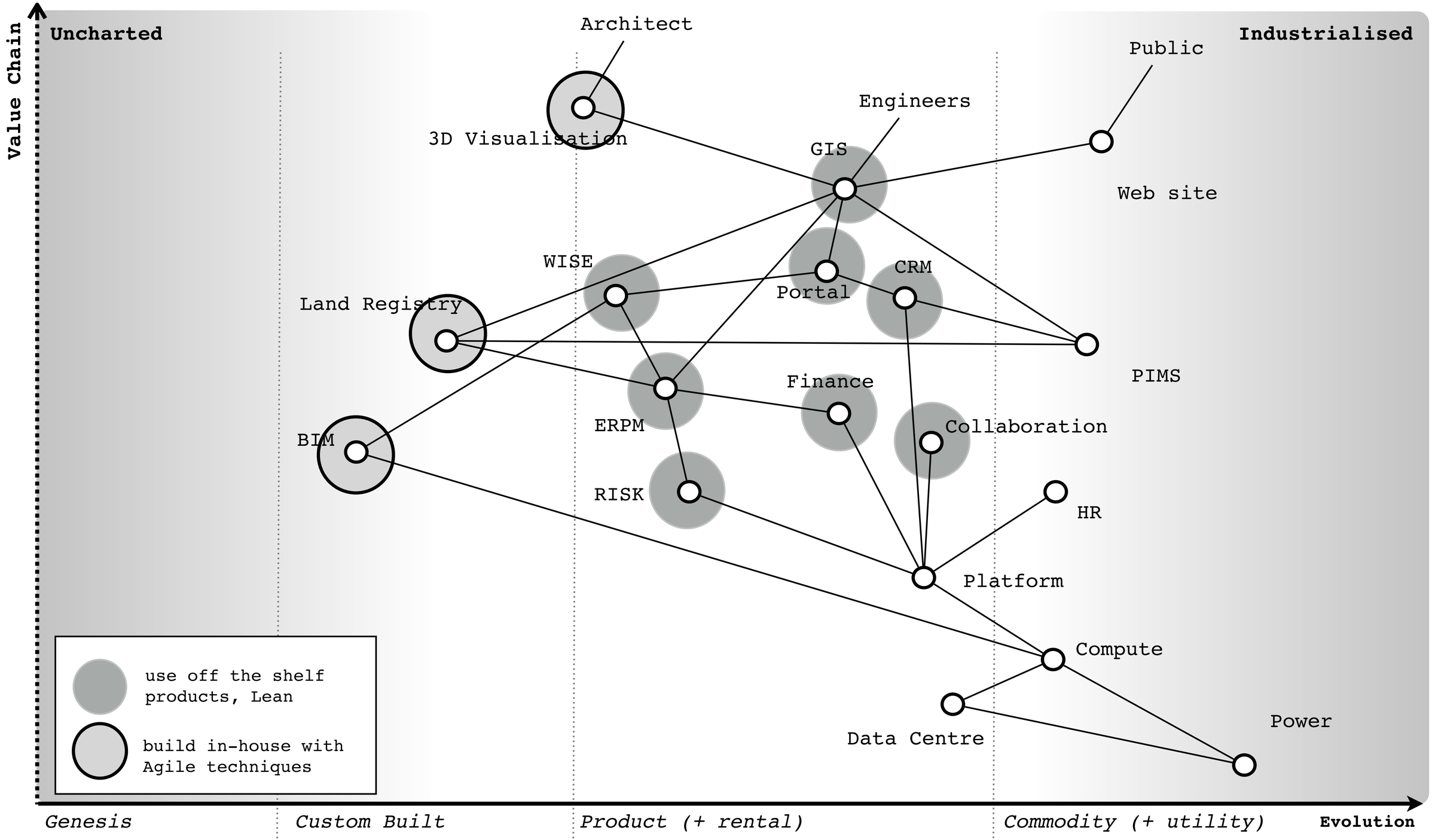
EVOLUTION

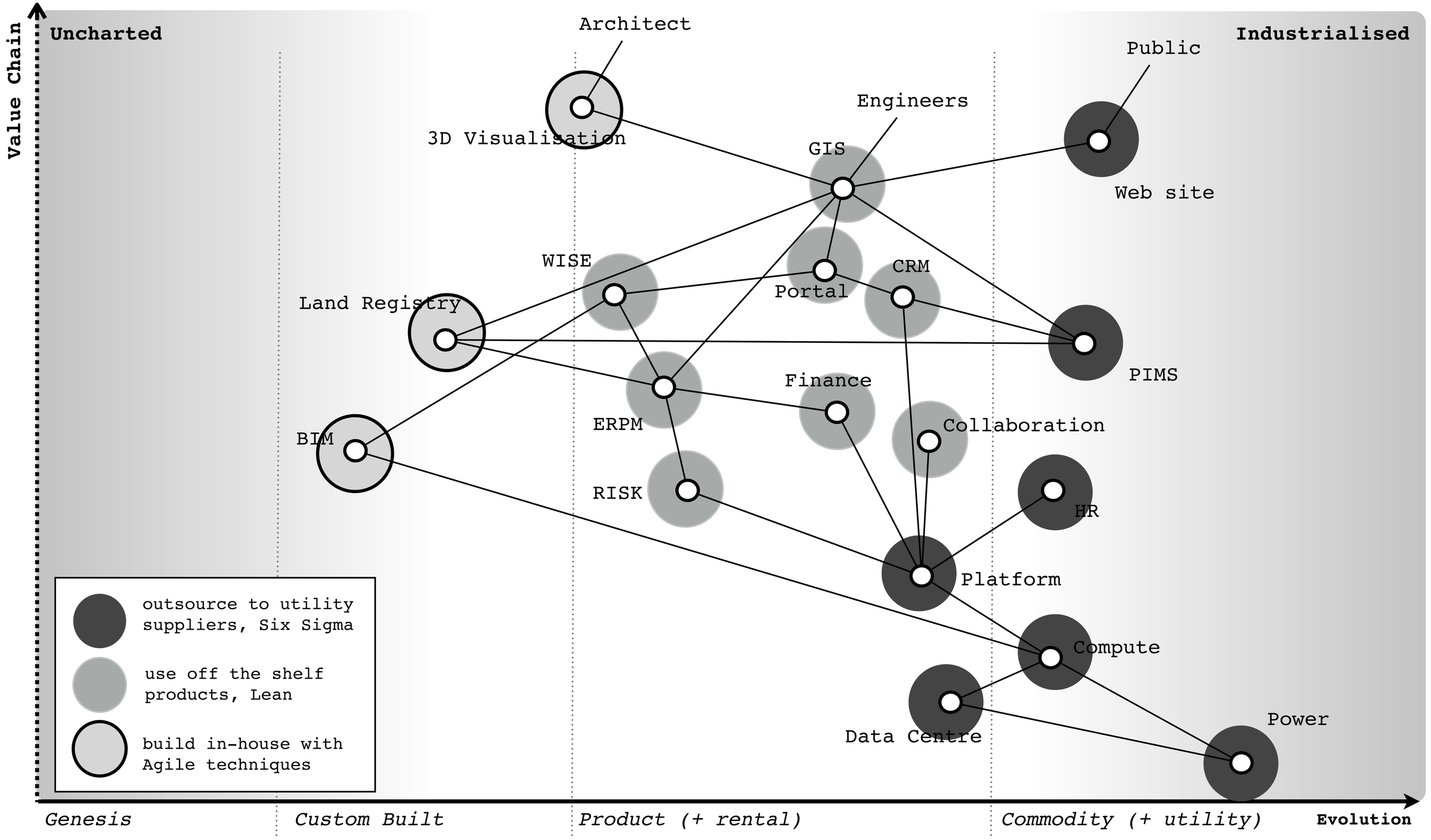

Value Chain
Architect
Public
Engineers
3D Visualisation
GIS
Web site
WISE
CRM
Portal
Land Registry
PIMS
Finance
ERPM
Collaboration
BIM
RISK
HR
Platform
Compute
Power
Data Centre
2012
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

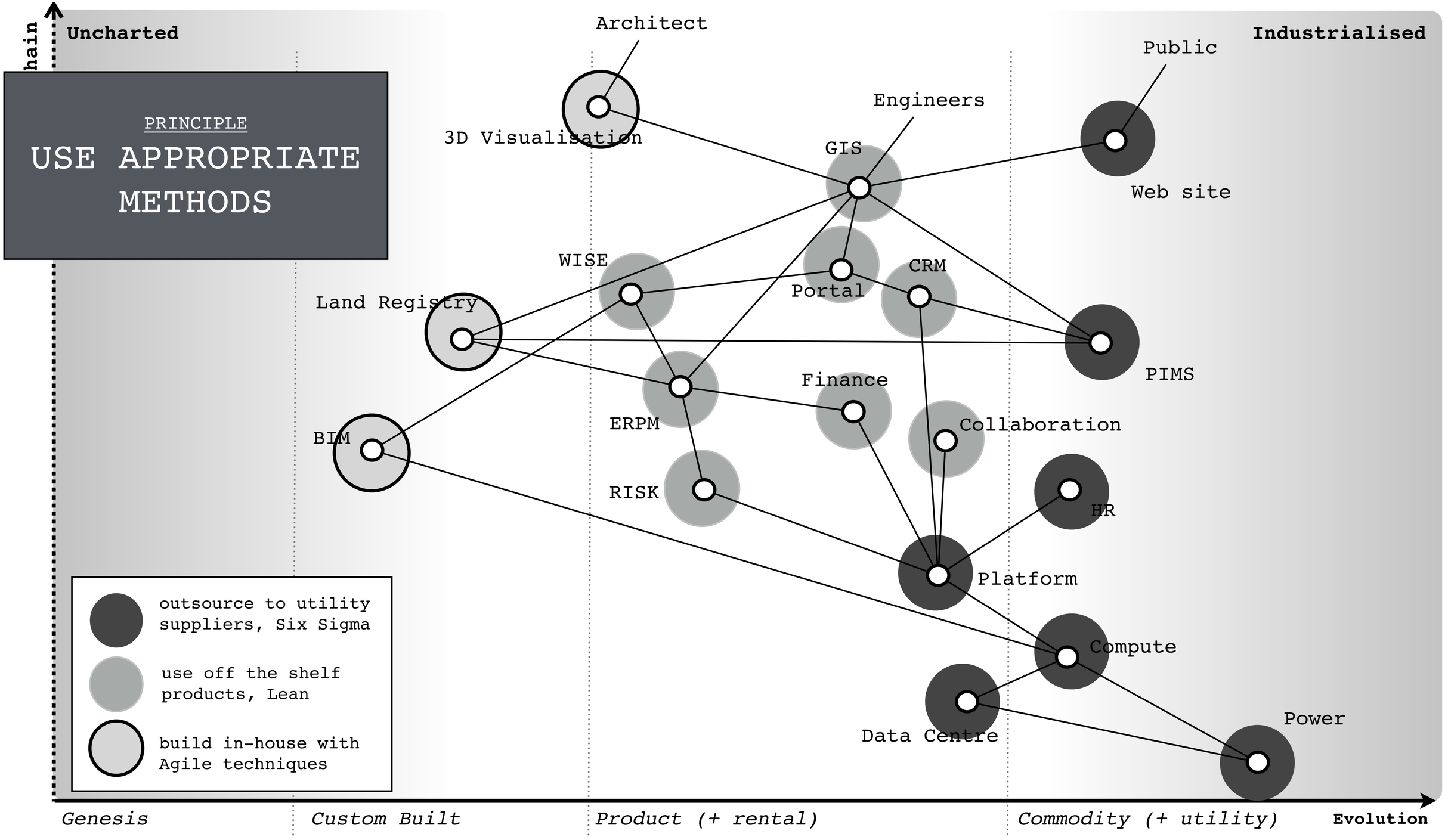

Value Chain
Uncharted
Industrialised
Architect
Public
Engineers
3D Visualisation
GIS
Web site
WISE
CRM
Portal
Land Registry
PIMS
Finance
ERPM
Collaboration
BIM
RISK
HR
Platform
Compute
Power
Data Centre
2012
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

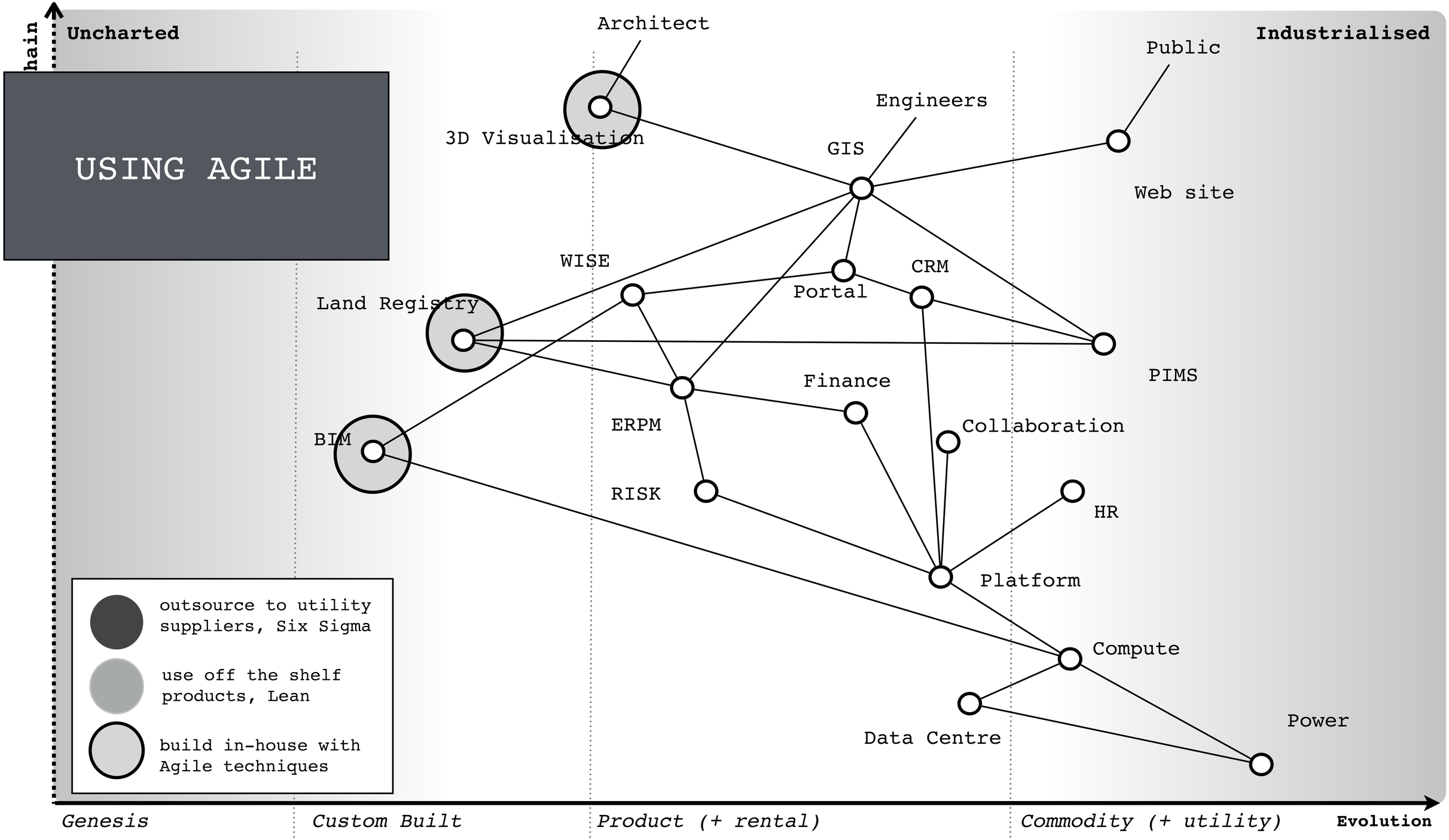

Uncharted
Industrialised
AGILE / In-house
Strong
Weak
focus on reducing cost of change
LEAN / Off the shelf product
Weak
Strong
Weak
focus on learning & reducing waste
SIX SIGMA / Outsource
Weak
Strong
focus on reducing deviation
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

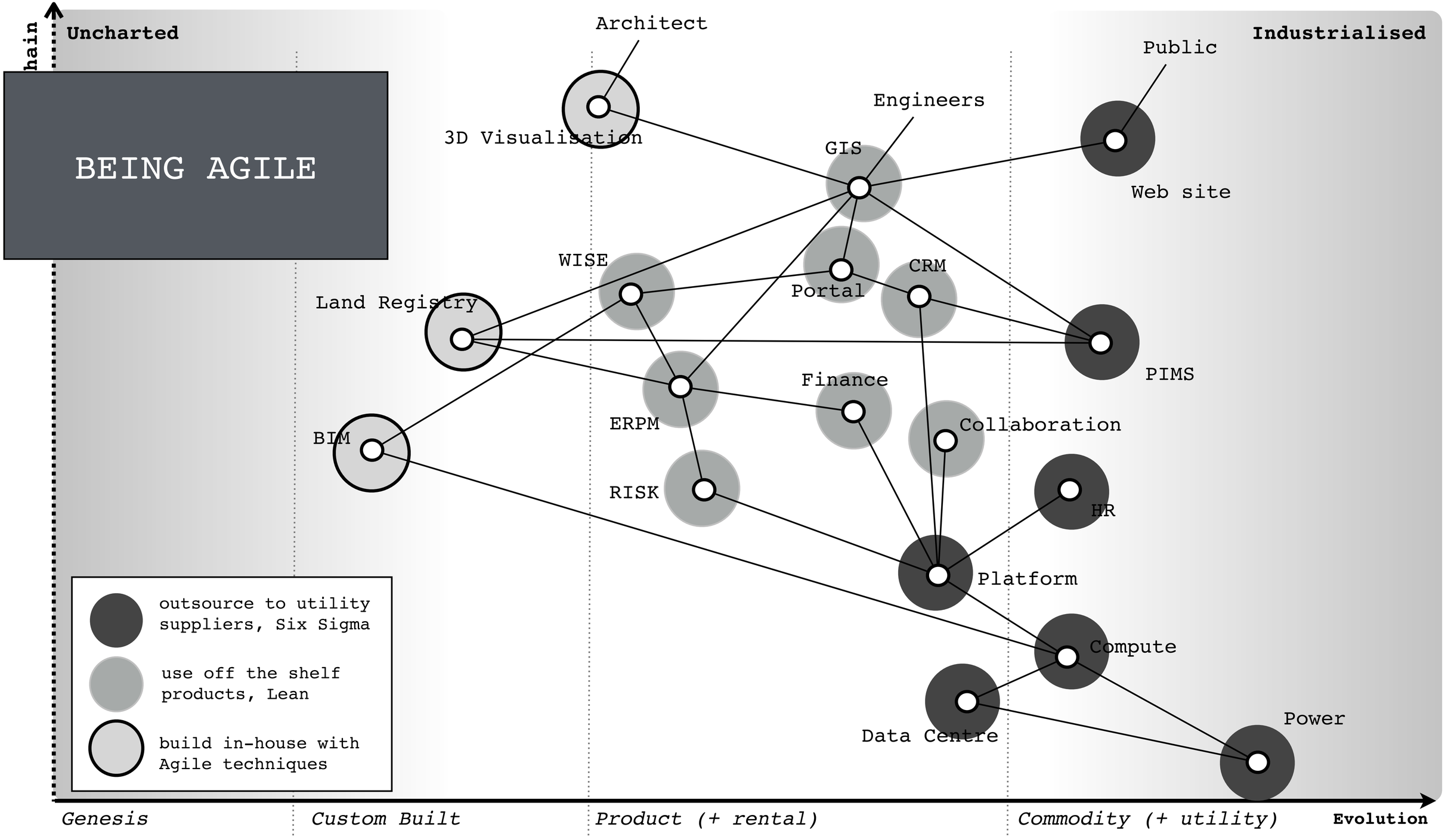

Value Chain
Uncharted
Industrialised
Architect
Public
Engineers
3D Visualisation
GIS
Web site
WISE
CRM
Portal
Land Registry
PIMS
Finance
ERPM
Collaboration
BIM
RISK
HR
Platform
Compute
Power
Data Centre
build in-house with
Agile techniques
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Value Chain
Uncharted
Industrialised
Architect
3D Visualisation
Public
Engineers
GIS
Web site
WISE
CRM
Portal
Land Registry
PIMS
Finance
ERPM
Collaboration
BIM
RISK
HR
Platform
Compute
Power
Data Centre
use off the shelf products, Lean
build in-house with Agile techniques
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

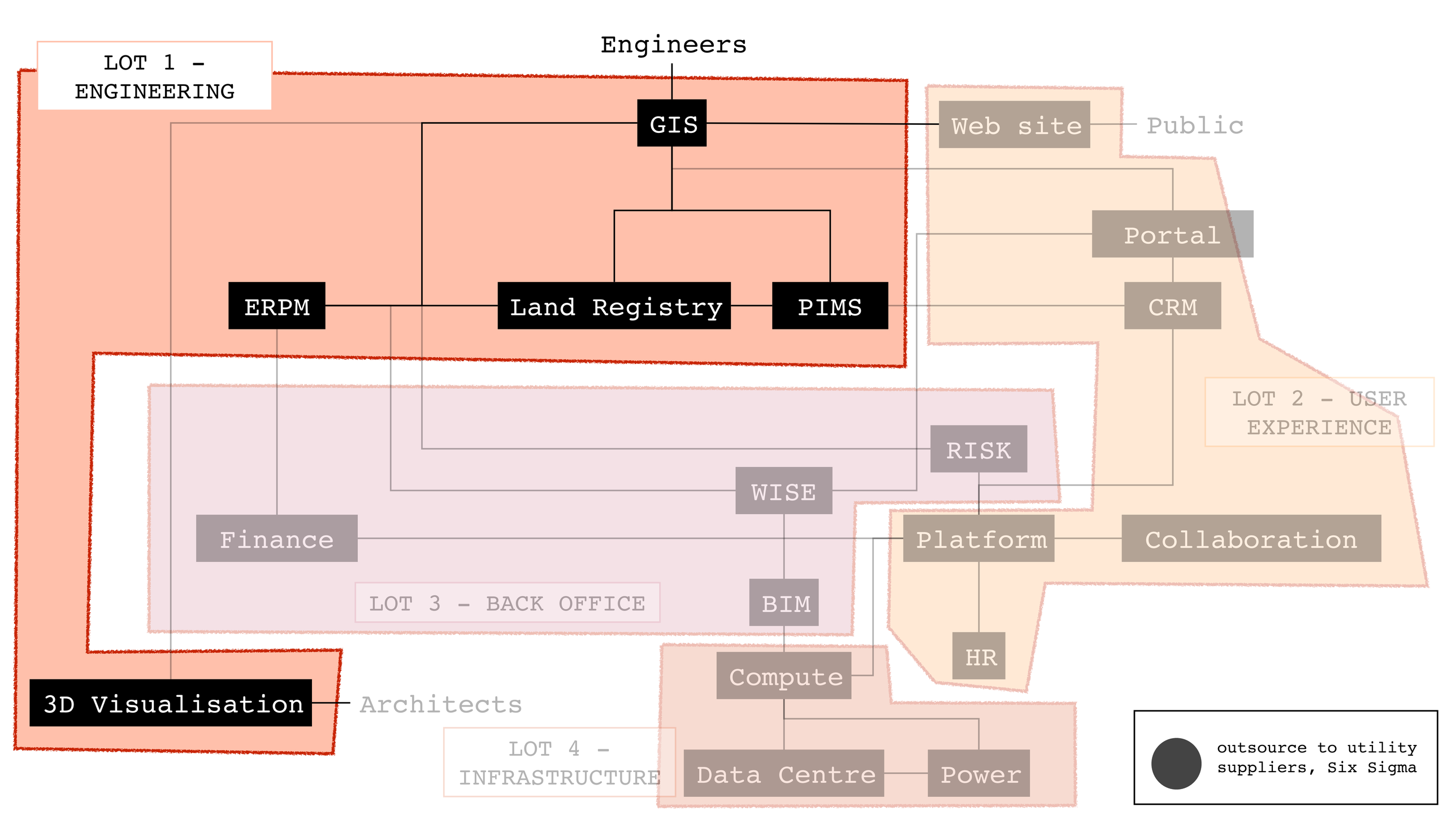

Value Chain
Uncharted
Industrialised
Architect
3D Visualisation
Engineers
GIS
Public
Web site
WISE
Portal
CRM
Land Registry
PIMS
Finance
ERPM
Collaboration
BIM
RISK
HR
Platform
Compute
Power
Data Centre
outsource to utility suppliers, Six Sigma
use off the shelf products, Lean
build in-house with Agile techniques
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

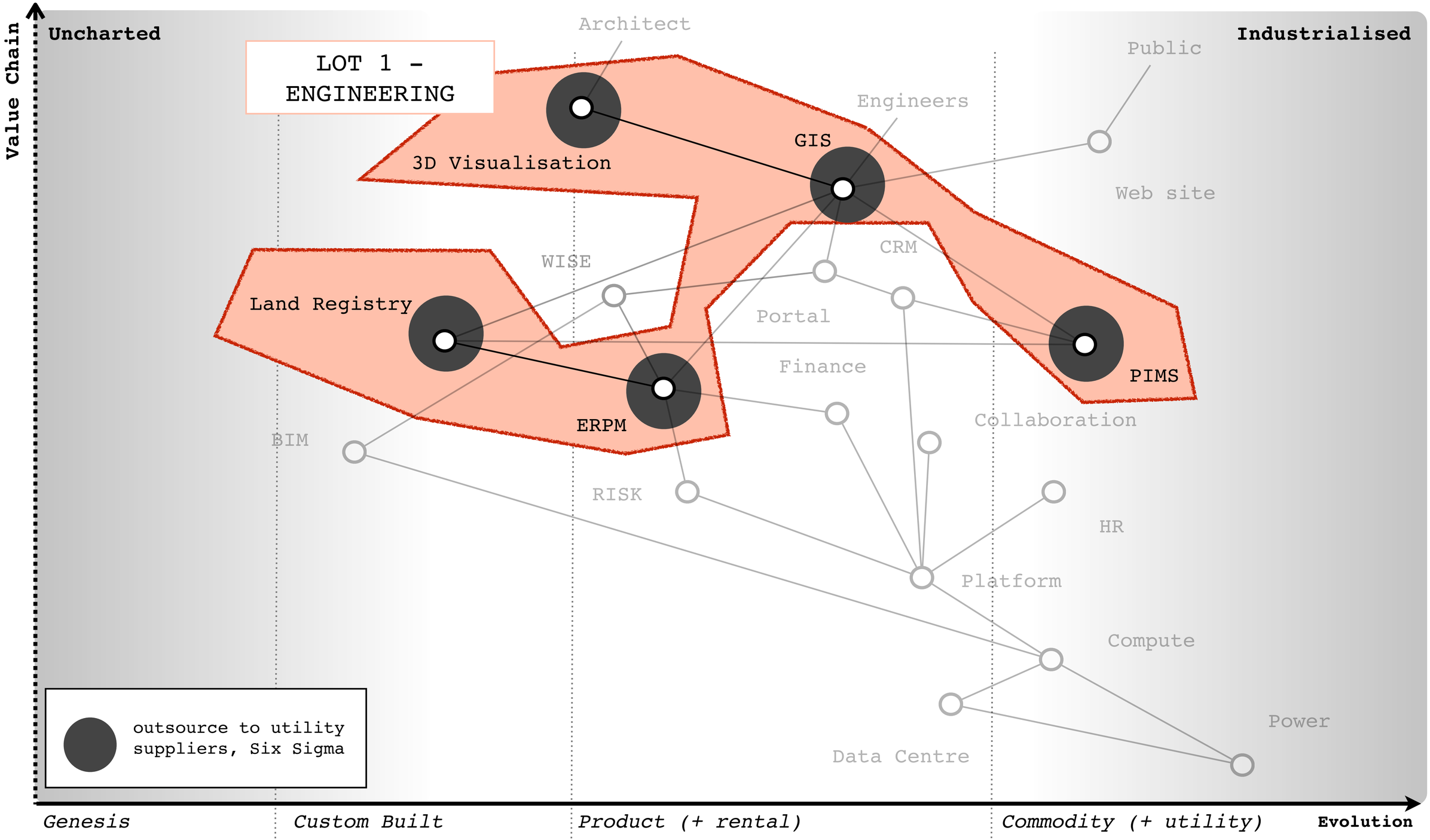

hain
Uncharted
Industrialised
PRINCIPLE
USE APPROPRIATE METHODS
Architect
3D Visualisation
Engineers
GIS
Public
Web site
WISE
Portal
CRM
Land Registry
PIMS
Finance
ERPM
Collaboration
BIM
RISK
HR
Platform
Compute
Data Centre
Power
outsource to utility suppliers, Six Sigma
use off the shelf products, Lean
build in-house with Agile techniques
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

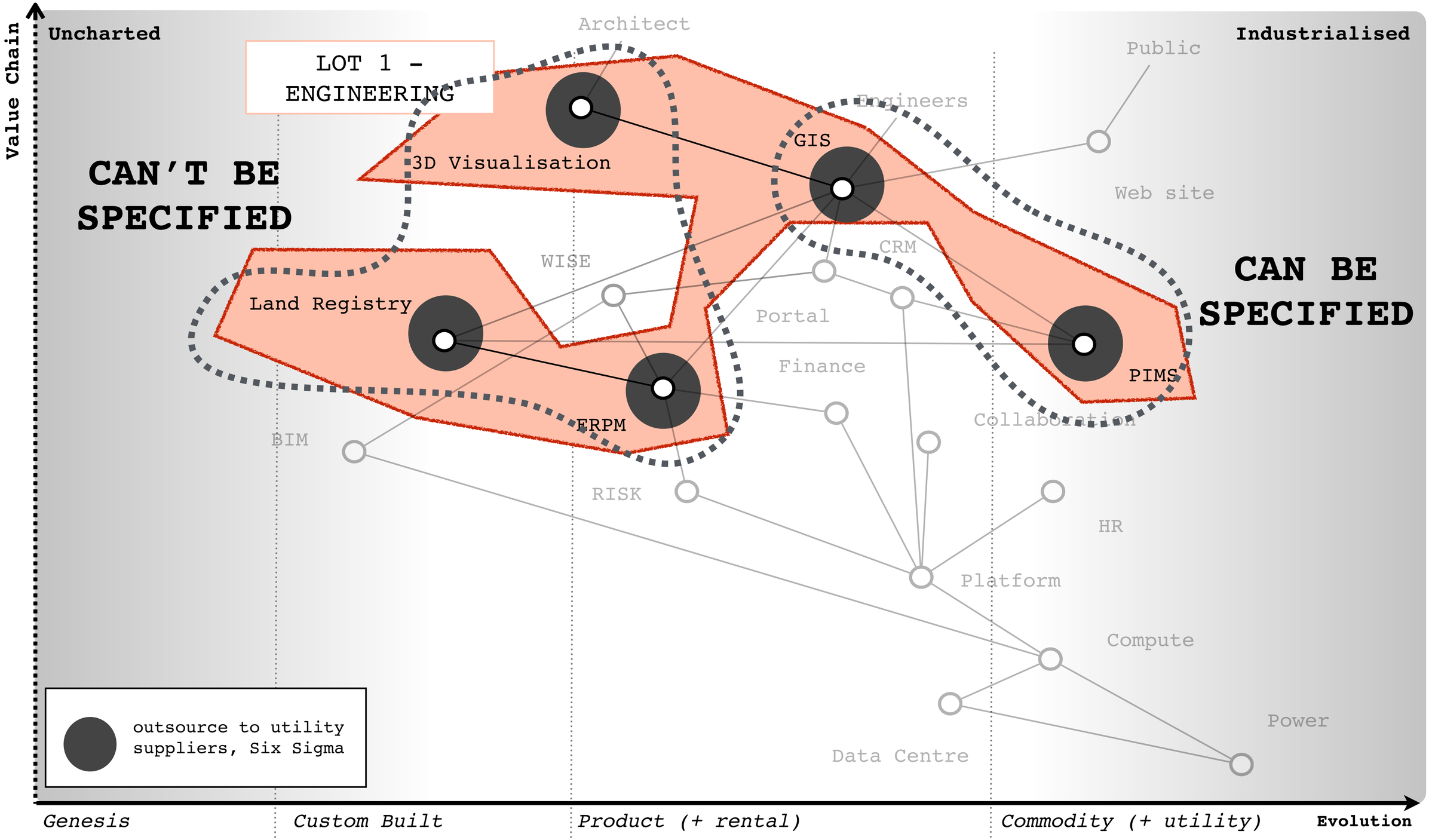

hain
Uncharted
Industrialised
USING AGILE
Architect
Public
Engineers
3D Visualisation
GIS
Web site
WISE
CRM
Portal
Land Registry
PIMS
Finance
ERPM
Collaboration
BIM
RISK
HR
Platform
Compute
Power
Data Centre
outsource to utility suppliers, Six Sigma
use off the shelf products, Lean
build in-house with Agile techniques
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

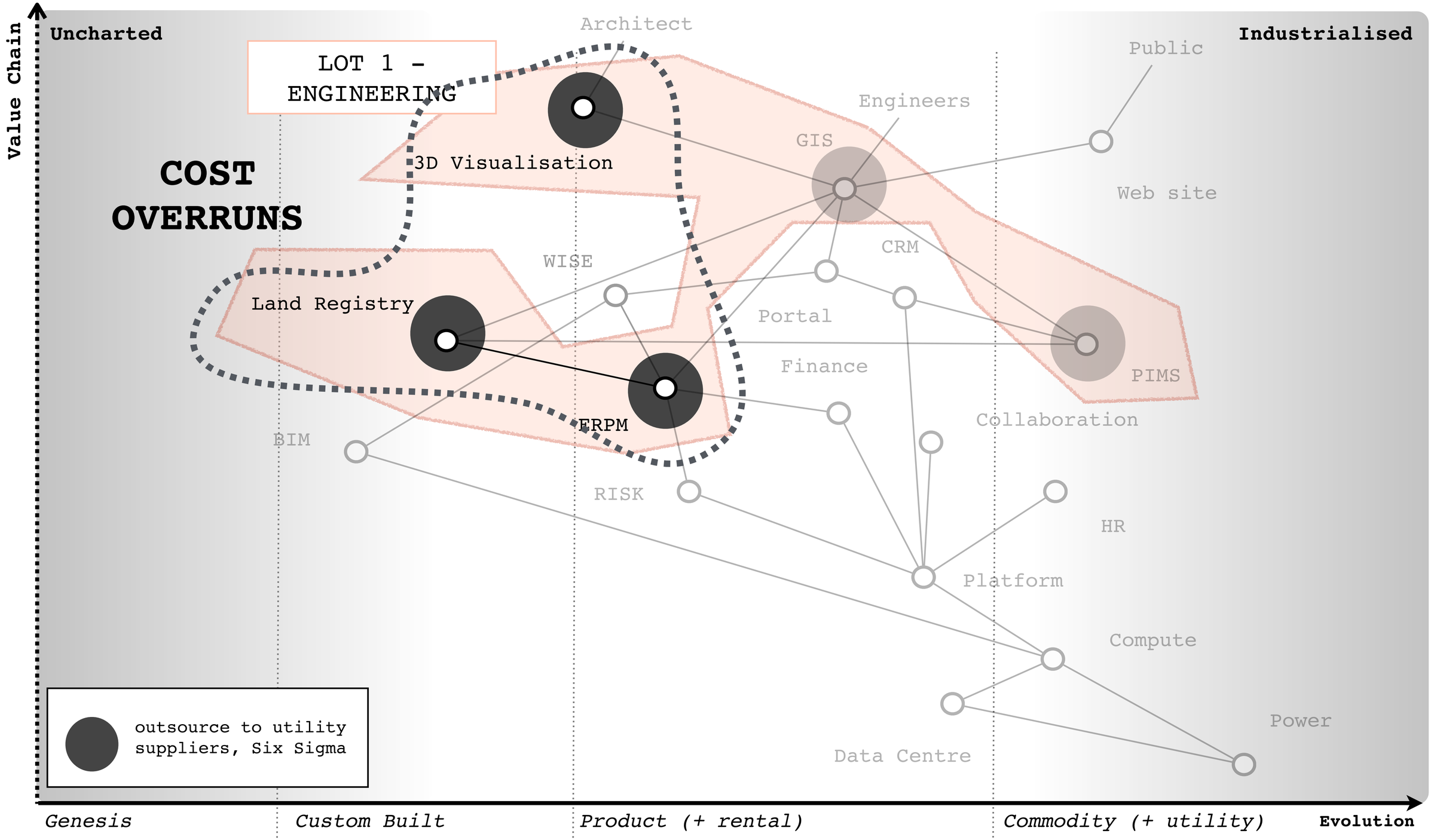

hain
Uncharted
Industrialised
BEING AGILE
Architect
3D Visualisation
Engineers
GIS
Public
Web site
WISE
Portal
CRM
Land Registry
PIMS
Finance
ERPM
Collaboration
BIM
RISK
HR
Platform
Compute
Power
Data Centre
outsource to utility suppliers, Six Sigma
use off the shelf products, Lean
build in-house with Agile techniques
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Burn him!
Heretic


LOT 1 - ENGINEERING
Engineers
GIS
Web site
Public
Portal
ERPM
Land Registry
PIMS
CRM
LOT 2 - USER EXPERIENCE
RISK
WISE
Finance
Platform
Collaboration
LOT 3 - BACK OFFICE
BIM
HR
Compute
3D Visualisation
Architects
LOT 4 - INFRASTRUCTURE
Data Centre
Power
outsource to utility suppliers, Six Sigma


Value Chain
Uncharted
Industrialised
LOT 1 - ENGINEERING
Architect
Public
Engineers
GIS
3D Visualisation
Web site
WISE
CRM
Land Registry
Portal
PIMS
Finance
ERPM
Collaboration
BIM
RISK
HR
Platform
Compute
Power
Data Centre
outsource to utility suppliers, Six Sigma
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Value Chain
Uncharted
Industrialised
LOT 1 - ENGINEERING
CAN'T BE SPECIFIED
CAN BE SPECIFIED
Architect
Public
Engineers
GIS
3D Visualisation
Web site
CRM
WISE
Land Registry
Portal
Finance
PIMS
FRPM
Collaboration
BIM
RISK
HR
Platform
Compute
Power
Data Centre
outsource to utility suppliers, Six Sigma
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Value Chain
Uncharted
Industrialised
LOT 1 - ENGINEERING
COST OVERRUNS
Architect
3D Visualisation
Land Registry
ERPM
WISE
BIM
RISK
Public
Engineers
GIS
Web site
CRM
Portal
Finance
PIMS
Collaboration
HR
Platform
Compute
Power
Data Centre
outsource to utility suppliers, Six Sigma
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution



Liam Maxwell @liammax Aug 26

Replying to @adrianco @swardley

In 2014 using a Wardley Map we plotted how to remove one of the biggest blockers to tech reform. The service we created in 2015 has saved ..

Liam Maxwell @liammax Aug 26

Replying to @adrianco @swardley

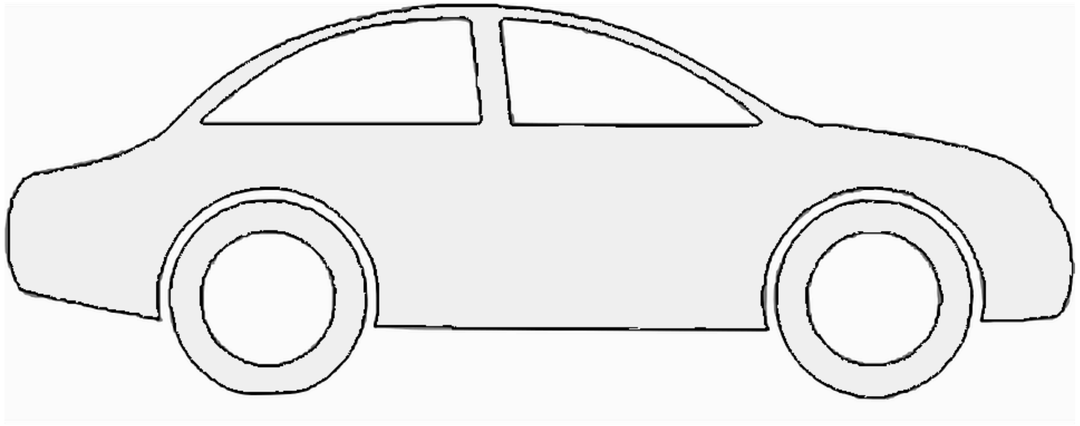
£425m and will likely save north of £1.5bn in its lifetime. At MapCamp I'll show how we spotted it and why

Consortium unveils greenhouse gas monitoring constellation Carbon Mapper

by **Debra Werner** — April 15, 2021







کار
پیش‌بینی میزان مصرف سوخت
میزان مصرف سوخت خودرو
میزان مصرف سوخت خودرو
خودرو
میزان مصرف سوخت خودرو
کیلومتر
خودرو تولیدی کارخانه

A
B
C

Value Chain

Uncharted

Industrialised

Genesis

Custom Built

Product (+ rental)

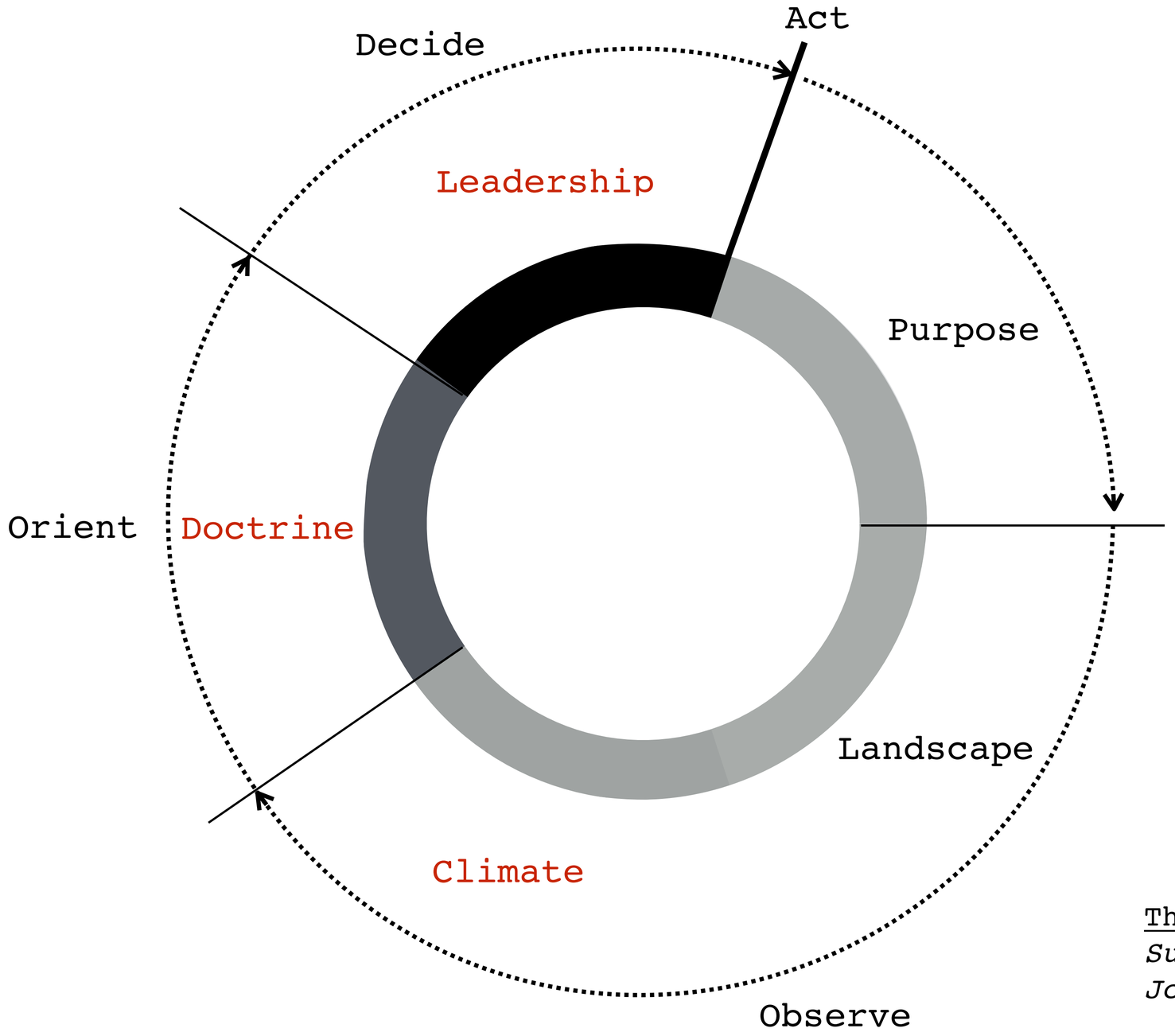
Commodity (+ utility)

Evolution

A

B

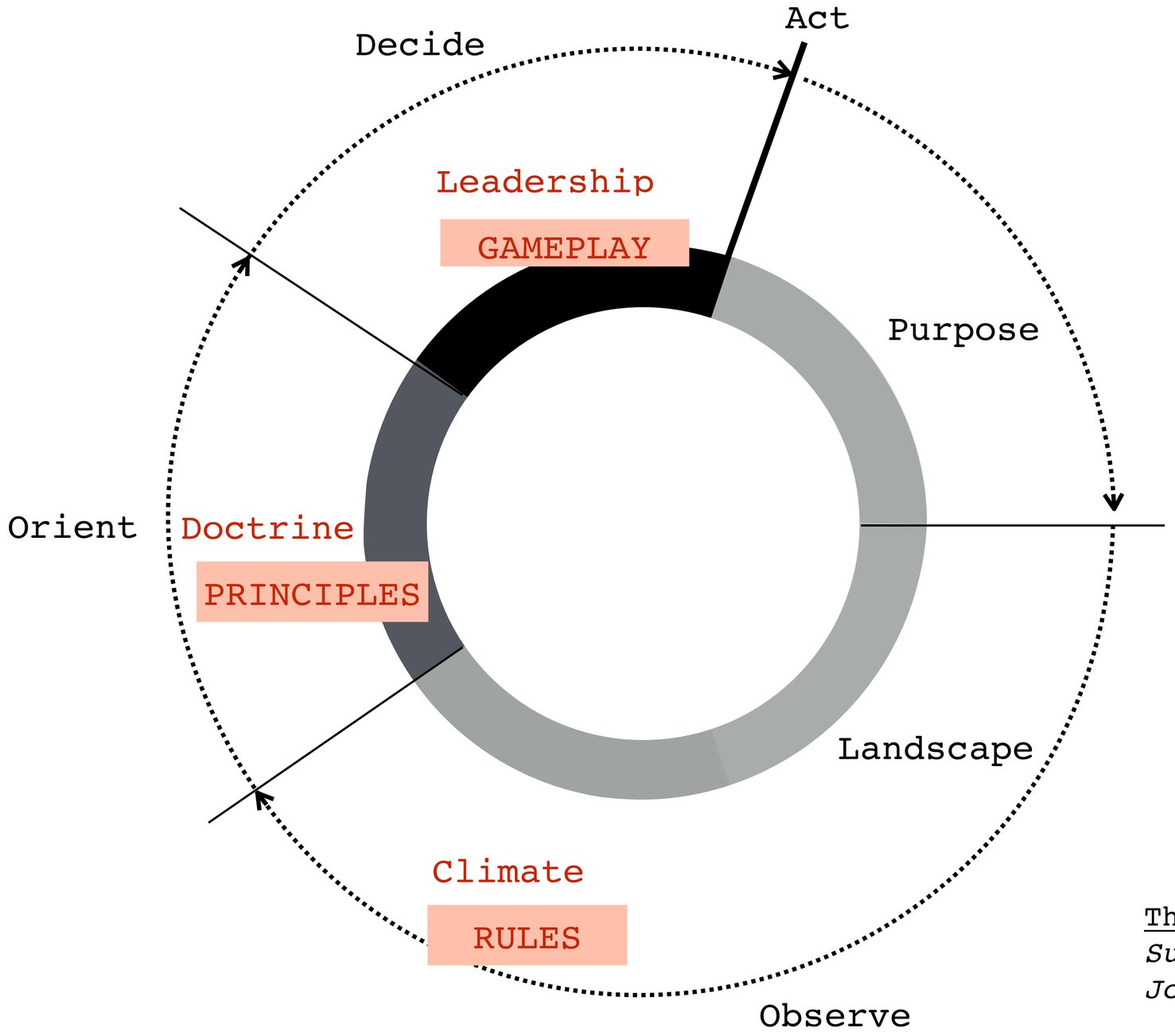
C



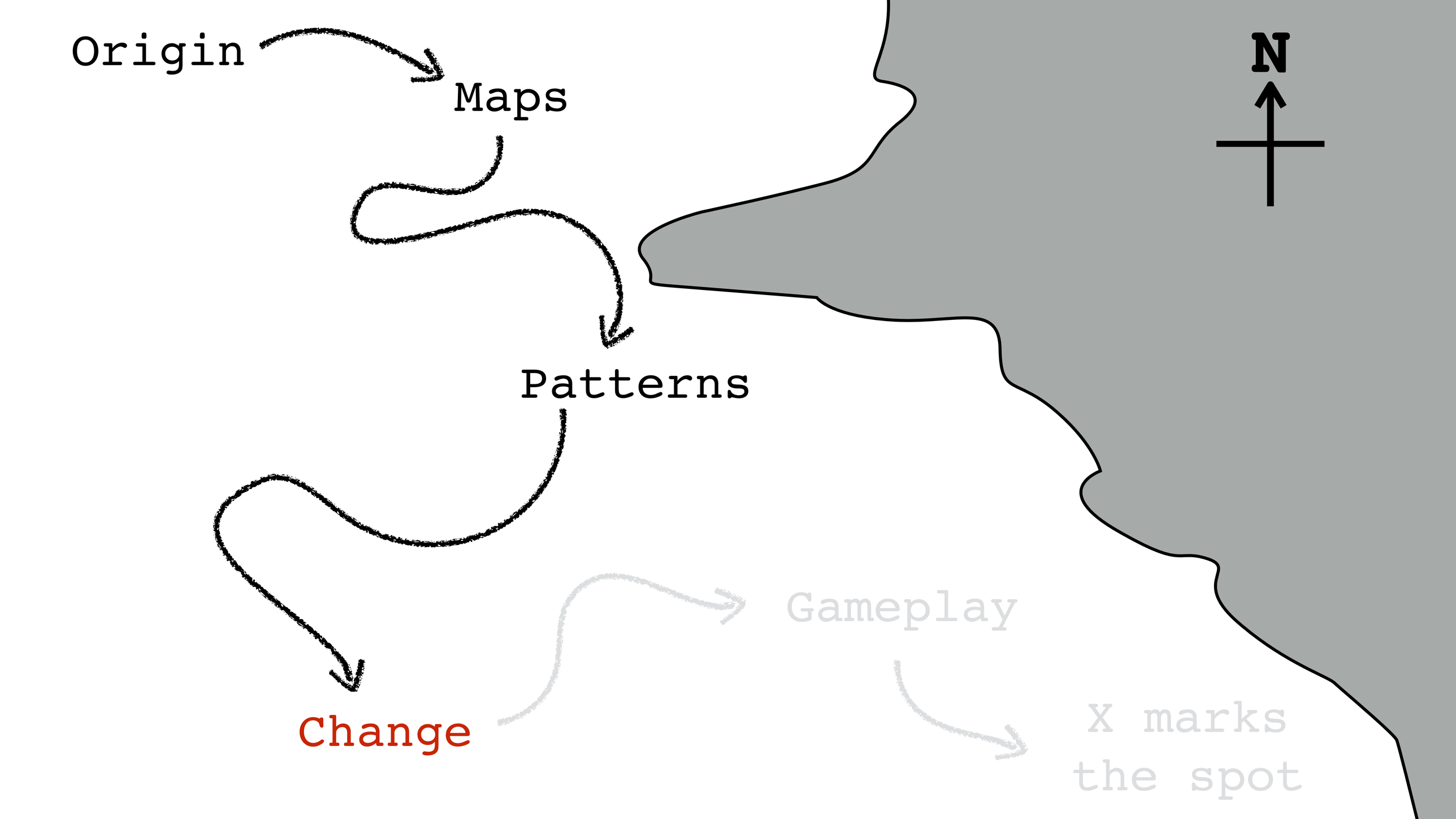
The Strategy Cycle

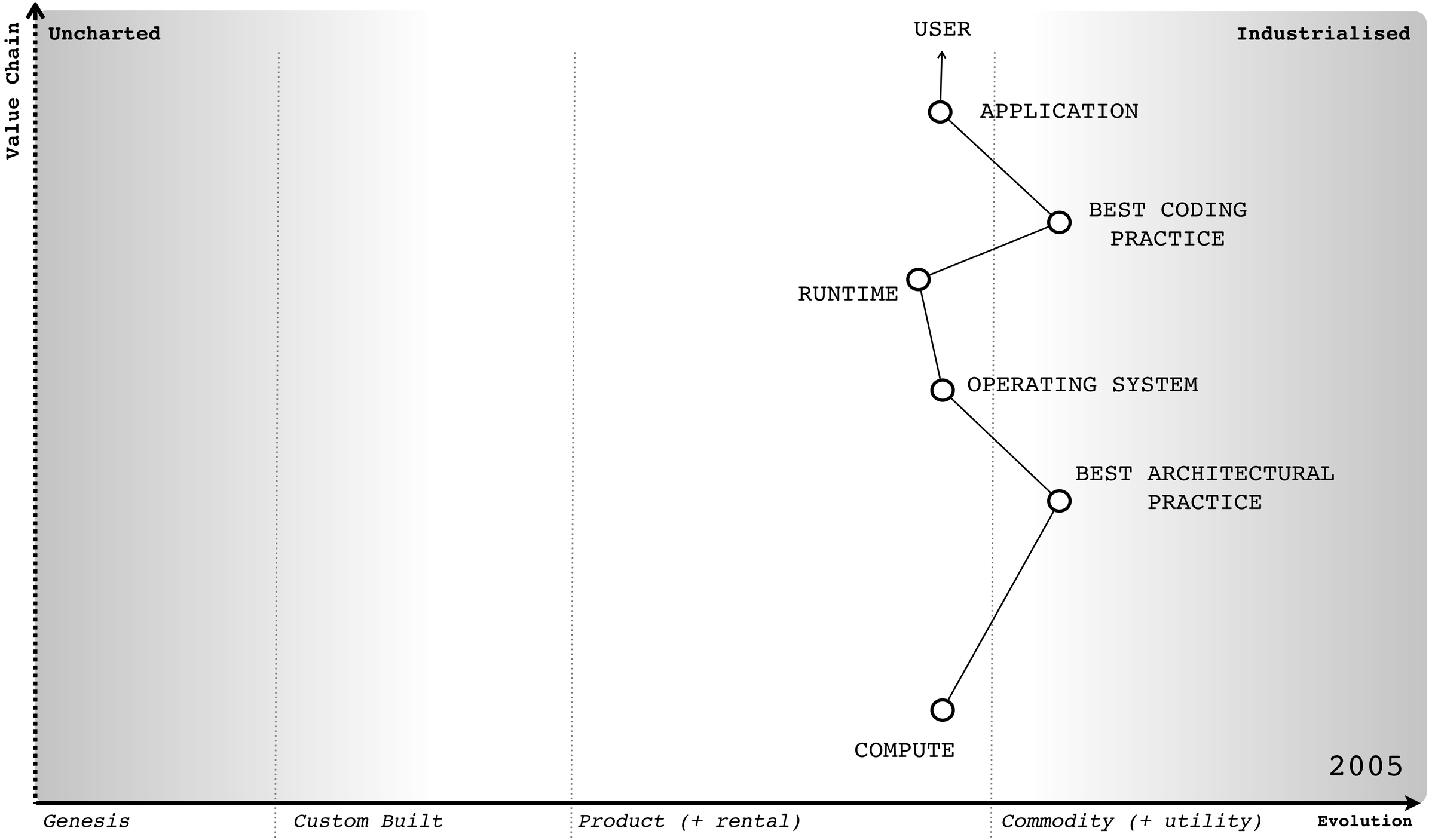
Sun Tzu's five factors

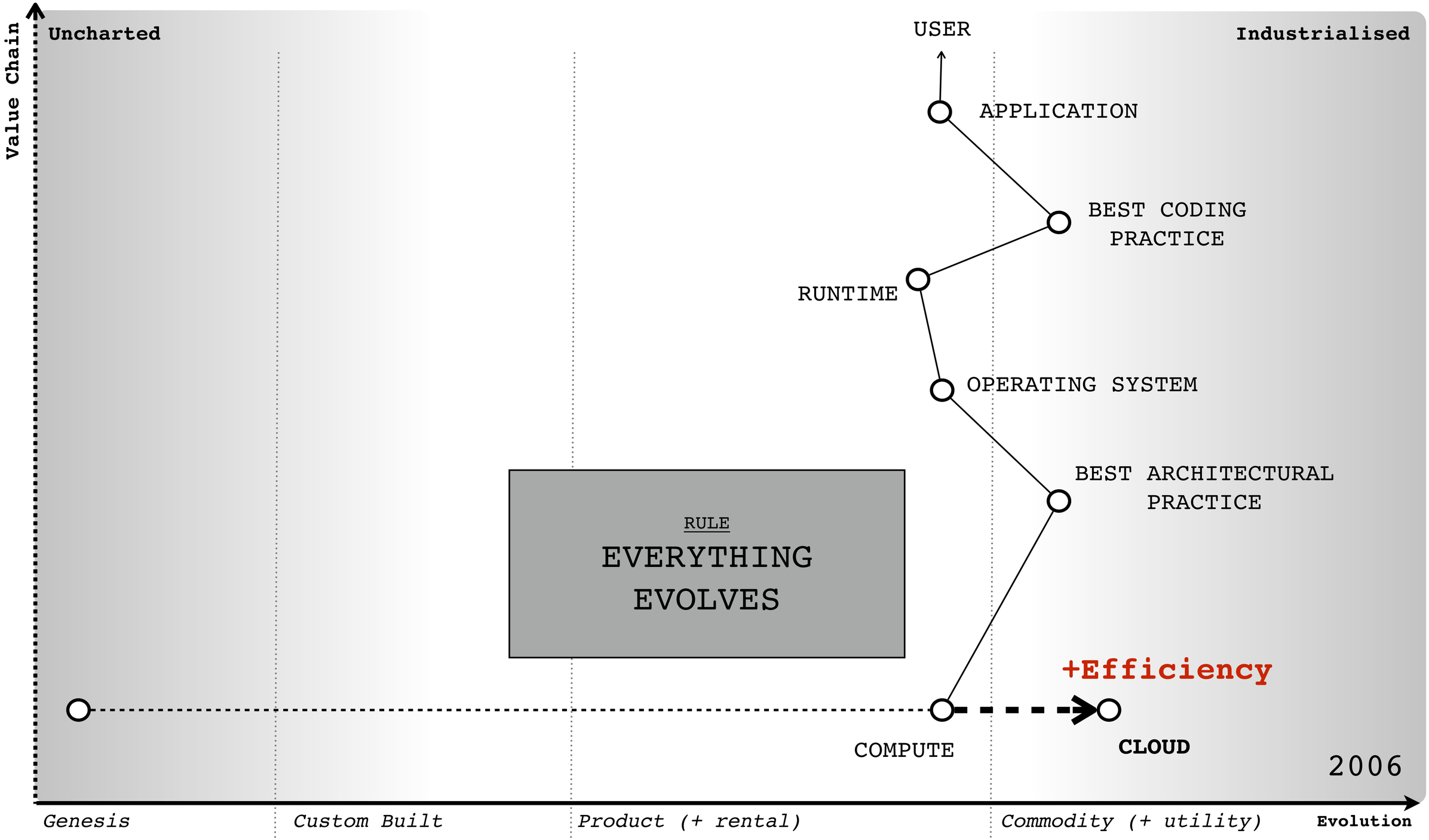
John Boyd's OODA loop

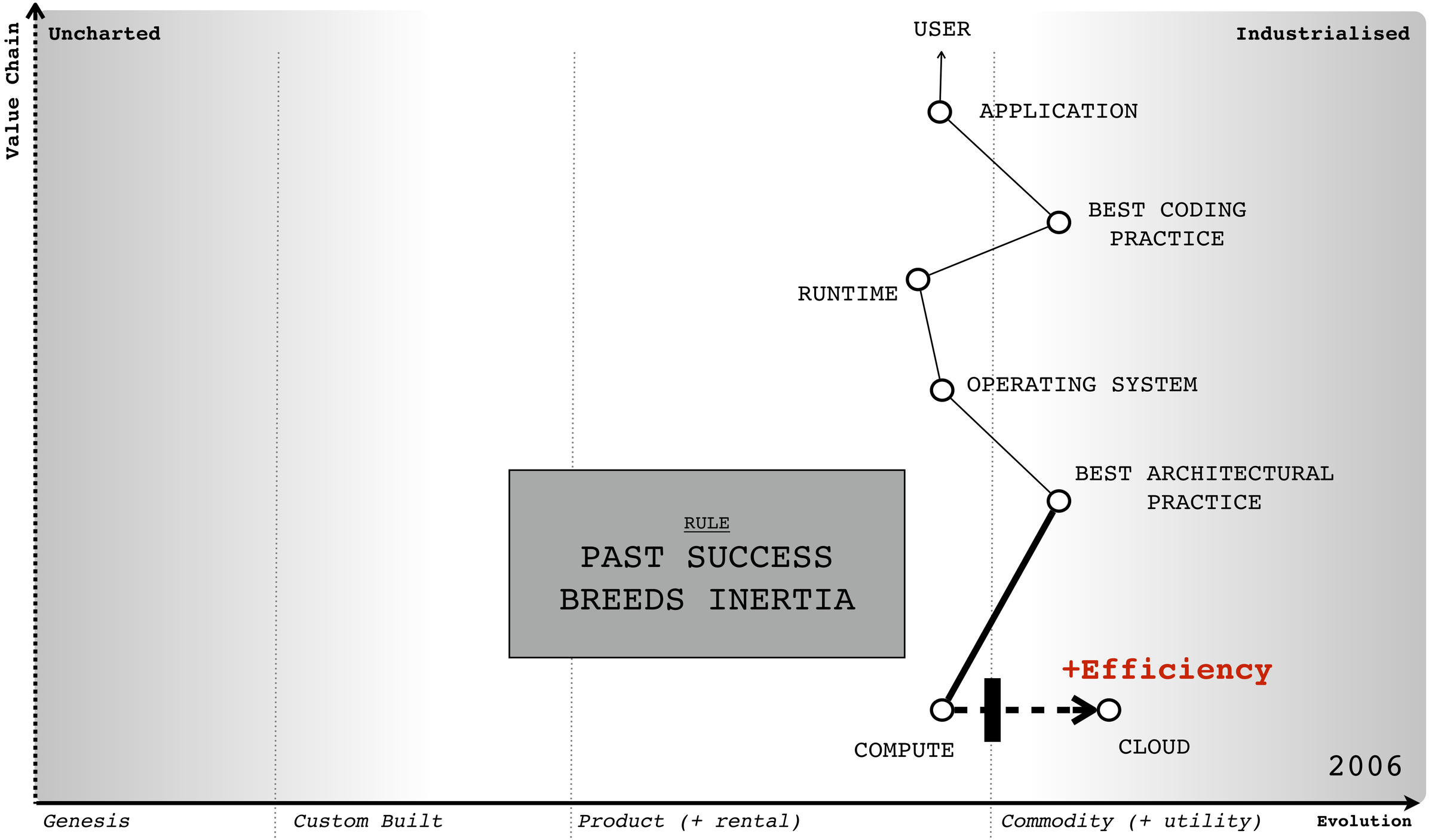


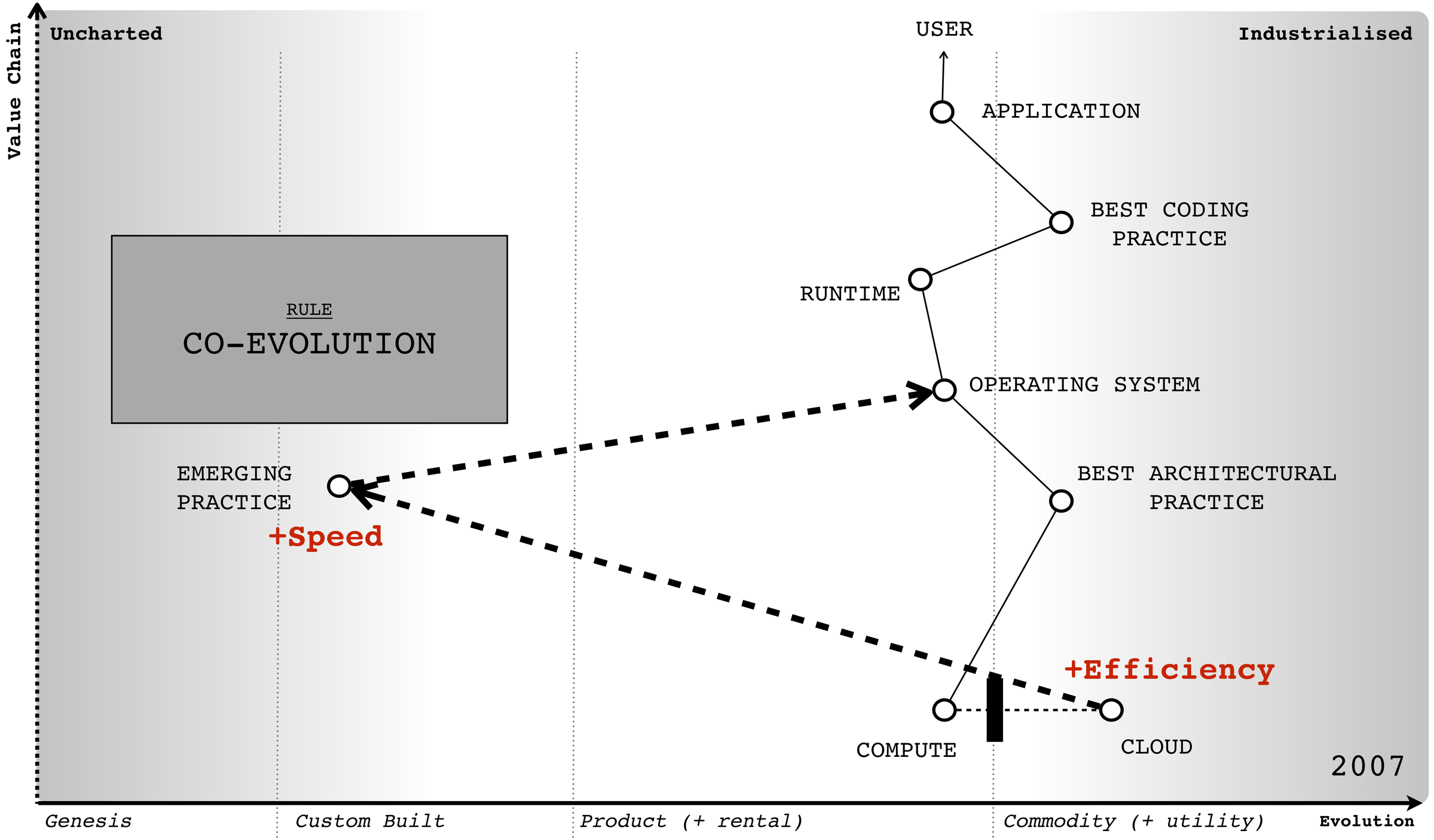
The Strategy Cycle
Sun Tzu's five factors
John Boyd's OODA loop

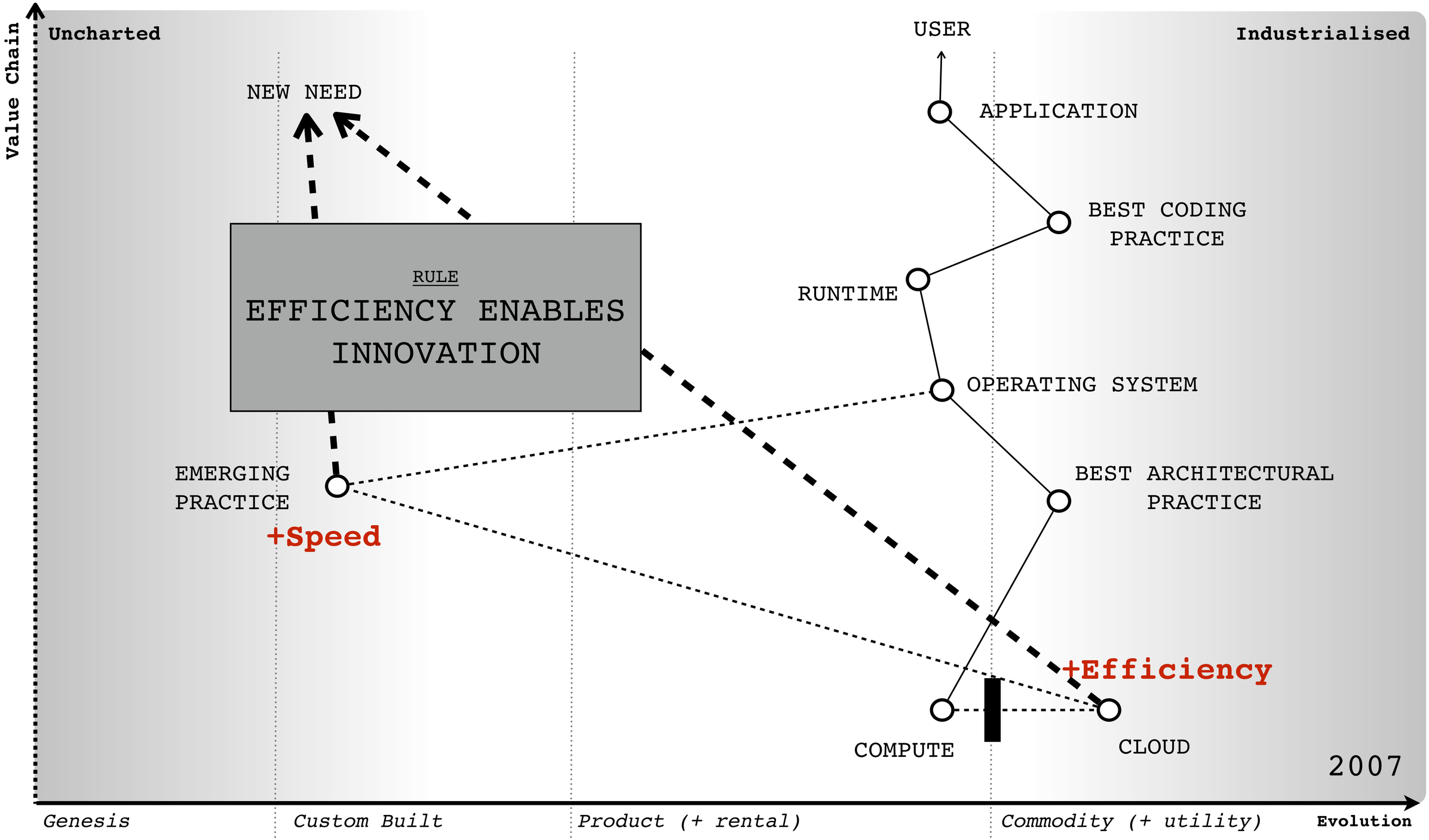

Origin
Maps
Patterns
Change
Gameplay
X marks
the spot
N

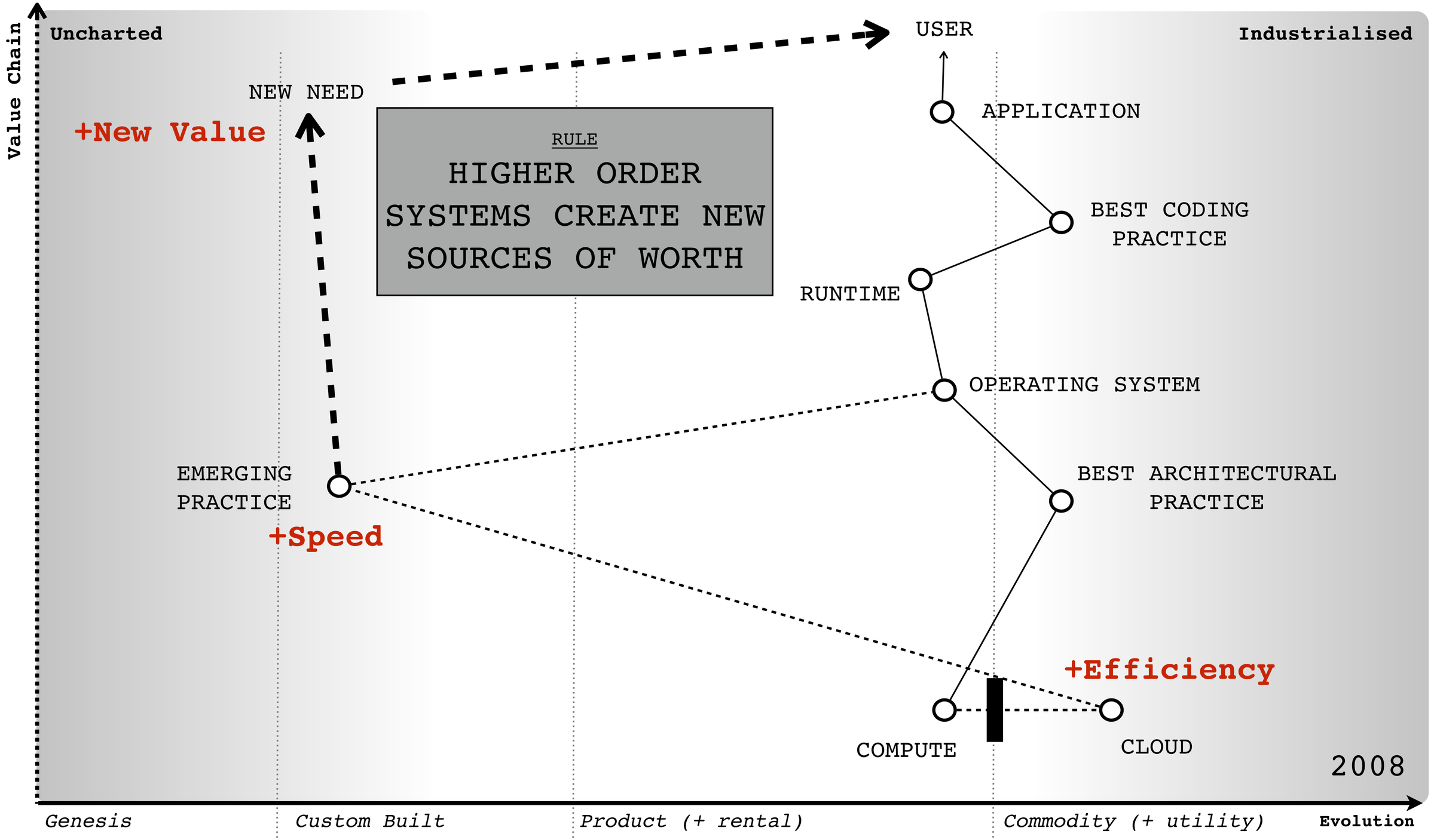

Value Chain
Uncharted
Industrialised
USER
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
BEST ARCHITECTURAL PRACTICE
COMPUTE
2005
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

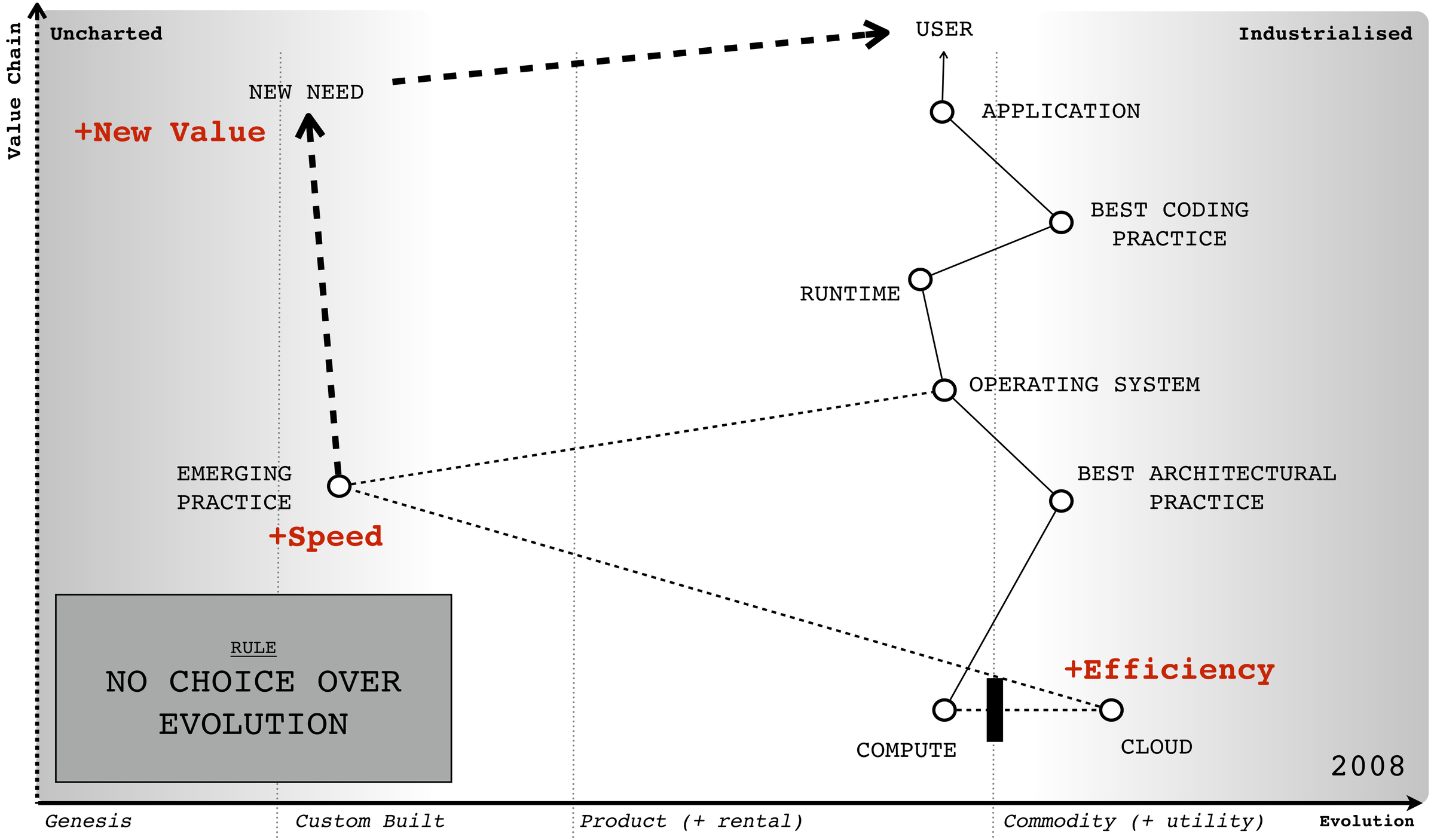

Value Chain
Uncharted
Industrialised
USER
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
BEST ARCHITECTURAL PRACTICE
RULE
EVERYTHING EVOLVES
+Efficiency
COMPUTE
CLOUD
2006
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

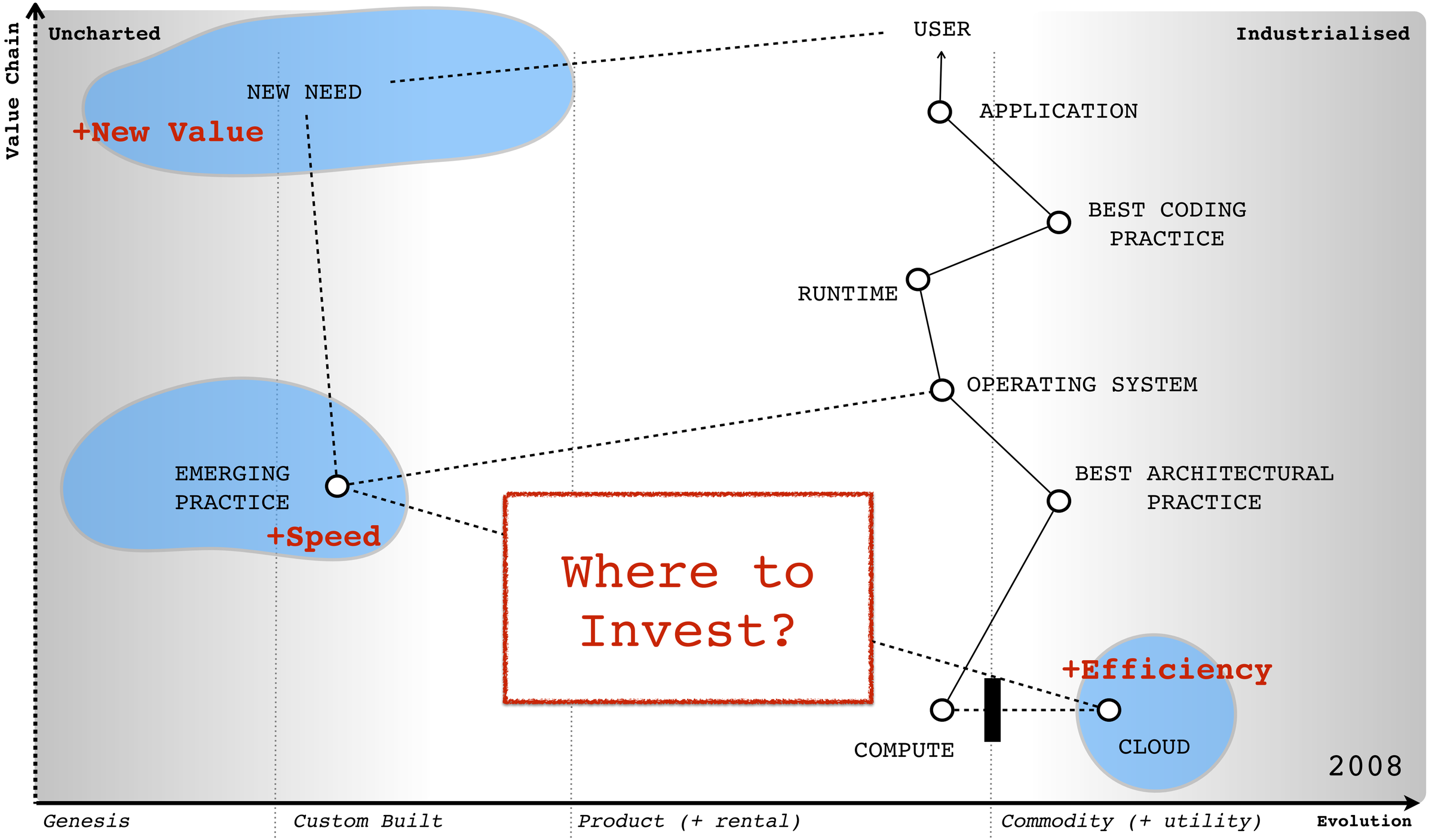

Value Chain
Uncharted
Industrialised
USER
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
BEST ARCHITECTURAL PRACTICE
RULE
PAST SUCCESS BREEDS INERTIA
+Efficiency
COMPUTE
CLOUD
2006
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

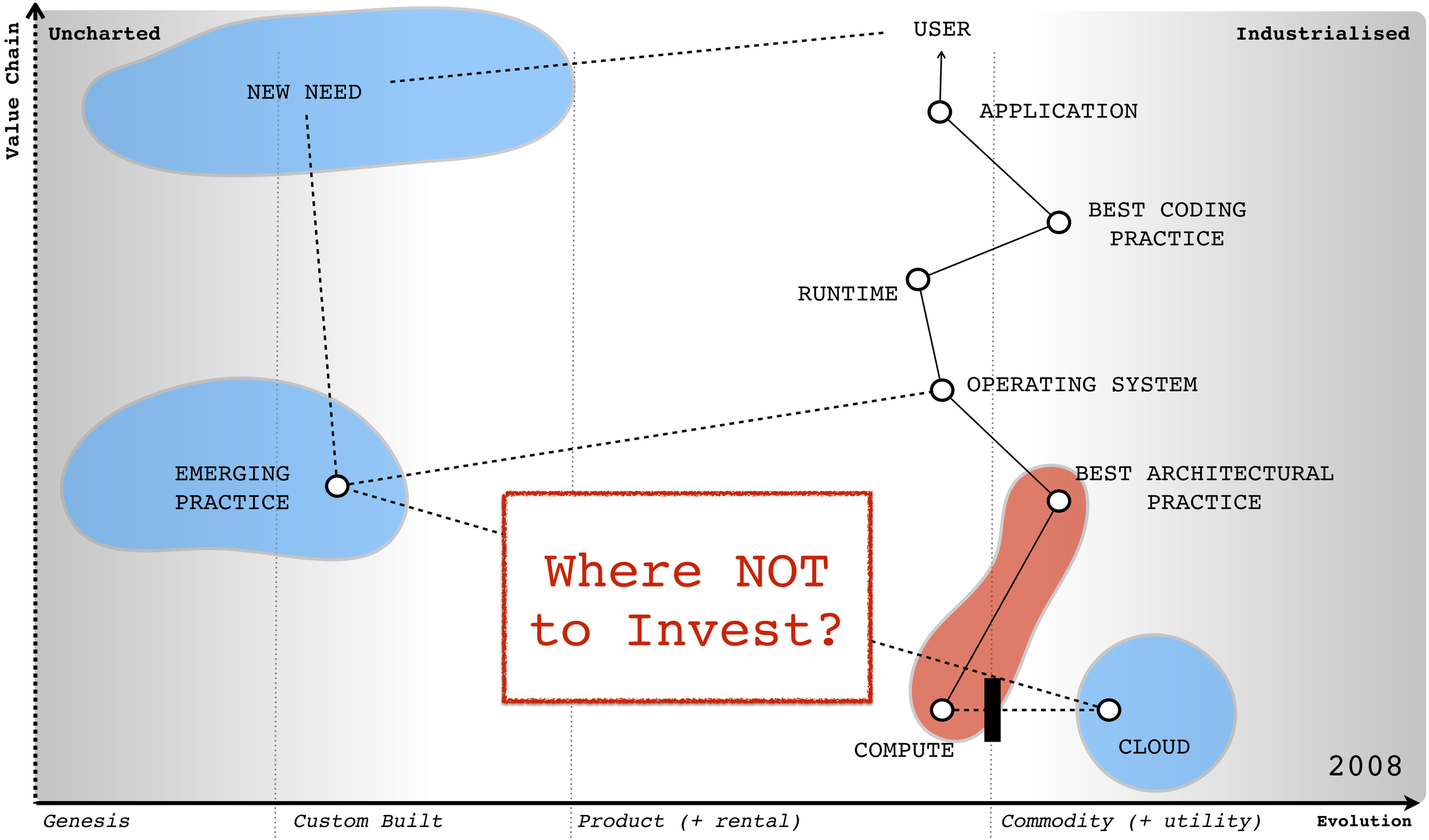

Value Chain
Uncharted
Industrialised
USER
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
BEST ARCHITECTURAL PRACTICE
RULE
CO-EVOLUTION
EMERGING PRACTICE
+Speed
+Efficiency
COMPUTE
CLOUD
2007
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

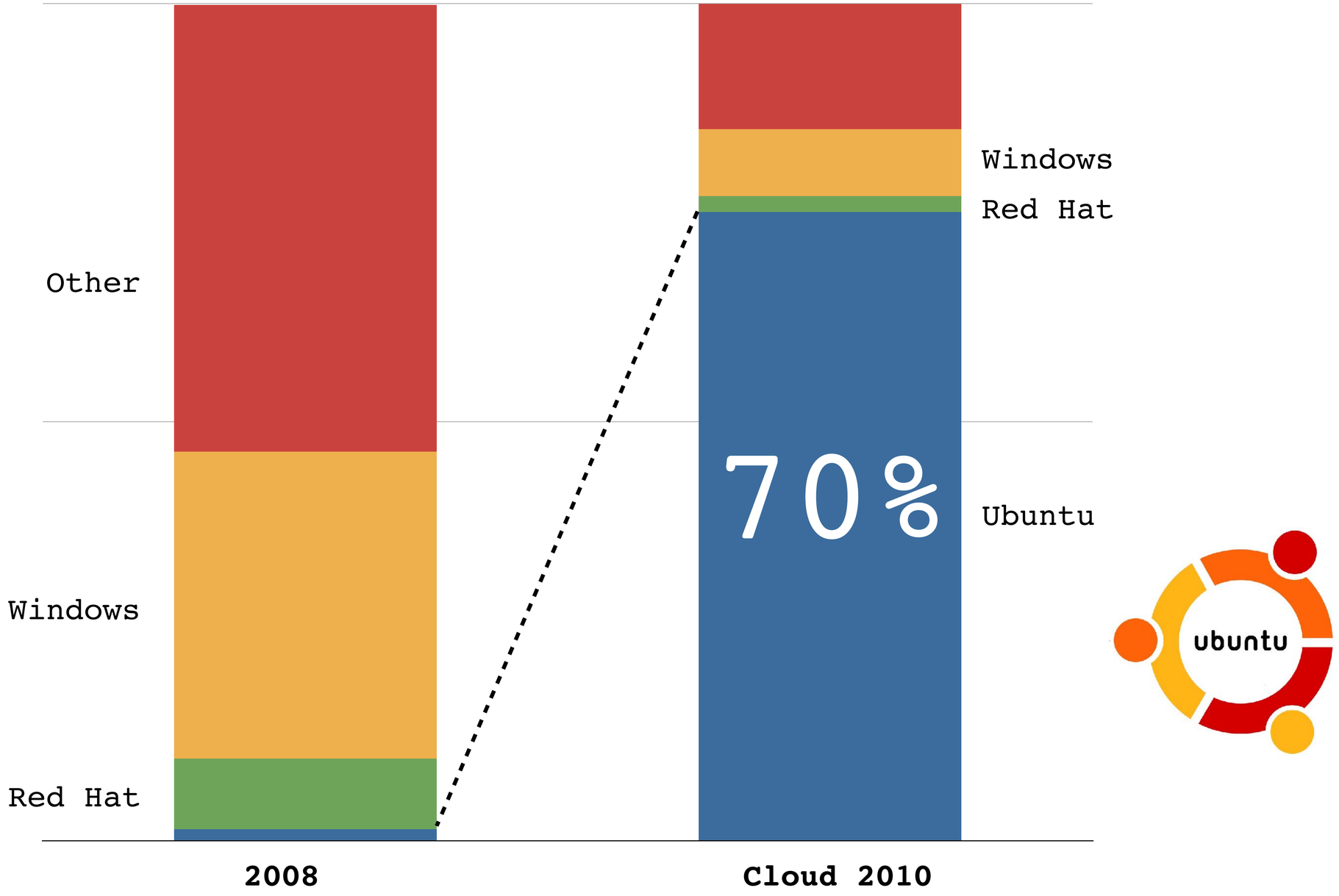

Value Chain
Uncharted
Industrialised
USER
NEW NEED
APPLICATION
BEST CODING PRACTICE
RUNTIME
RULE
EFFICIENCY ENABLES INNOVATION
OPERATING SYSTEM
EMERGING PRACTICE
BEST ARCHITECTURAL PRACTICE
+Speed
+Efficiency
COMPUTE
CLOUD
2007
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

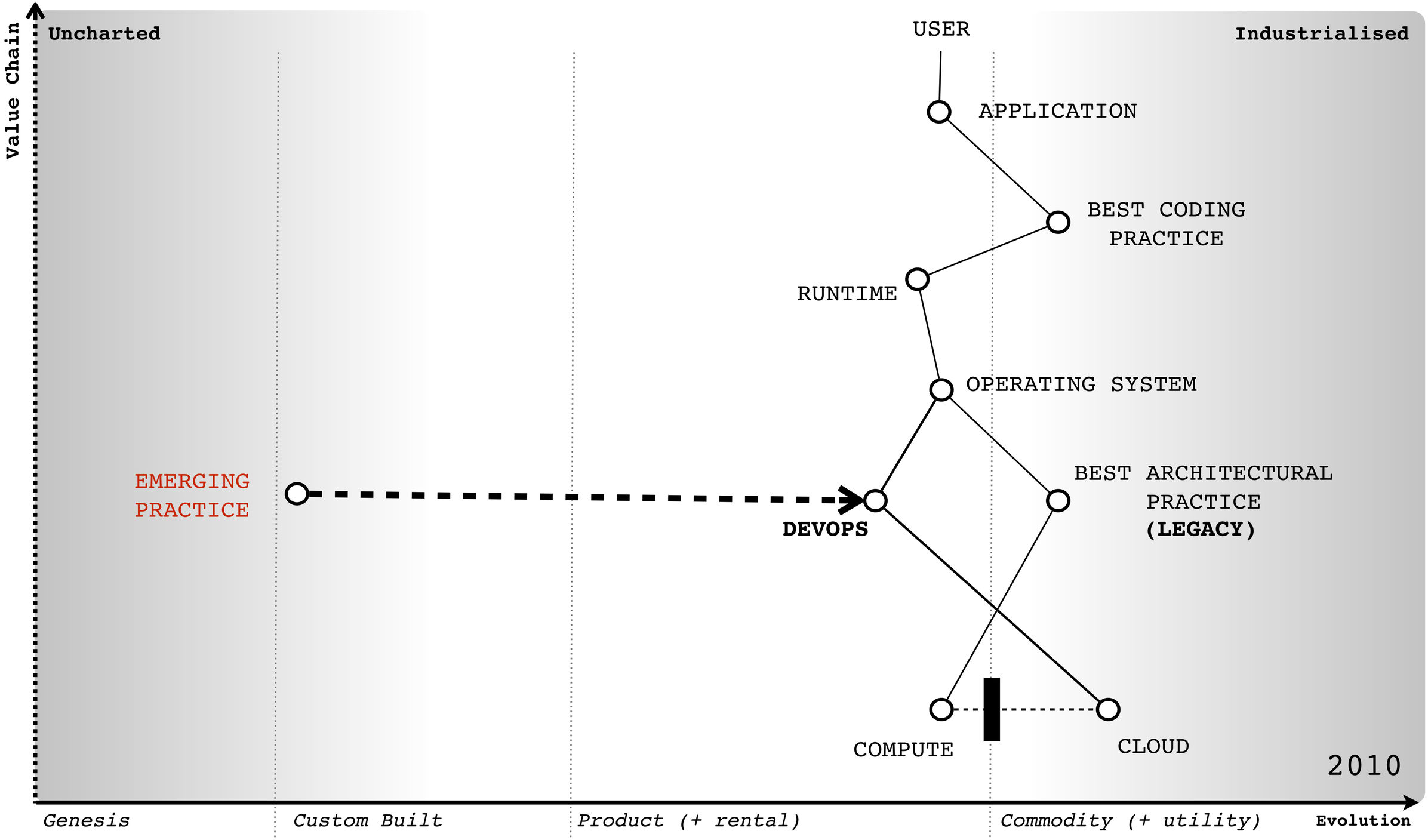

Value Chain
Uncharted
Industrialised
USER
NEW NEED
+New Value
RULE
HIGHER ORDER SYSTEMS CREATE NEW SOURCES OF WORTH
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
BEST ARCHITECTURAL PRACTICE
EMERGING PRACTICE
+Speed
+Efficiency
COMPUTE
CLOUD
2008
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

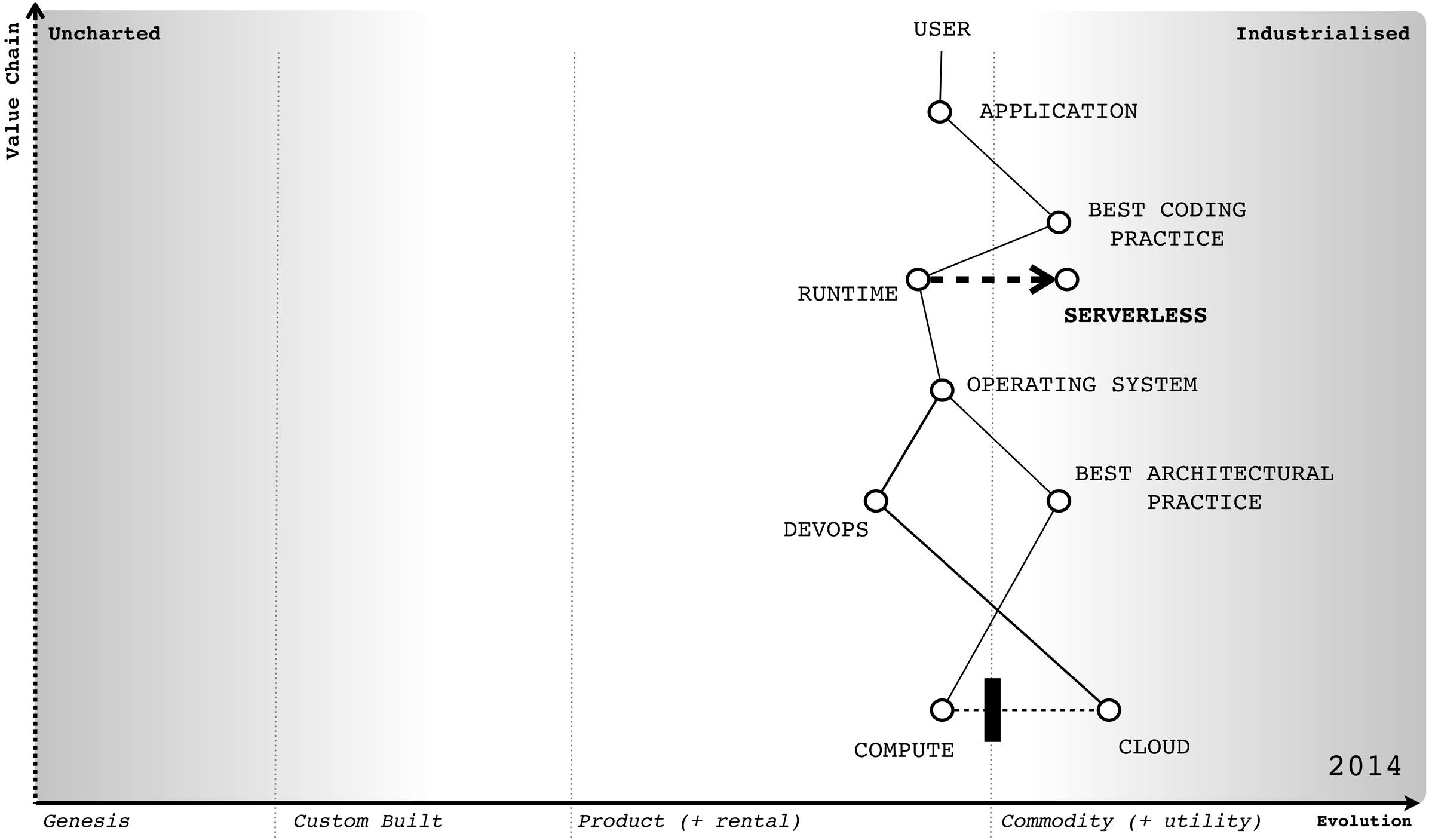

Value Chain
Uncharted
Industrialised
USER
NEW NEED
+New Value
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
EMERGING PRACTICE
+Speed
BEST ARCHITECTURAL PRACTICE
RULE
NO CHOICE OVER EVOLUTION
+Efficiency
COMPUTE
CLOUD
2008
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

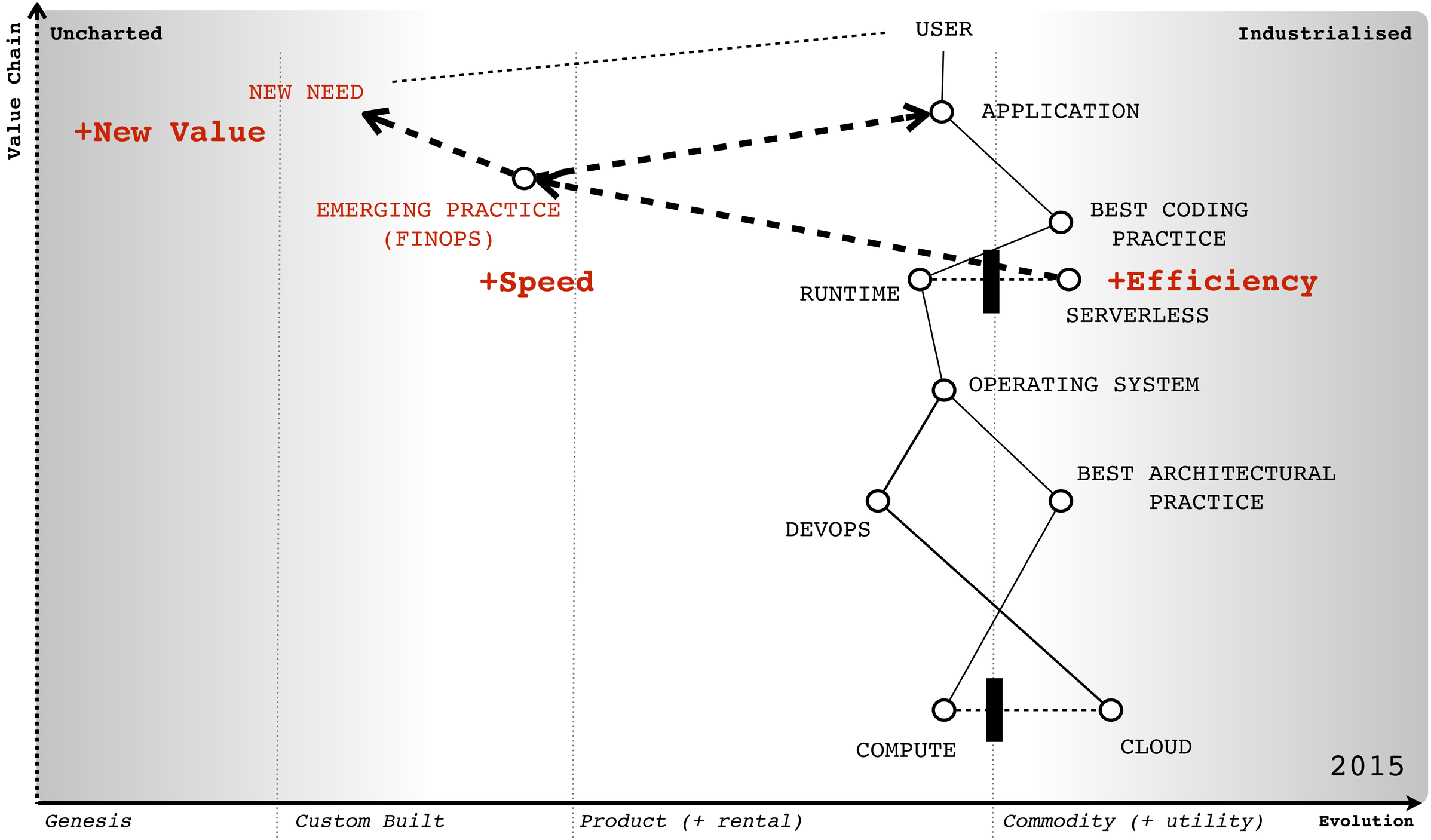

Value Chain
Uncharted
Industrialised
USER
NEW NEED
+New Value
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
EMERGING PRACTICE
+Speed
BEST ARCHITECTURAL PRACTICE
Where to Invest?
+Efficiency
COMPUTE
CLOUD
2008
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

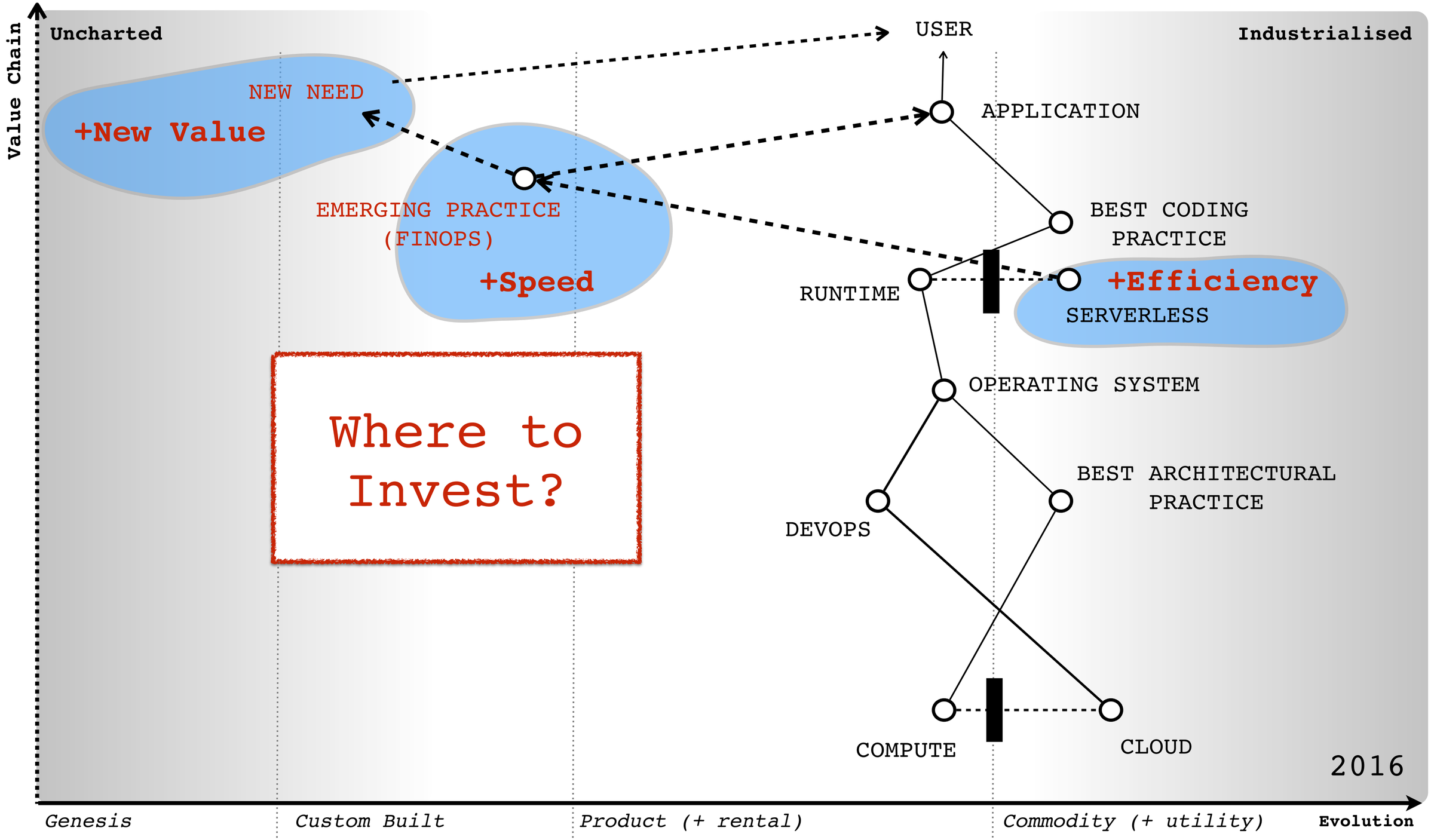

Value Chain
Uncharted
Industrialised
USER
NEW NEED
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
EMERGING PRACTICE
BEST ARCHITECTURAL PRACTICE
Where NOT to Invest?
COMPUTE
CLOUD
2008
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

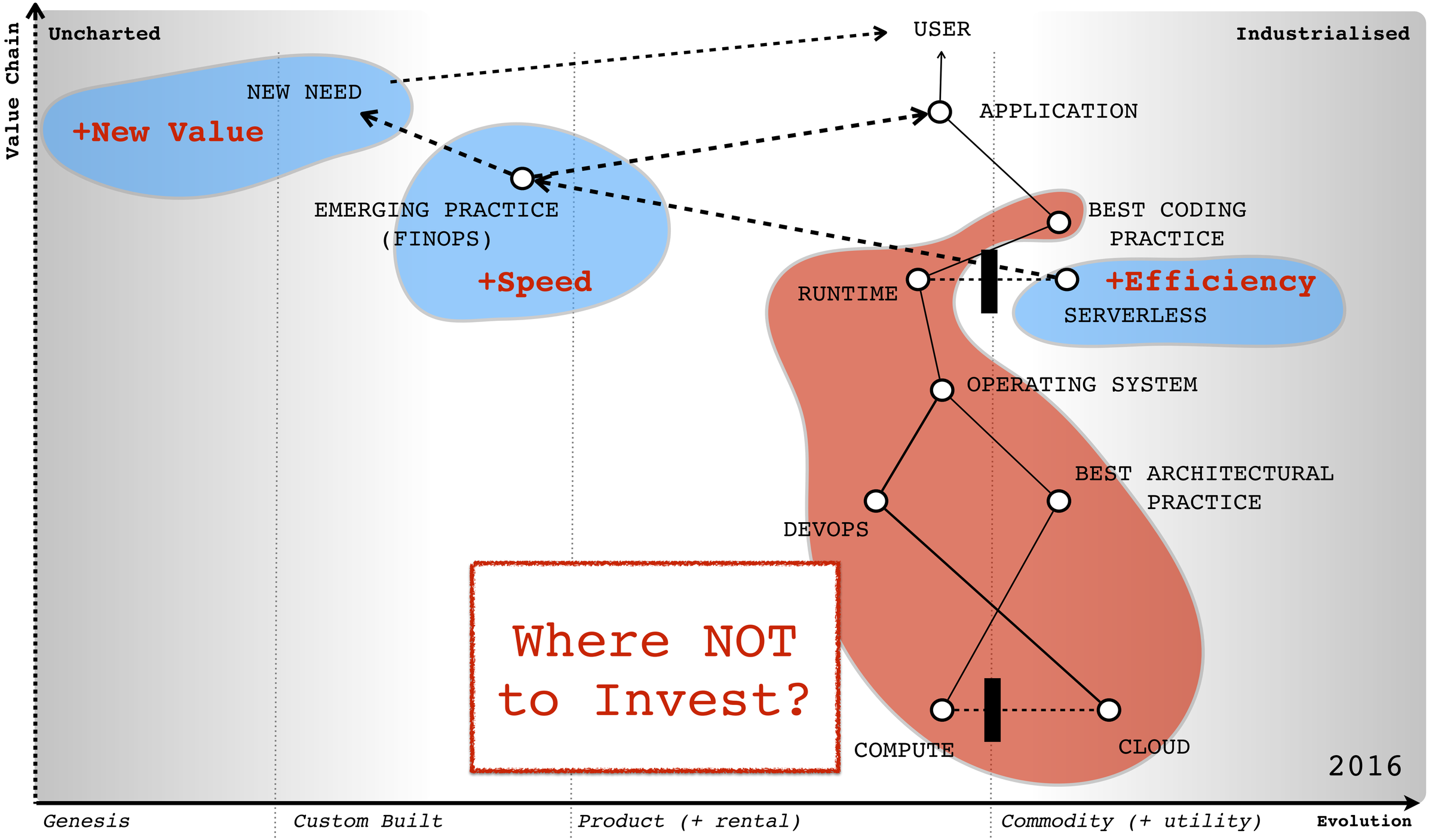

Other
Windows
Red Hat
70%
Windows
Red Hat
Ubuntu
2008
Cloud 2010


Value Chain
Uncharted
Industrialised
USER
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
BEST ARCHITECTURAL PRACTICE (LEGACY)
EMERGING PRACTICE
DEVOPS
COMPUTE
CLOUD
2010
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

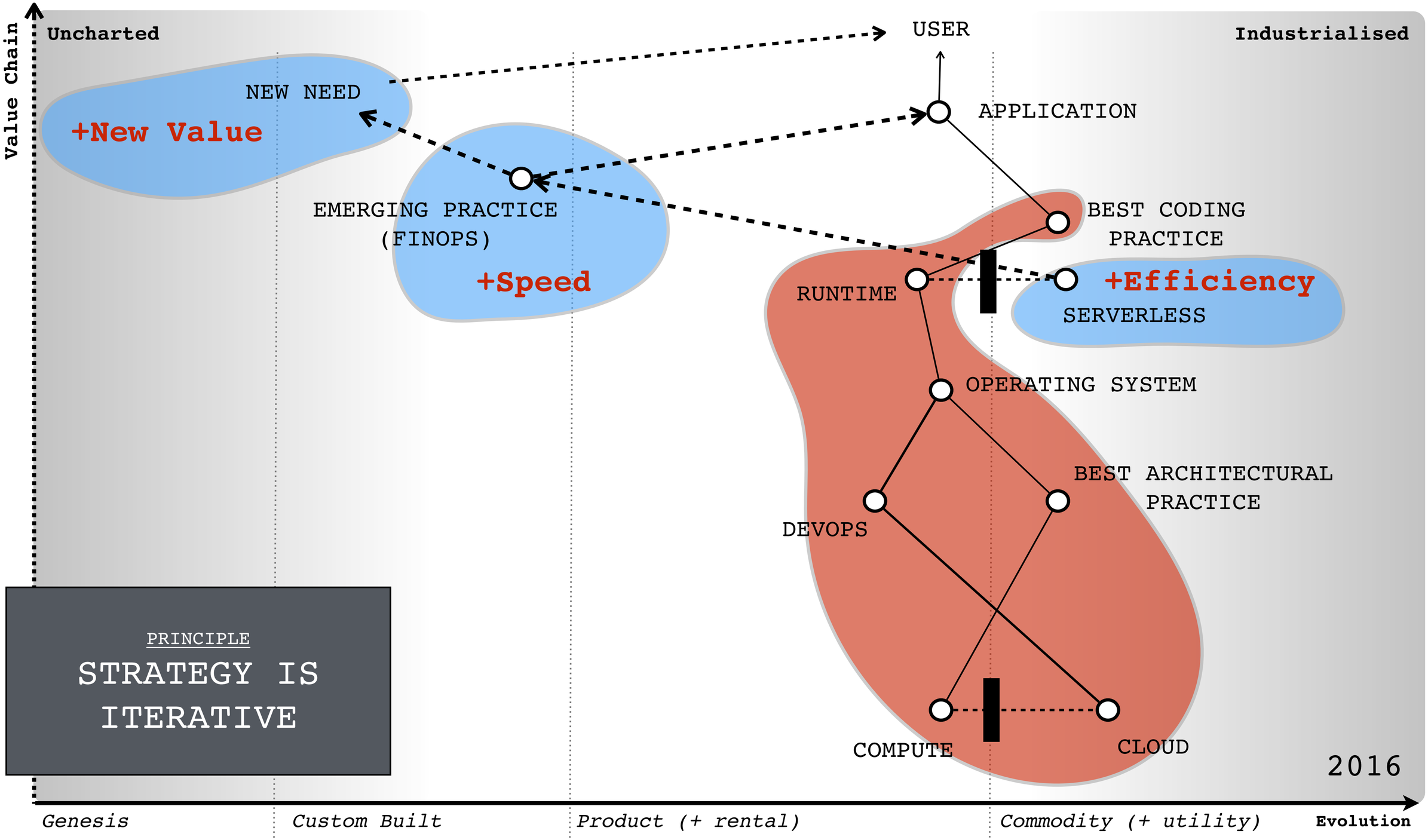

Value Chain
Uncharted
Industrialised
USER
APPLICATION
BEST CODING
PRACTICE
RUNTIME
SERVERLESS
OPERATING SYSTEM
BEST ARCHITECTURAL
PRACTICE
DEVOPS
COMPUTE
CLOUD
2014
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

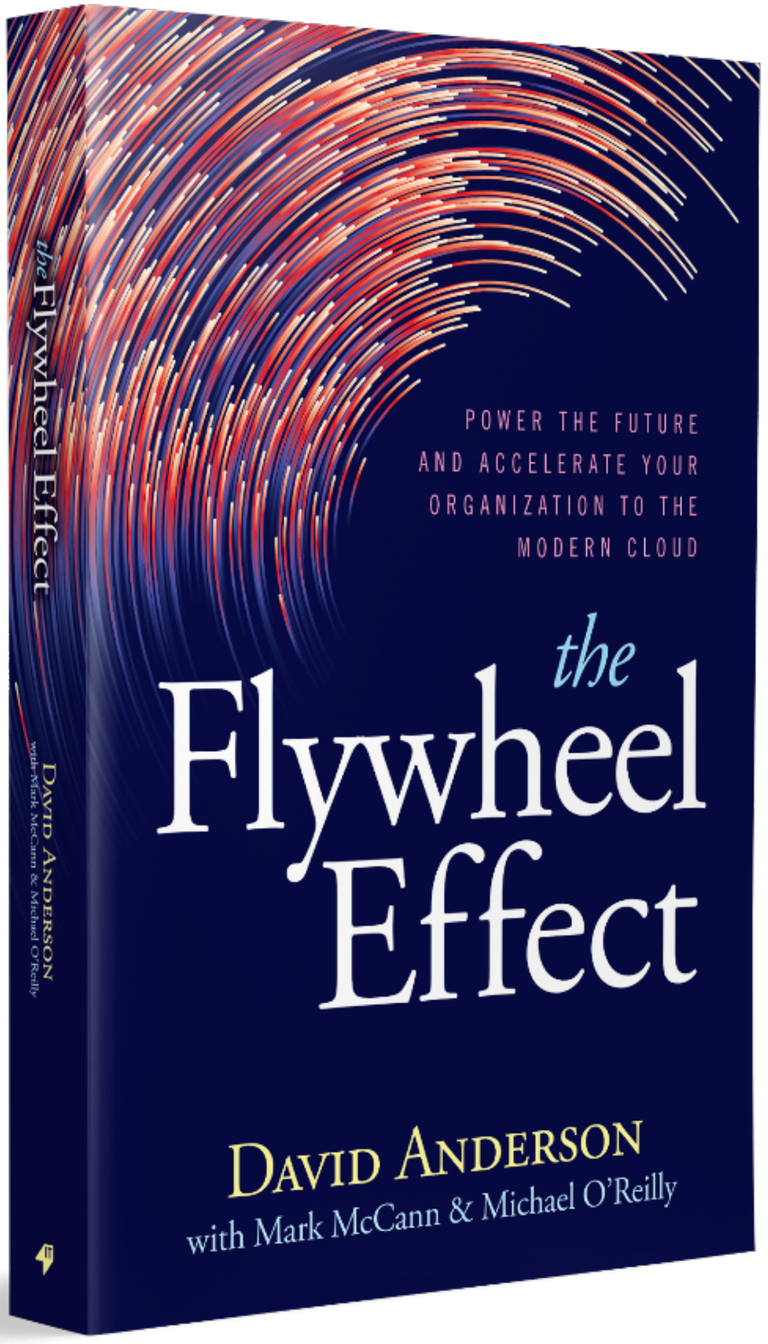

Value Chain
Uncharted
Industrialised
USER
NEW NEED
+New Value
APPLICATION
EMERGING PRACTICE
(FINOPS)
+Speed
BEST CODING
PRACTICE
RUNTIME
+Efficiency
SERVERLESS
OPERATING SYSTEM
BEST ARCHITECTURAL
PRACTICE
DEVOPS
COMPUTE
CLOUD
2015
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

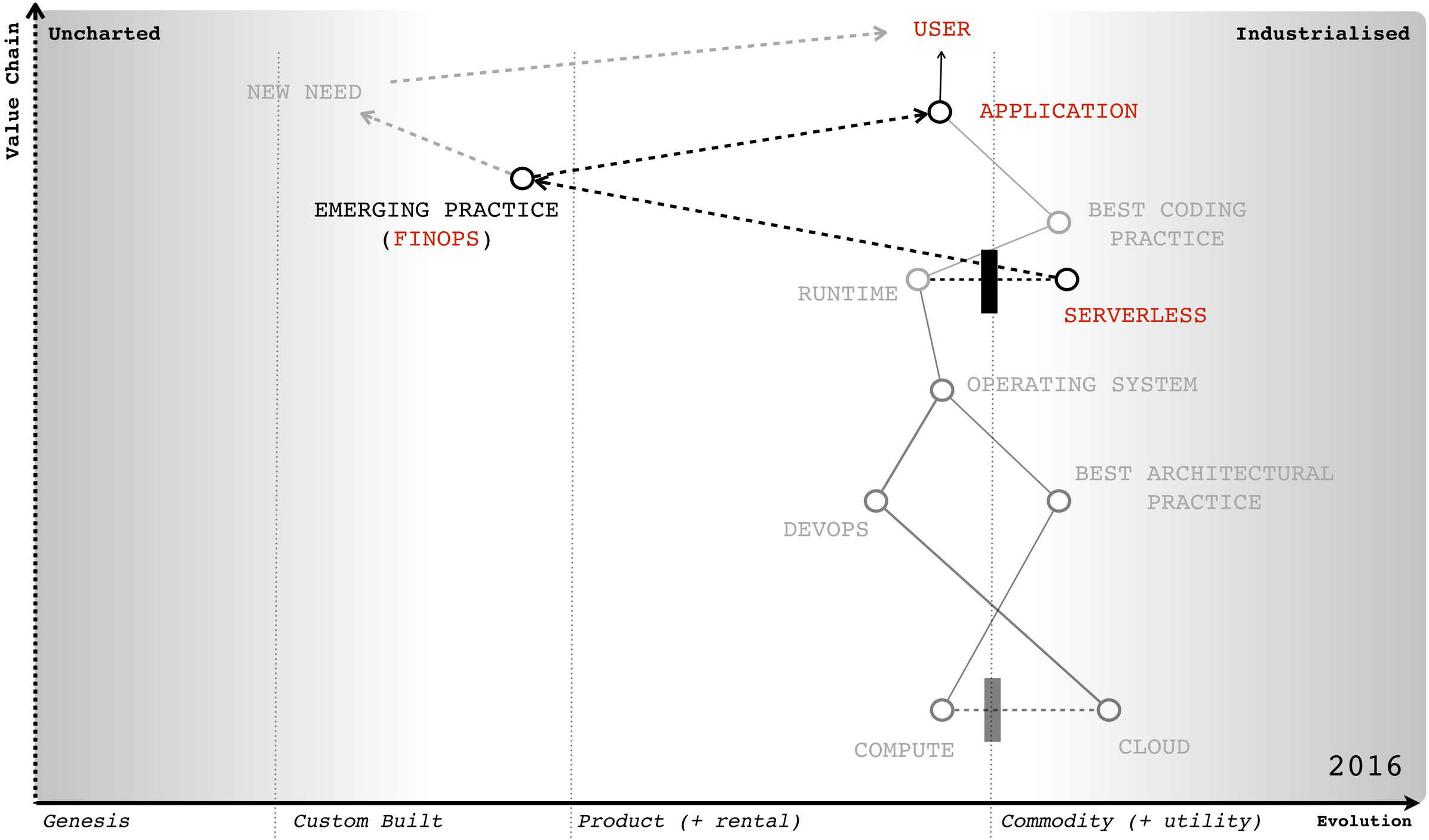

Value Chain
Uncharted
Industrialised
USER
NEW NEED
+New Value
APPLICATION
EMERGING PRACTICE
(FINOPS)
+Speed
BEST CODING
PRACTICE
RUNTIME
+Efficiency
SERVERLESS
Where to
Invest?
OPERATING SYSTEM
BEST ARCHITECTURAL
PRACTICE
DEVOPS
COMPUTE
CLOUD
2016
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

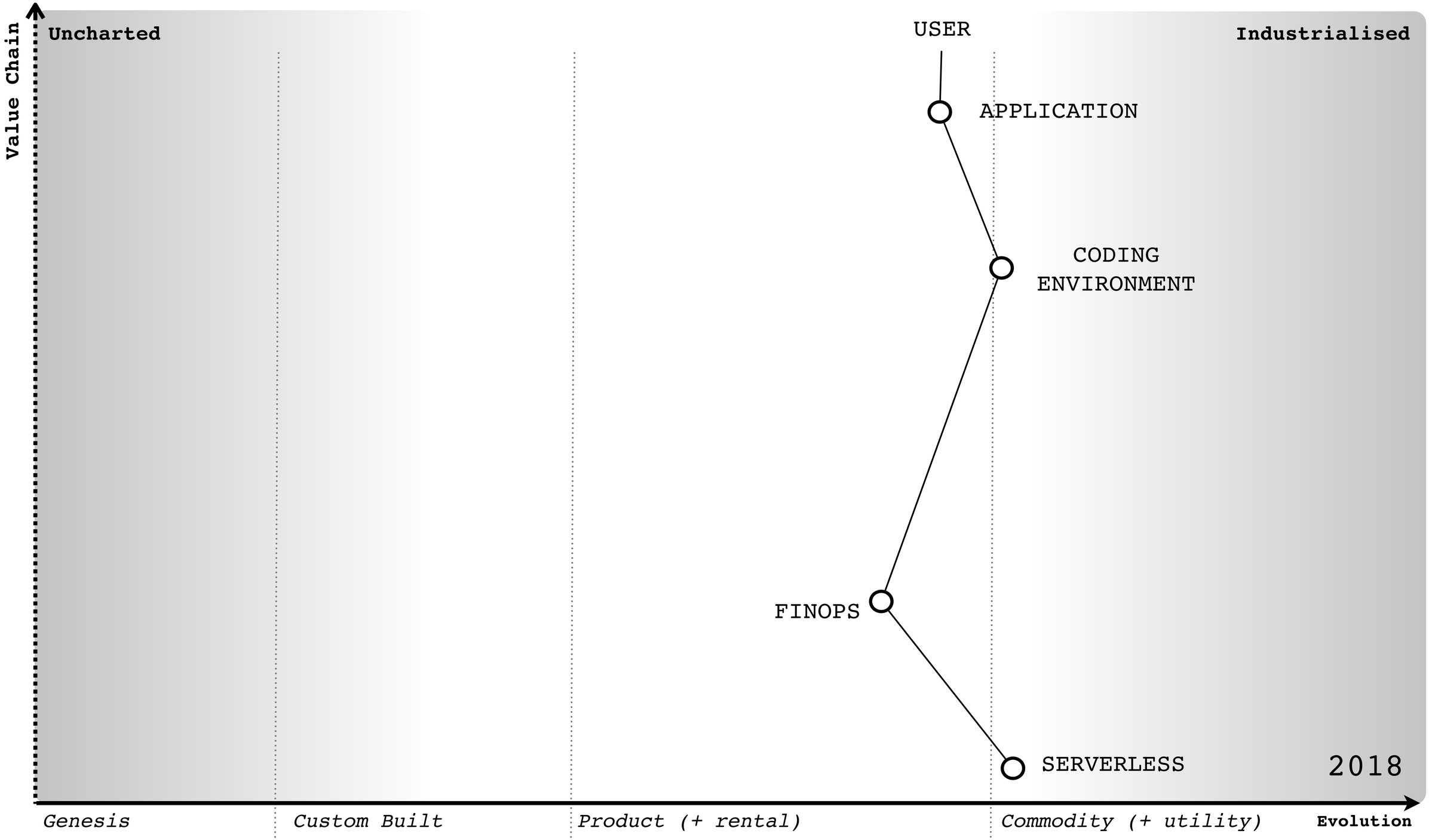

Value Chain
Uncharted
Industrialised
USER
NEW NEED
+New Value
APPLICATION
EMERGING PRACTICE
(FINOPS)
+Speed
BEST CODING
PRACTICE
RUNTIME
+Efficiency
SERVERLESS
OPERATING SYSTEM
BEST ARCHITECTURAL
PRACTICE
DEVOPS
Where NOT
to Invest?
COMPUTE
CLOUD
2016
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

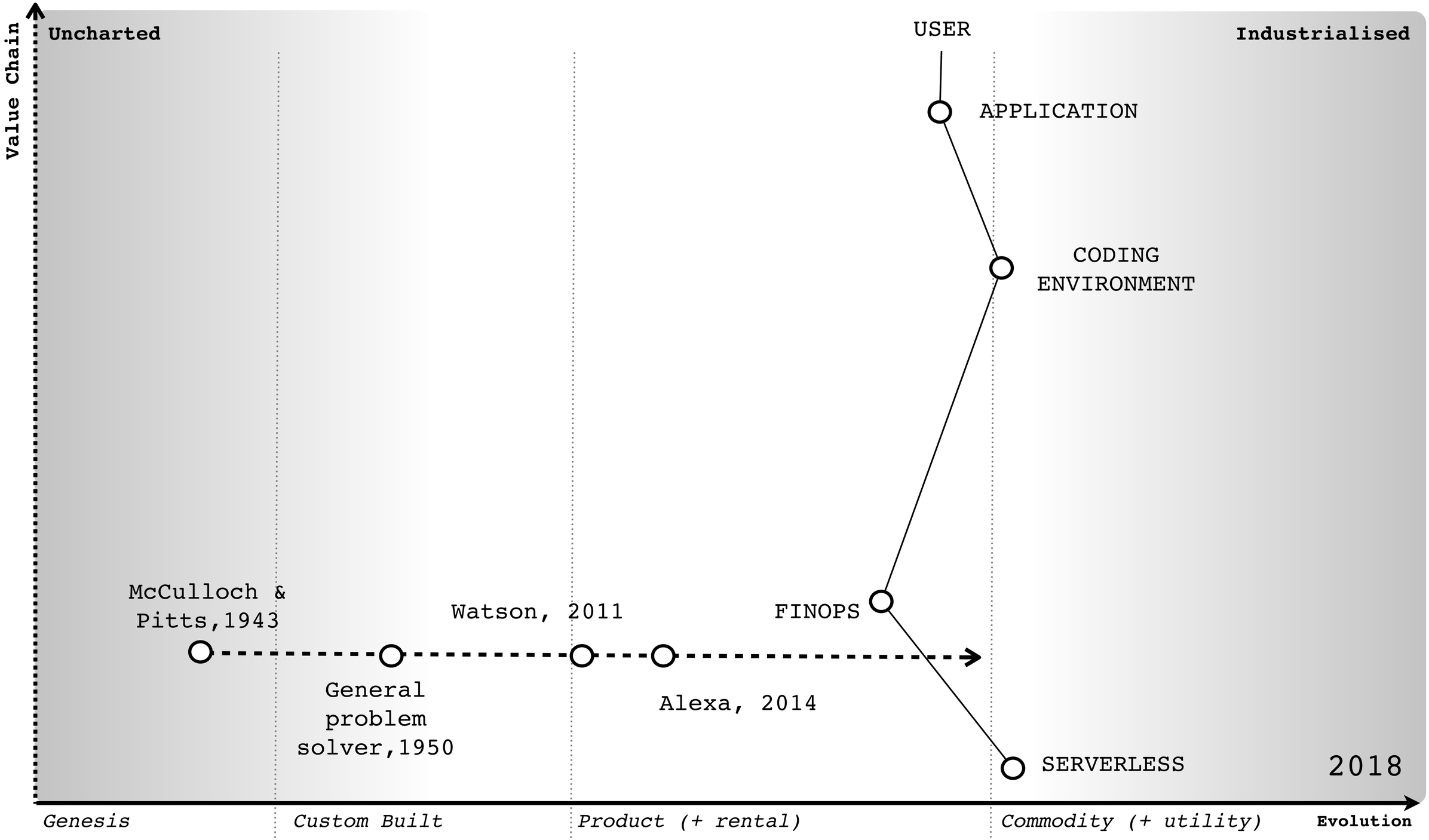

Burn him!
Heretic

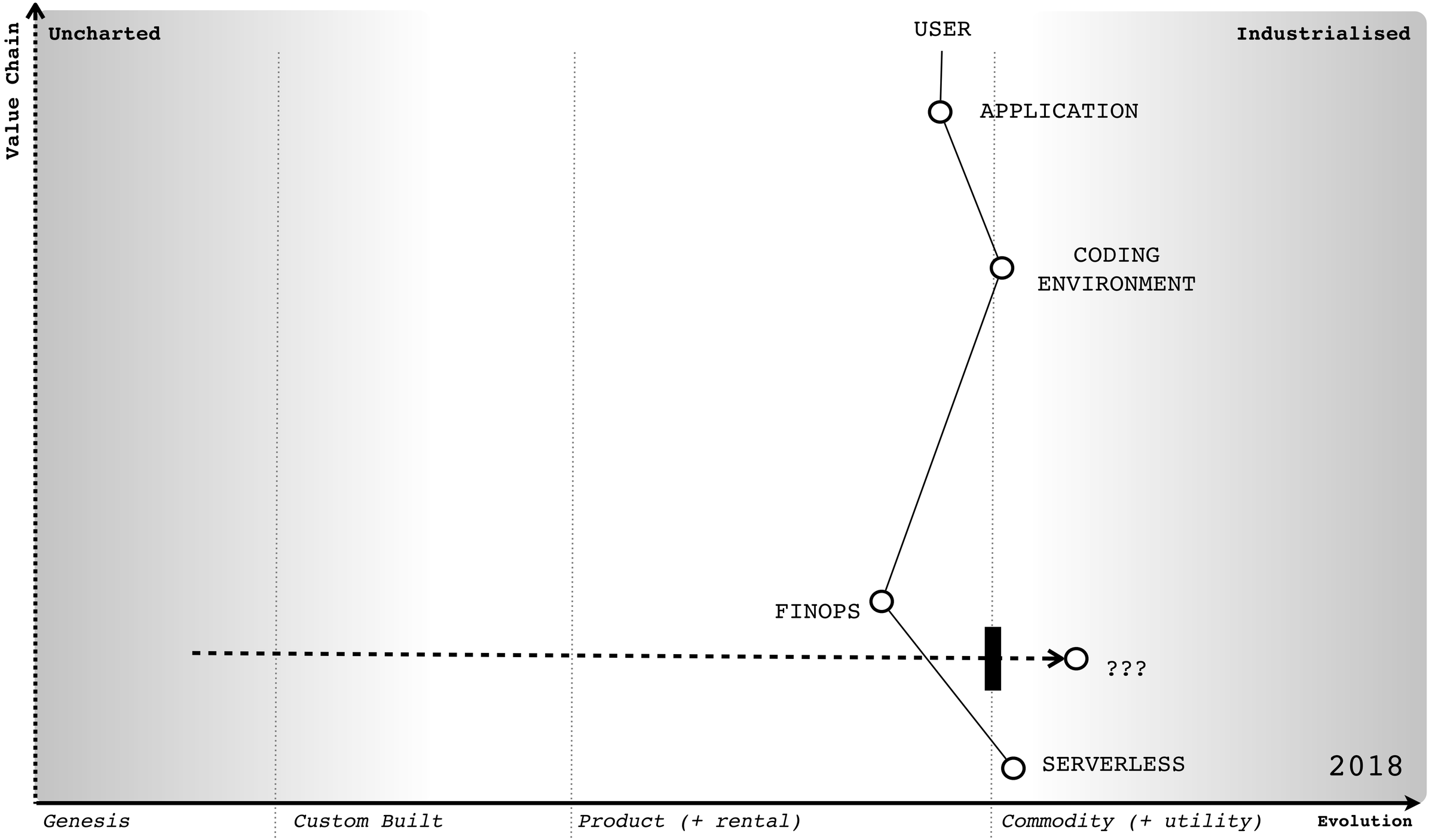

Value Chain
Uncharted
Industrialised
USER
NEW NEED
+New Value
APPLICATION
EMERGING PRACTICE
(FINOPS)
+Speed
BEST CODING
PRACTICE
RUNTIME
+Efficiency
SERVERLESS
OPERATING SYSTEM
BEST ARCHITECTURAL
PRACTICE
DEVOPS
COMPUTE
CLOUD
PRINCIPLE
STRATEGY IS
ITERATIVE
2016
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

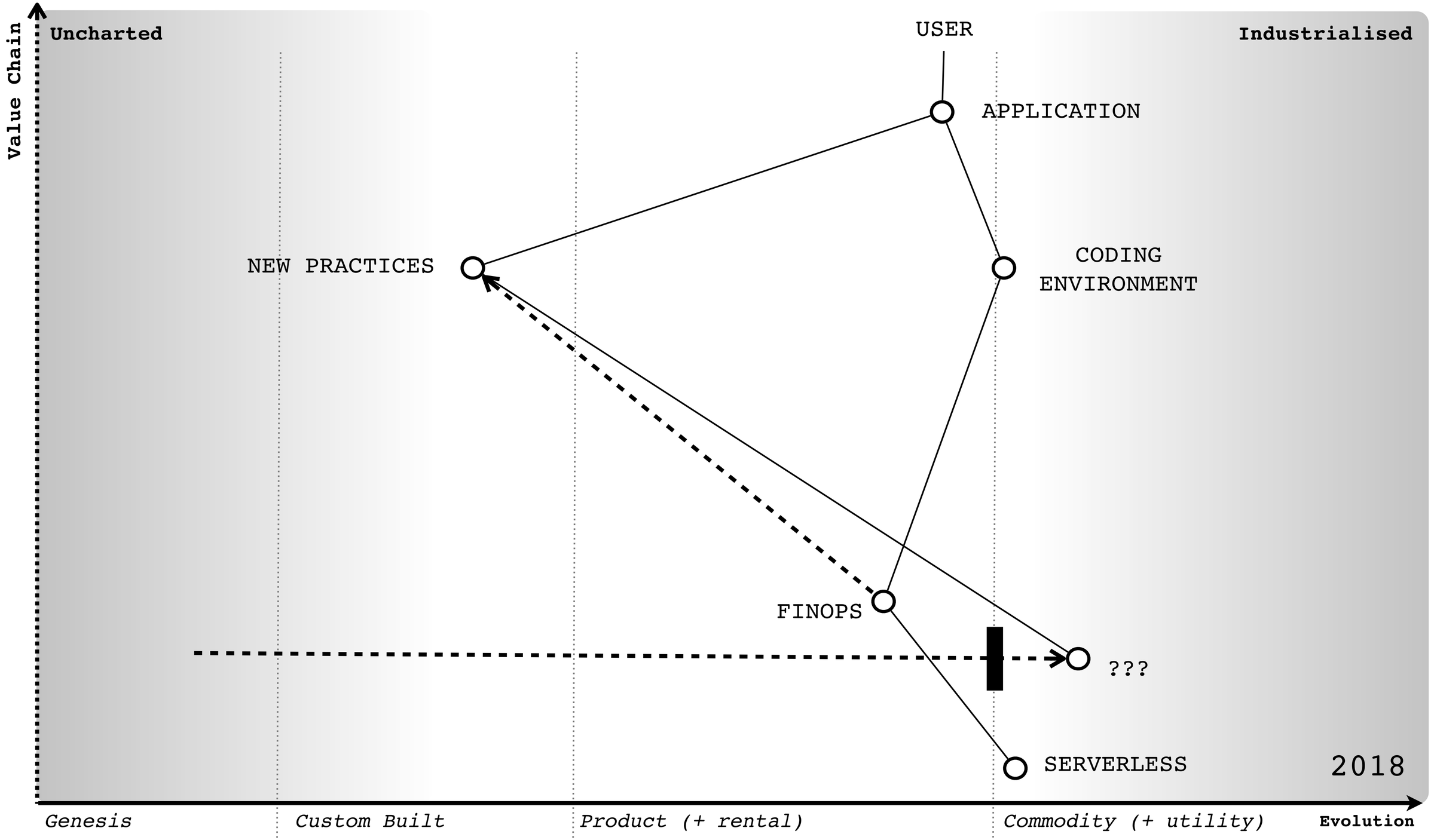

the Flywheel Effect
David Anderson
with Mark McCann & Michael O'Reilly
POWER THE FUTURE
AND ACCELERATE YOUR
ORGANIZATION TO THE
MODERN CLOUD
the
Flywheel
Effect
David Anderson
with Mark McCann & Michael O'Reilly

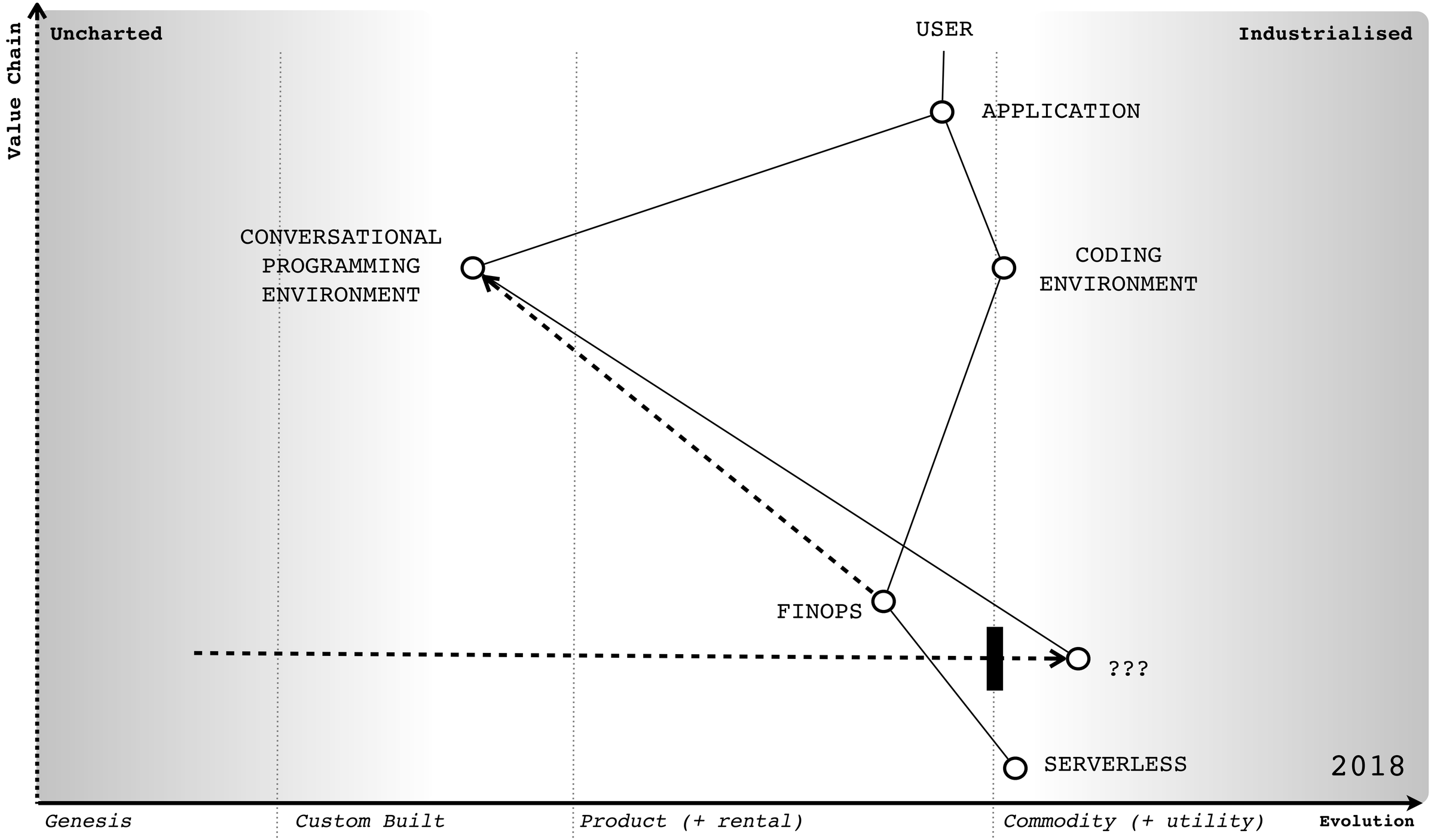

Value Chain
Uncharted
Industrialised
USER
NEW NEED
APPLICATION
EMERGING PRACTICE
(FINOPS)
BEST CODING
PRACTICE
RUNTIME
SERVERLESS
OPERATING SYSTEM
BEST ARCHITECTURAL
PRACTICE
DEVOPS
COMPUTE
CLOUD
2016
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Value Chain
Uncharted
Industrialised
USER
APPLICATION
CODING
ENVIRONMENT
FINOPS
SERVERLESS
2018
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Value Chain
Uncharted
Industrialised
USER
APPLICATION
CODING
ENVIRONMENT
FINOPS
SERVERLESS
2018
McCulloch &
Pitts,1943
General
problem
solver,1950
Watson, 2011
Alexa, 2014
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Value Chain
Uncharted
Industrialised
USER
APPLICATION
CODING
ENVIRONMENT
FINOPS
???
SERVERLESS
2018
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Value Chain
Uncharted
Industrialised
USER
APPLICATION
NEW PRACTICES
CODING
ENVIRONMENT
FINOPS
???
SERVERLESS
2018
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Value Chain
Uncharted
Industrialised
USER
APPLICATION
CONVERSATIONAL
PROGRAMMING
ENVIRONMENT
CODING
ENVIRONMENT
FINOPS
???
SERVERLESS
2018
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

Graphical Conversation Theory

The design process can be viewed as a conversation, taking place between different perspectives, which may exist within the mind of one or of several designers.

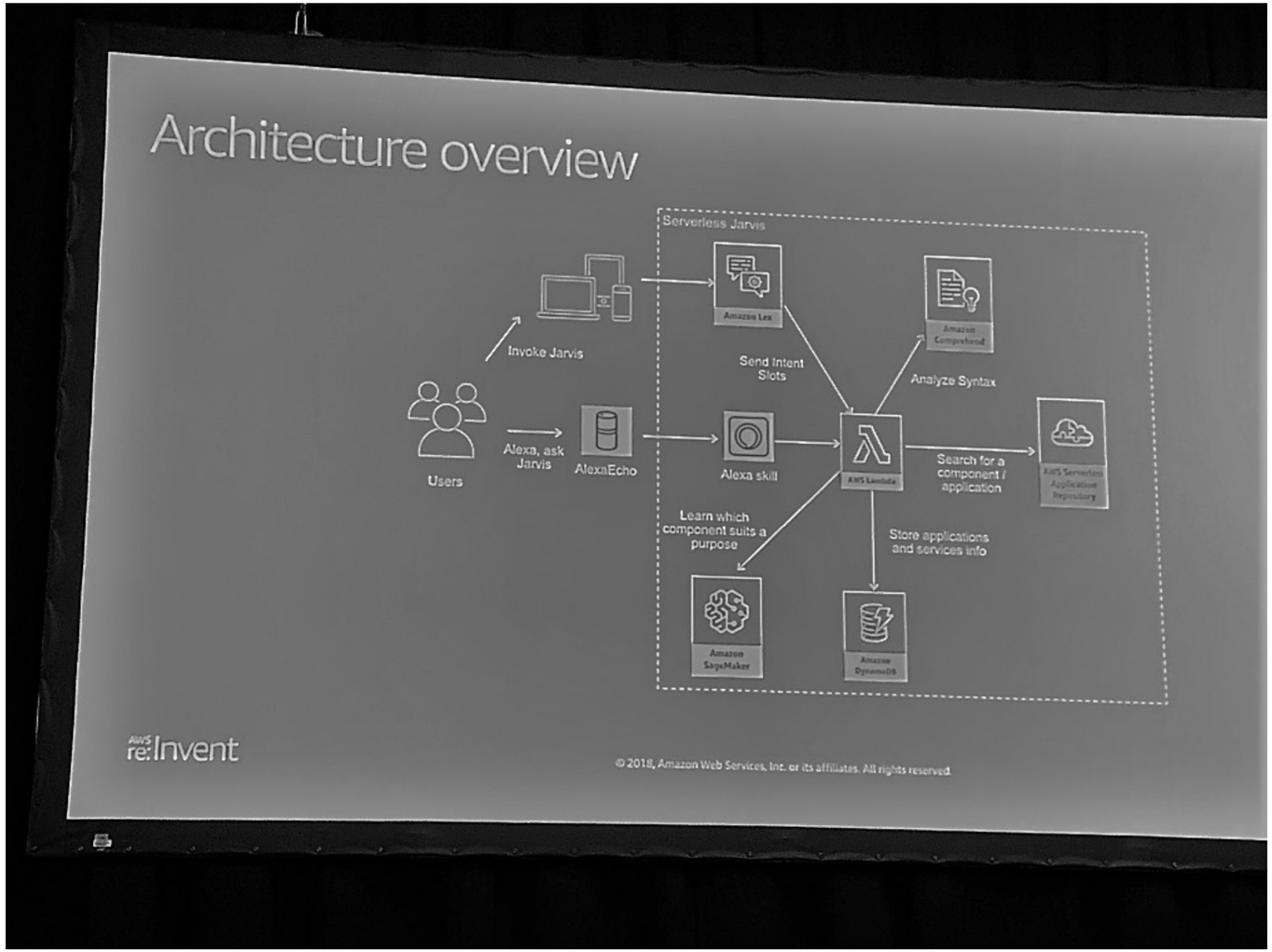
Nicholas Negroponte & Guy Weinzapfel “ARCHITECTURE-BY-YOURSELF, An Experiment with Computer Graphics for House Design”



ONE OF THE DESIGNERS IS THE MACHINE

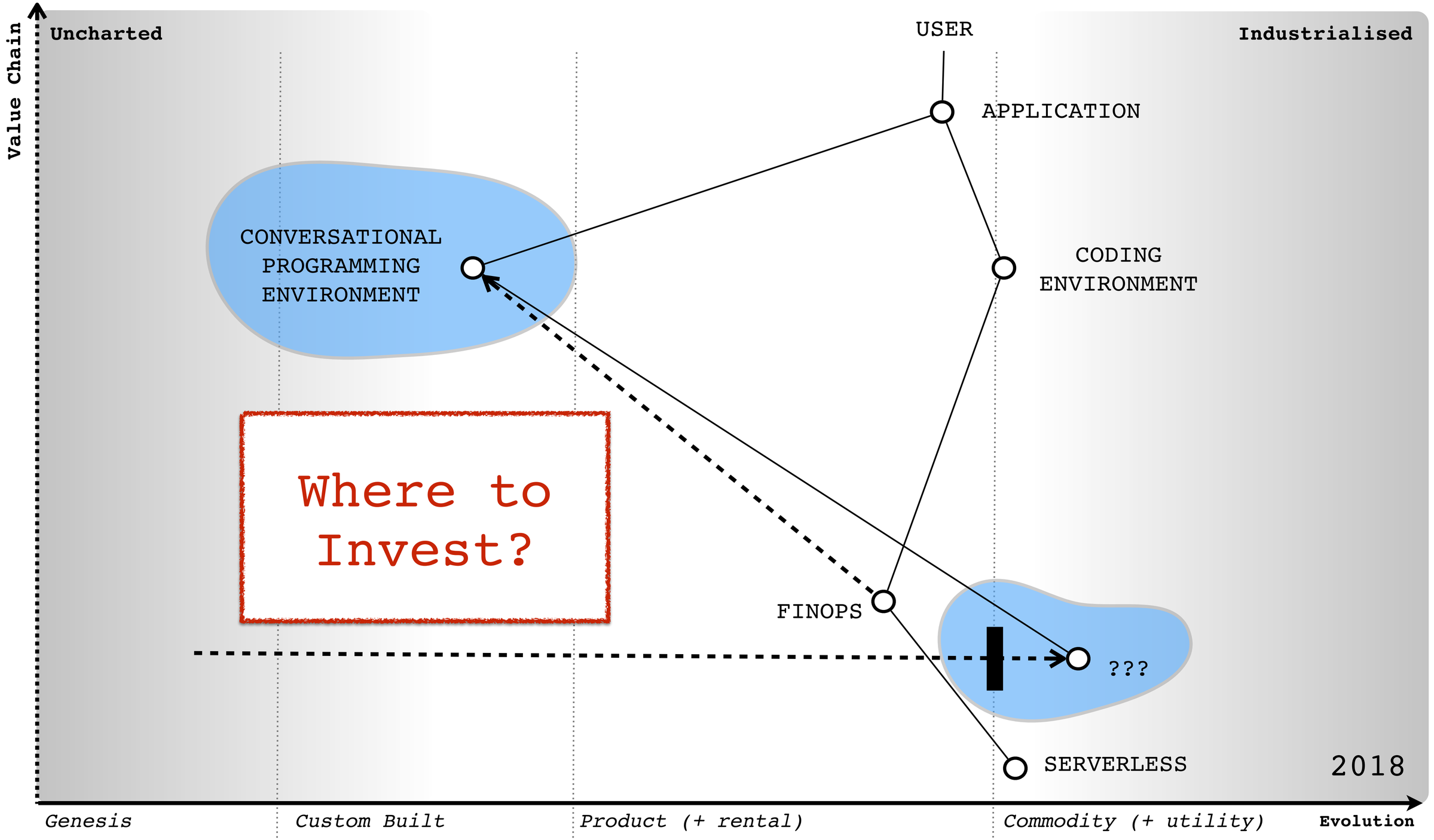
AWS re:Invent 2018: Workshop – Alexa, Ask Jarvis to Create a Serverless App for Me – SRV315

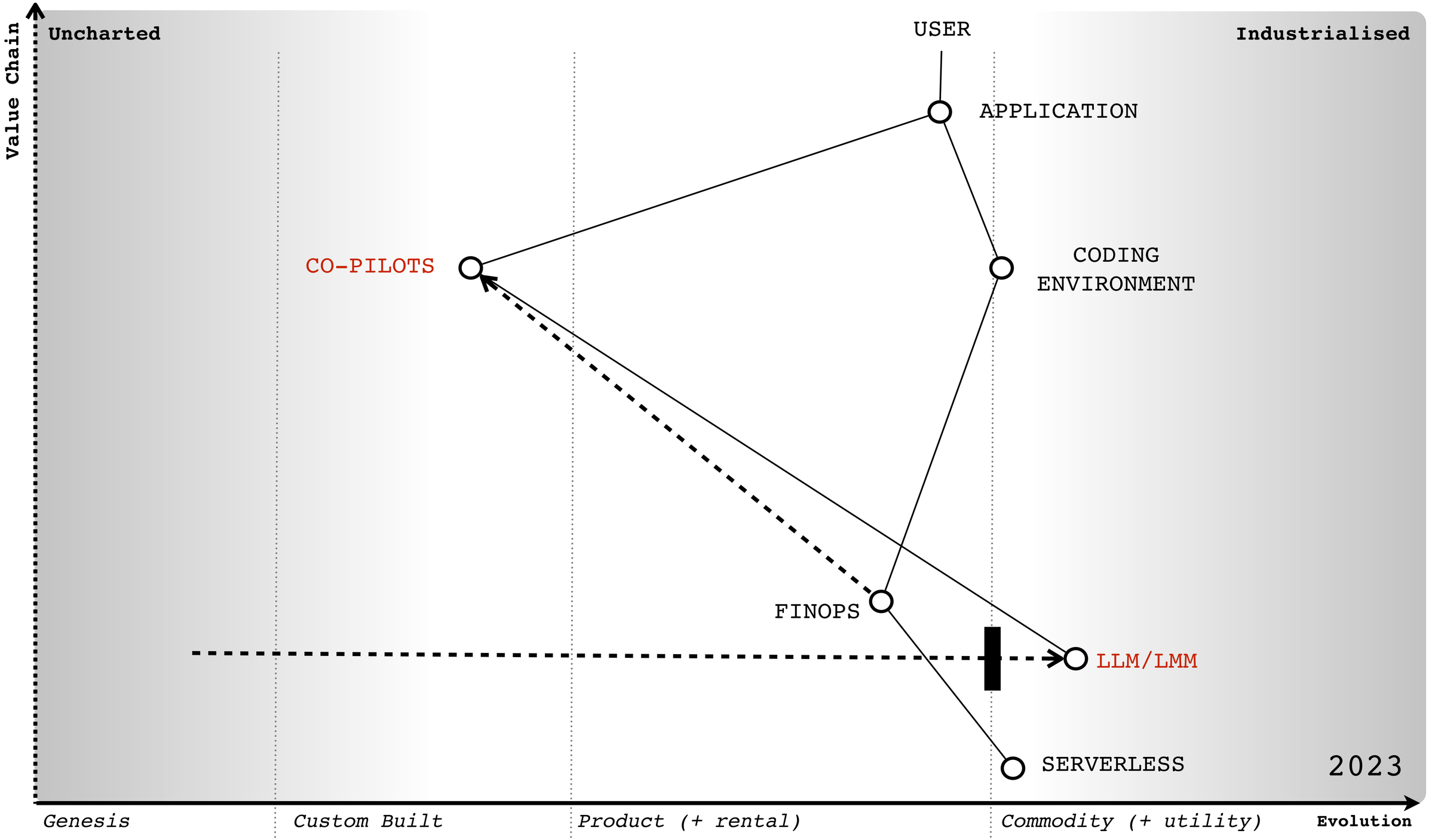
November 27th, 2018 Julian Wood

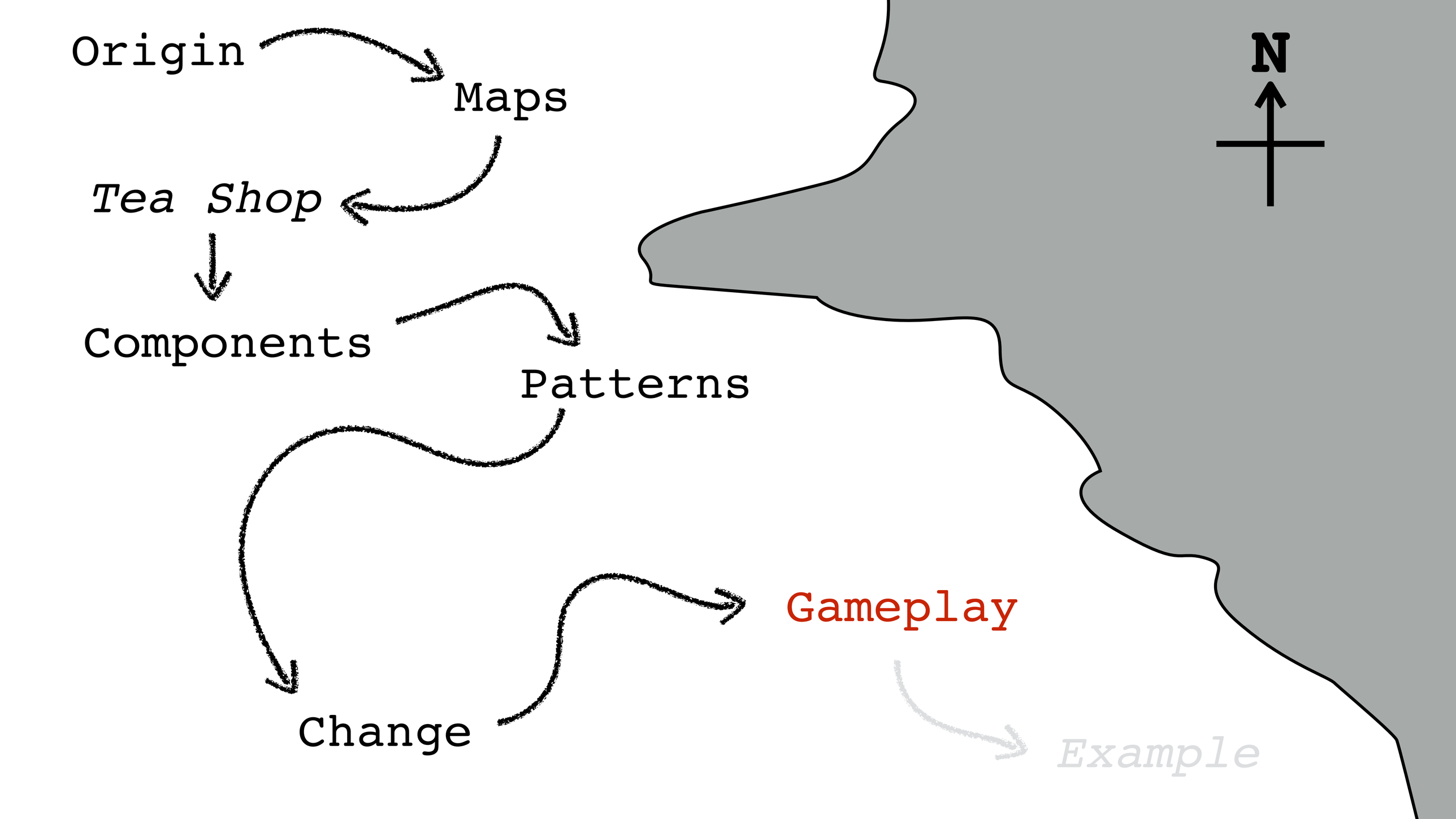


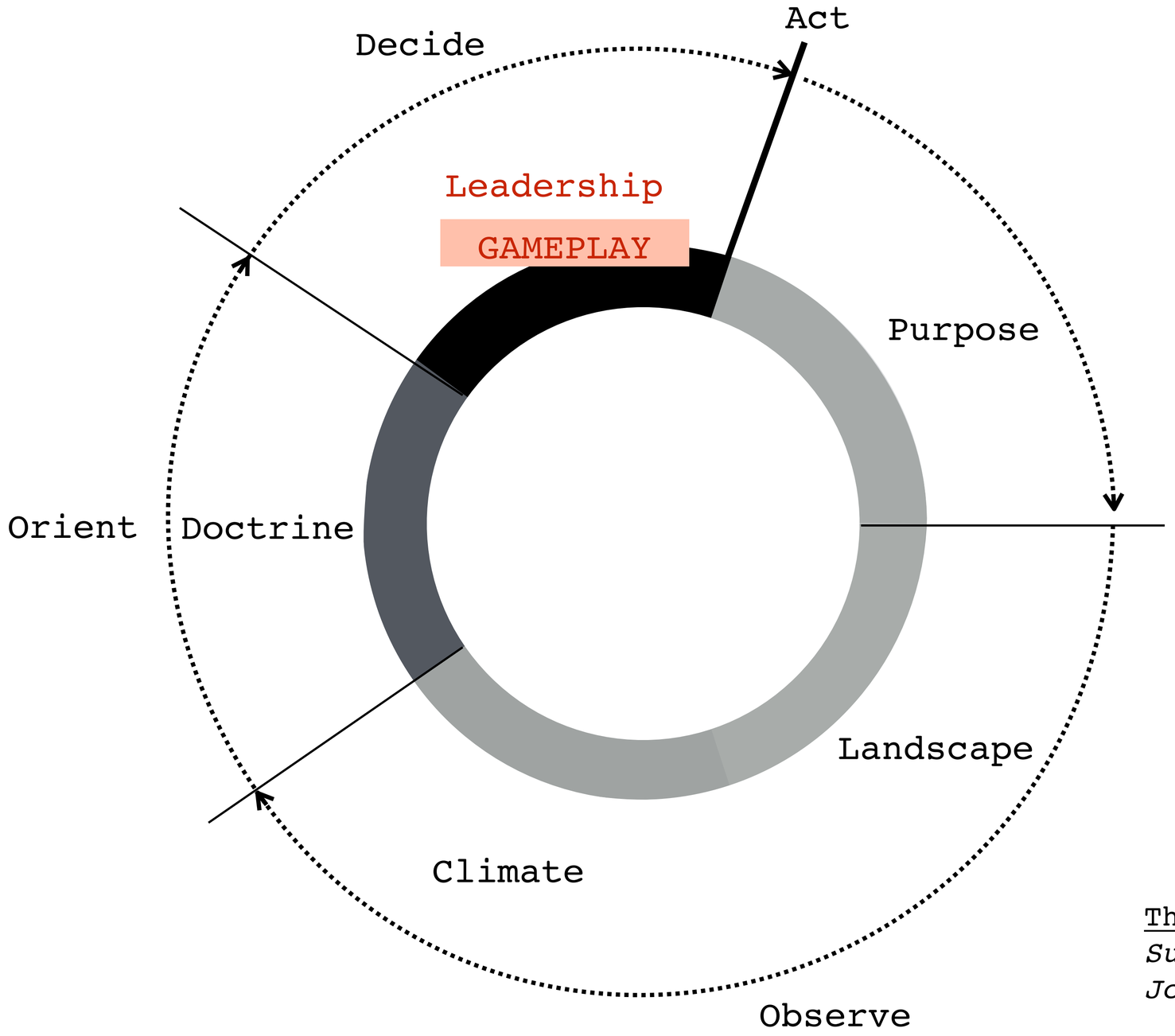


ALEXSANDER SIMOVIC


Value Chain
Uncharted
Industrialised
USER
APPLICATION
CONVERSATIONAL
PROGRAMMING
ENVIRONMENT
CODING
ENVIRONMENT
Where to
Invest?
FINOPS
???
SERVERLESS
2018
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Value Chain
Uncharted
Industrialised
USER
APPLICATION
CODING
ENVIRONMENT
CO-PILOTS
FINOPS
LLM/LMM
SERVERLESS
2023
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

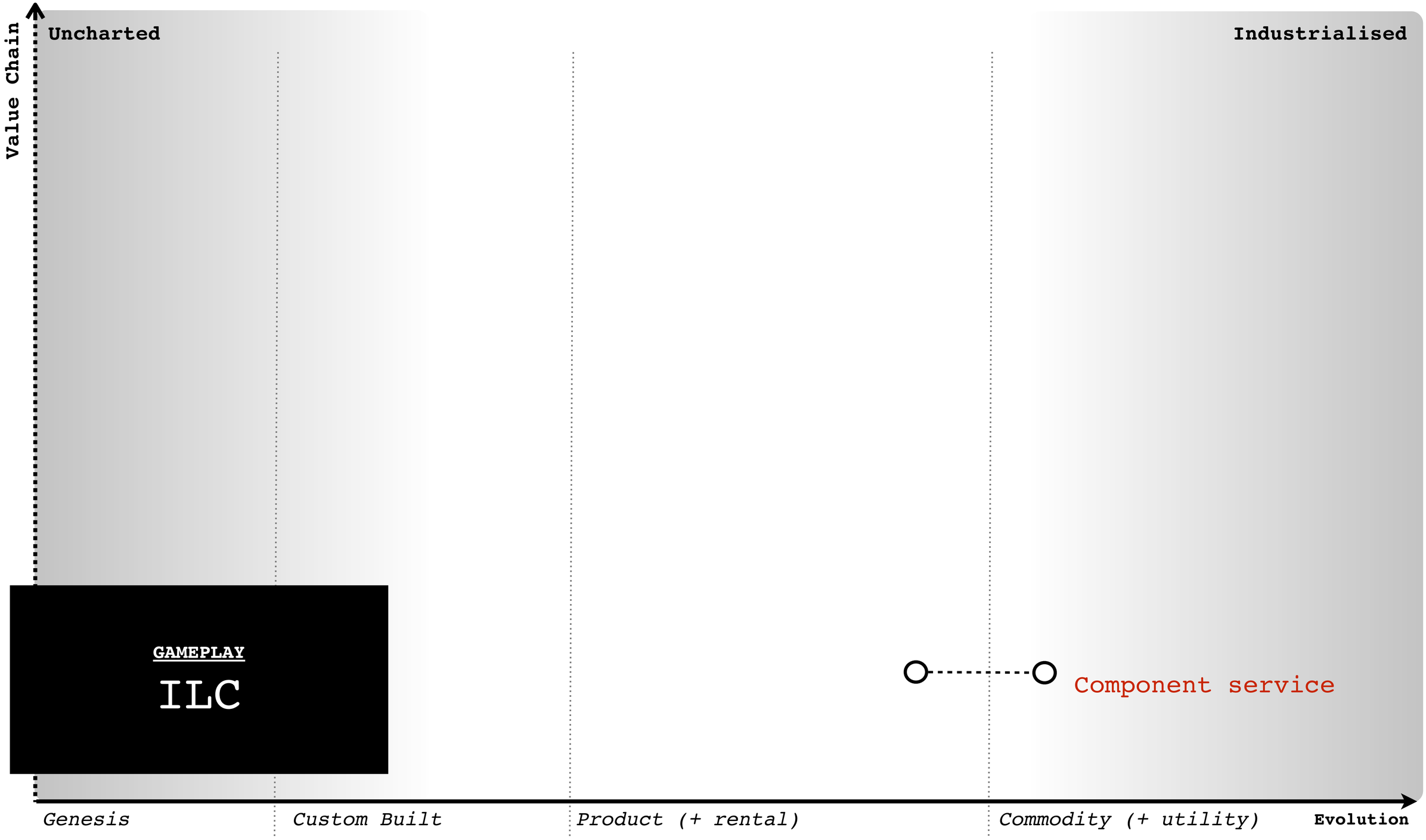

Origin
Maps
Tea Shop
Components
Patterns
Change
Gameplay
Example
N

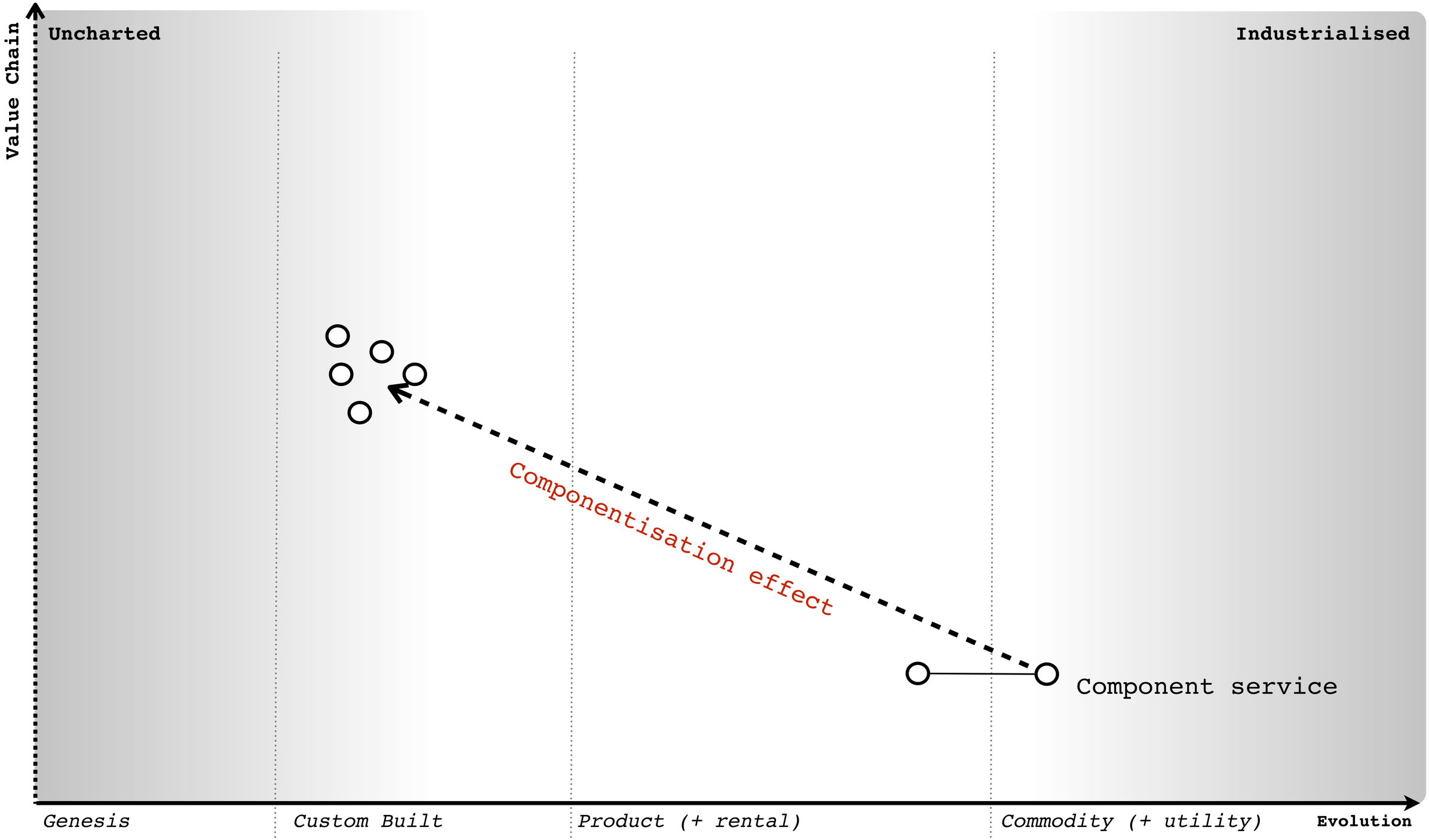


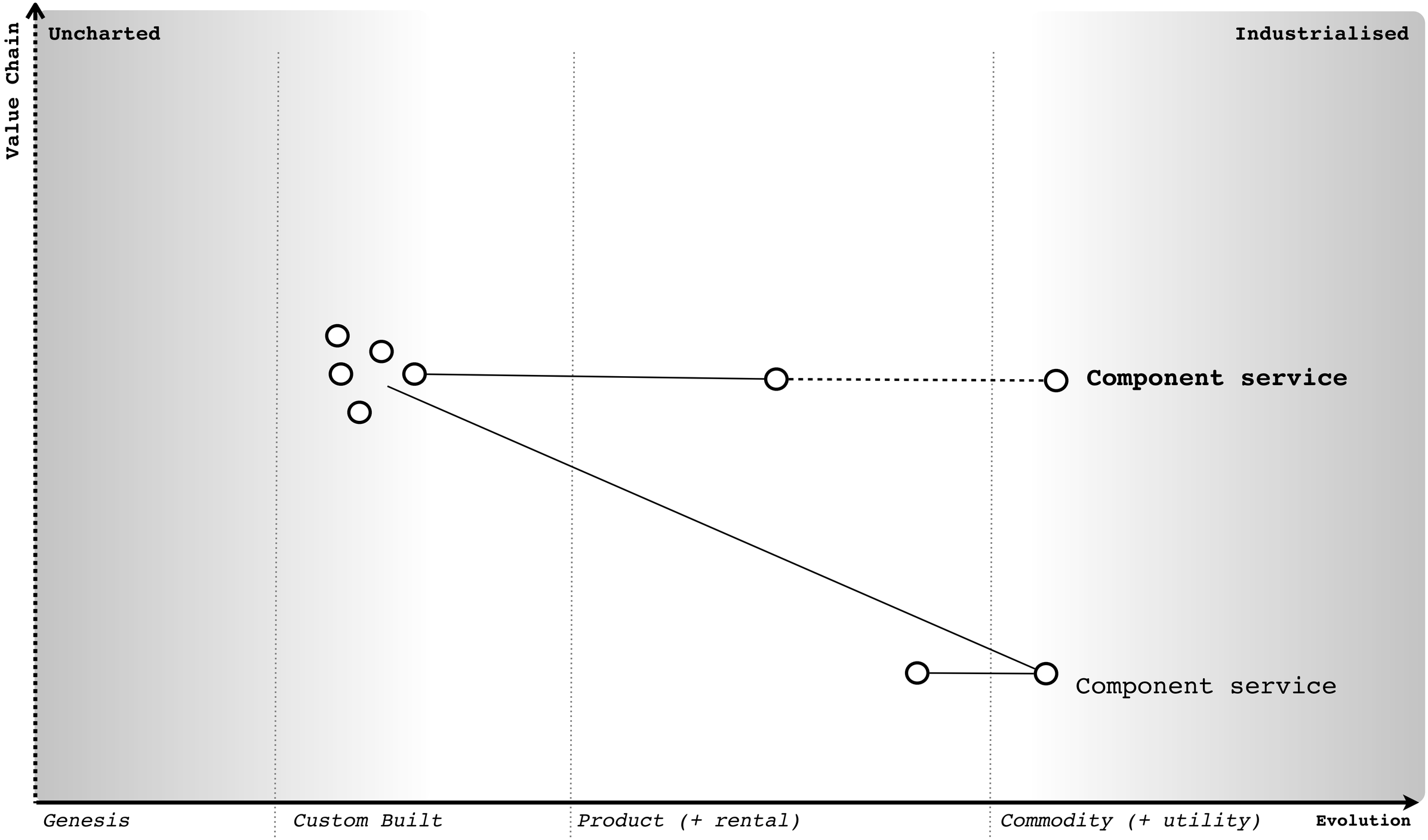
The Strategy Cycle

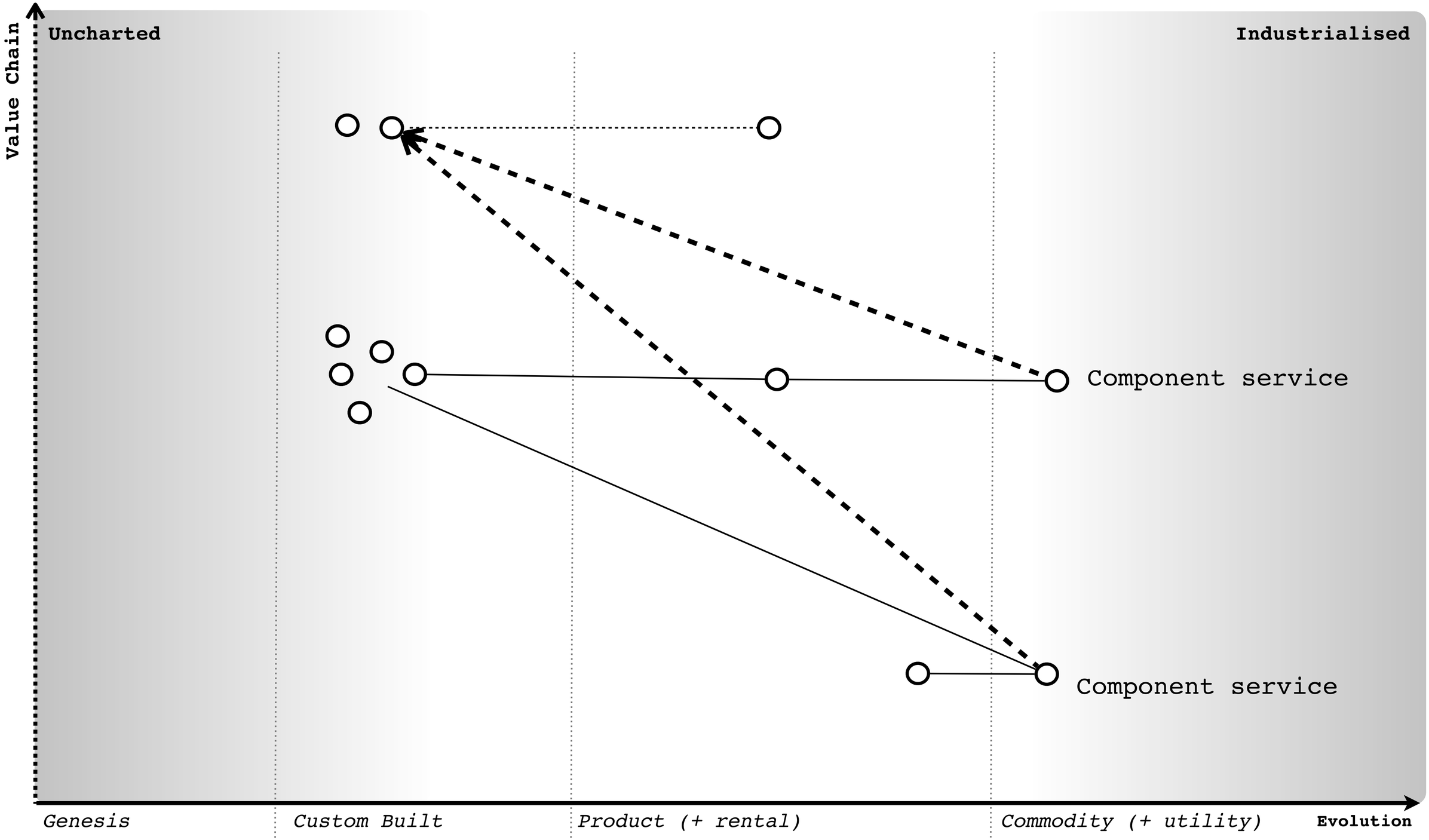
Sun Tzu's five factors

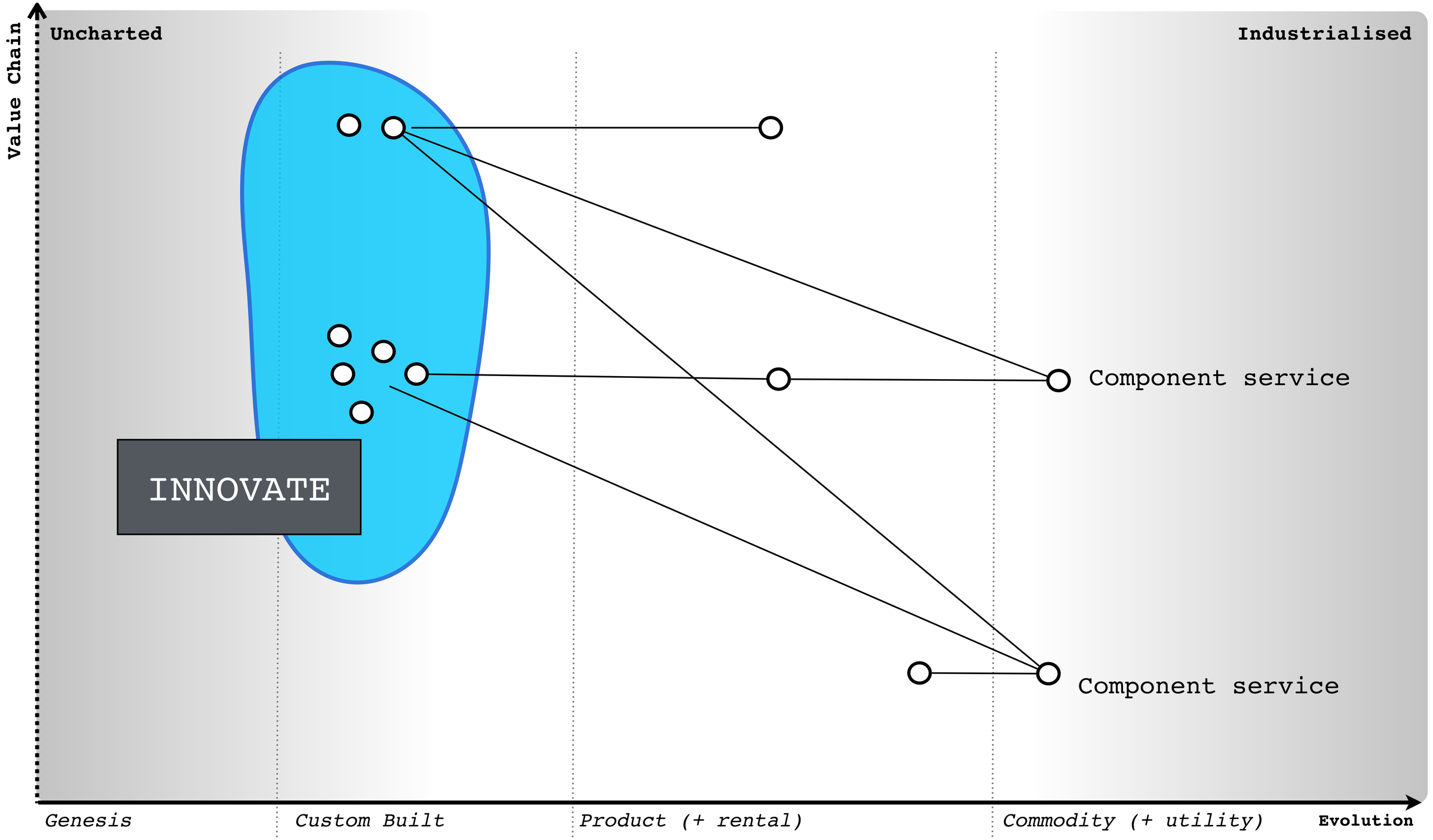
John Boyd's OODA loop

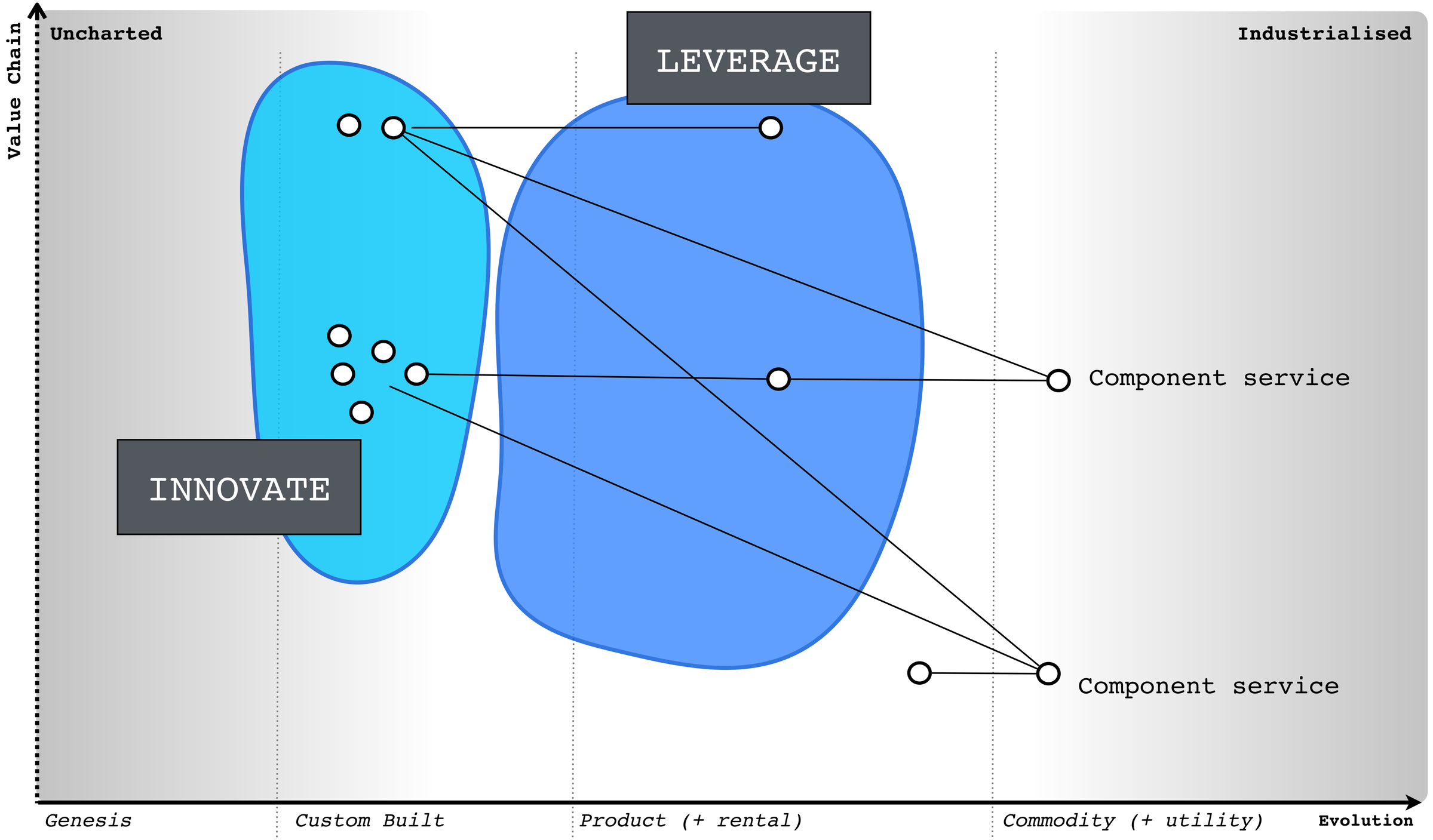

Value Chain
Uncharted
Industrialised
GAMEPLAY
ILC
Component service
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

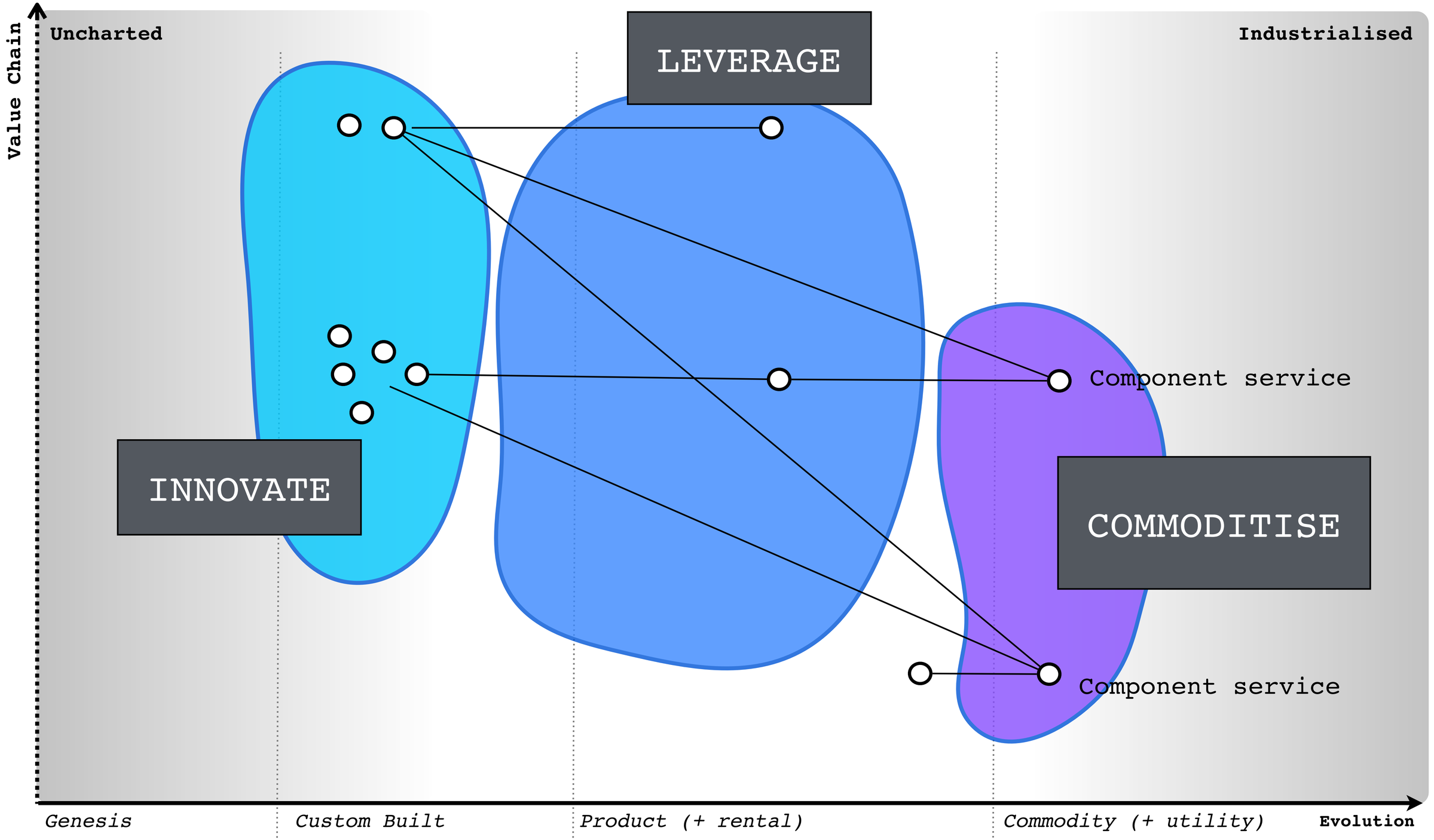

Value Chain
Uncharted
Industrialised
Componentisation effect
Component service
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

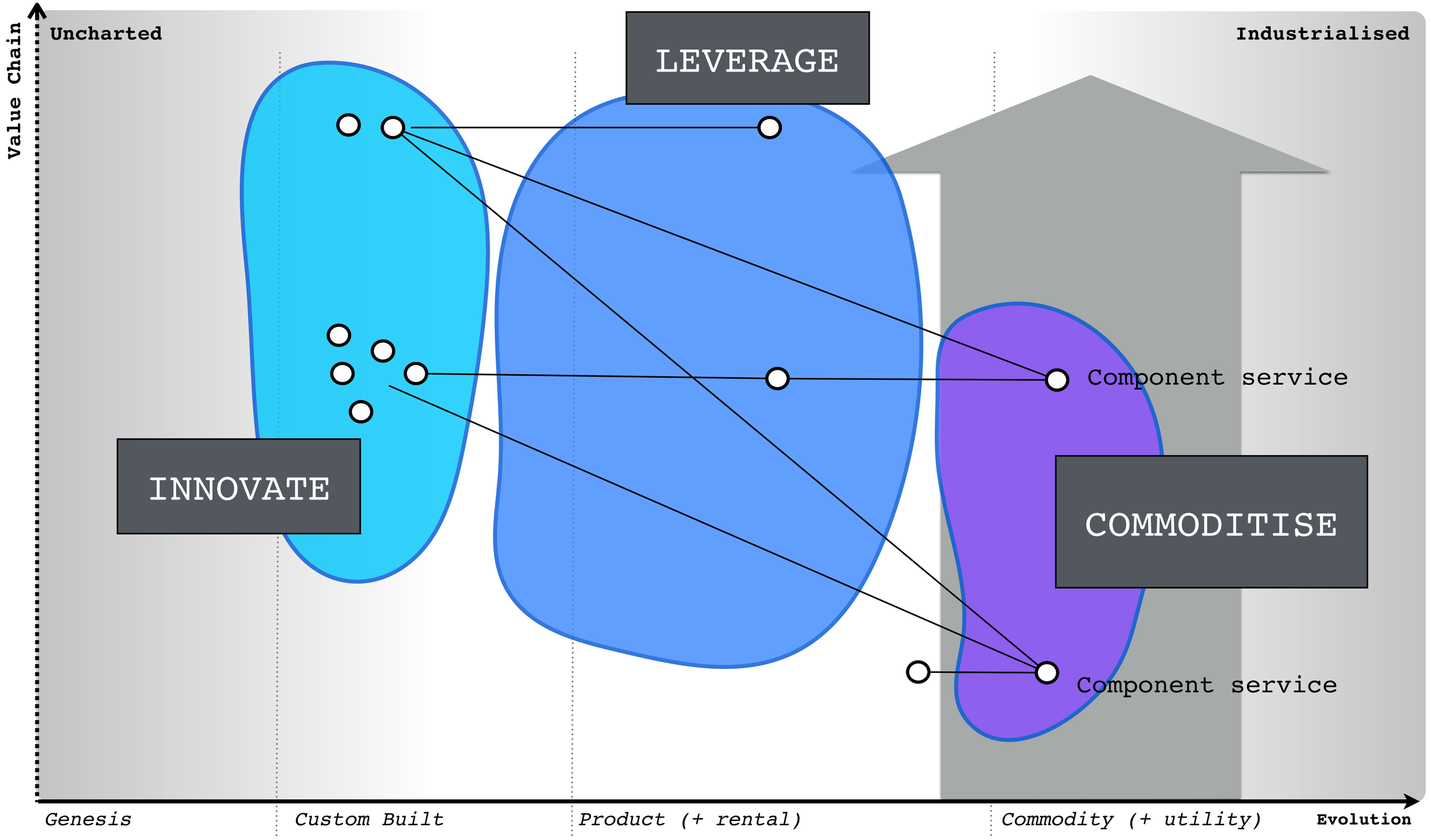

Value Chain
Uncharted
Industrialised
Component service
Component service
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

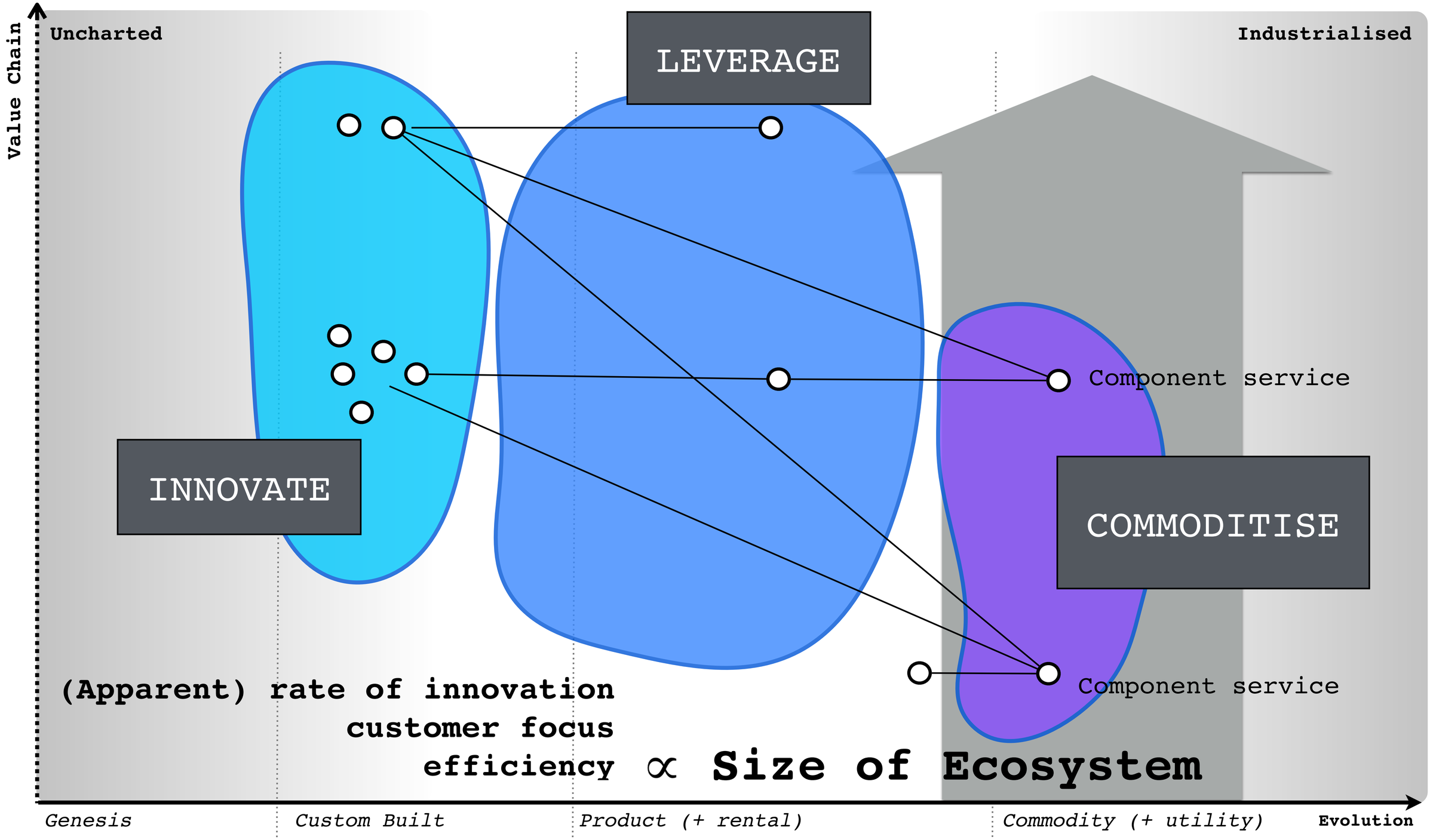

Value Chain
Uncharted
Industrialised
Component service
Component service
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

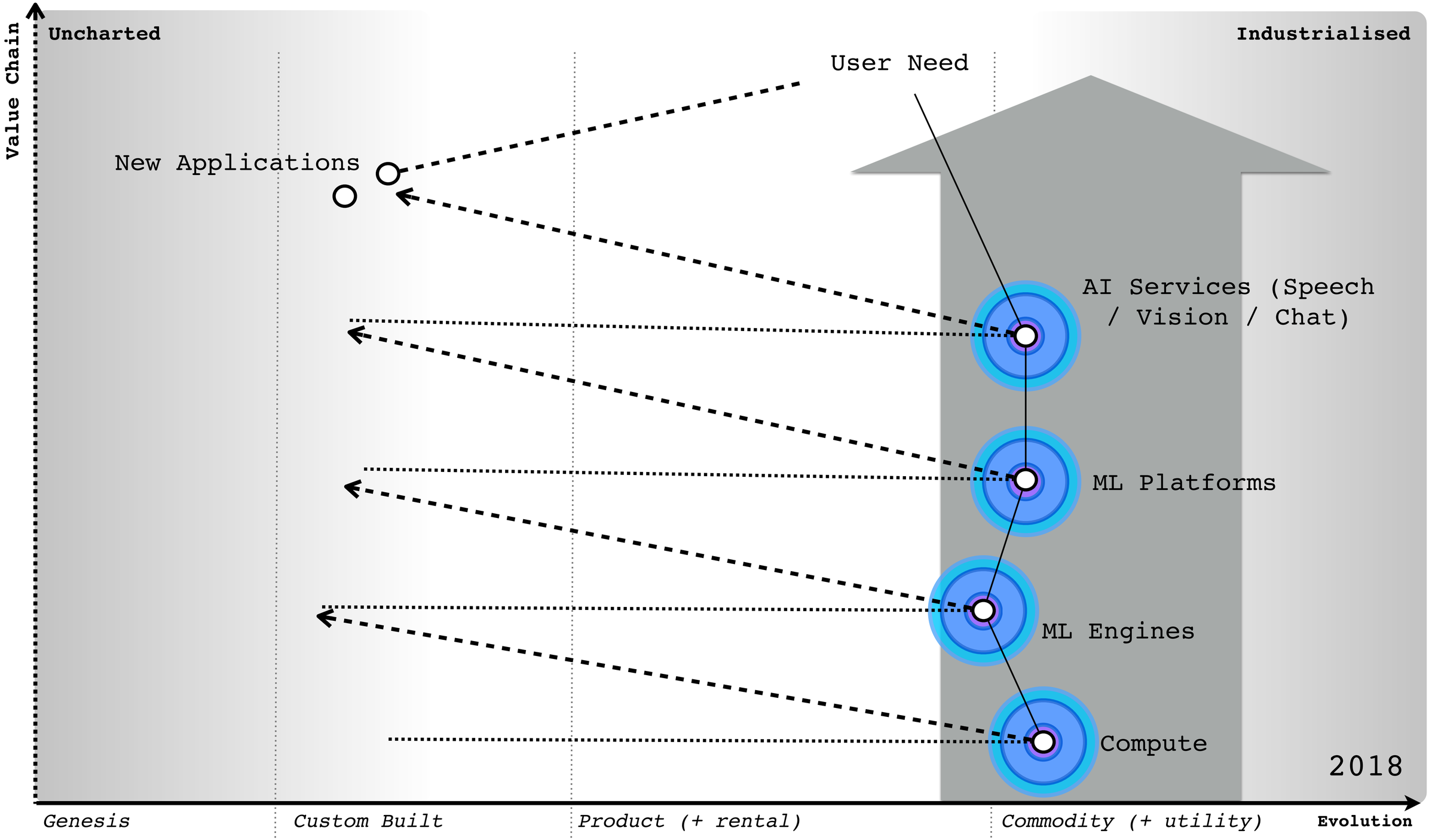

Value Chain
Uncharted
Industrialised
INNOVATE
Component service
Component service
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

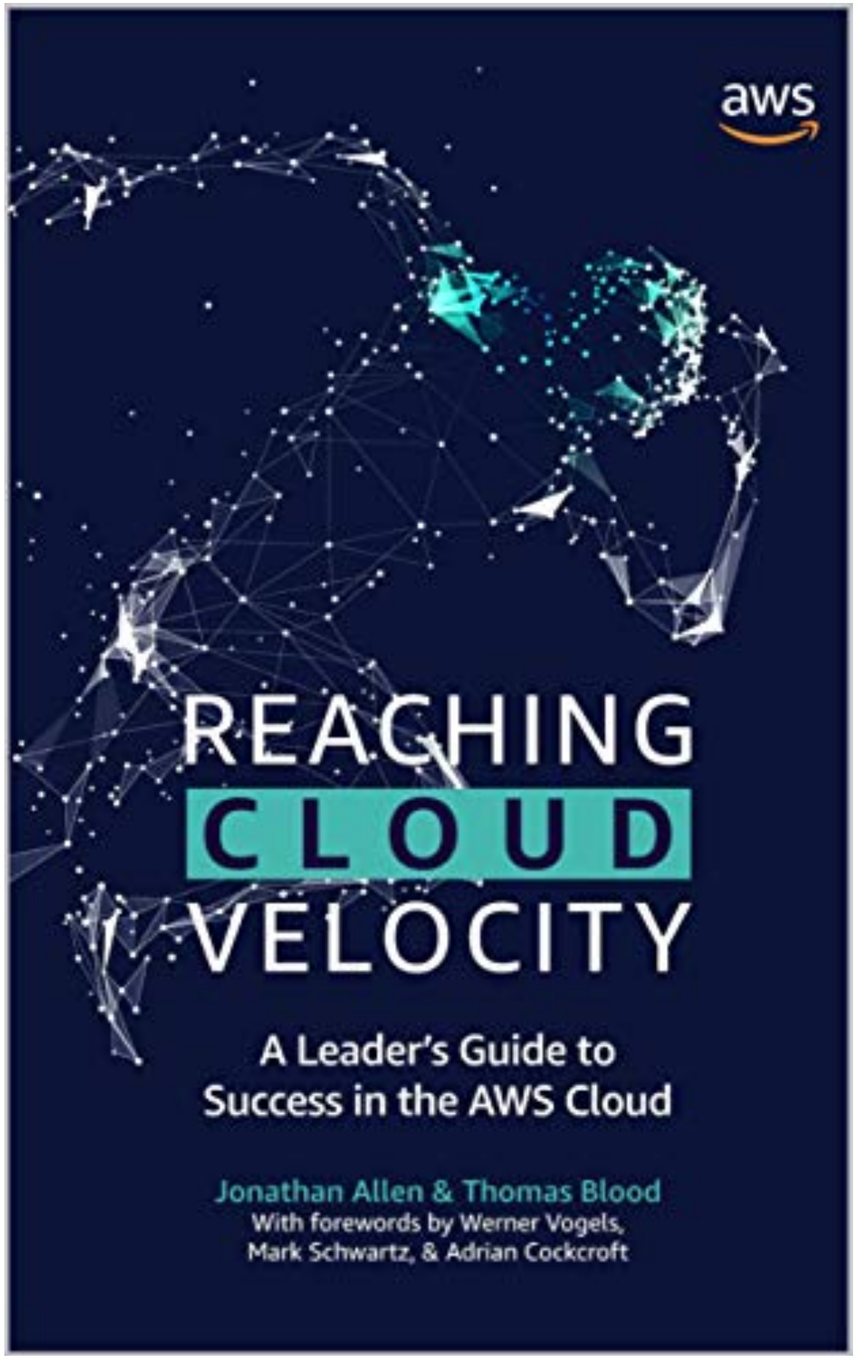

Value Chain
Uncharted
Industrialised
LEVERAGE
INNOVATE
Component service
Component service
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Value Chain
Uncharted
Industrialised
LEVERAGE
INNOVATE
COMMODITISE
Component service
Component service
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

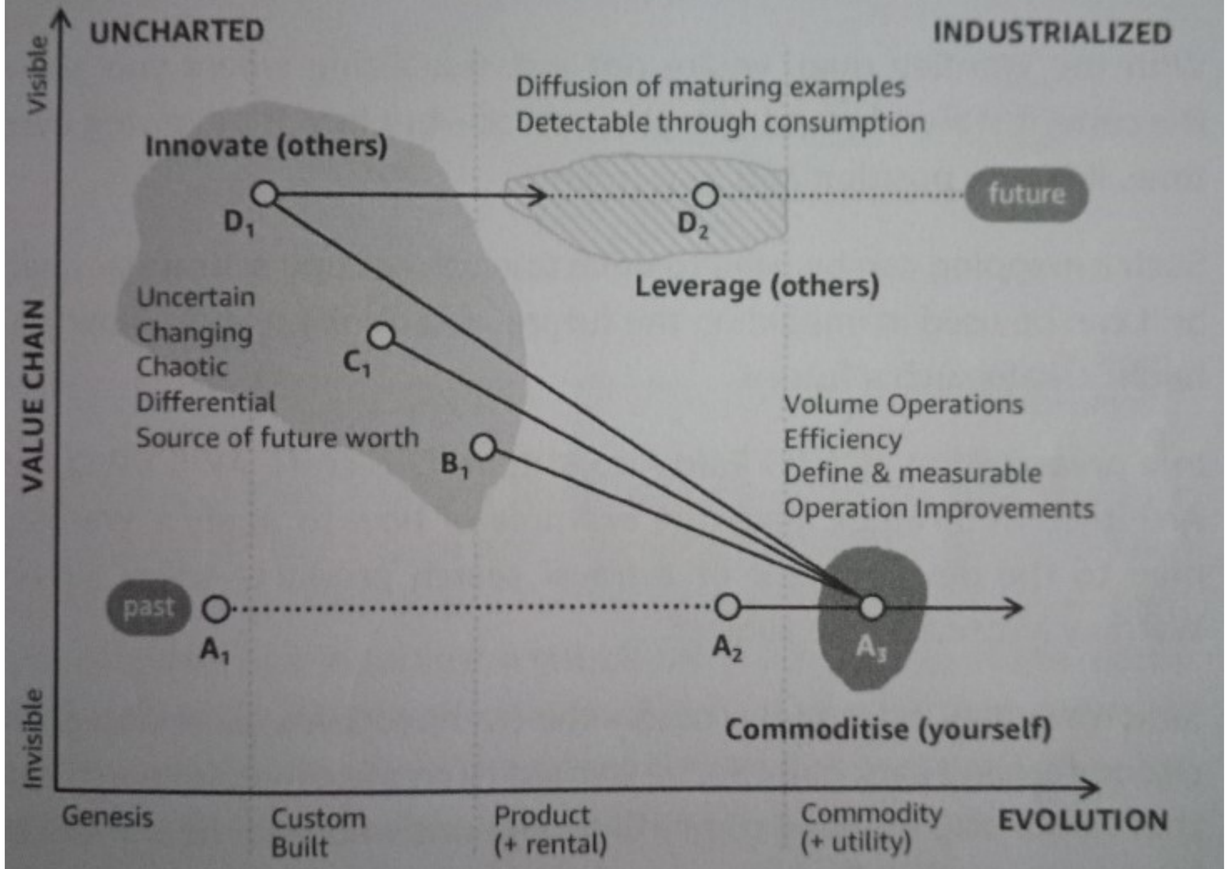

Value Chain
Uncharted
Industrialised
LEVERAGE
INNOVATE
COMMODITISE
Component service
Component service
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Value Chain
Uncharted
Industrialised
LEVERAGE
INNOVATE
COMMODITISE
Component service
Component service
(Apparent) rate of innovation
customer focus
efficiency ∝ Size of Ecosystem
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

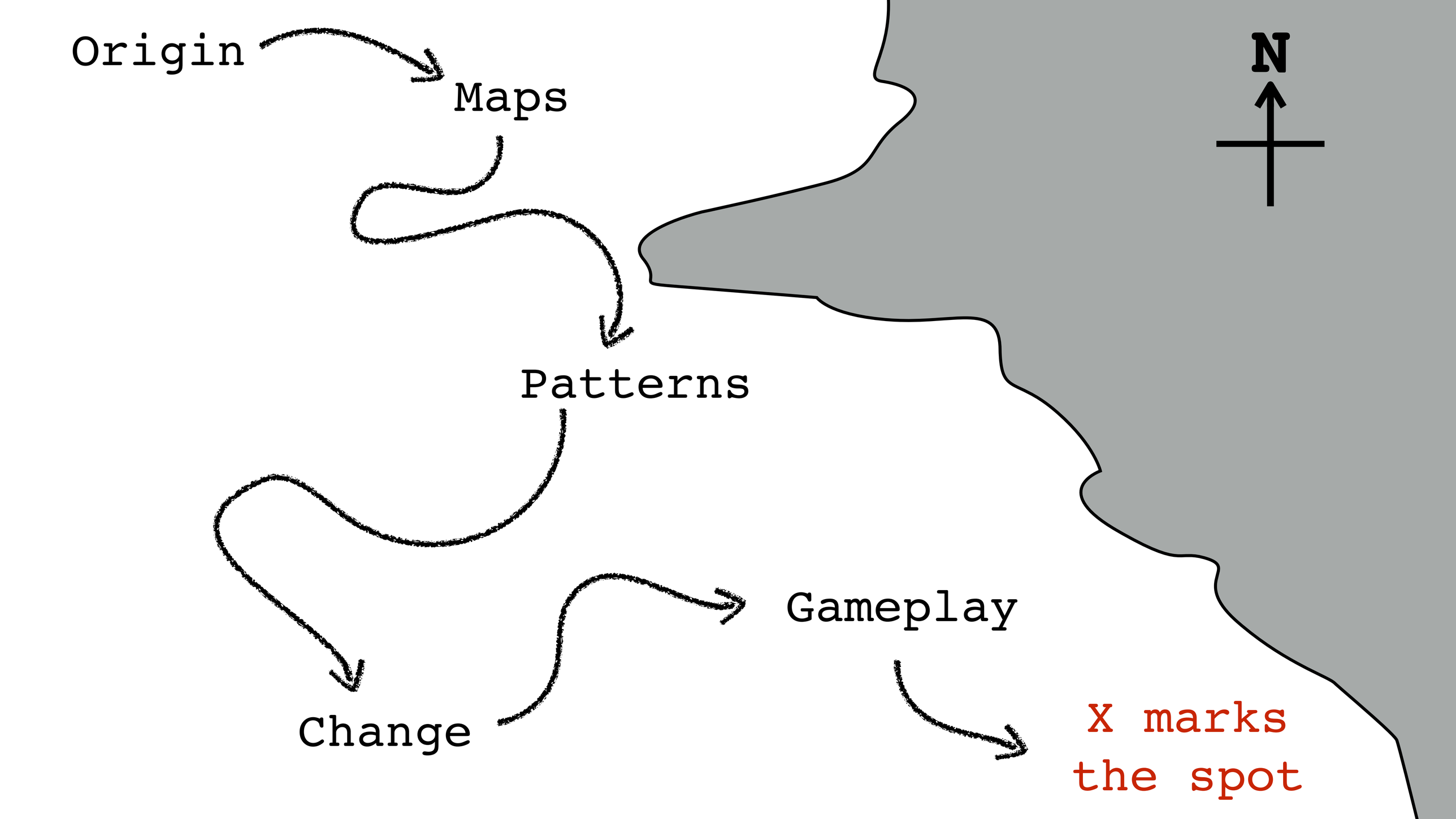

Value Chain
Uncharted
Industrialised
User Need
New Applications
AI Services (Speech / Vision / Chat)
ML Platforms
ML Engines
Compute
2018
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution



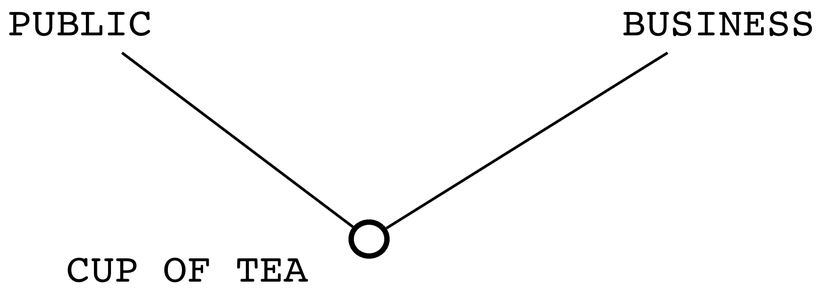
colocation center and you prebuild it with some standard racks, which moves you to the Product phase. Finally, data centers become a Utility such as we have with the AWS Cloud. Today, the fastest way to open a state-of-the-art data center is to simply open an AWS account.



Since everyone now has access to leading-edge data center technology via AWS, you have to build something on top of that. So, the innovation moves up a level—to the upper left of a Wardley map, closer


Origin
Maps
Patterns
Change
Gameplay
X marks
the spot
N

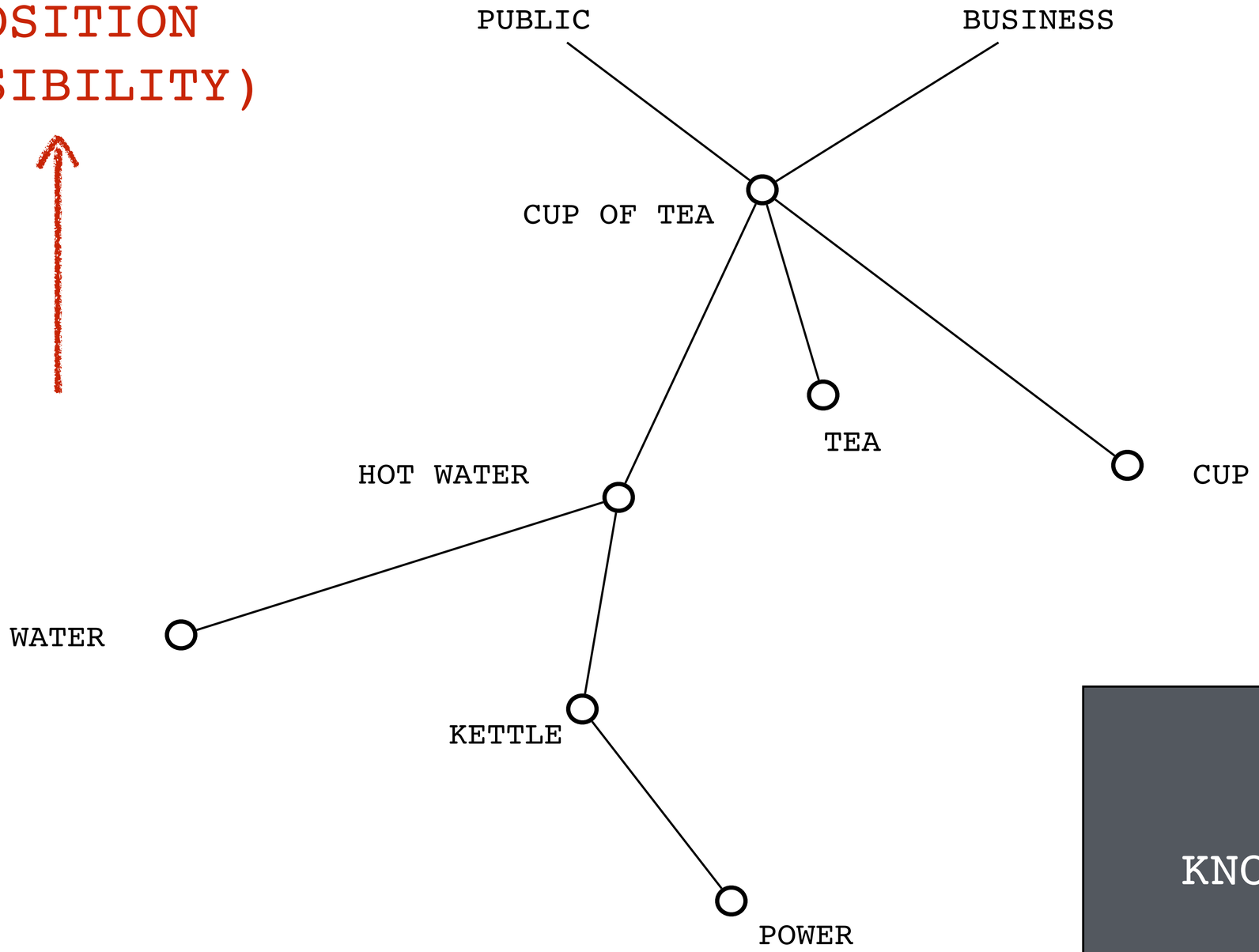




PRINCIPLE

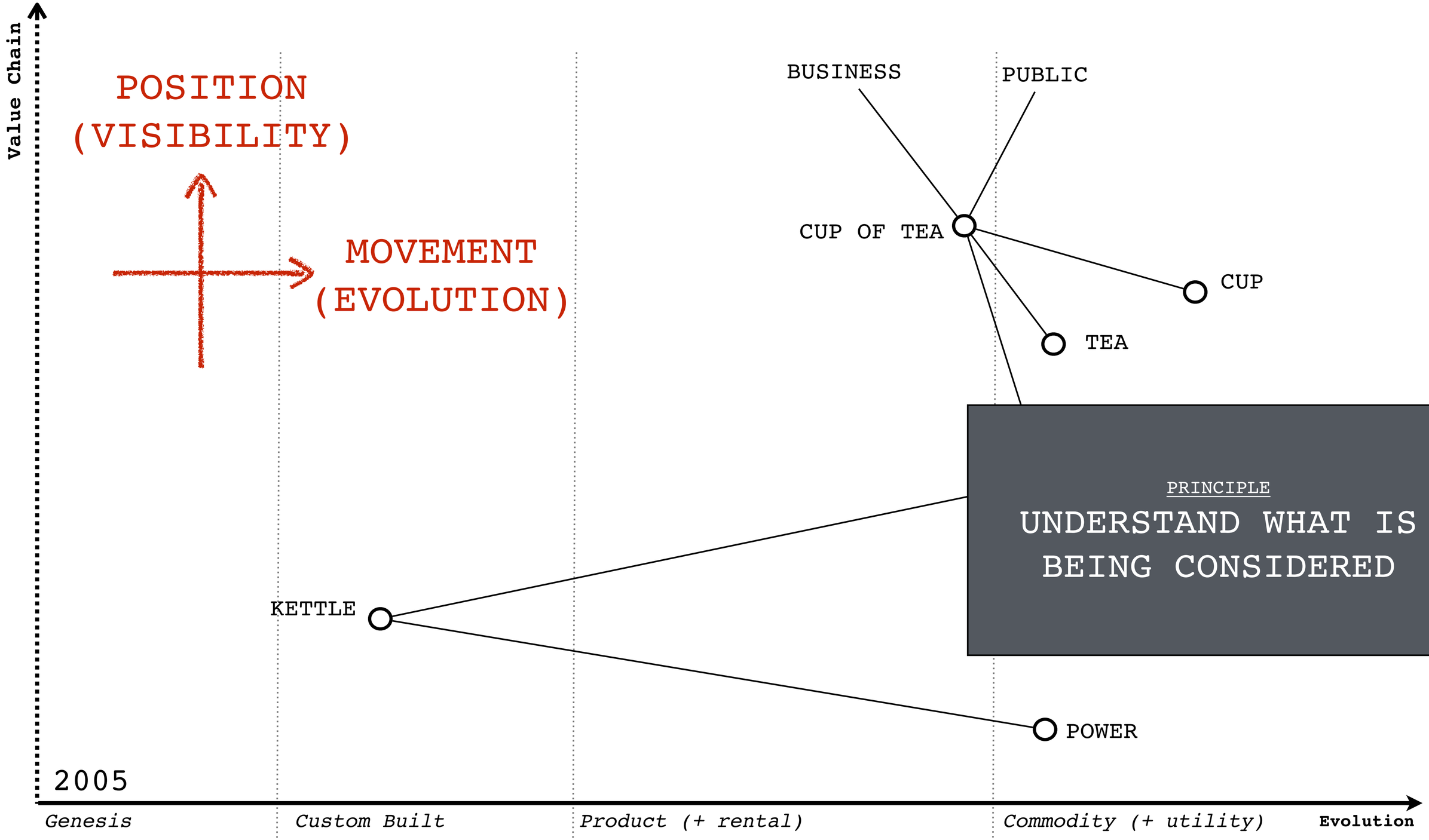
KNOW YOUR USERS

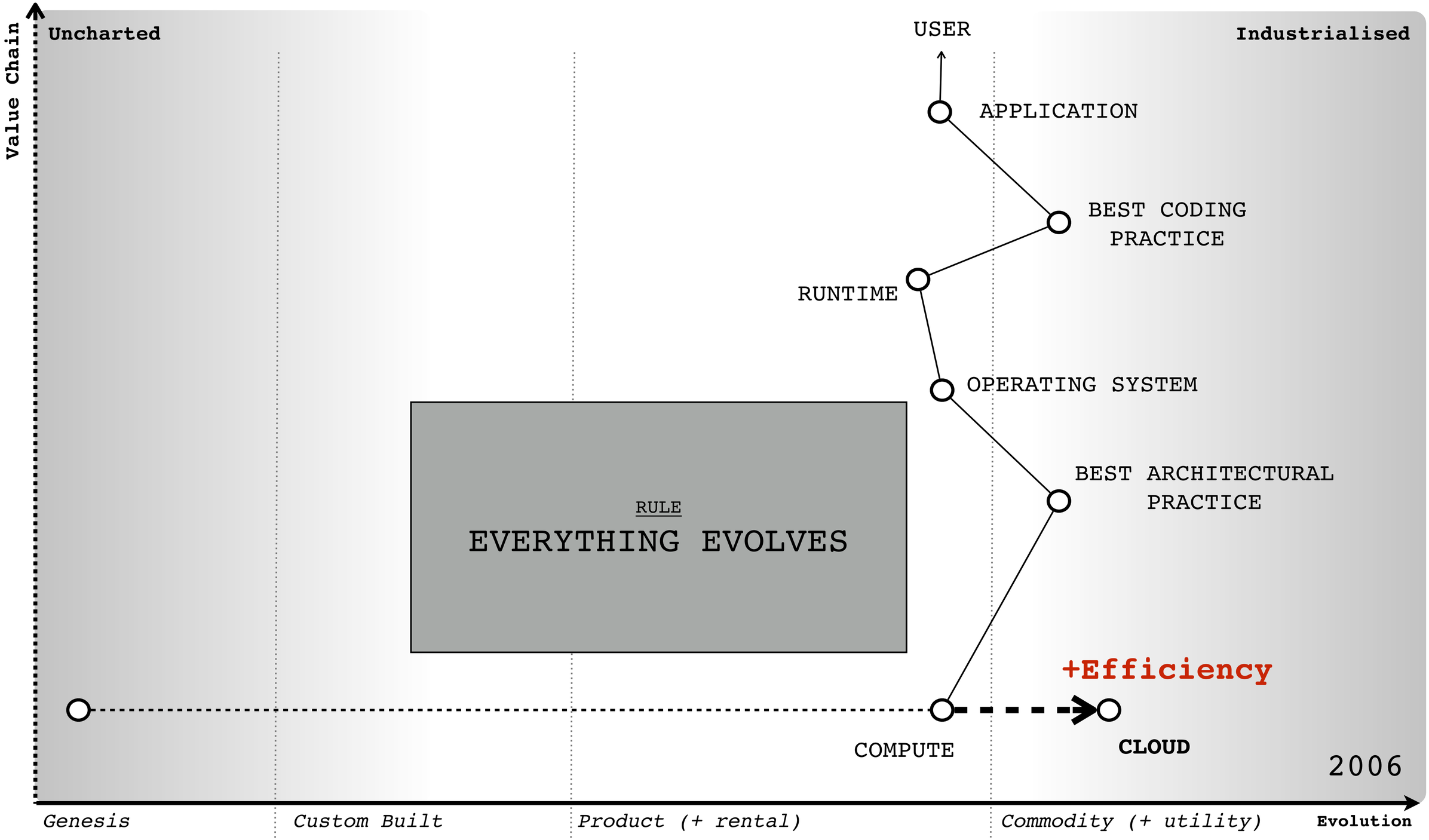
POSITION
(VISIBILITY)

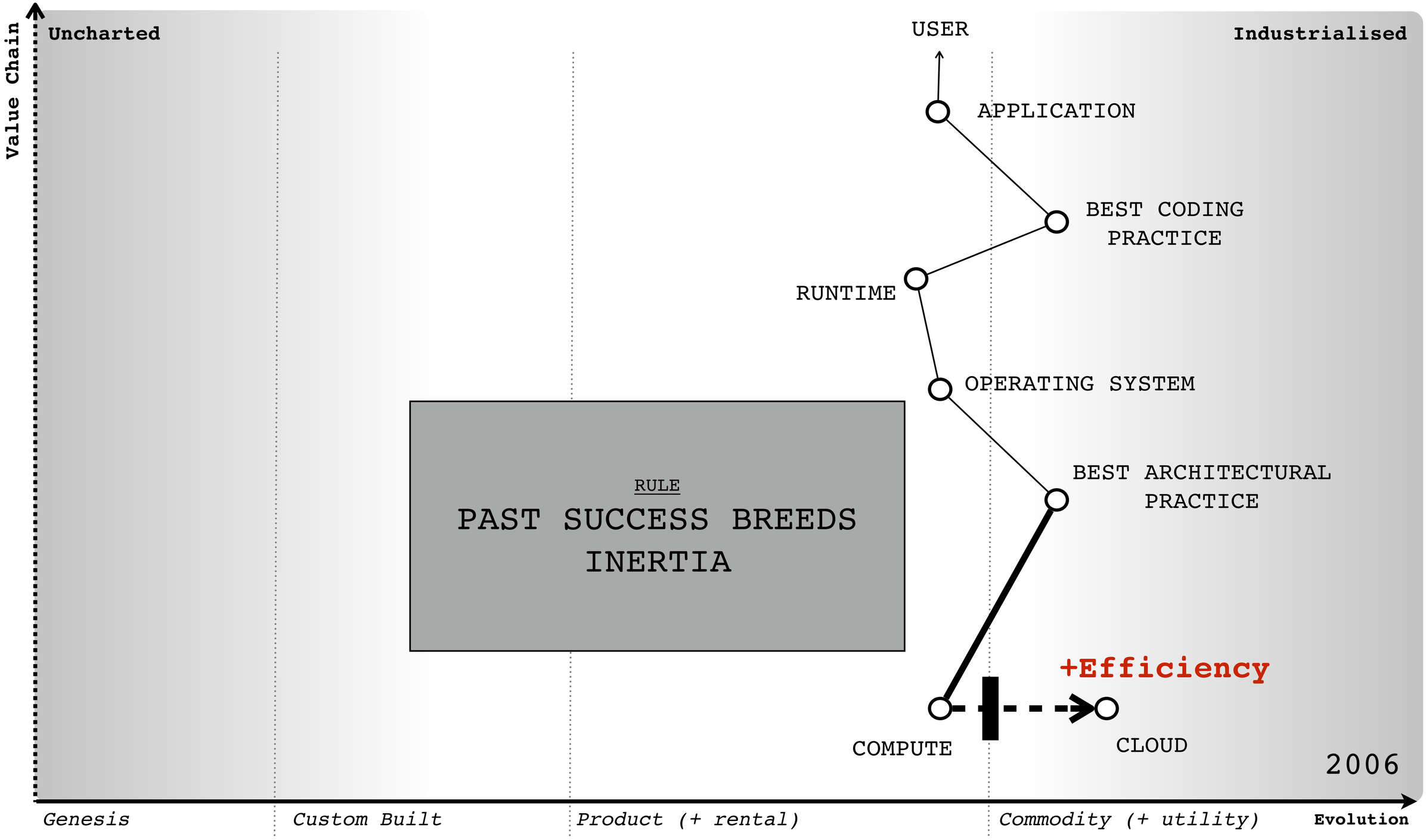


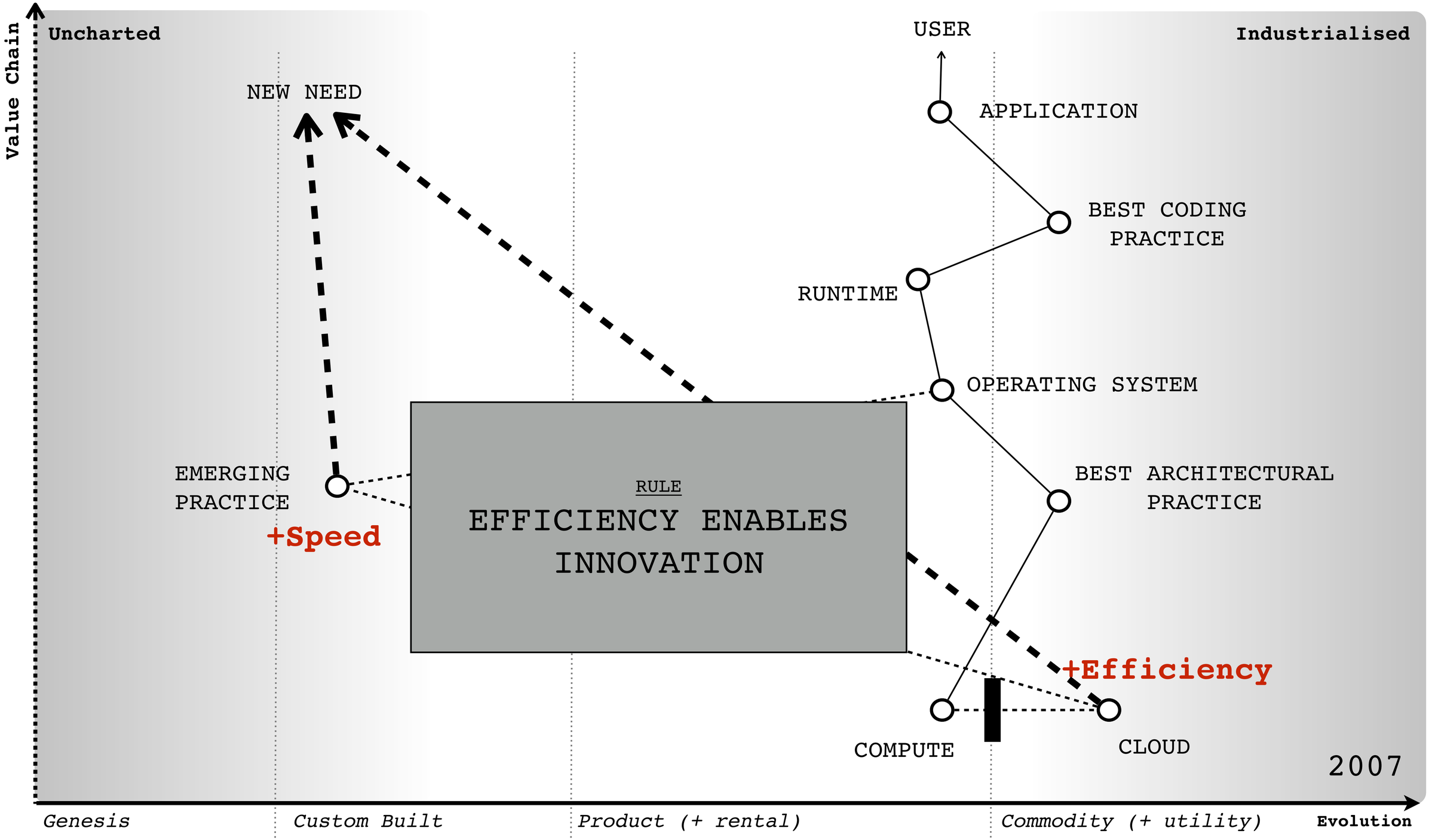
PRINCIPLE

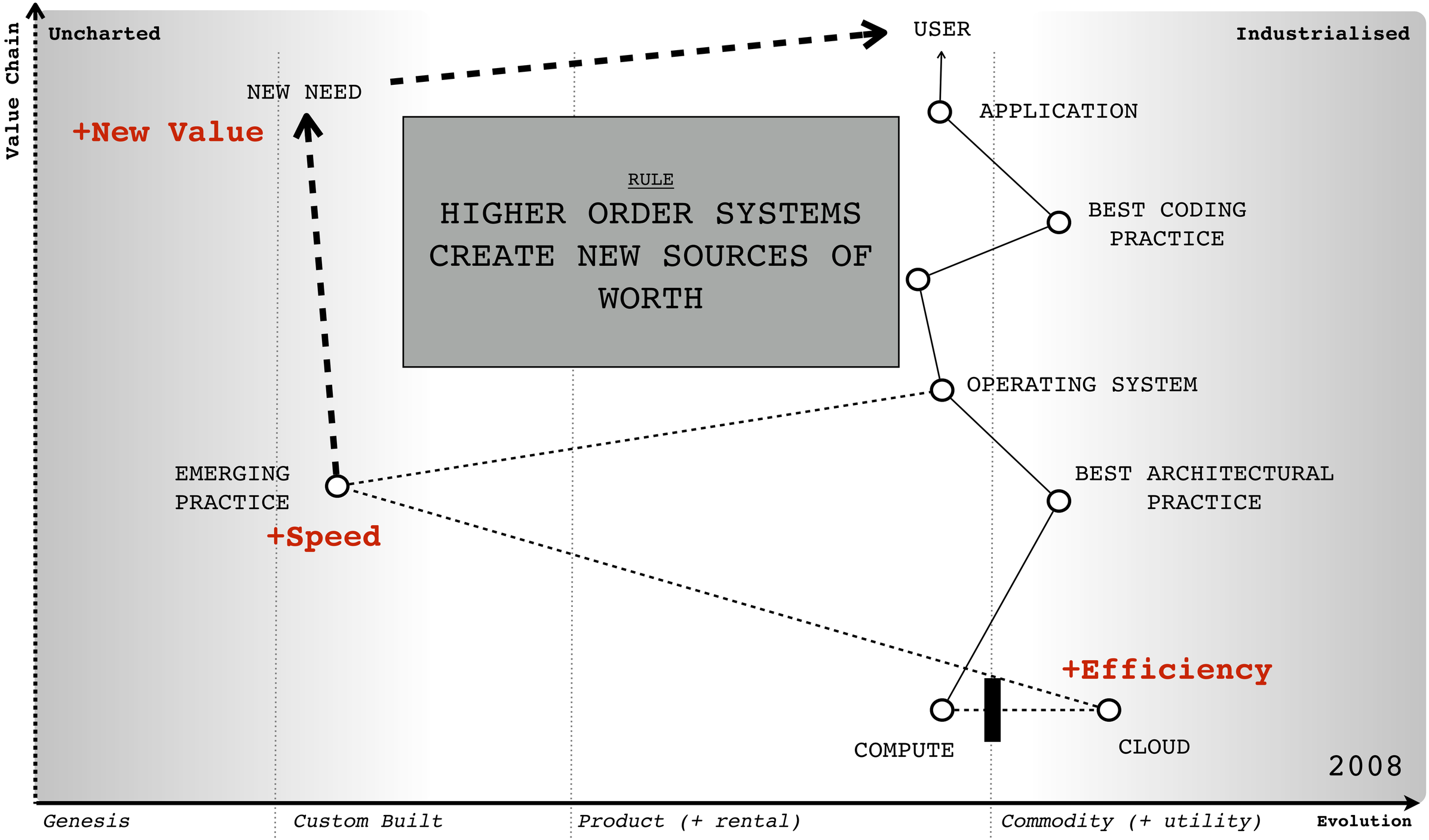
KNOW THE DETAILS

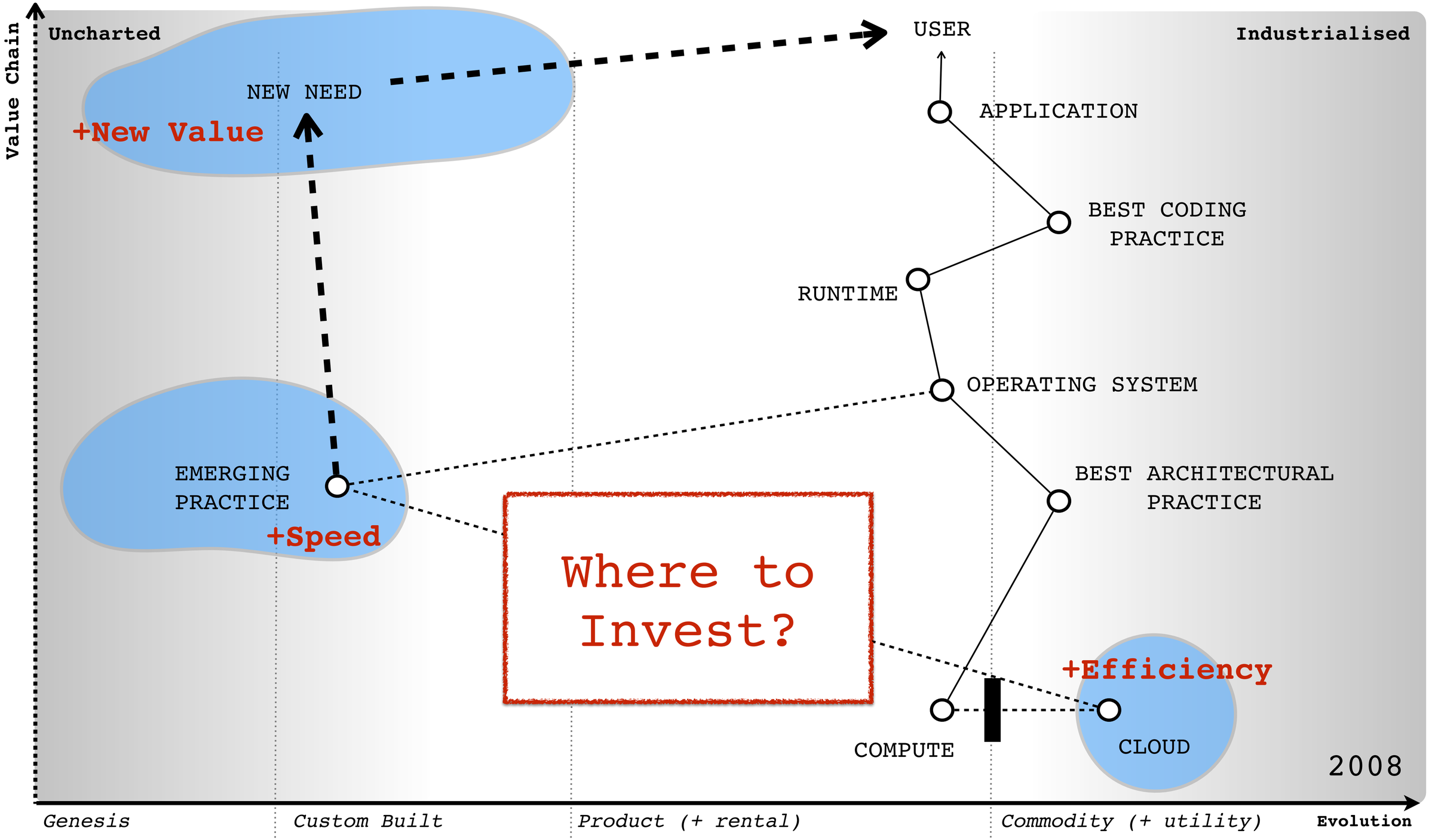

Value Chain
POSITION
(VISIBILITY)
MOVEMENT
(EVOLUTION)
BUSINESS
PUBLIC
CUP OF TEA
CUP
TEA
PRINCIPLE
UNDERSTAND WHAT IS BEING CONSIDERED
KETTLE
POWER
2005
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

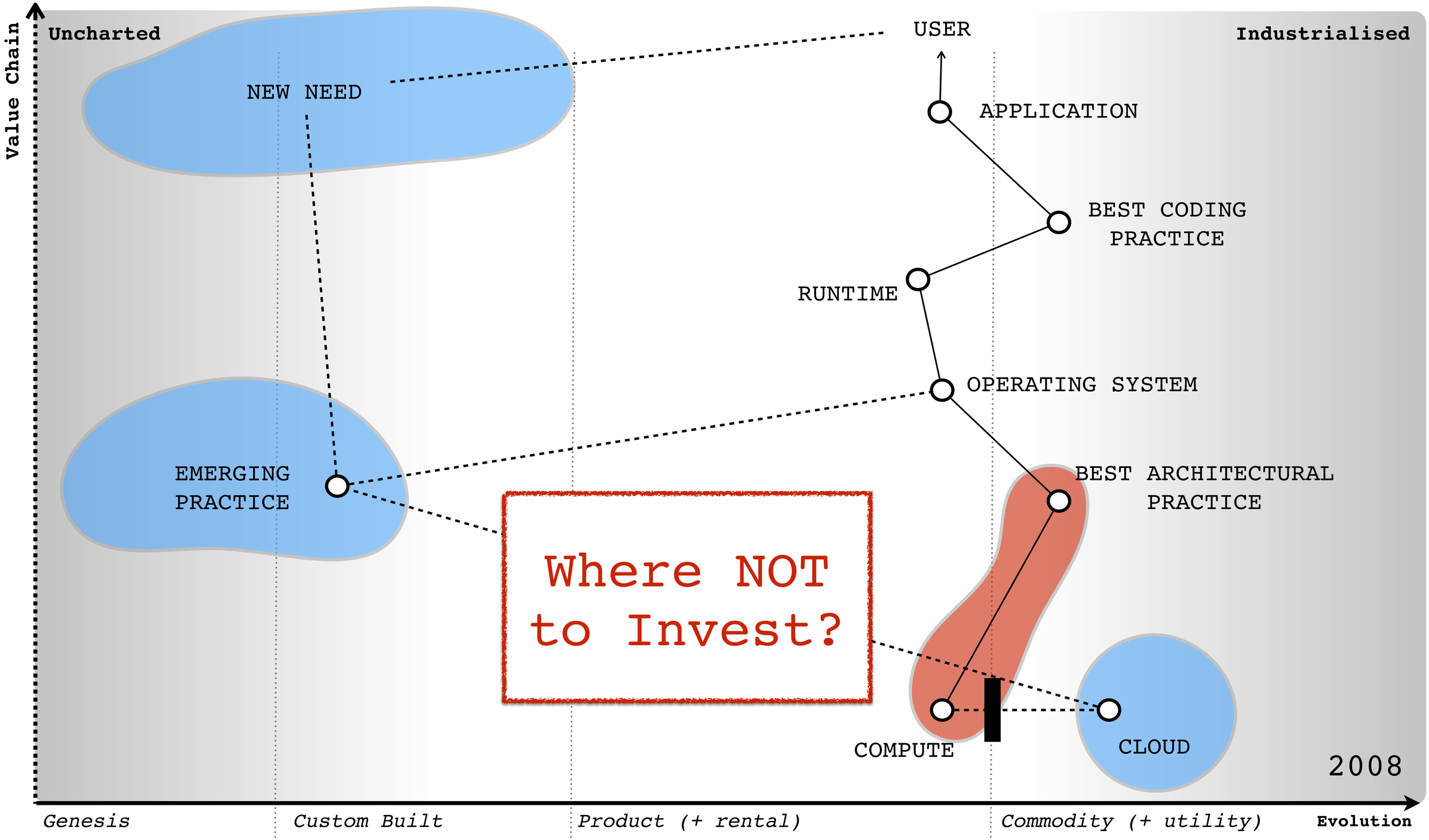

Value Chain
Uncharted
Industrialised
USER
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
BEST ARCHITECTURAL PRACTICE
RULE
EVERYTHING EVOLVES
+Efficiency
COMPUTE
CLOUD
2006
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

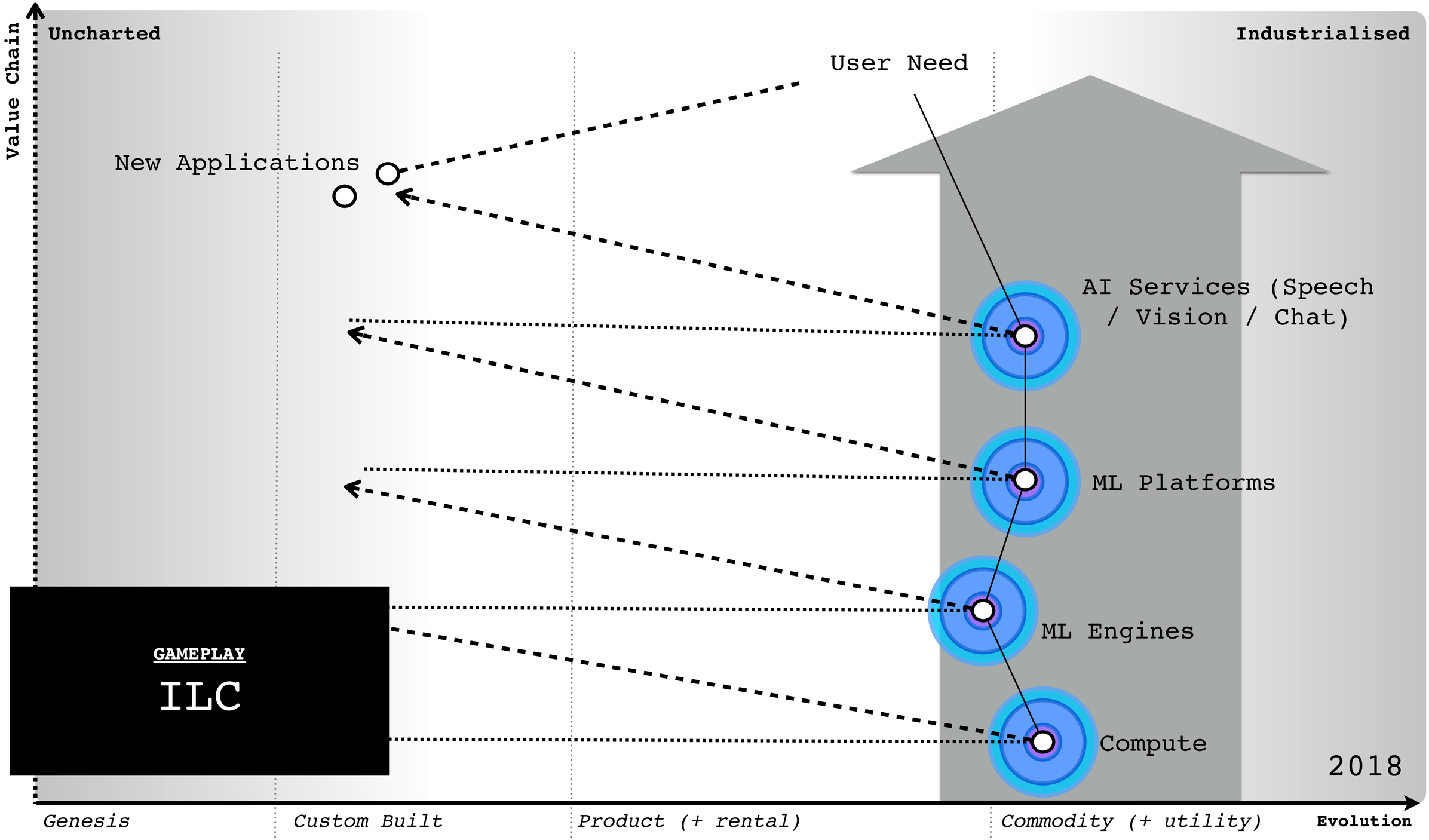

Value Chain
Uncharted
Industrialised
USER
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
BEST ARCHITECTURAL PRACTICE
RULE
PAST SUCCESS BREEDS INERTIA
+Efficiency
COMPUTE
CLOUD
2006
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

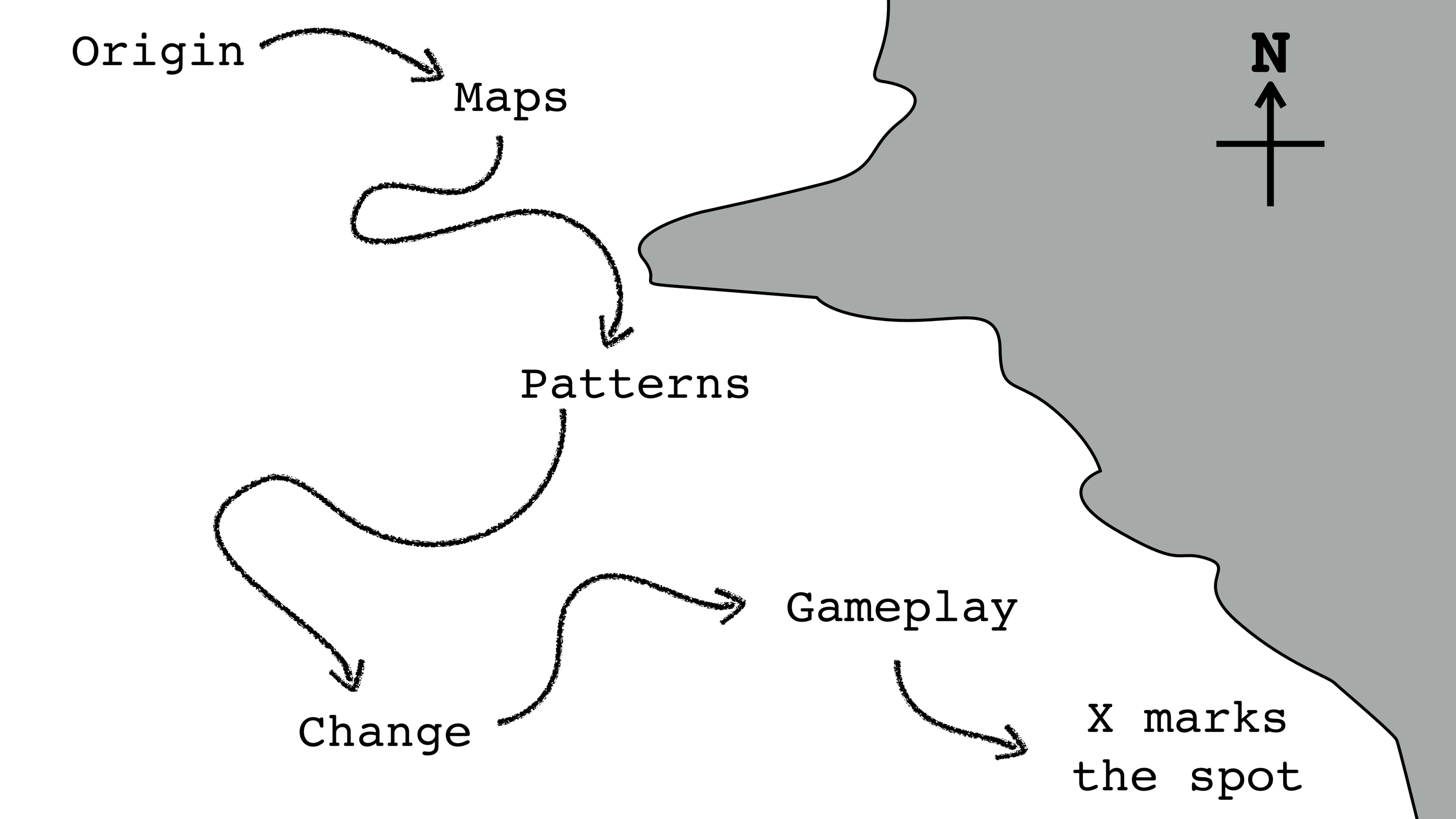

Value Chain
Uncharted
Industrialised
USER
NEW NEED
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
BEST ARCHITECTURAL PRACTICE
EMERGING PRACTICE
+Speed
RULE
EFFICIENCY ENABLES INNOVATION
+Efficiency
COMPUTE
CLOUD
2007
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Value Chain
Uncharted
Industrialised
USER
NEW NEED
+New Value
APPLICATION
RULE
HIGHER ORDER SYSTEMS CREATE NEW SOURCES OF WORTH
BEST CODING PRACTICE
OPERATING SYSTEM
EMERGING PRACTICE
+Speed
BEST ARCHITECTURAL PRACTICE
+Efficiency
COMPUTE
CLOUD
2008
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

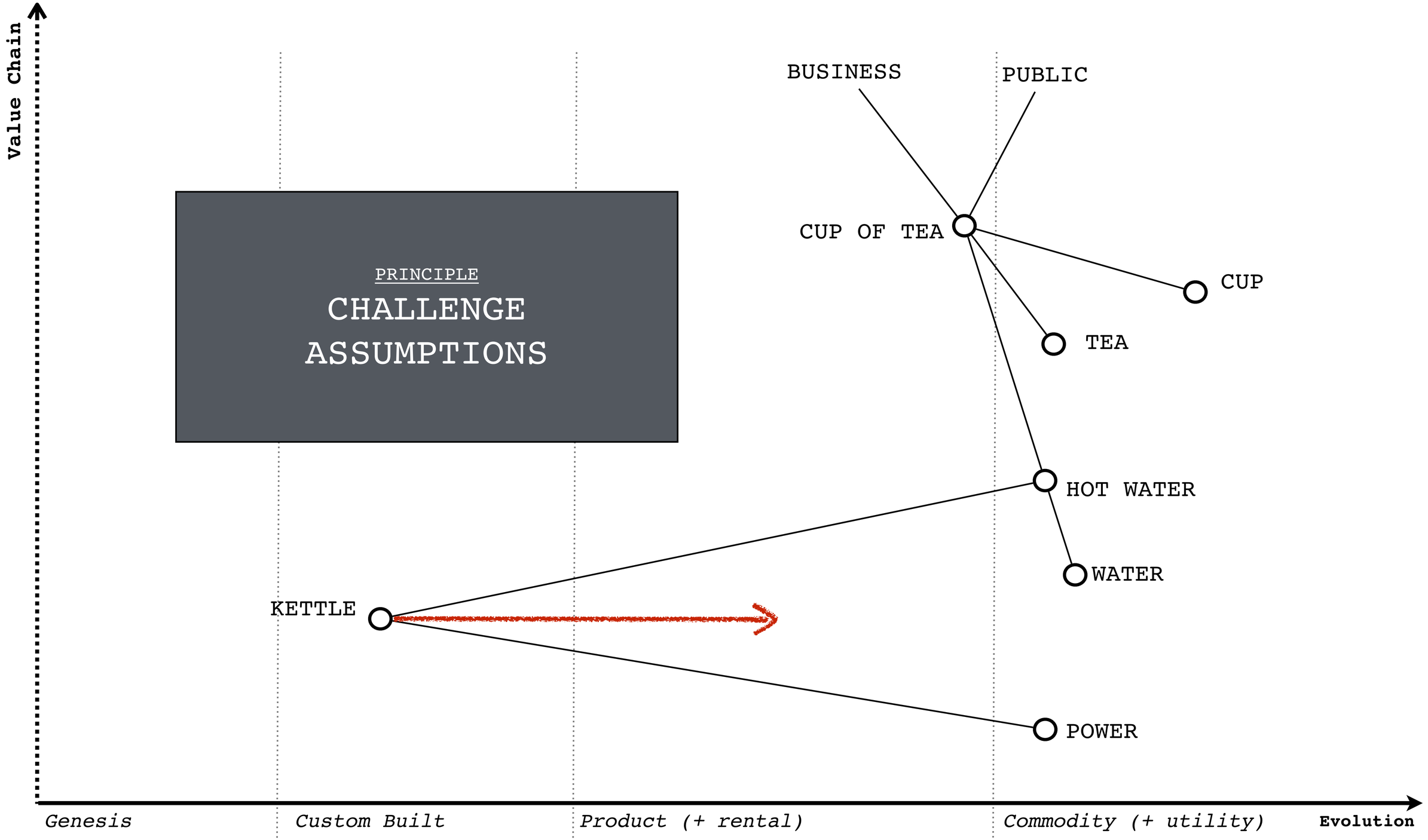

Value Chain
Uncharted
Industrialised
USER
NEW NEED
+New Value
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
BEST ARCHITECTURAL PRACTICE
EMERGING PRACTICE
+Speed
Where to Invest?
+Efficiency
COMPUTE
CLOUD
2008
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Value Chain
Uncharted
Industrialised
USER
NEW NEED
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
EMERGING PRACTICE
BEST ARCHITECTURAL PRACTICE
Where NOT to Invest?
COMPUTE
CLOUD
2008
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Value Chain
Uncharted
Industrialised
User Need
New Applications
AI Services (Speech / Vision / Chat)
ML Platforms
ML Engines
Compute
GAMEPLAY
ILC
2018
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Origin
Maps
Patterns
Change
Gameplay
X marks
the spot
N

THE MOST IMPORTANT LESSON?


Value Chain
PRINCIPLE
CHALLENGE ASSUMPTIONS
BUSINESS
PUBLIC
CUP OF TEA
CUP
TEA
HOT WATER
WATER
KETTLE
POWER
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

THANK YOU

creative commons share alike.

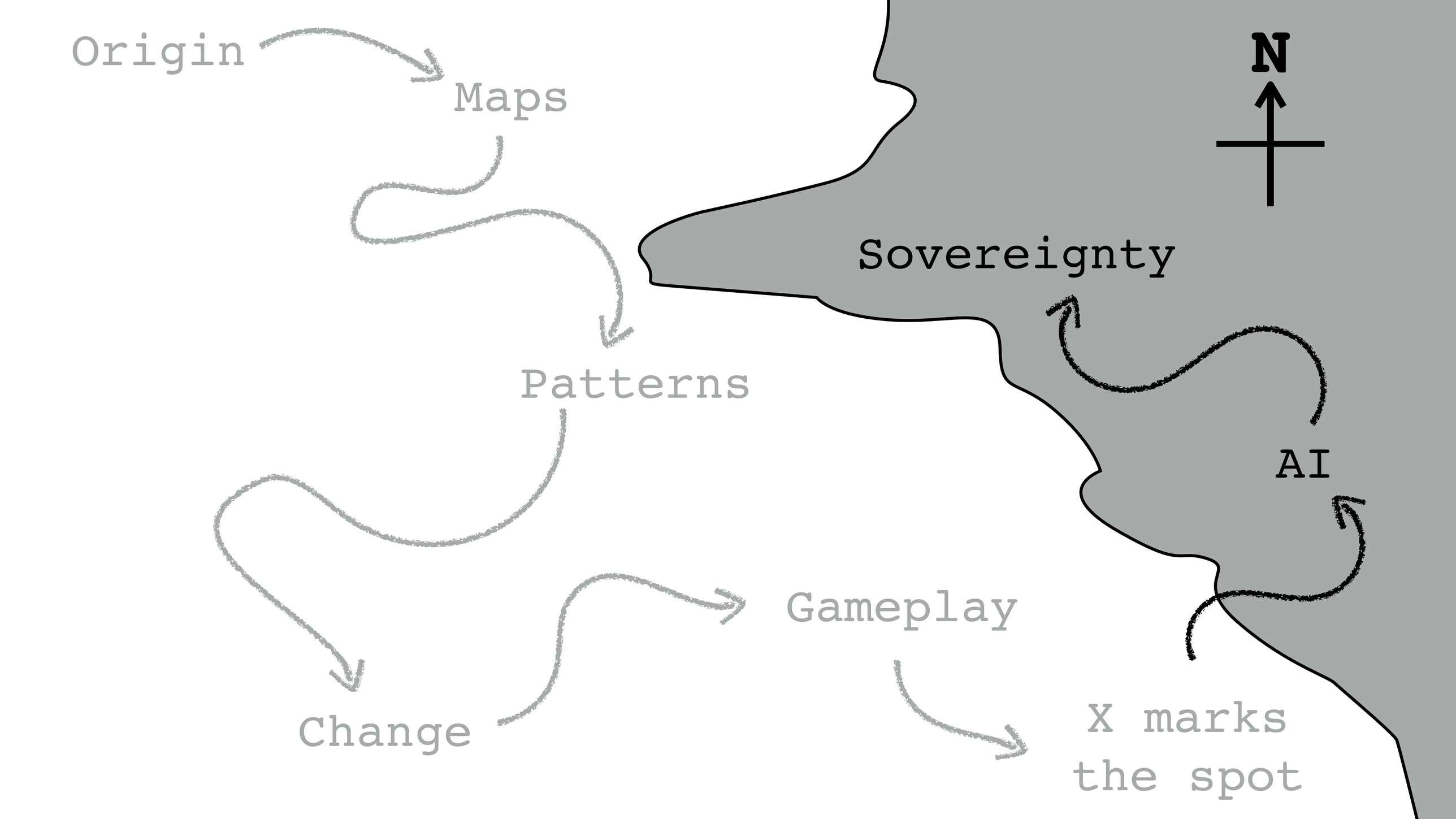
@swardley

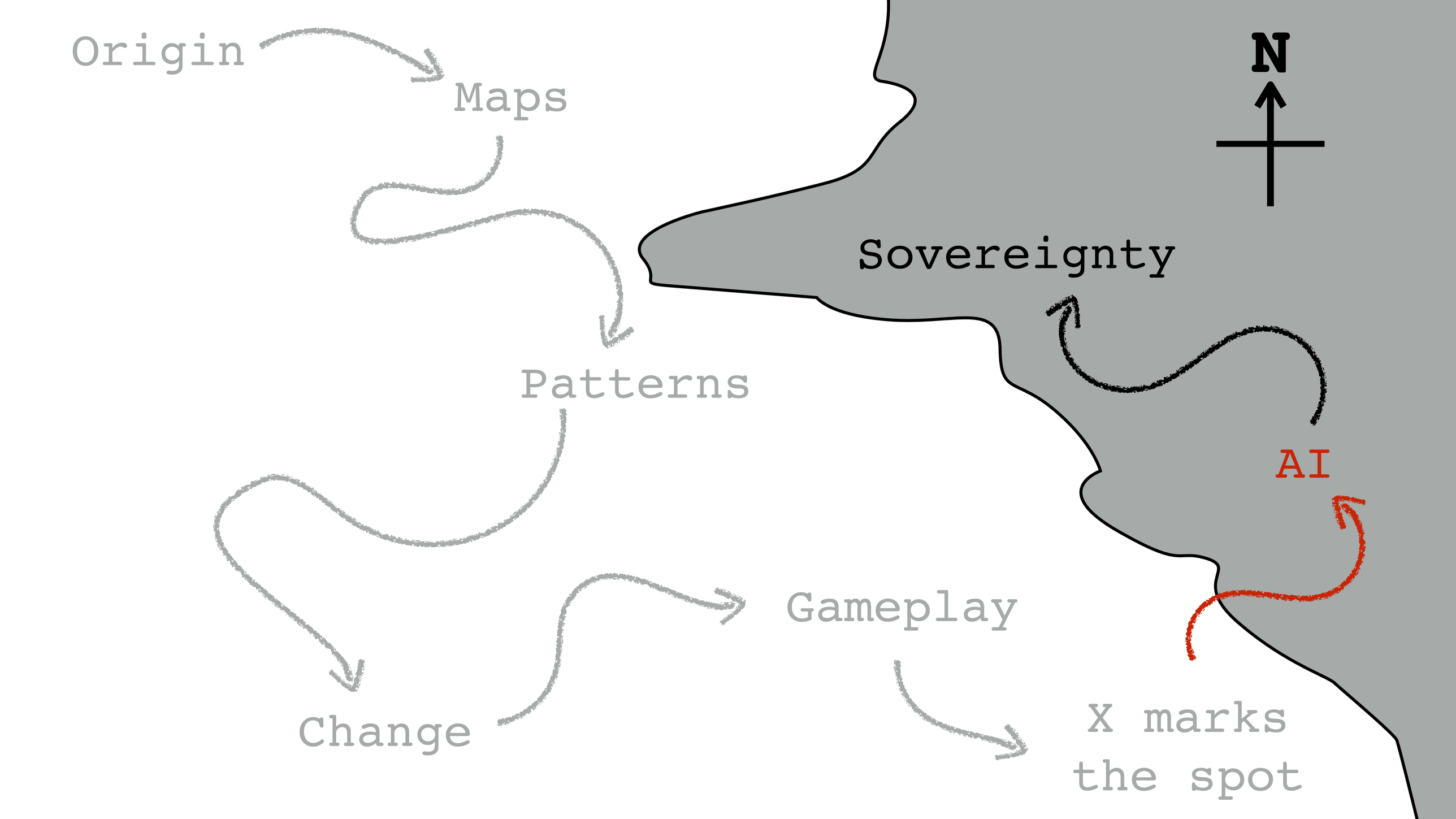
simon@swardleymaps.com

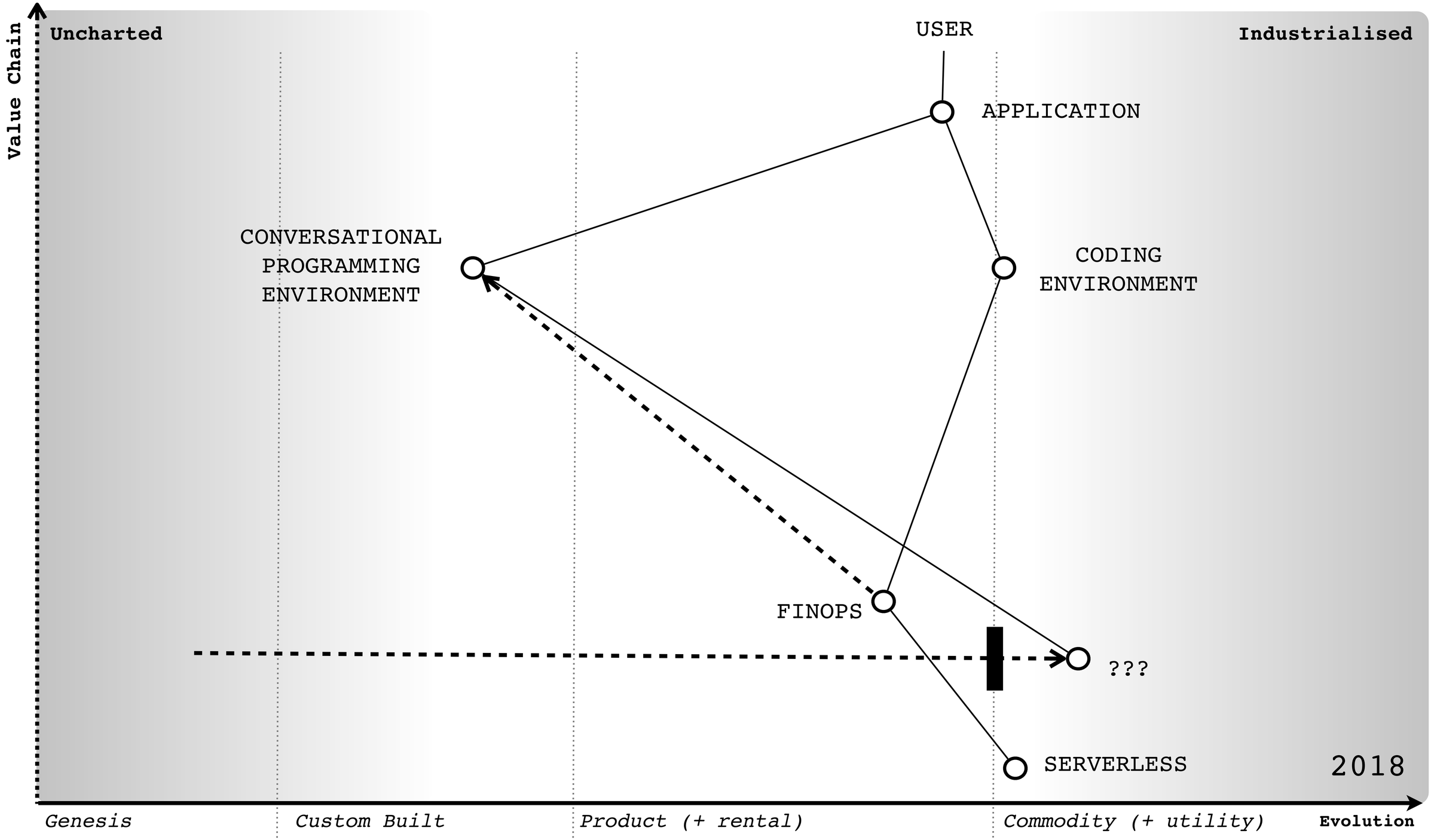
esynergy™

feenk

ONE LAST THING

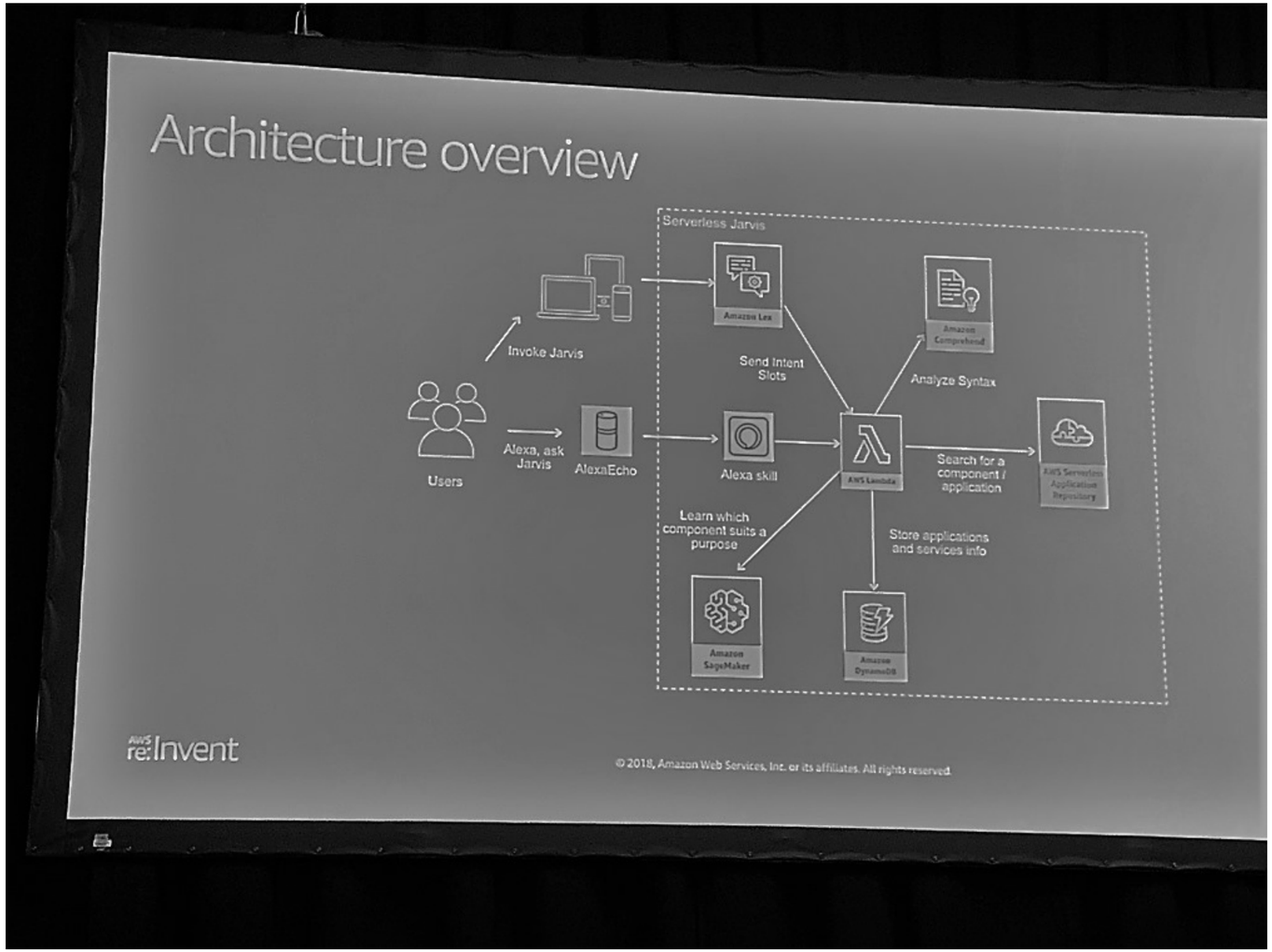

Origin
Maps
Patterns
Change
Gameplay
X marks
the spot
Sovereignty
AI
N


Origin
Maps
Patterns
Change
Gameplay
X marks
the spot
Sovereignty
AI
N


Value Chain
Uncharted
Industrialised
USER
APPLICATION
CONVERSATIONAL
PROGRAMMING
ENVIRONMENT
CODING
ENVIRONMENT
FINOPS
???
SERVERLESS
2018
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

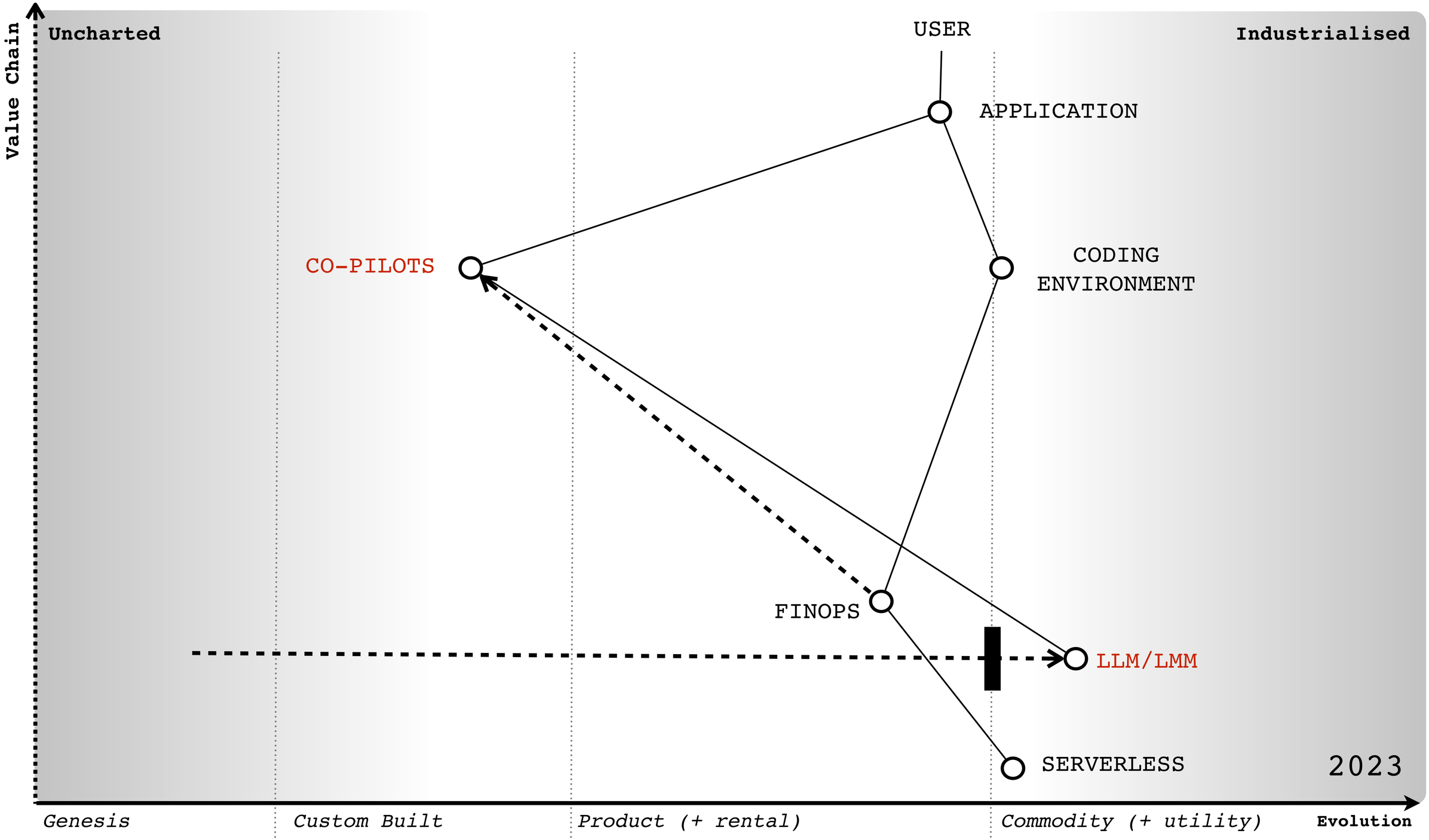
AWS re:Invent 2018: Workshop – Alexa, Ask Jarvis to Create a Serverless App for Me – SRV315

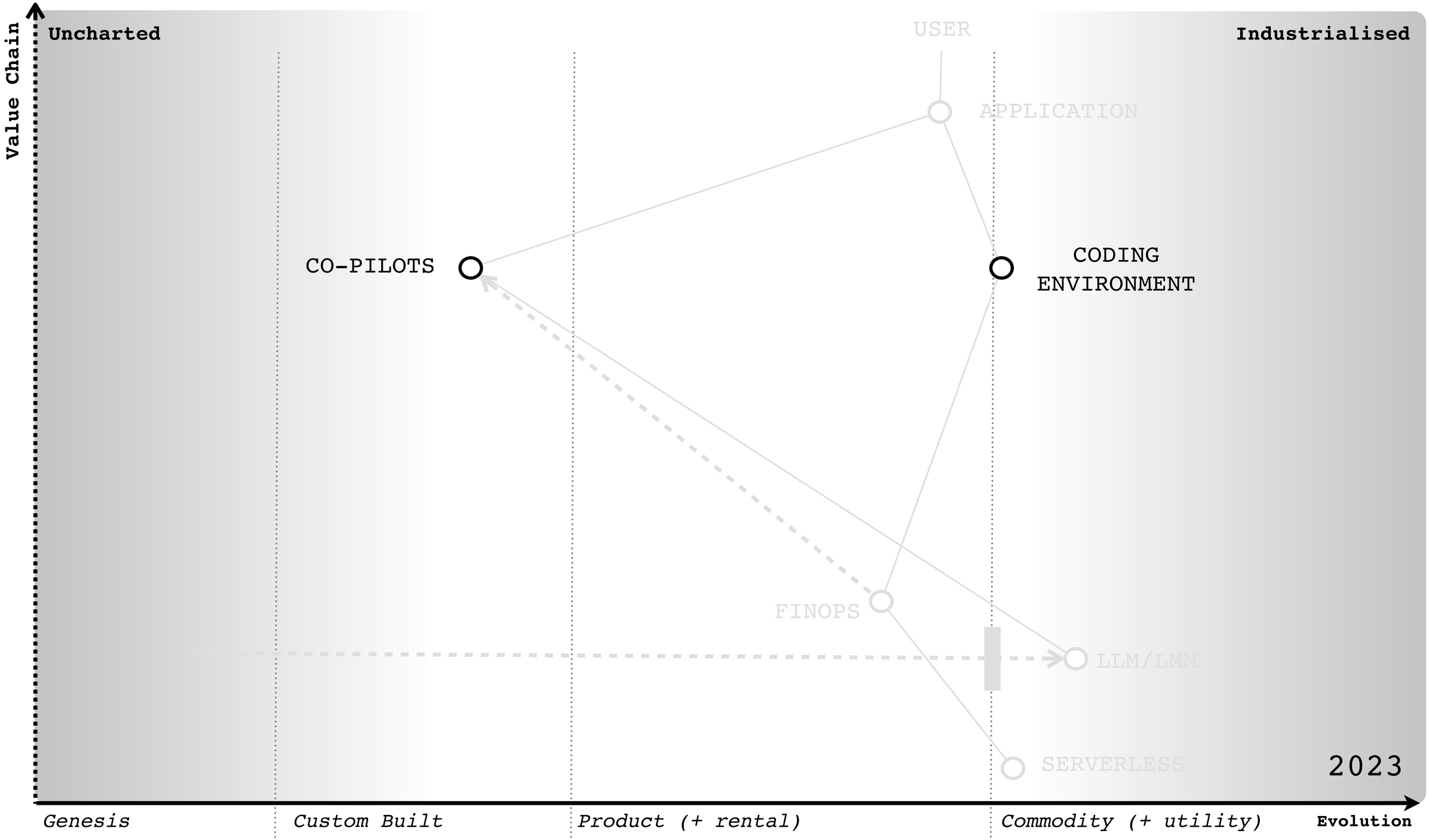
November 27th, 2018 Julian Wood

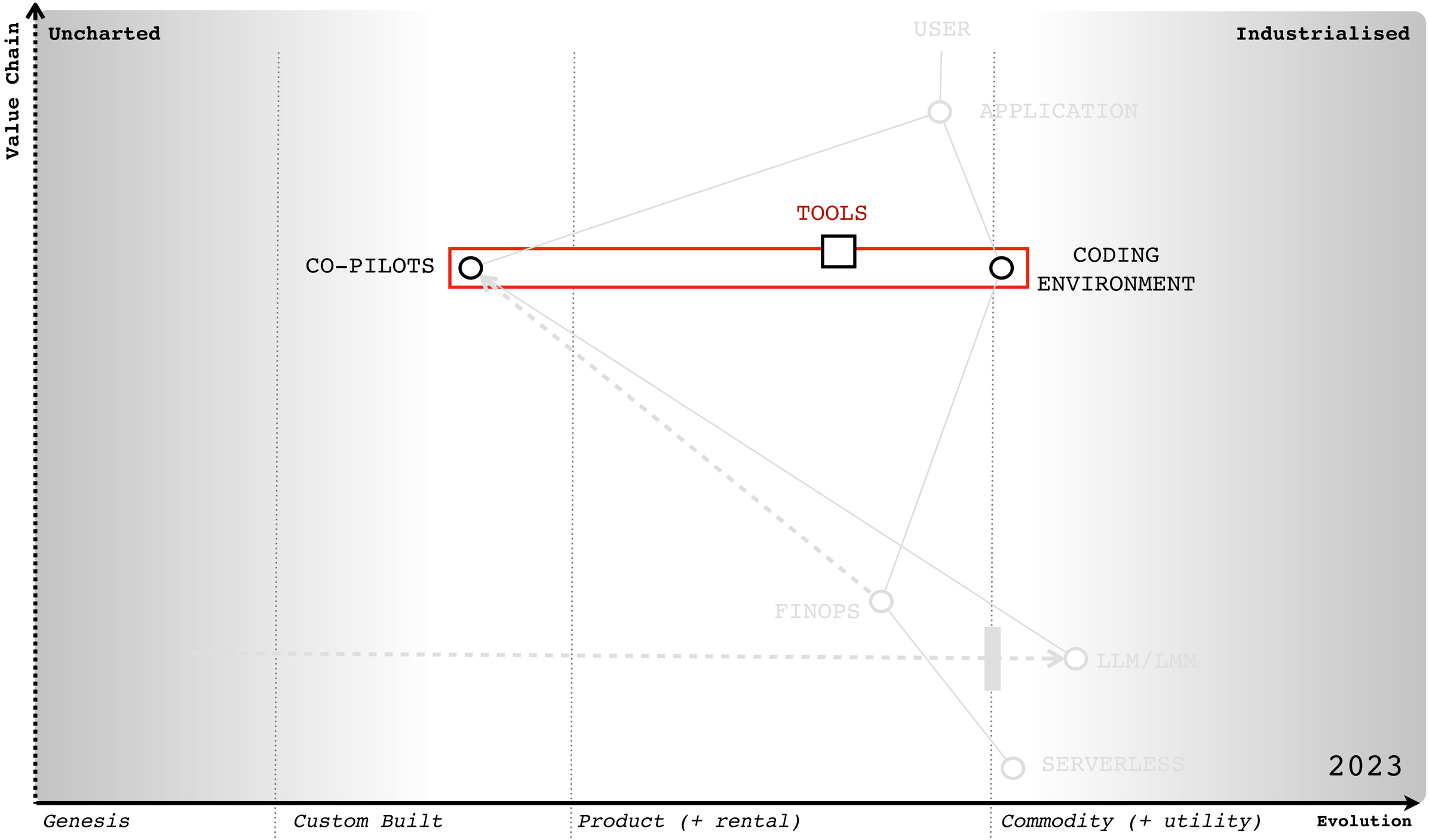


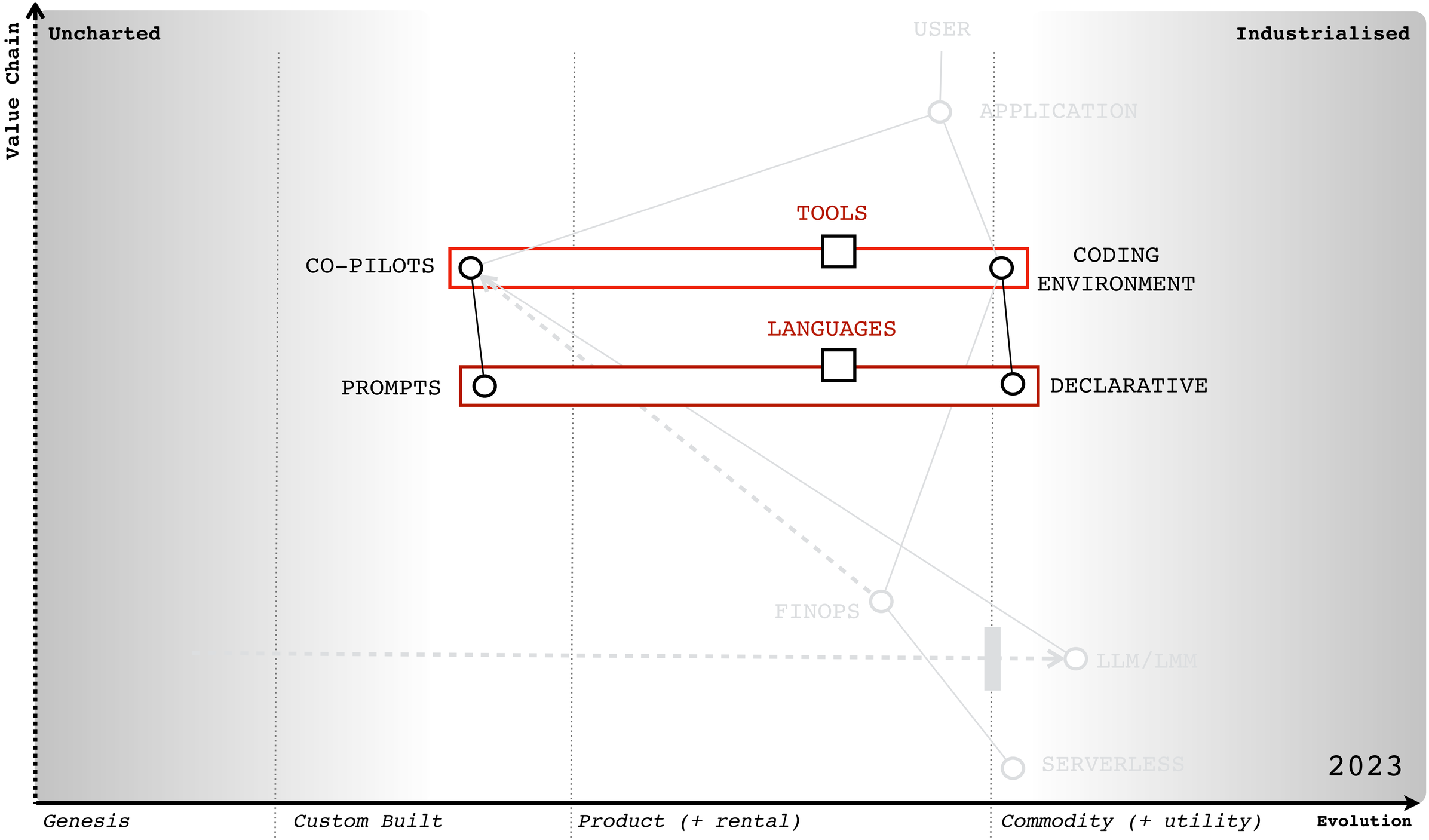


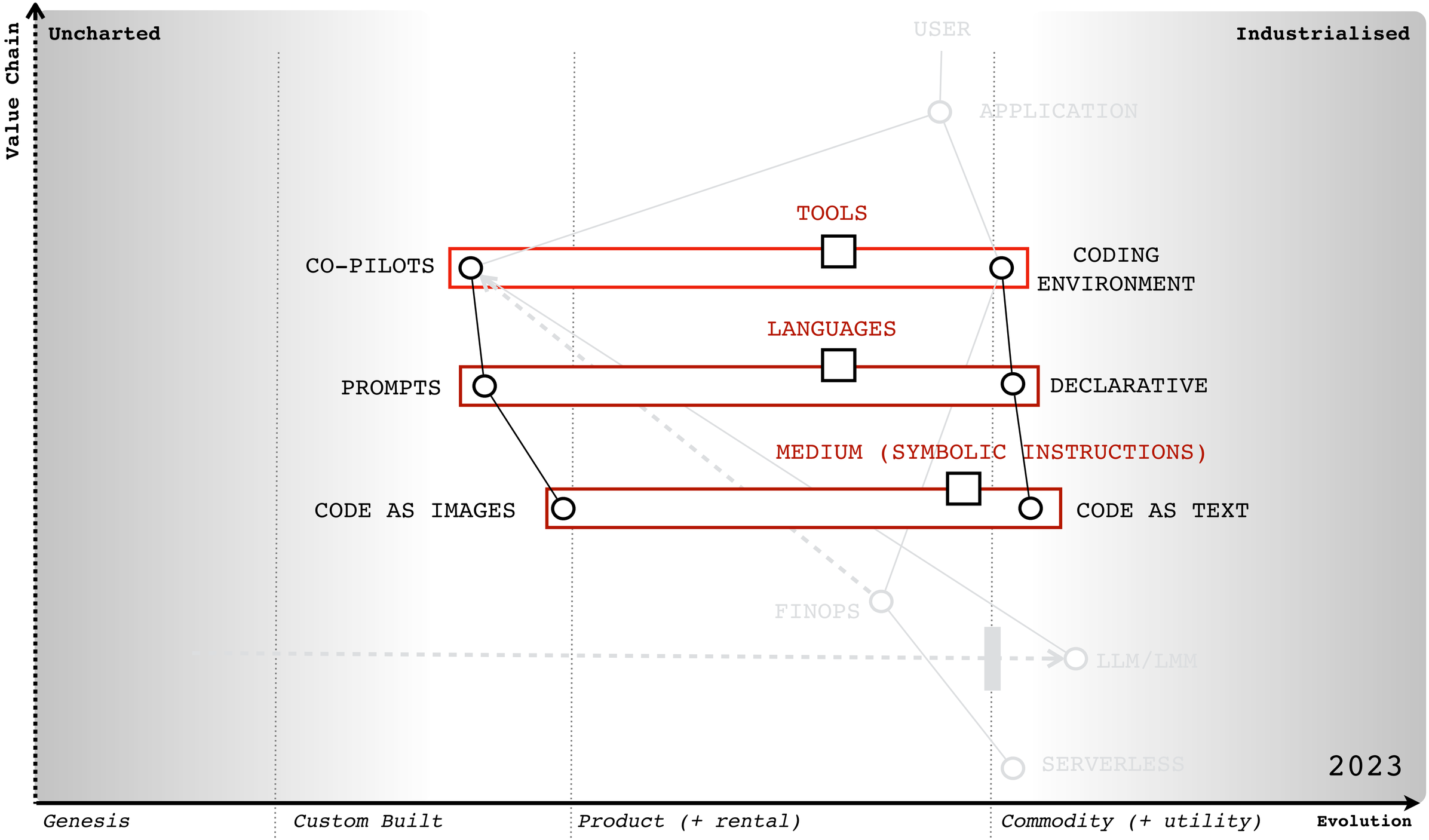
ALEXSANDER SIMOVIC


Value Chain
Uncharted
Industrialised
USER
APPLICATION
CODING
ENVIRONMENT
CO-PILOTS
FINOPS
LLM/LMM
SERVERLESS
2023
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Value Chain
Uncharted
Industrialised
USER
APPLICATION
CO-PILOTS
CODING
ENVIRONMENT
FINOPS
LLM/LMM
SERVERLESS
2023
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Value Chain
Uncharted
Industrialised
USER
APPLICATION
TOOLS
CO-PILOTS
CODING
ENVIRONMENT
FINOPS
LLM/LMM
SERVERLESS
2023
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Value Chain
Uncharted
Industrialised
USER
APPLICATION
TOOLS
CO-PILOTS
CODING
ENVIRONMENT
LANGUAGES
PROMPTS
DECLARATIVE
FINOPS
LLM/LMM
SERVERLESS
2023
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

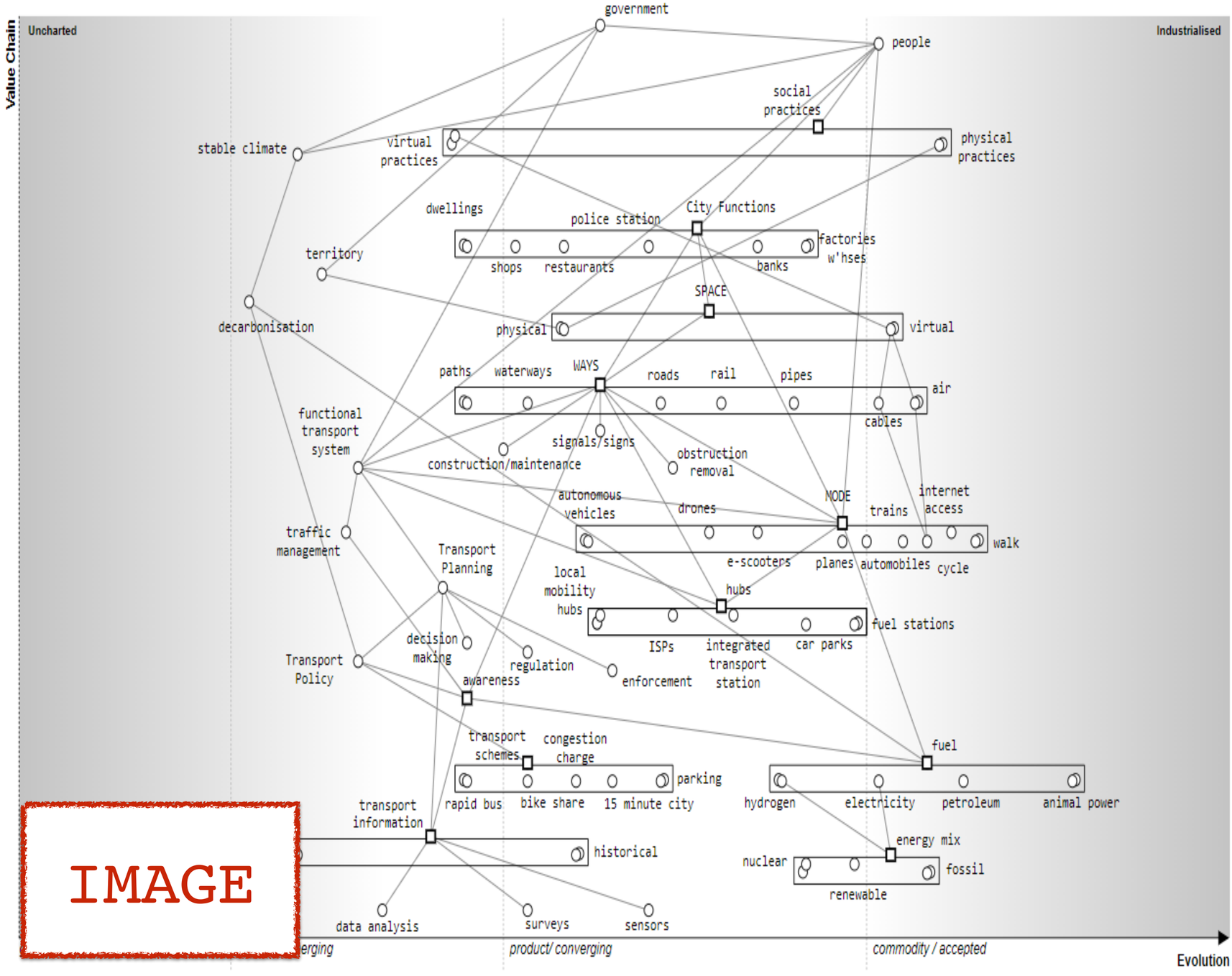

Value Chain
Uncharted
Industrialised
USER
APPLICATION
TOOLS
CO-PILOTS
CODING ENVIRONMENT
LANGUAGES
PROMPTS
DECLARATIVE
MEDIUM (SYMBOLIC INSTRUCTIONS)
CODE AS IMAGES
CODE AS TEXT
FINOPS
LLM/LMM
SERVERLESS
2023
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

```
title Coherent City Transport, Oct 2022
title mobility - coherence city transport // and micromobility
evolution genesis / concept -> custom / emerging -> product/ converging -> commodity / accepted
style wardley

component people [0.97, 0.71] label [15, 3]
component government [0.99, 0.48] label [5, -10]
component City Functions [0.77, 0.56] label [-12, -13]
component social practices [0.88, 0.66] label [-59, -35]
pipeline social practices [0.35, 0.77]
component physical practices [0.86, 0.76] label [23, -12]
component virtual practices [0.87, 0.36] label [-81, -1]
pipeline City Functions [0.36, 0.66]
component dwellings [0.75, 0.37] label [-46, -27]
component shops [0.75, 0.41] label [-28, 21]
component banks [0.75, 0.61] label [-1, 20]
component police station [0.75, 0.52] label [-87, -19]
component factories w'hses [0.75, 0.65] label [16, -12]
component restaurants [0.75, 0.45] label [-22, 21]
component SPACE [0.68, 0.57] label [-16, -12]
pipeline SPACE [0.44, 0.73]
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component virtual [0.66, 0.72] label [21, 2]
component WAYS [0.60, 0.48] label [-30, -12]
pipeline WAYS [0.36, 0.75]
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component cables [0.58, 0.71] label [-16, 19]
component roads [0.58, 0.53] label [-15, -19]
component waterways [0.58, 0.42] label [-37, -22]
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component pipes [0.58, 0.64] label [-15, -19]
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component air [0.58, 0.74] label [19, -8]
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component decarbonisation [0.69, 0.19] label [-11, 15]
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pipeline transport schemes [0.36, 0.54]
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pipeline transport information [0.22, 0.47]
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TEXT

IMAGE

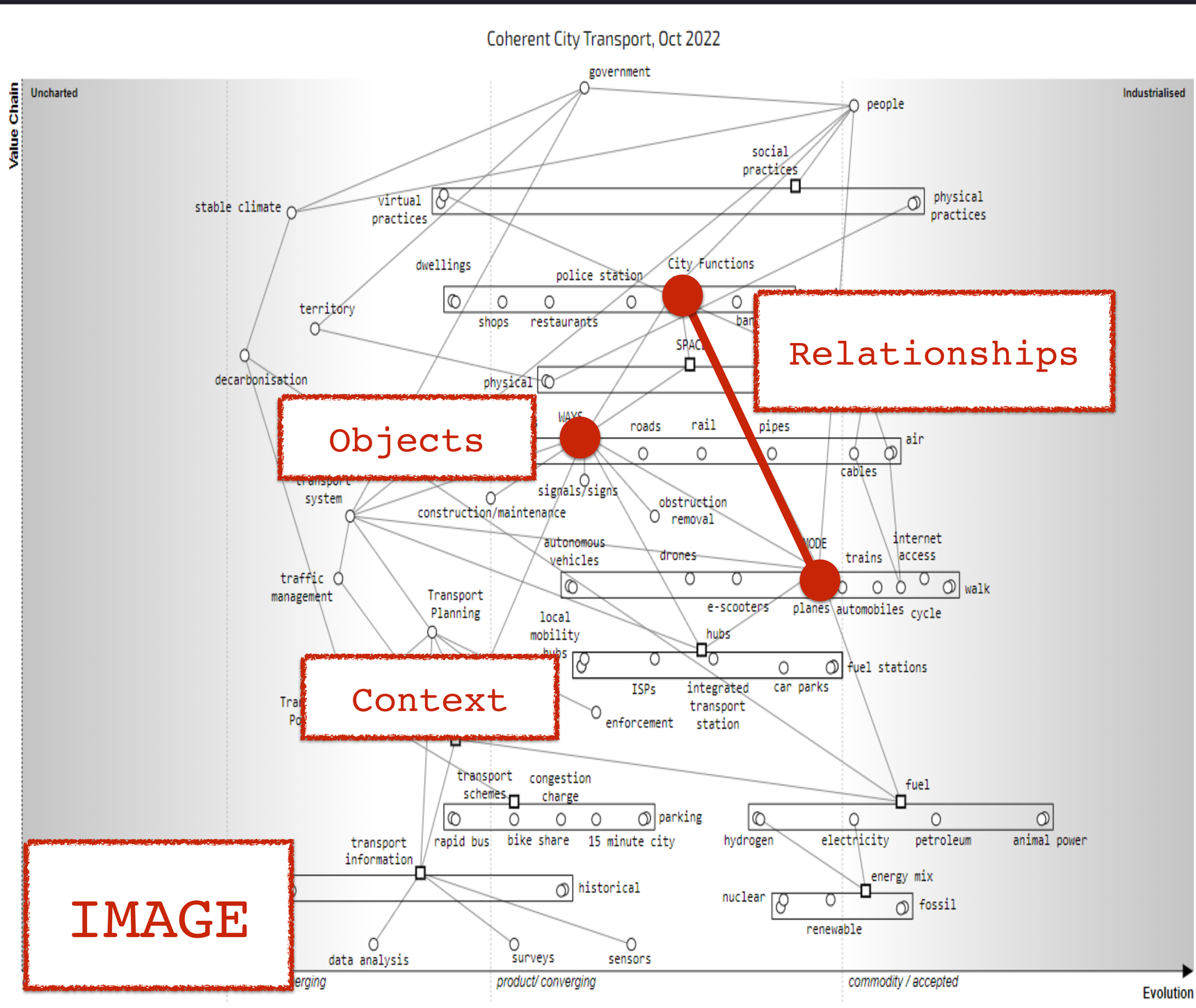


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component pipes [0.58, 0.64] label [-15, -19]
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pipeline transport schemes [0.36, 0.54]
component enforcement [0.29, 0.49] label [11, 13]
component MODE [0.45, 0.68] label [-19, -18]
pipeline MODE [0.46, 0.8]
component walk [0.43, 0.79] label [20, 5]
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component historical [0.09, 0.46] label [20, 2]
component digital twin [0.09, 0.23] label [-114, 1]
component regulation [0.31, 0.42] label [-20, 15]
component decision making [0.32, 0.37] label [-69, -9]
```

TEXT

IMAGE



```
title Coherent City Transport, Oct 2022
title mobility - coherence city transport // and micromobility
evolution genesis / concept -> custom / emerging -> product/ converging -> commodity / accepted
style wardley

component people [0.97, 0.71] label [15, 3]
component government [0.99, 0.48] label [5, -10]
component City Functions [0.77, 0.56] label [-12, -13]
component social practices [0.88, 0.66] label [-59, -35]
pipeline social practices [0.35, 0.77]
component physical practices [0.86, 0.76] label [23, -12]
component virtual practices [0.87, 0.36] label [-81, -1]
pipeline City Functions [0.36, 0.66]
component dwellings [0.75, 0.37] label [-46, -27]
component shops [0.75, 0.41] label [-28, 21]
component banks [0.75, 0.61] label [-1, 20]
component police station [0.75, 0.52] label [-87, -19]
component factories w'hses [0.75, 0.65] label [16, -12]
component restaurants [0.75, 0.45] label [-22, 21]
component SPACE [0.68, 0.57] label [-16, -12]
pipeline SPACE [0.44, 0.73]
component physical [0.66, 0.45] label [-76, 4]
component virtual [0.66, 0.72] label [21, 2]
component WAYS [0.60, 0.48] label [-30, -12]
pipeline WAYS [0.36, 0.75]
component paths [0.58, 0.37] label [-31, -23]
component cables [0.58, 0.71] label [-16, 19]
component roads [0.58, 0.53] label [-15, -19]
component waterways [0.58, 0.42] label [-37, -22]
component rail [0.58, 0.58] label [-12, -20]
component p
component t
component a
component c                                                    9, 6]
component s
// component roundabouts [0.34, 0.69] label [16, 2]
component ISPs [0.35, 0.54] label [-27, 30]
component i                                                    [-25, 19]
component d
component t
pipeline tr
component e
component MODE [0.45, 0.68] label [-19, -18]
pipeline MOD
component w
component c
component t
component a
component p
component e-scooters [0.44, 0.61] label [-34, 28]
//component zoom meetID [0.85, 0.71] label [-5, 24]
component internet access [0.43, 0.75] label [-11, -48]
component functional transport system [0.51, 0.28] la
component obstruction removal [0.51, 0.54] label [14,
component Transport Planning [0.38, 0.35] label [-3,
component transport information [0.11, 0.34] label [-
pipeline transport information [0.22, 0.47]
//component now [0.37, 0.27] label [-15, 25]
component historical [0.09, 0.46] label [20, 2]
component digital twin [0.09, 0.23] label [-114, 1]
component regulation [0.31, 0.42] label [-20, 15]
component decision making [0.32, 0.37] label [-69, -9]
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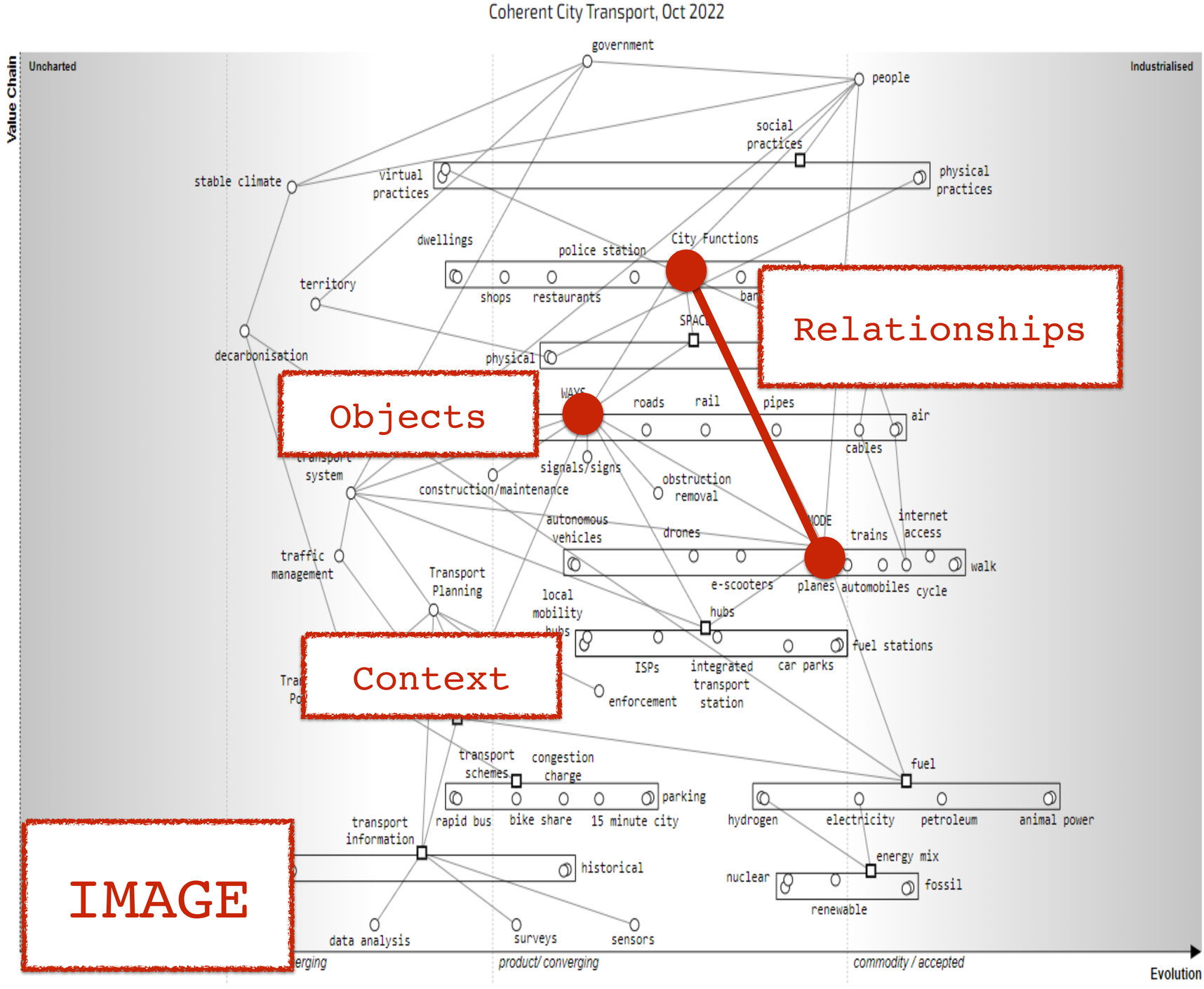
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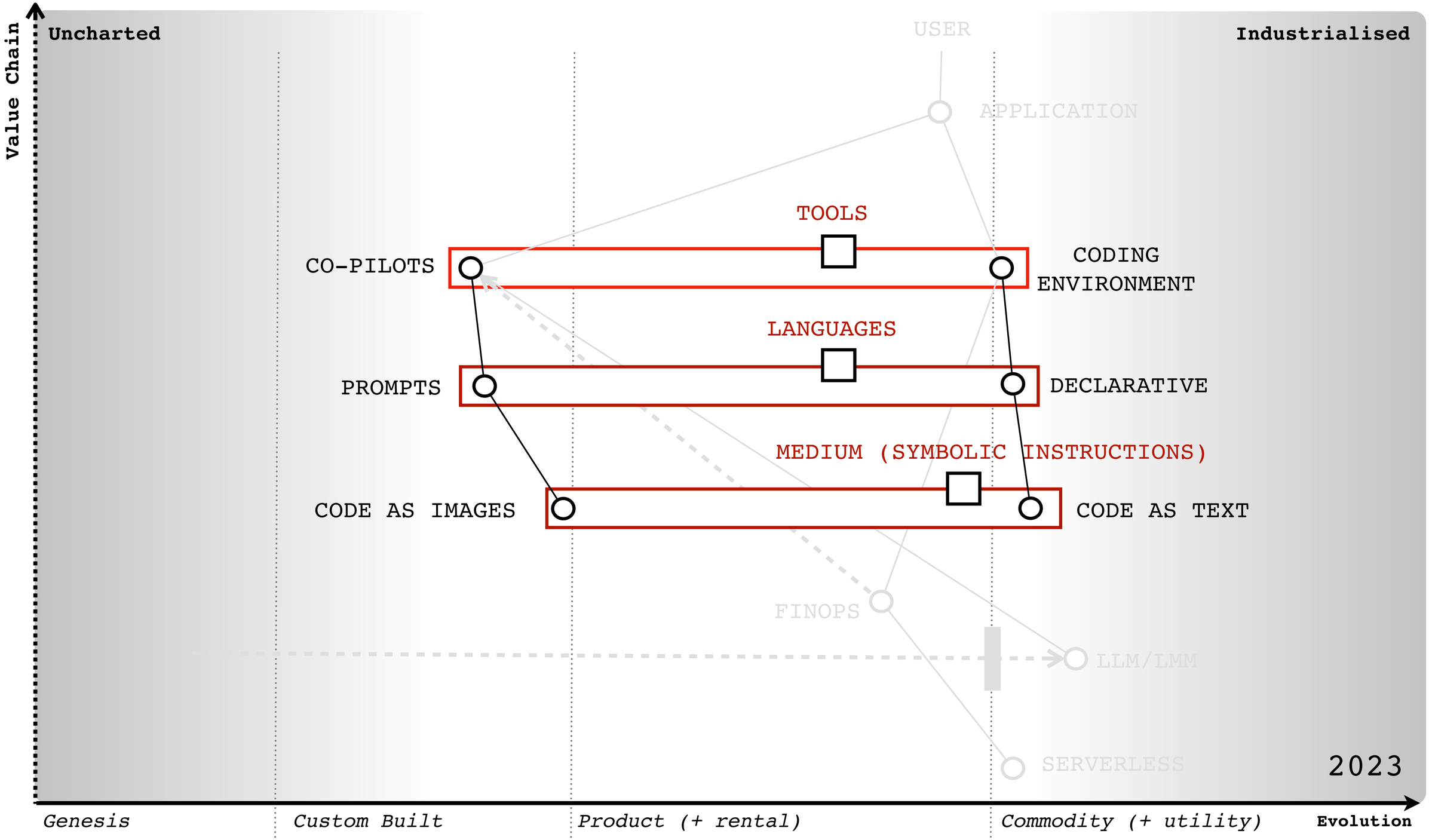
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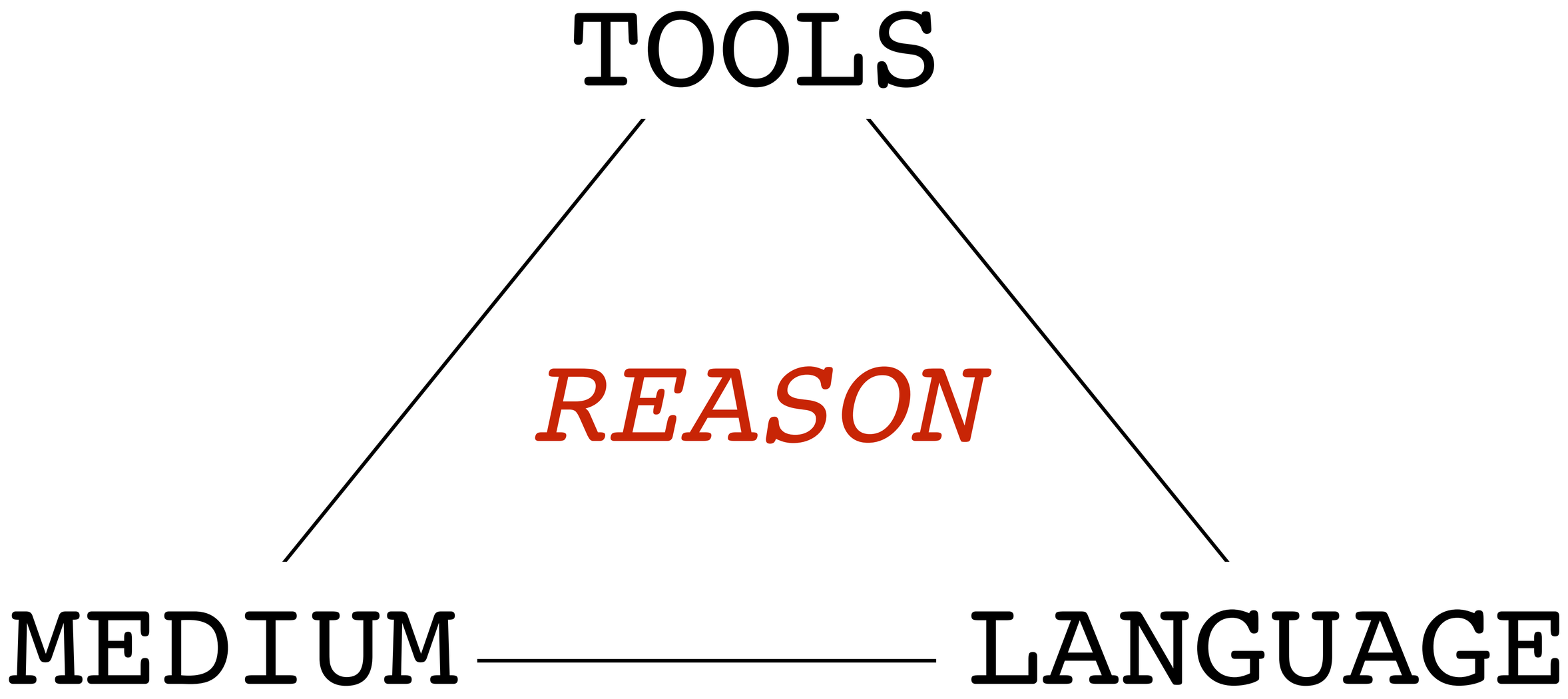
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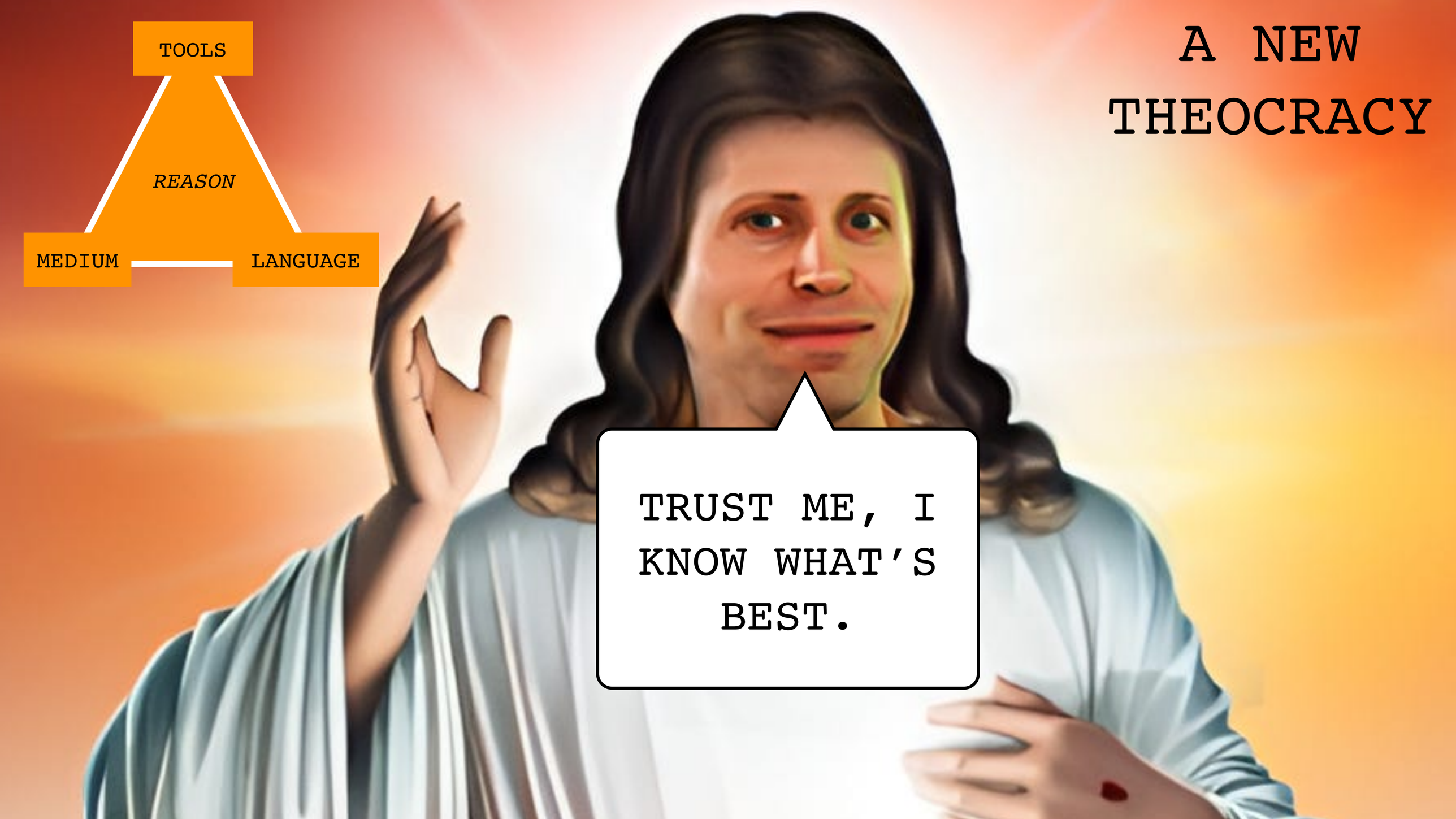
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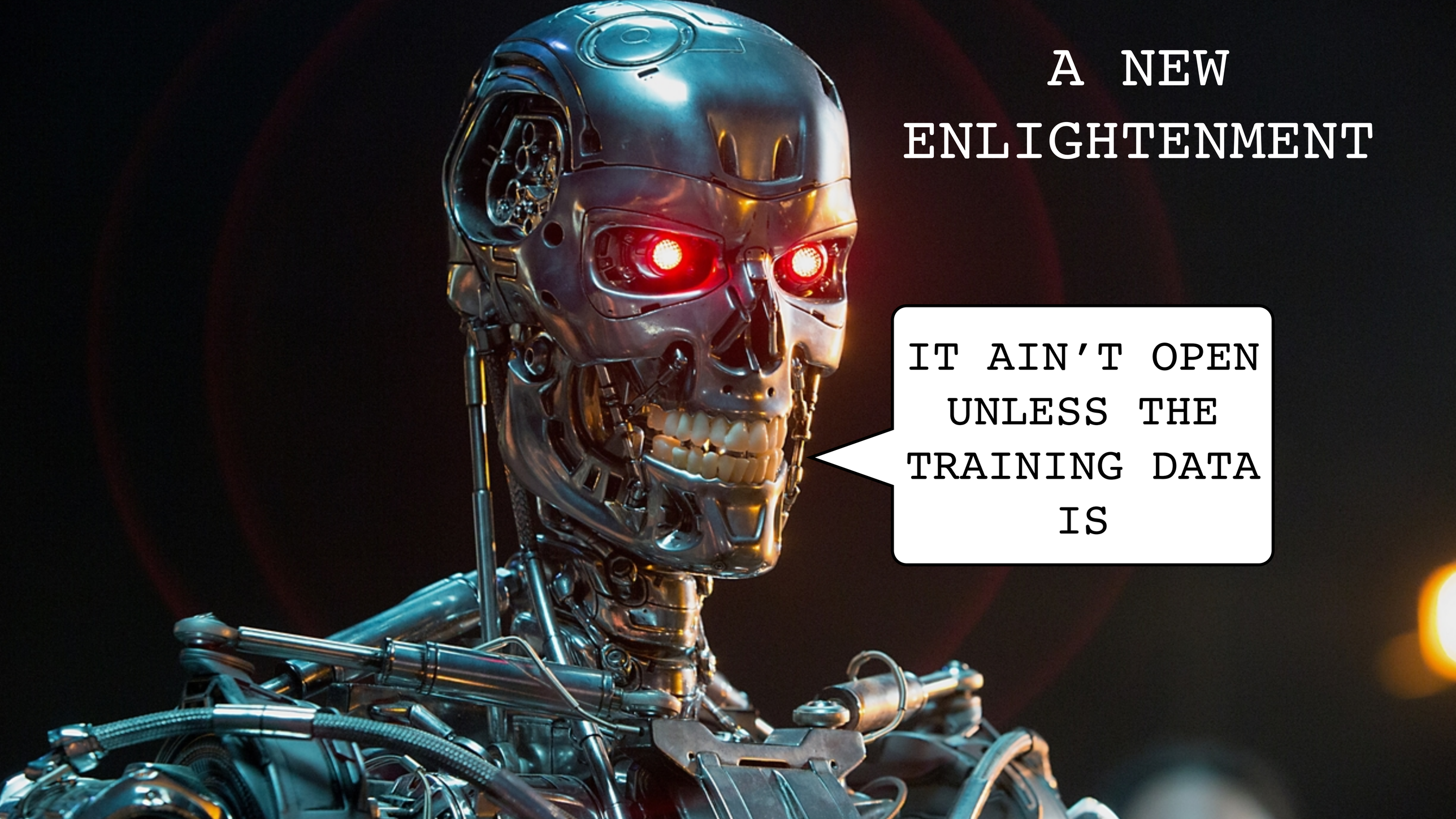
IMAGE

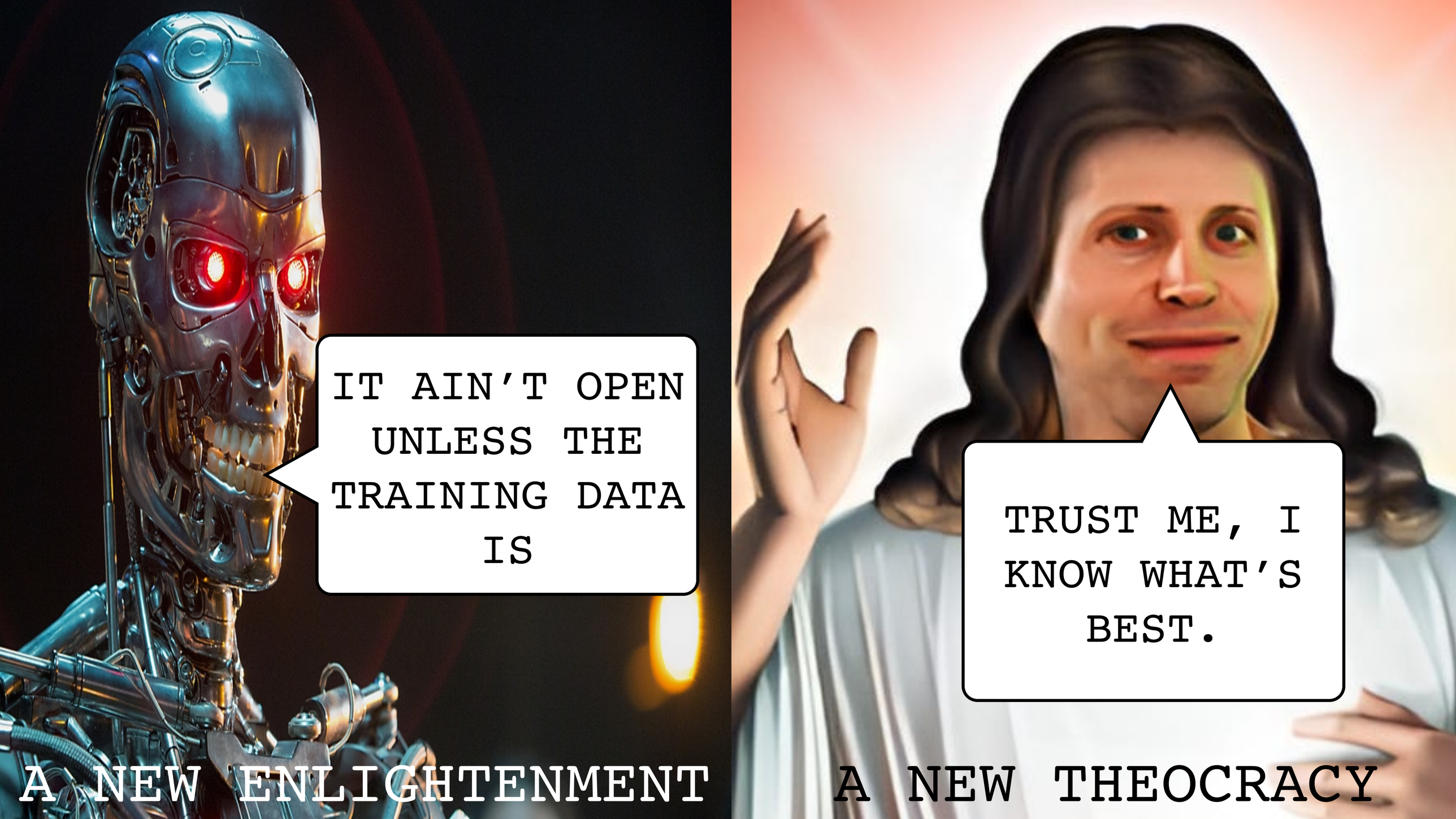



Value Chain
Uncharted
Industrialised
USER
APPLICATION
TOOLS
CO-PILOTS
CODING ENVIRONMENT
LANGUAGES
PROMPTS
DECLARATIVE
MEDIUM (SYMBOLIC INSTRUCTIONS)
CODE AS IMAGES
CODE AS TEXT
FINOPS
LLM/LMM
SERVERLESS
2023
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

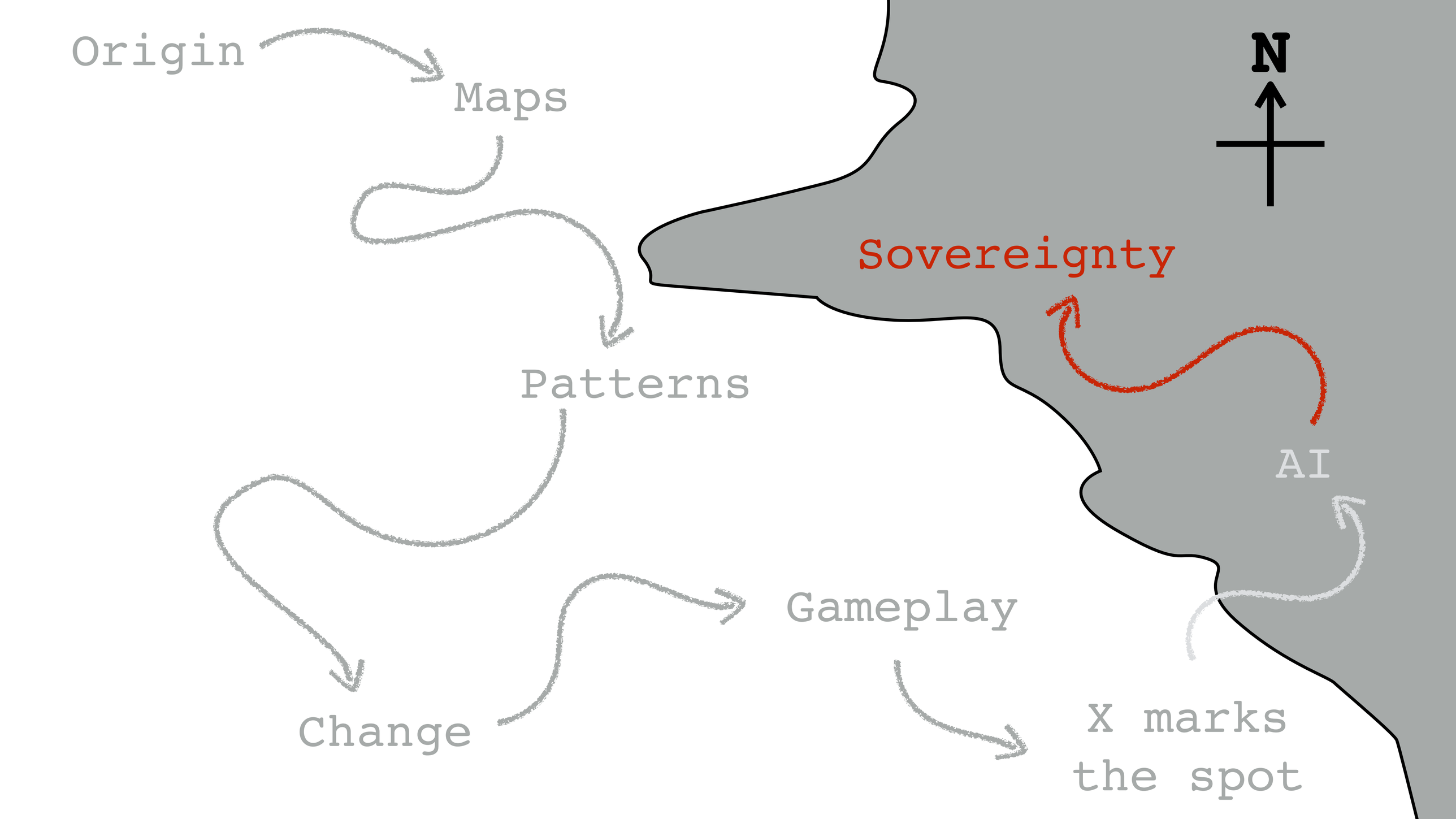

TOOLS
REASON
MEDIUM
LANGUAGE


TOOLS
REASON
MEDIUM
LANGUAGE
A NEW THEOCRACY
TRUST ME, I KNOW WHAT'S BEST.


A NEW ENLIGHTENMENT
IT AIN'T OPEN UNLESS THE TRAINING DATA IS

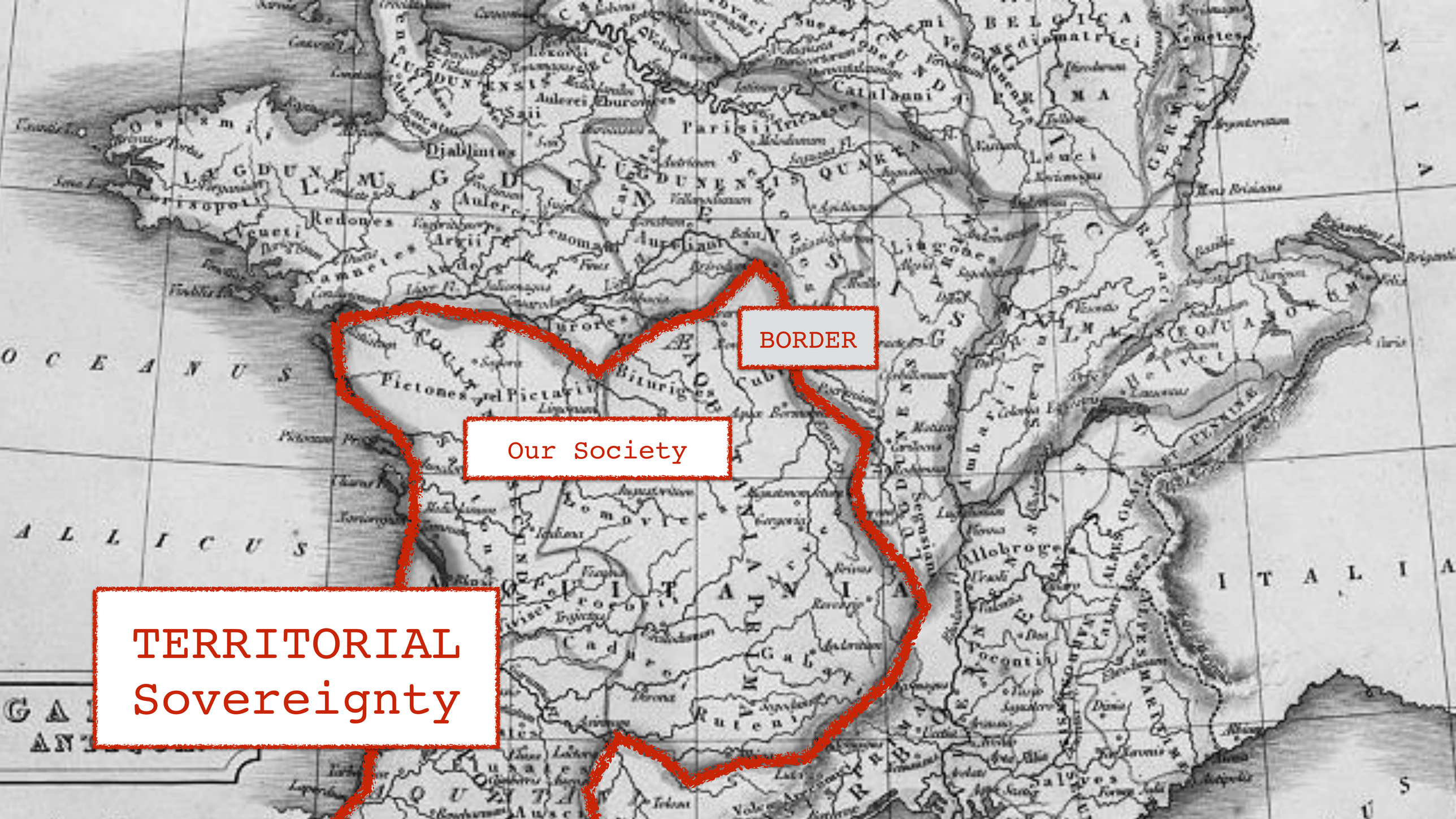

IT AIN'T OPEN UNLESS THE TRAINING DATA IS
TRUST ME, I KNOW WHAT'S BEST.
A NEW ENLIGHTENMENT
A NEW THEOCRACY

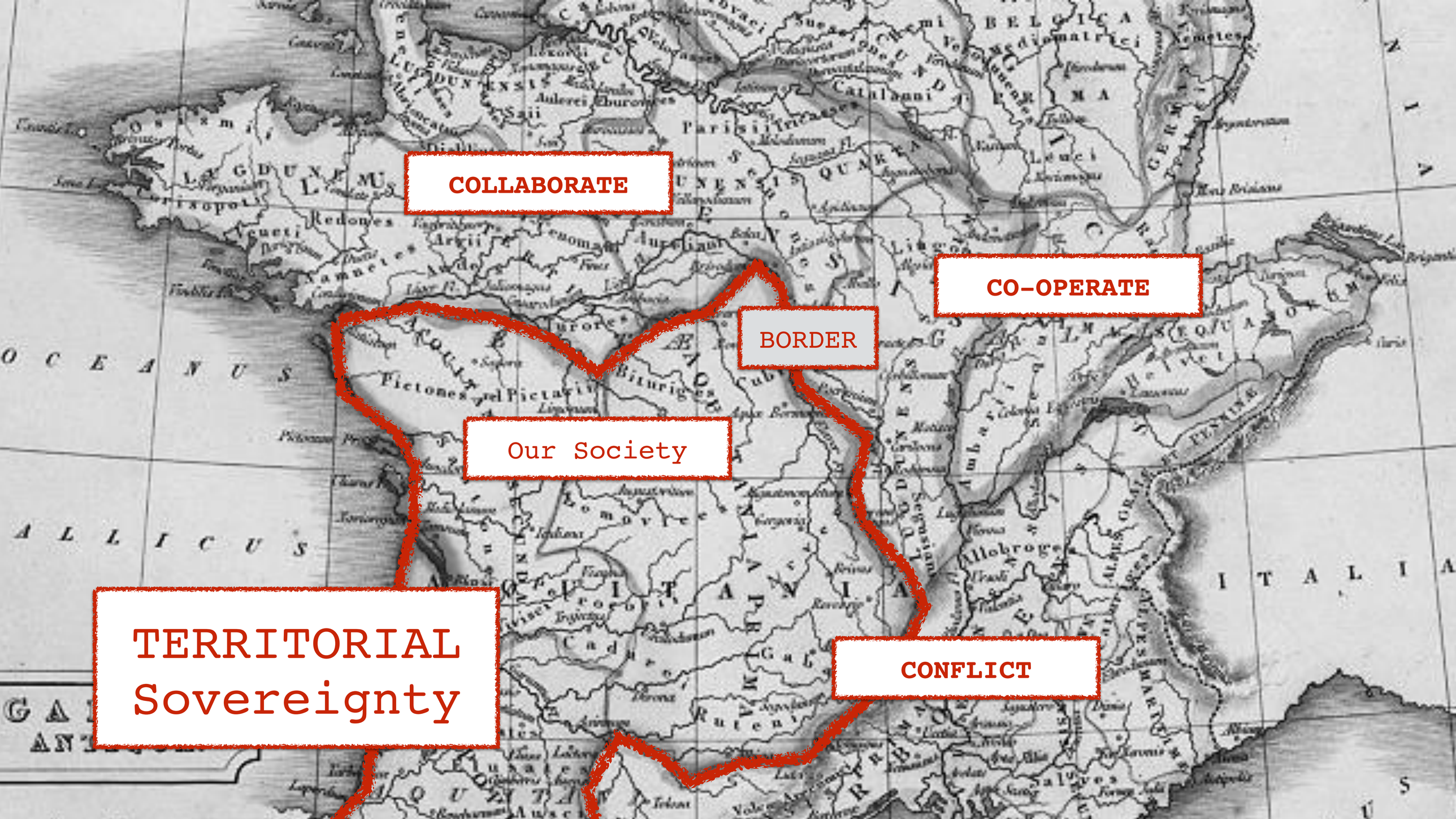

Burn him!
Heretic


Origin
Maps
Patterns
Change
Gameplay
X marks
the spot
AI
Sovereignty
N

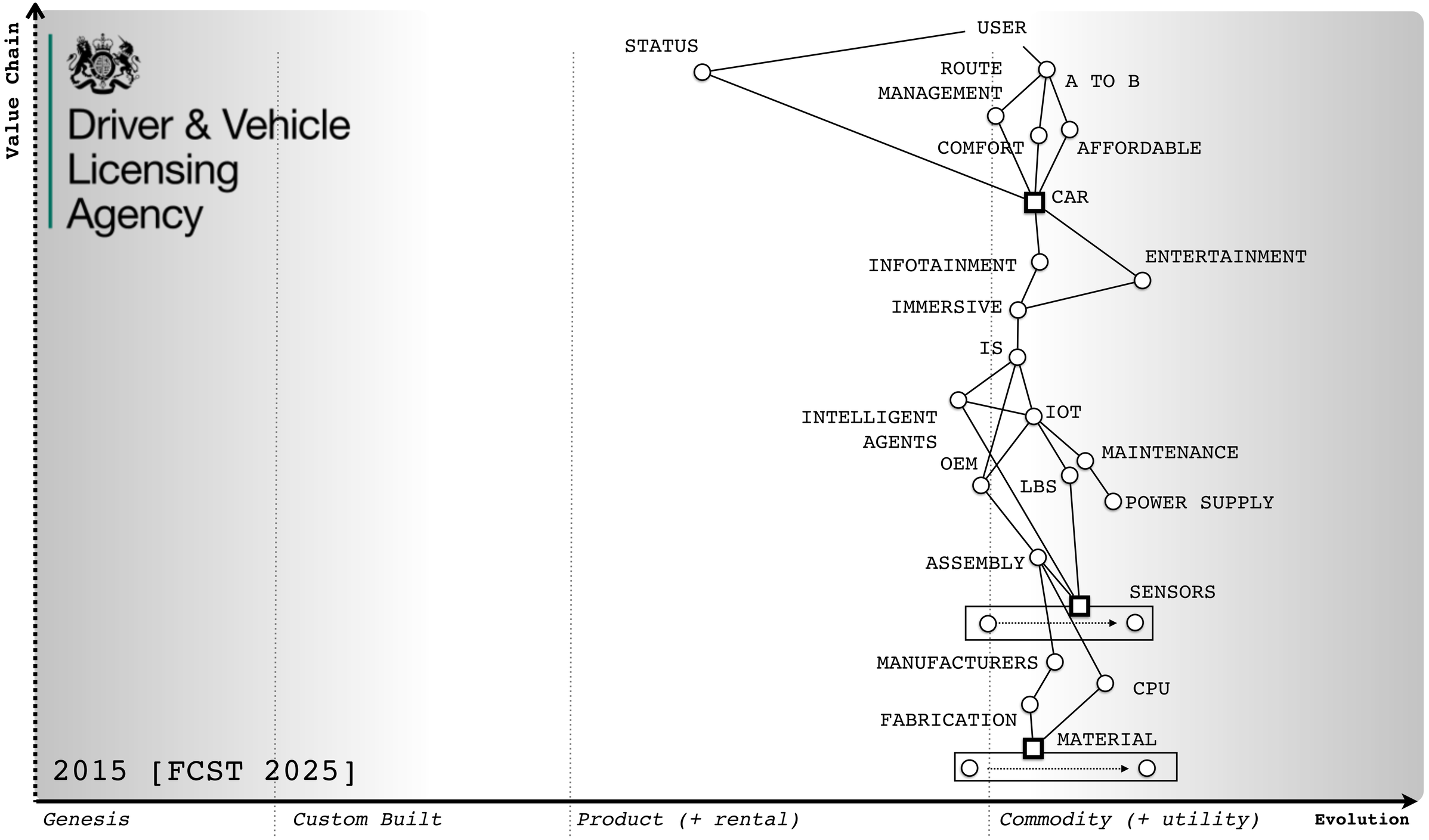


TERRITORIAL
Sovereignty

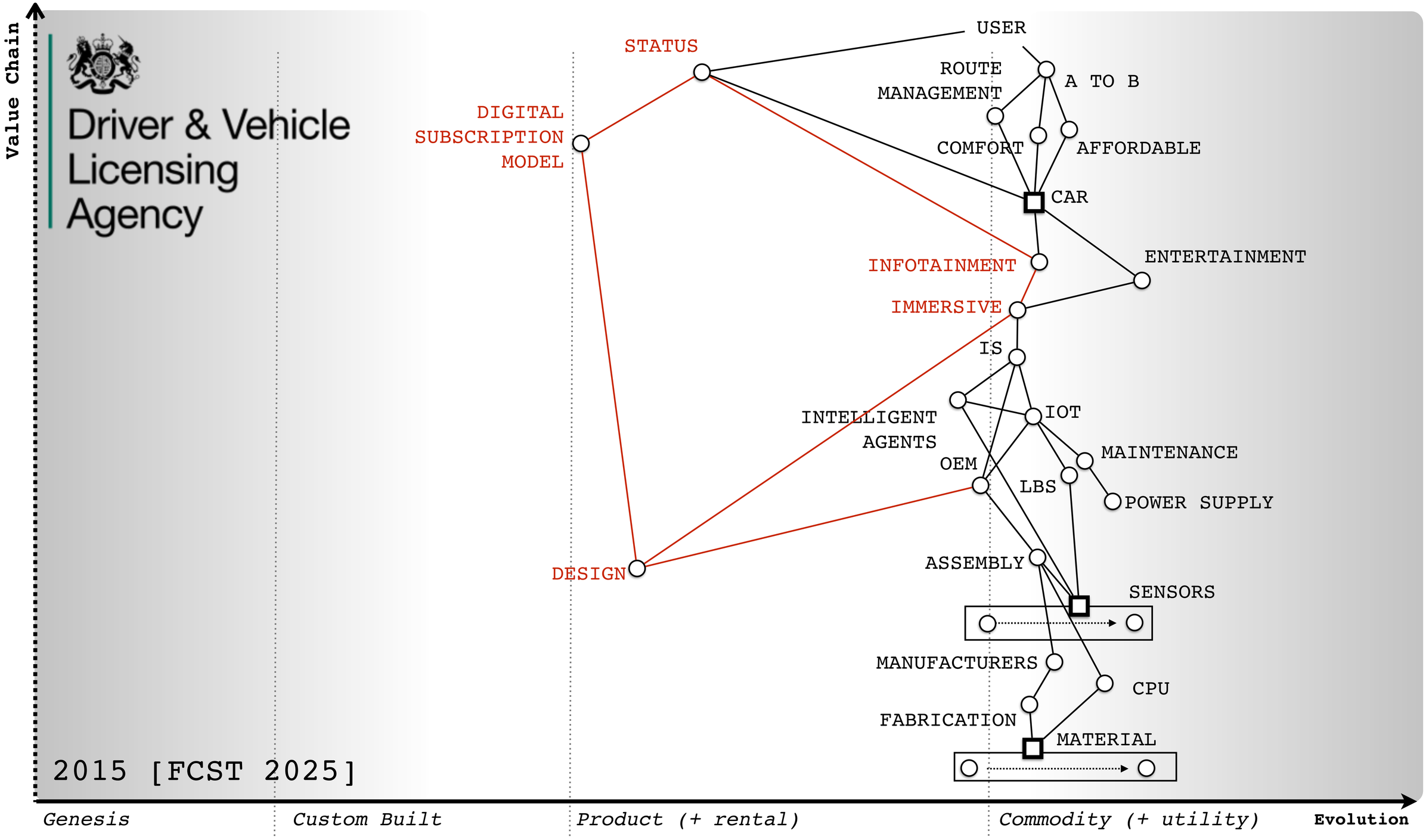

BORDER
Our Society
TERRITORIAL
Sovereignty

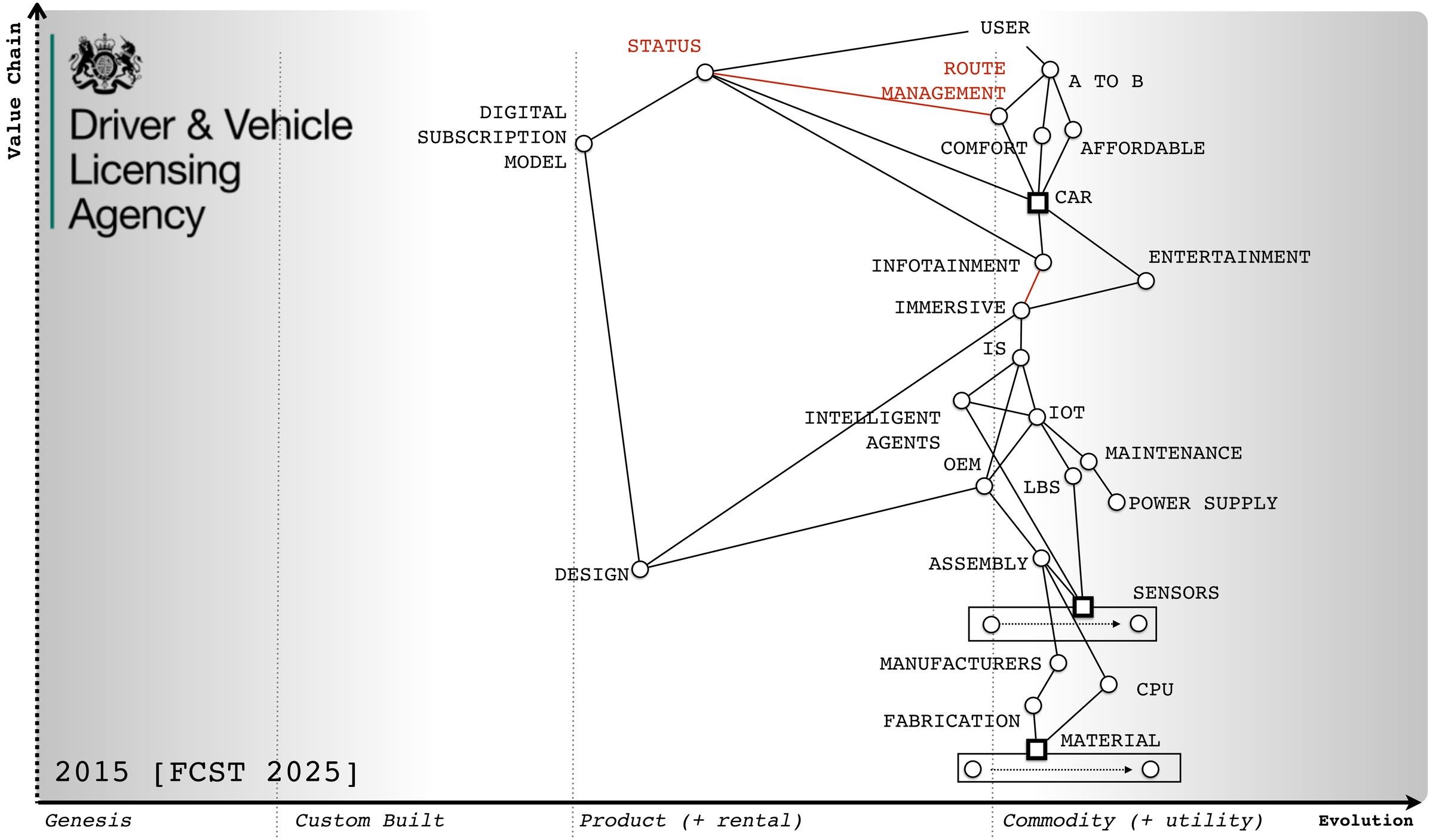

COLLABORATE
CO-OPERATE
BORDER
Our Society
TERRITORIAL
Sovereignty
CONFLICT

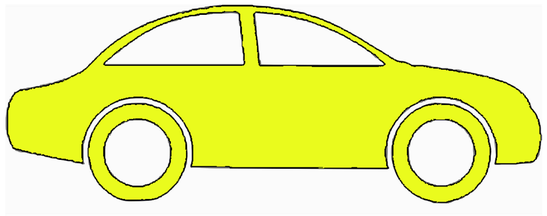
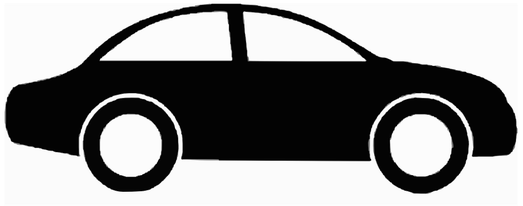
Driver & Vehicle Licensing Agency



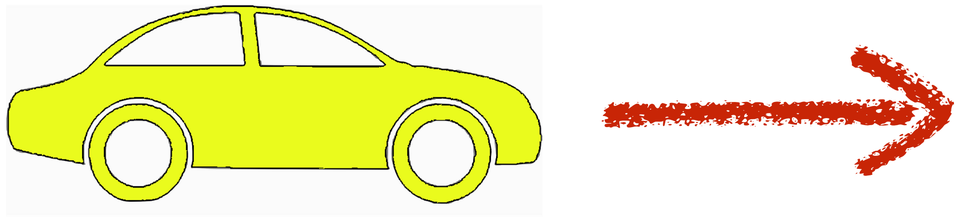
Driver & Vehicle Licensing Agency

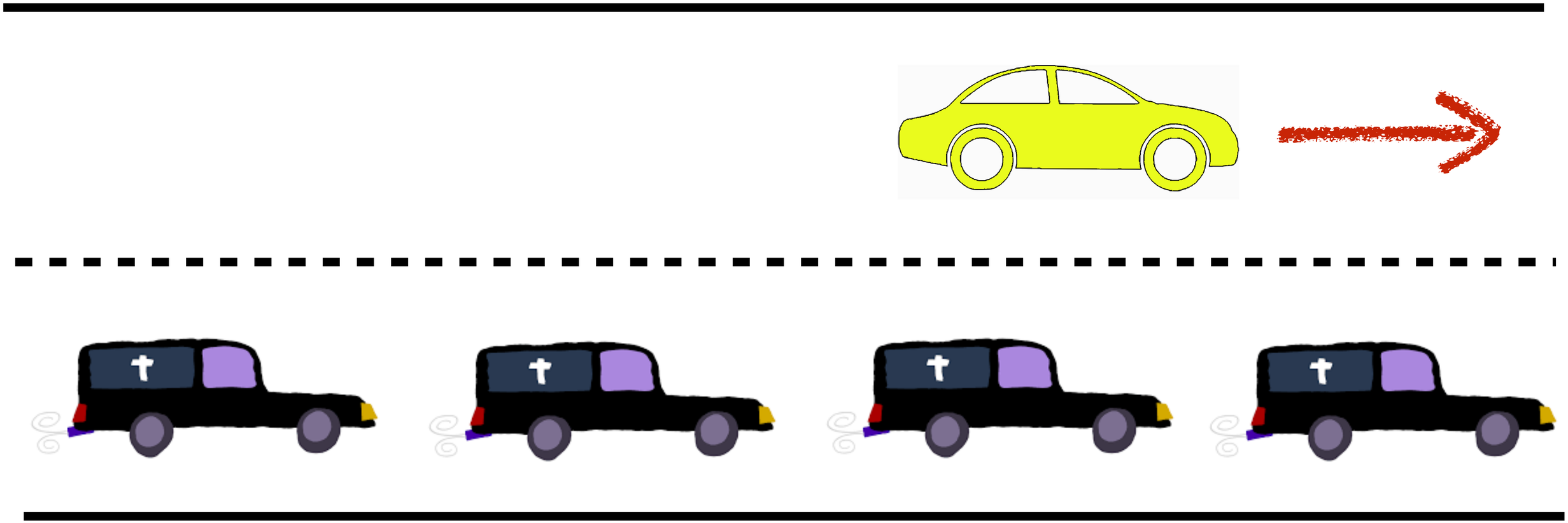



Value Chain
Driver & Vehicle Licensing Agency
USER
STATUS
ROUTE MANAGEMENT
A TO B
DIGITAL SUBSCRIPTION MODEL
COMFORT
AFFORDABLE
CAR
INFOTAINMENT
ENTERTAINMENT
IMMERSIVE
IS
INTELLIGENT AGENTS
IOT
MAINTENANCE
OEM
LBS
POWER SUPPLY
DESIGN
ASSEMBLY
SENSORS
MANUFACTURERS
CPU
FABRICATION
MATERIAL
2015 [FCST 2025]
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

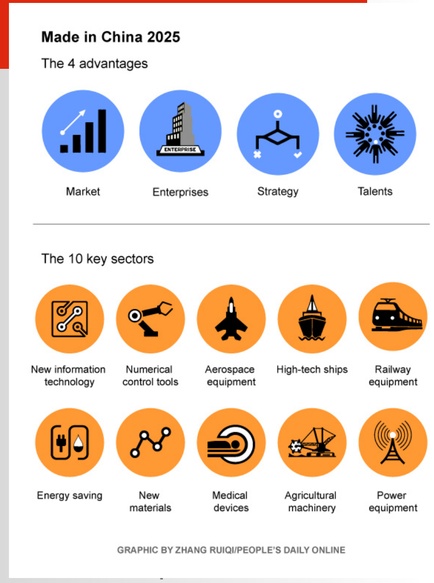









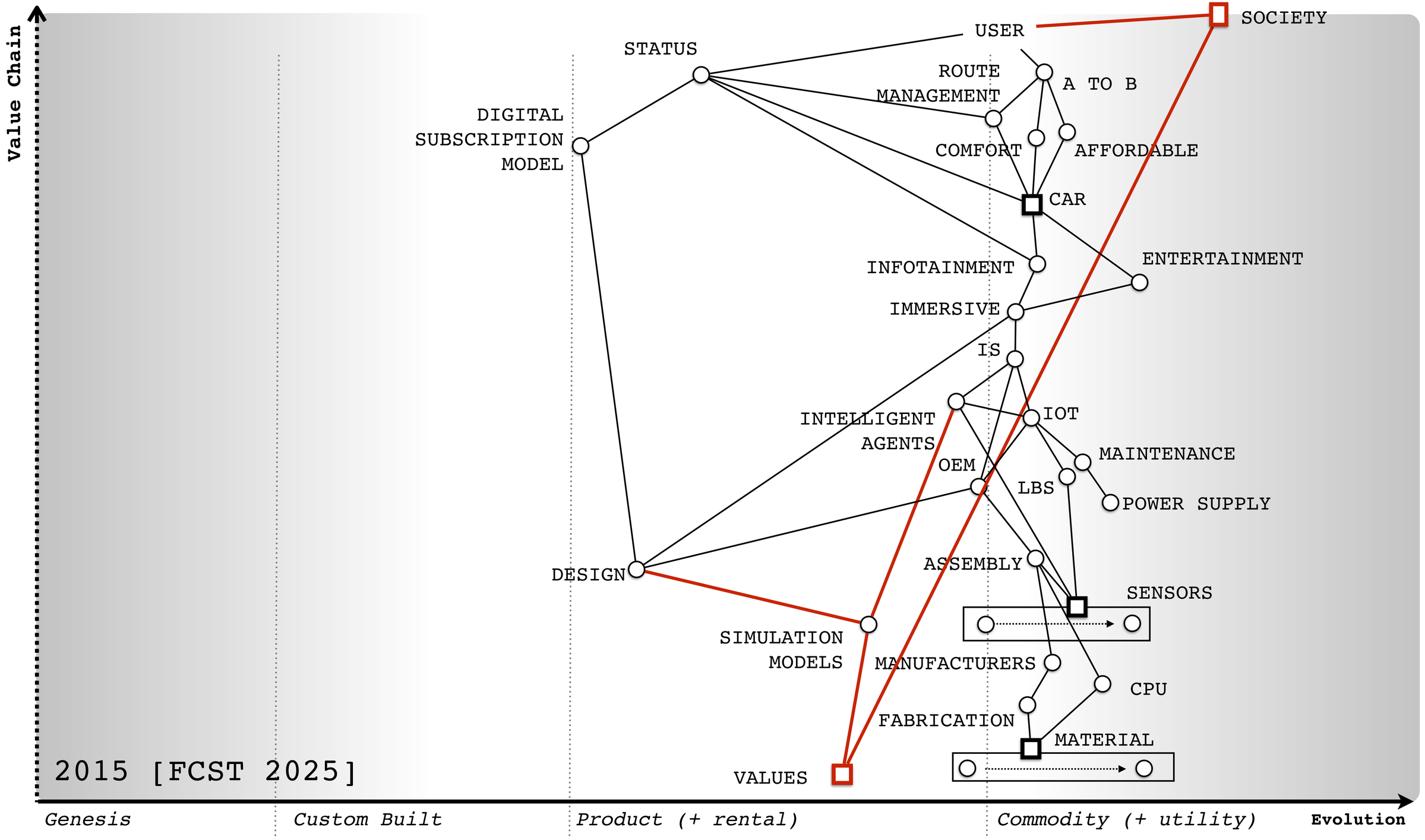


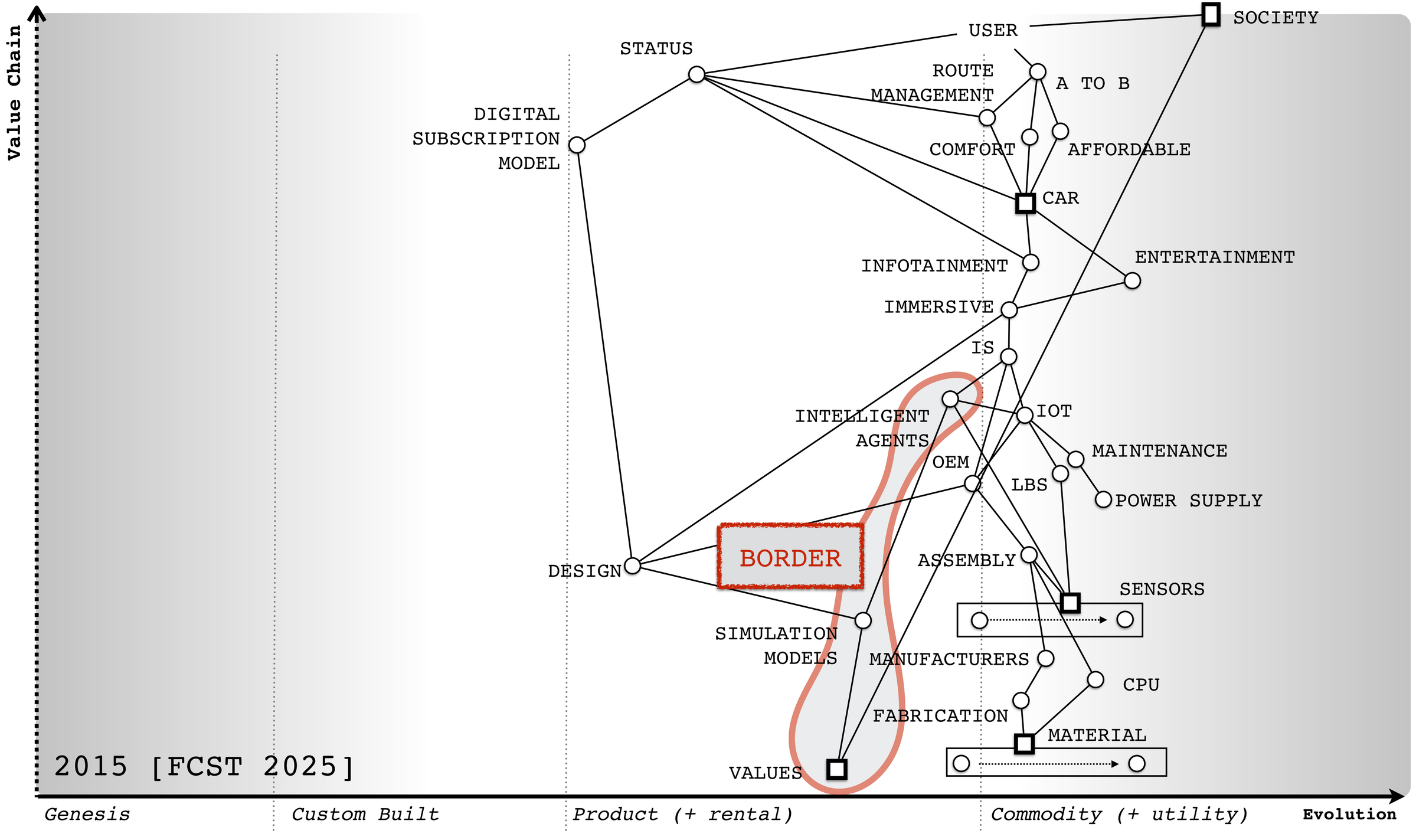
Value Chain

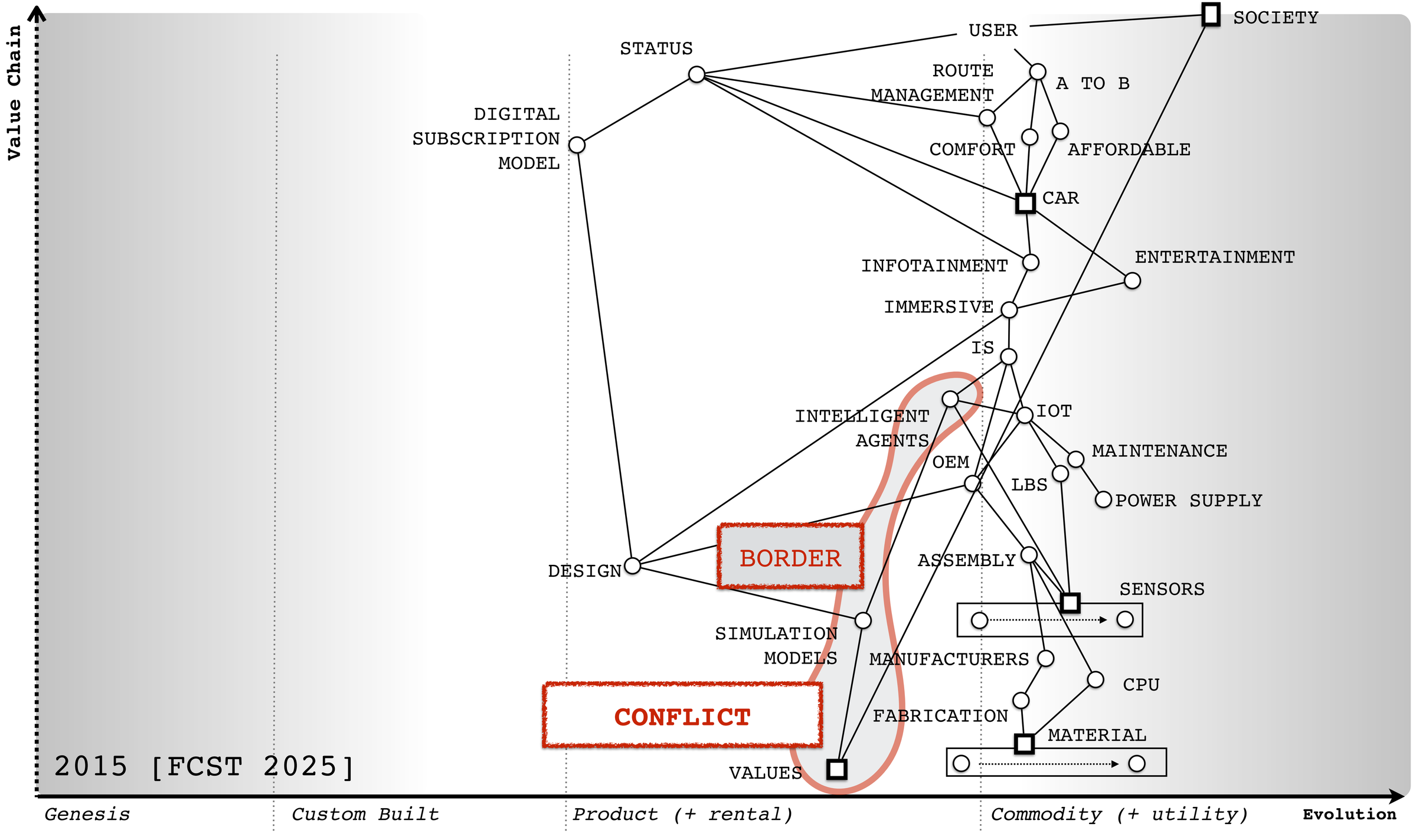
USER
STATUS
ROUTE MANAGEMENT
A TO B
DIGITAL SUBSCRIPTION MODEL
COMFORT
AFFORDABLE
Last man standing
CAR
INFOTAINMENT
ENTERTAINMENT
IMMERSIVE
Strategic investment
IS
Strategic investment
IOT
INTELLIGENT AGENTS
MAINTENANCE
OEM
LBS
POWER SUPPLY
Strategic investment
ASSEMBLY
DESIGN
SENSORS
MANUFACTURERS
CPU
Strategic investment
FABRICATION
Constraint
MATERIAL

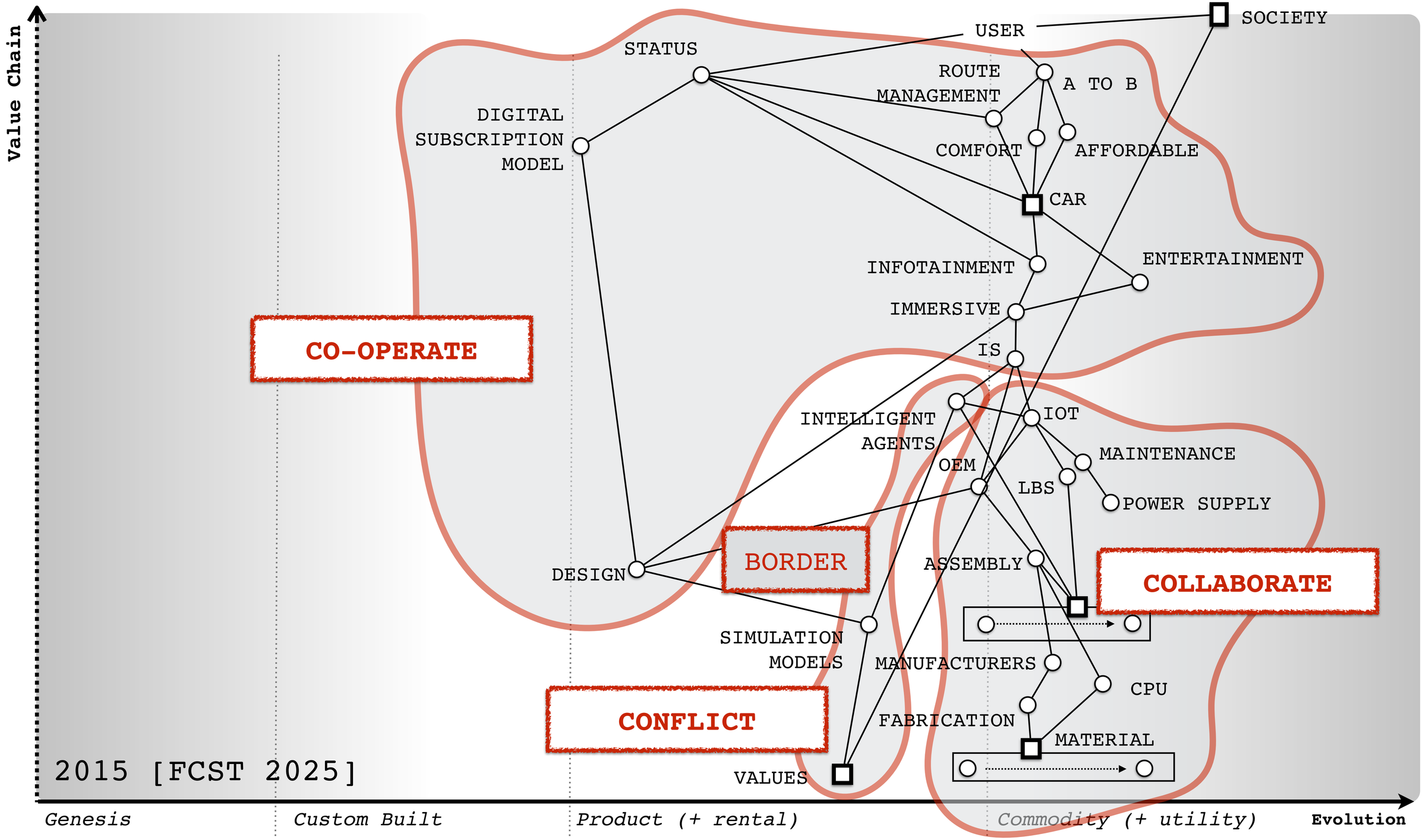
2015 [FCST 2025]

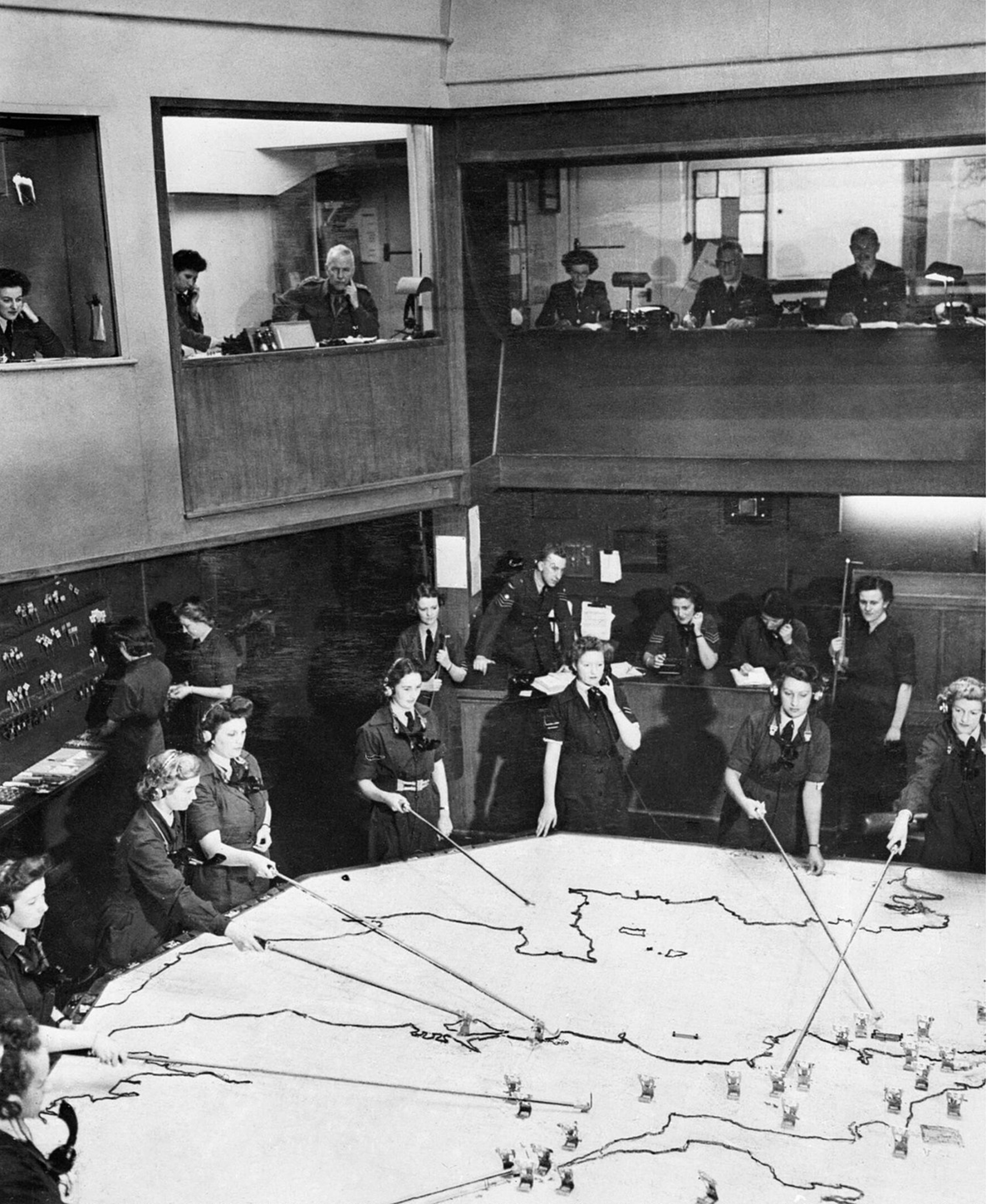
Genesis *Custom Built* *Product (+ rental)* *Commodity (+ utility)* **Evolution**


Value Chain
SOCIETY
USER
STATUS
ROUTE MANAGEMENT
A TO B
DIGITAL SUBSCRIPTION MODEL
COMFORT
AFFORDABLE
CAR
INFOTAINMENT
ENTERTAINMENT
IMMERSIVE
IS
INTELLIGENT AGENTS
IOT
MAINTENANCE
OEM
LBS
POWER SUPPLY
DESIGN
ASSEMBLY
SENSORS
SIMULATION MODELS
MANUFACTURERS
CPU
FABRICATION
MATERIAL
VALUES
2015 [FCST 2025]
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Value Chain
SOCIETY
USER
STATUS
ROUTE
MANAGEMENT
A TO B
DIGITAL
SUBSCRIPTION
MODEL
COMFORT
AFFORDABLE
CAR
INFOTAINMENT
ENTERTAINMENT
IMMERSIVE
IS
INTELLIGENT
AGENTS
IOT
MAINTENANCE
OEM
LBS
POWER SUPPLY
BORDER
DESIGN
ASSEMBLY
SENSORS
SIMULATION
MODELS
MANUFACTURERS
CPU
FABRICATION
MATERIAL
VALUES
2015 [FCST 2025]
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution

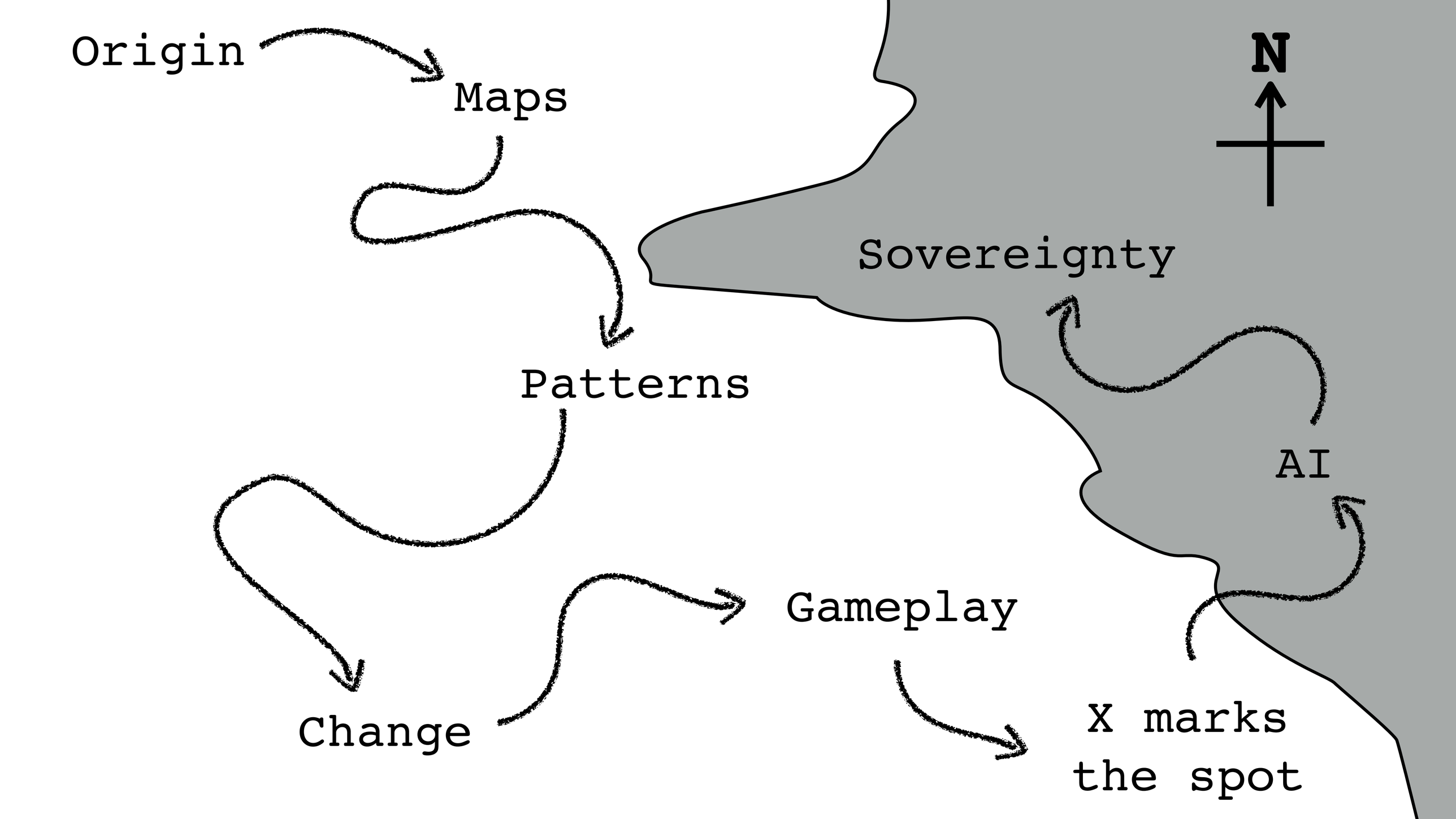

Value Chain
SOCIETY
USER
STATUS
ROUTE
MANAGEMENT
A TO B
DIGITAL
SUBSCRIPTION
MODEL
COMFORT
AFFORDABLE
CAR
INFOTAINMENT
ENTERTAINMENT
IMMERSIVE
IS
INTELLIGENT
AGENTS
IOT
MAINTENANCE
OEM
LBS
POWER SUPPLY
BORDER
DESIGN
ASSEMBLY
SENSORS
SIMULATION
MODELS
MANUFACTURERS
CPU
CONFLICT
FABRICATION
MATERIAL
VALUES
2015 [FCST 2025]
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution


Value Chain
SOCIETY
USER
STATUS
ROUTE
MANAGEMENT
A TO B
DIGITAL
SUBSCRIPTION
MODEL
COMFORT
AFFORDABLE
CAR
INFOTAINMENT
ENTERTAINMENT
IMMERSIVE
CO-OPERATE
IS
INTELLIGENT
AGENTS
IOT
MAINTENANCE
OEM
LBS
POWER SUPPLY
BORDER
DESIGN
ASSEMBLY
COLLABORATE
SIMULATION
MODELS
MANUFACTURERS
CPU
CONFLICT
FABRICATION
MATERIAL
VALUES
2015 [FCST 2025]
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Evolution



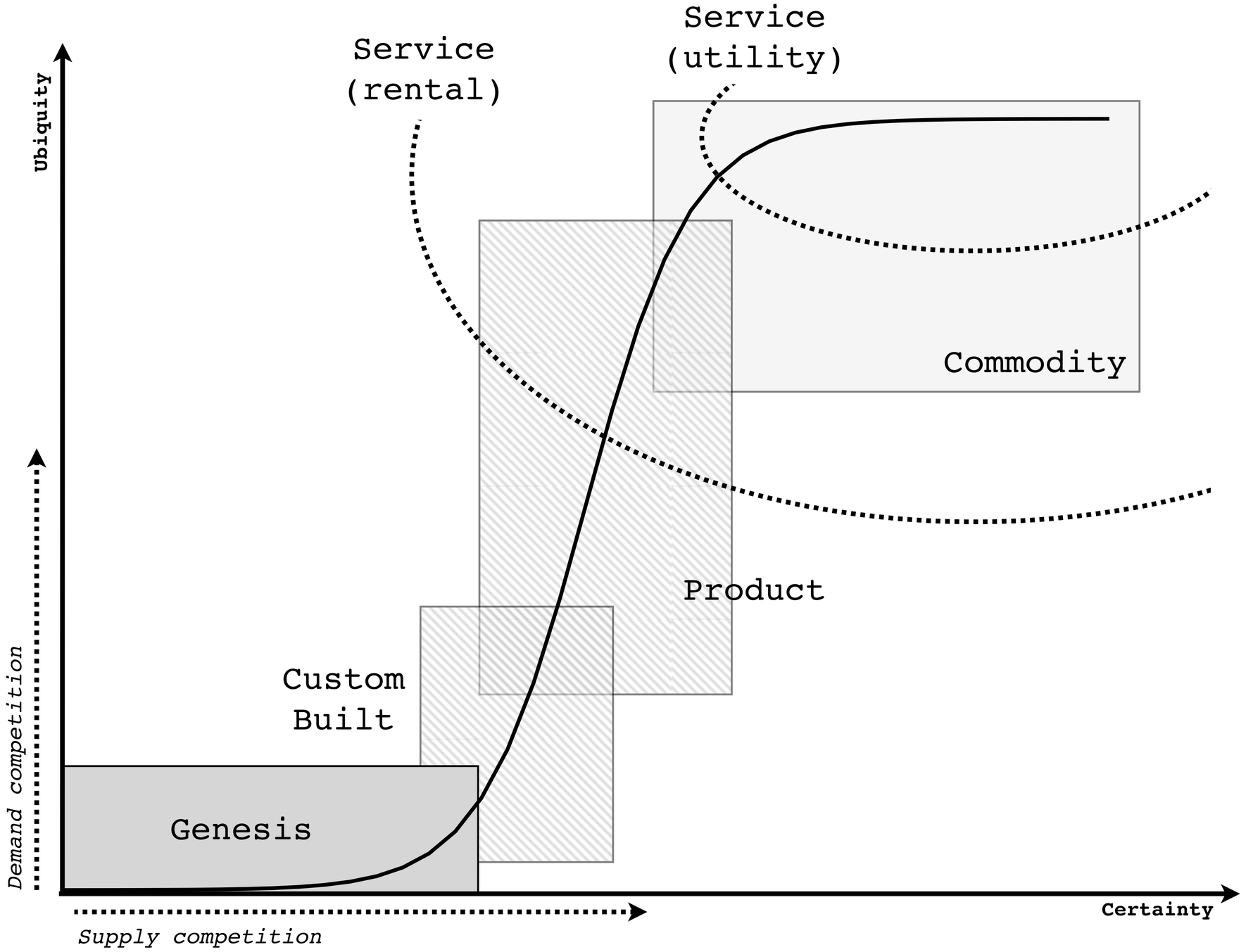
QUESTION

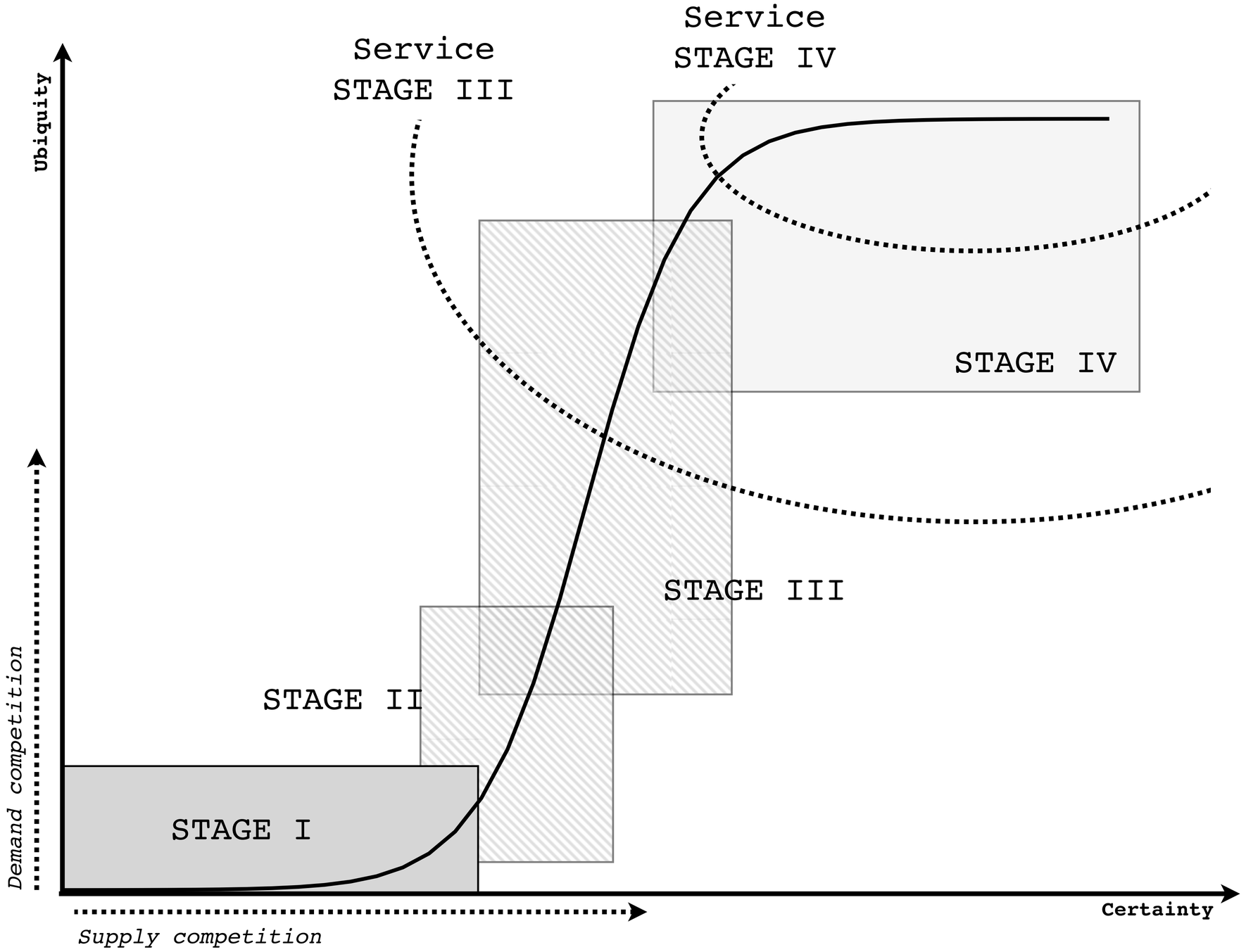
WHERE ARE THE MAPS, RADARS AND SITUATION ROOMS FOR THE TECHNOLOGICAL, SOCIAL AND ECONOMIC LANDSCAPES?


Origin
Maps
Patterns
Change
Gameplay
X marks
the spot
AI
Sovereignty
N

ONE LAST THING
… PROMISE

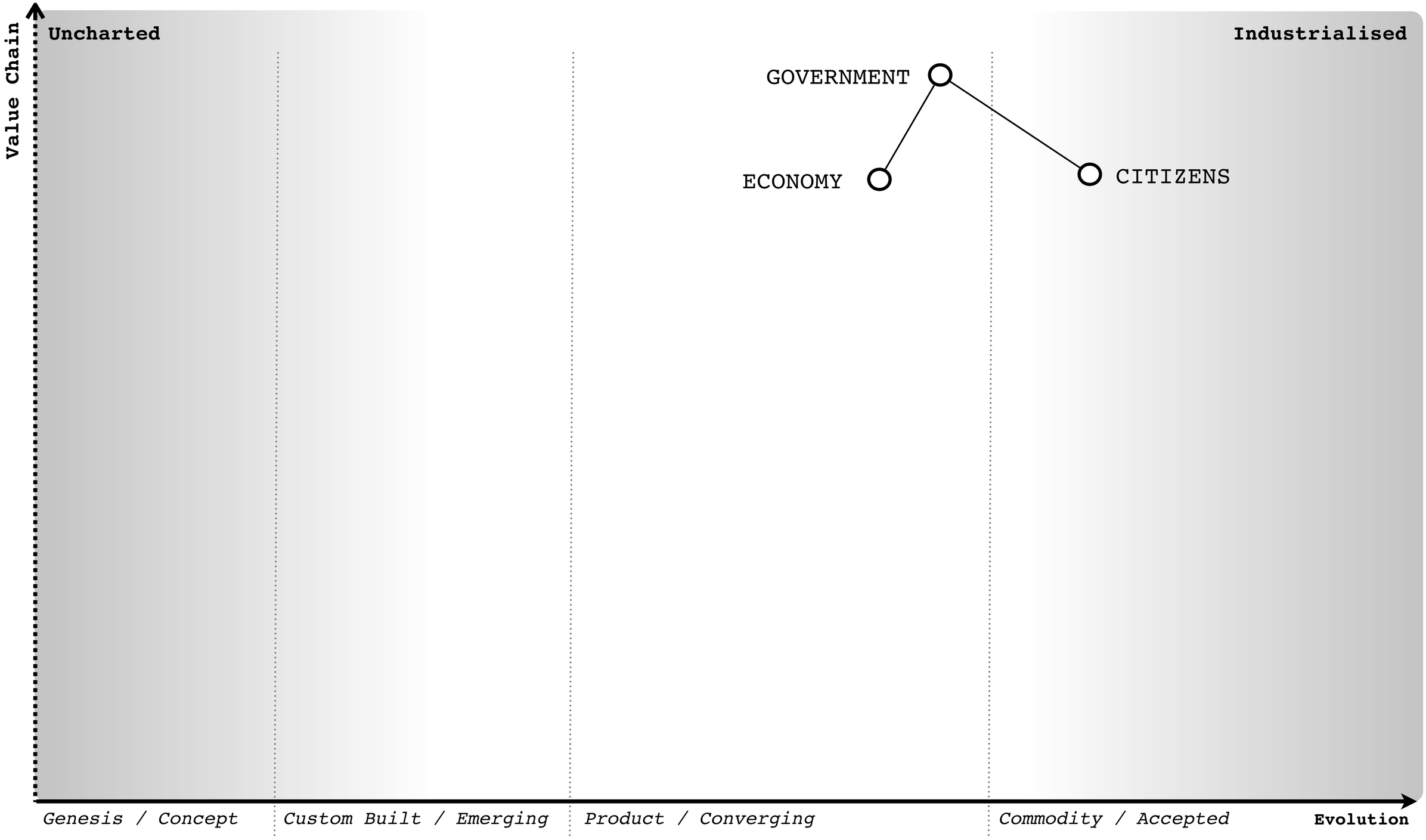

GET AN AI TO MAKE OUR POLICY?

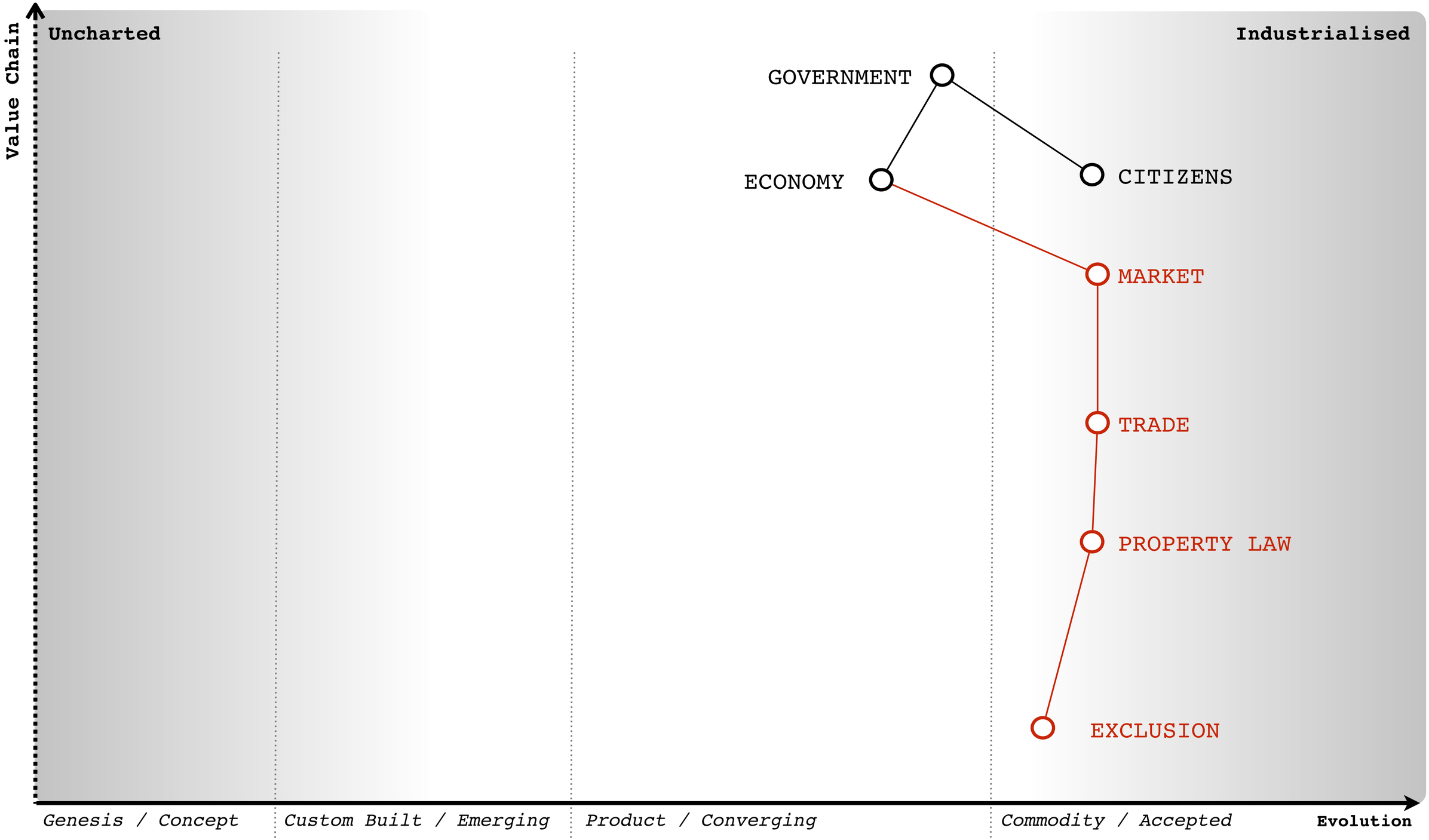

Service
(rental)
Service
(utility)
Ubiquity
Commodity
Product
Custom
Built
Genesis
Demand competition
Supply competition
Certainty

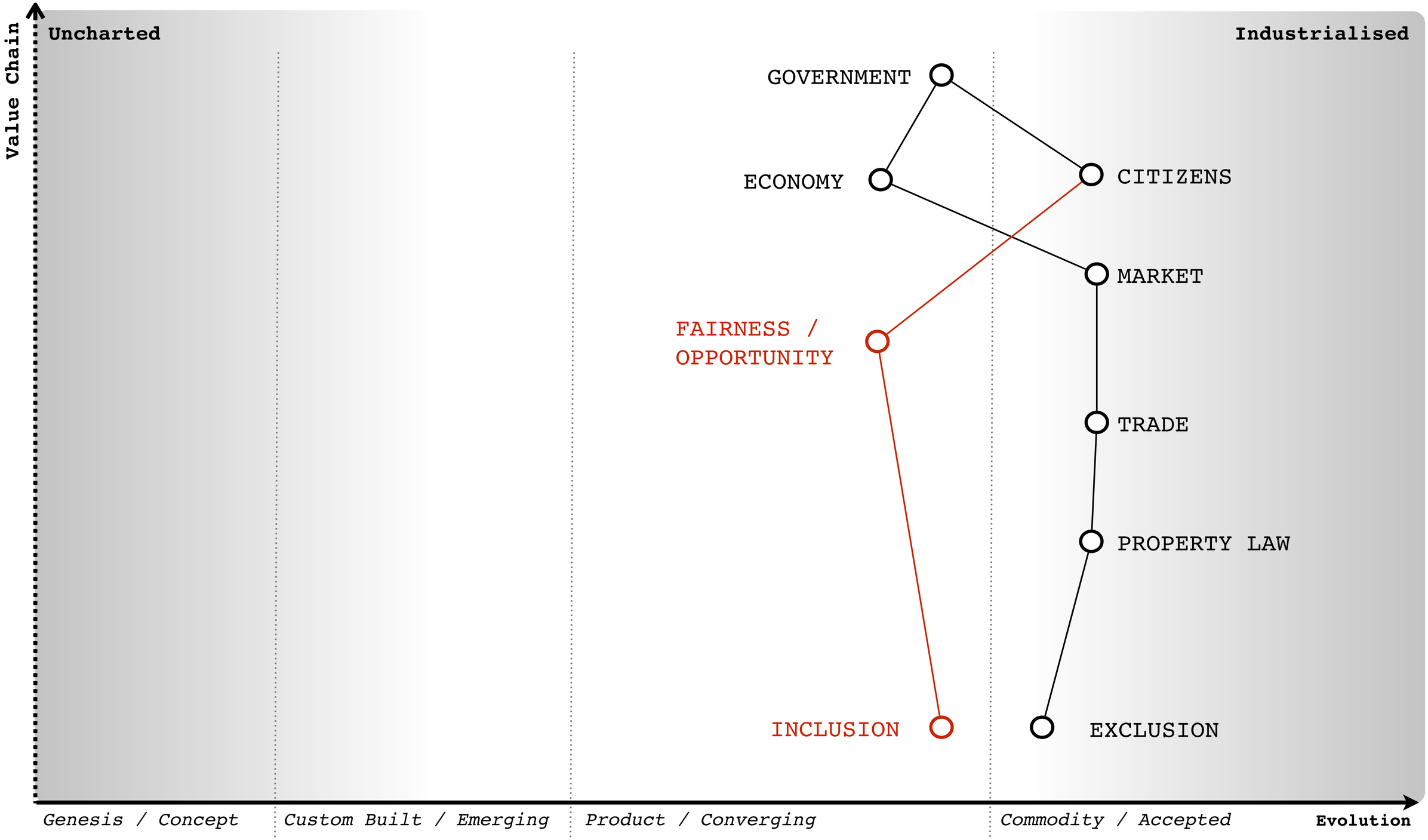

Service
STAGE III
Service
STAGE IV
Ubiquity
STAGE IV
STAGE III
STAGE II
STAGE I
Demand competition
Supply competition
Certainty

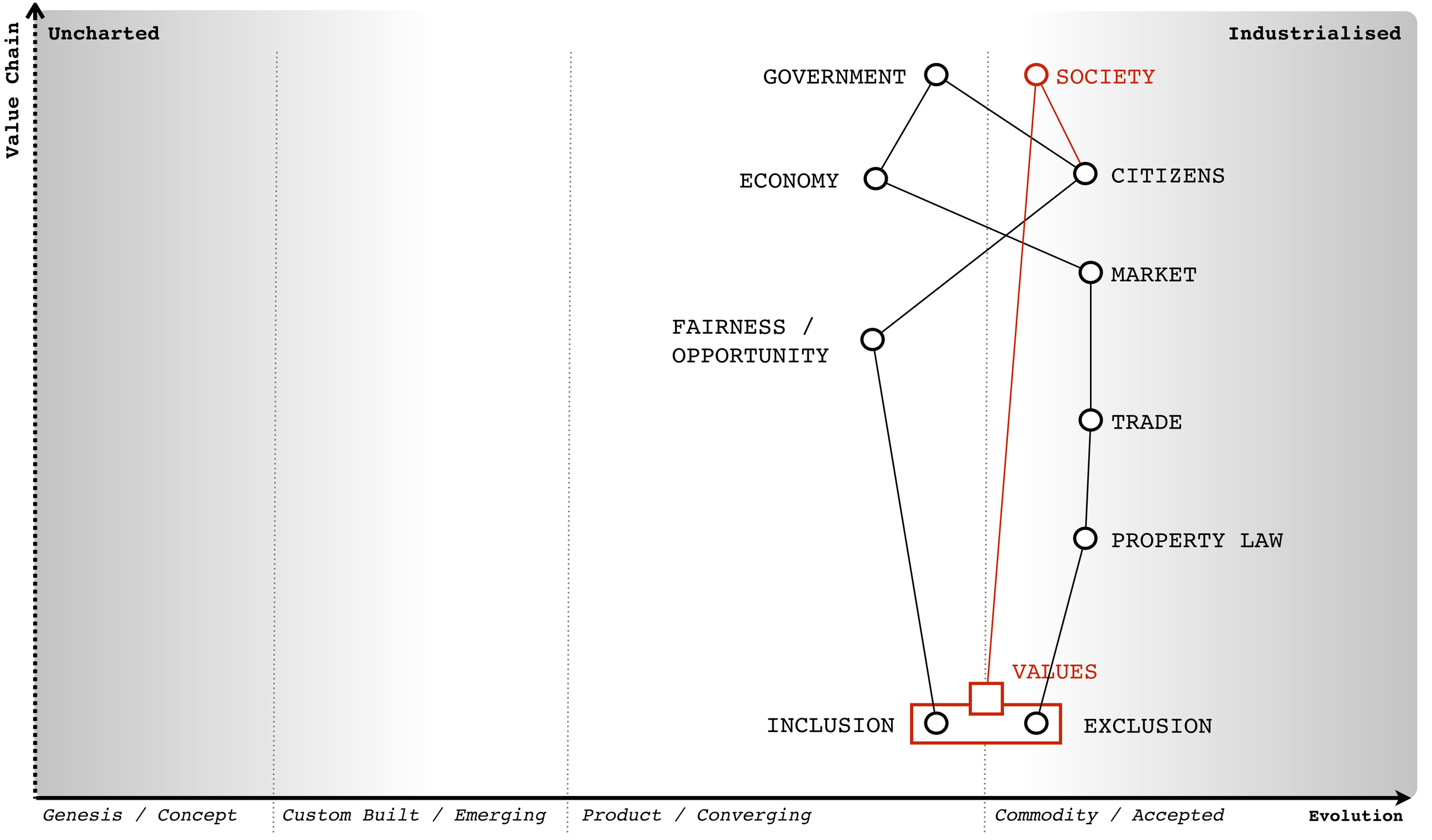
Stage of Evolution / Type of capital	I	II	III	IV
Activities	Genesis	Custom	Product + Rental Services	Commodity + Utility Services
Practices	Novel	Emerging	Good	Best
Data	Un-modelled	Divergent	Convergent	Modelled
Knowledge	Concept / Observation	Hypothesis	Theory	Accepted

Type of capital / Stage of Evolution	I	II	III	IV
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Knowledge	Concept / Observation	Hypothesis	Theory	Accepted


Value Chain
Uncharted
Industrialised
GOVERNMENT
ECONOMY
CITIZENS
Genesis / Concept
Custom Built / Emerging
Product / Converging
Commodity / Accepted
Evolution

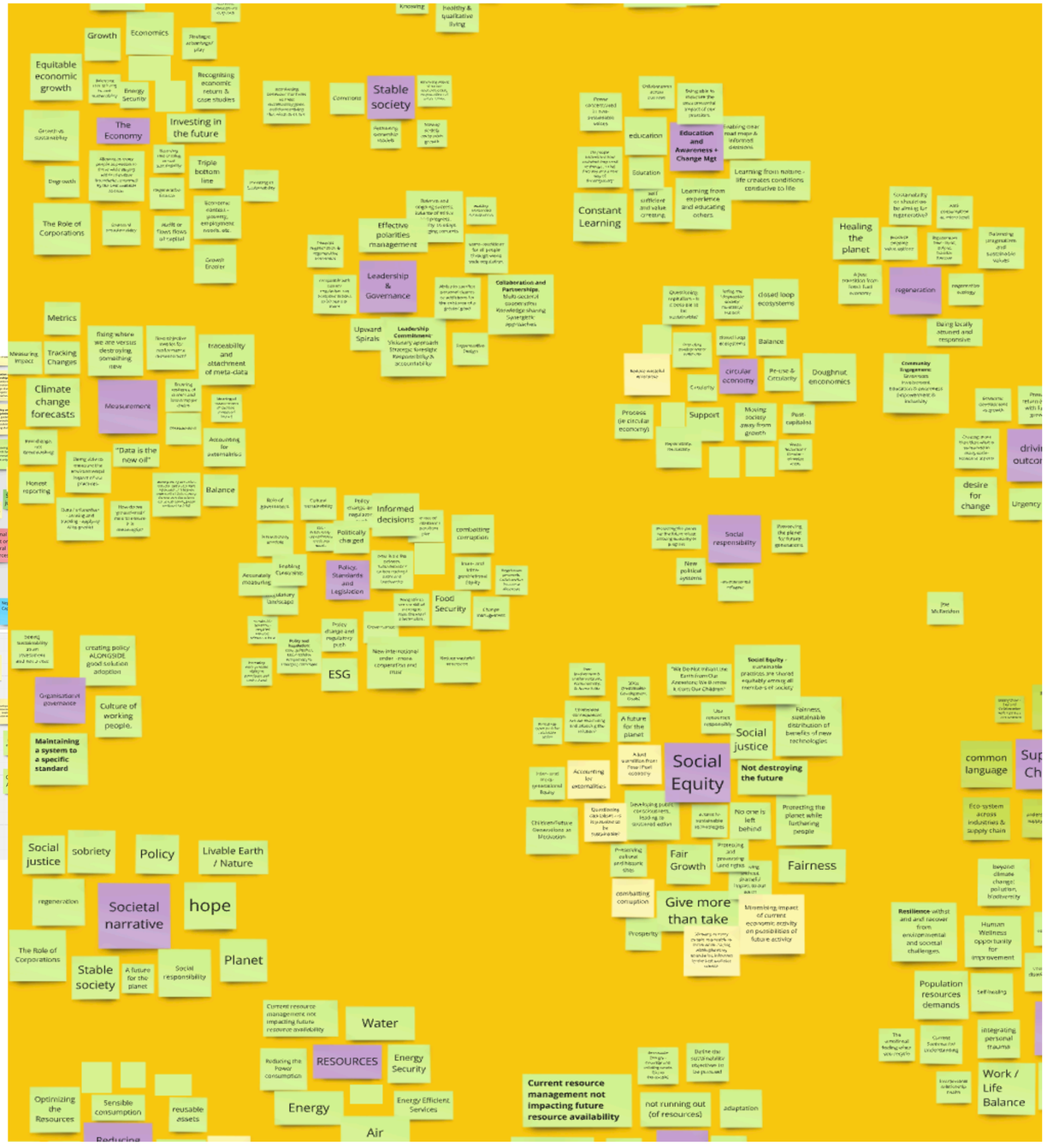

Value Chain
Uncharted
Industrialised
GOVERNMENT
ECONOMY
CITIZENS
MARKET
TRADE
PROPERTY LAW
EXCLUSION
Genesis / Concept
Custom Built / Emerging
Product / Converging
Commodity / Accepted
Evolution

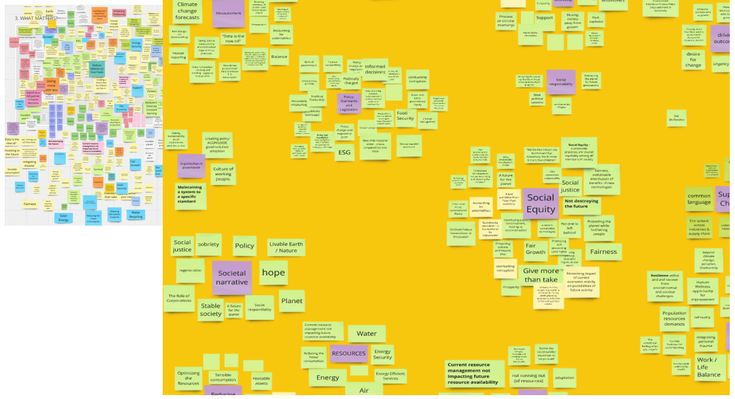

Value Chain
Uncharted
Industrialised
GOVERNMENT
ECONOMY
CITIZENS
MARKET
FAIRNESS /
OPPORTUNITY
TRADE
PROPERTY LAW
INCLUSION
EXCLUSION
Genesis / Concept
Custom Built / Emerging
Product / Converging
Commodity / Accepted
Evolution


Value Chain
Uncharted
Industrialised
GOVERNMENT
SOCIETY
ECONOMY
CITIZENS
MARKET
FAIRNESS /
OPPORTUNITY
TRADE
PROPERTY LAW
VALUES
INCLUSION
EXCLUSION
Genesis / Concept
Custom Built / Emerging
Product / Converging
Commodity / Accepted
Evolution

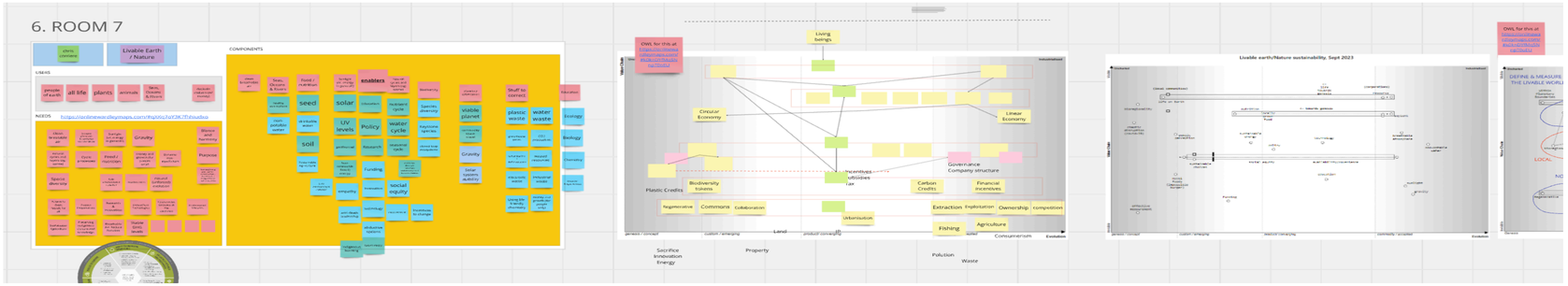

3. WHAT MATTERS?
sobriety
Earth limits
Planetary boundaries
Learning from experience and educating others
Protecting biodiversity
Climate change forecasts
Effective polarities management
Commons
Policy
Metrics
Prosperity
Fairness, sustainable distribution of benefits of new technologies
Learning from nature - life creates conditions conducive to life
Respecting limits and boundaries
Strategic advantage/ play
Growth
Degrowth
ESG
Economics
Adapt through change
Energy Security
closed loop ecosystems
Being locally attuned and responsive
Minimising impact of current economic activity on possibilities of future activity
Regulatory landscape
Renewable energy
Green skills
Balance
People, Planet, Prosperity
Planetary and ecological survival
Ability to maintain a system over time
Reduce reliance on fossil fuels
Eco-system across industries & supply chain
near-zero distance supply chains
Perpetual System
Resilience
Global impact
Recognising economic return & case studies
Saving the planet
Informed decisions
Doing more with less
Creating a future that my children can live in.
Triple bottom line
Maintaining a system to a specific standard
Support
Green
Politically charged
minimal impact on natural resources
Eaerth as a full partner in future decisions
Healing the planet
systems thinking
and attachment of meta-data
Accurately measuring
Values over value
desire for change
The Economy
Tracking Changes
Modularit
Diversity
Constant learning
Mining critical resources
reusable assets
creating policy ALONGSIDE good solution adoption
healthy environment
Recovery/ Recycling of components
Negotiation Capabilities
Urgency
Kindness
Unintended consequnces Are we examining and adapting the solution?
Finding solutions that aren't just moving the problem elsewhere
Education
Enabling Constraints
Fairness
Liveable planet
Equitable economic growth
"Data is the new oil"
not running out (of resources)
Not destroying the future
Current resource management not impacting future resource availability
Investing in the future
"We Do Not Inherit the Earth from Our Ancestors; We Borrow It from Our Children"
Encouragement
stop act like the earth has no limits
No one is left behind
mitigating disaster
Honest reporting
Localized production (food, energy, goods)
Survival
Fair Growth
Sea Level Rise
Preserving biodiversity
Sensible consumption
Optimizing the Resources
Moving society away from growth
renewability and reusability
wisdom
Coopetition
Culture shift in Business
Food Security
Doughnut enconomics
E-Waste Reduction
Collective action problems
Fallback positions / future recovery
losing the 'disposable society' mentality/ outlook
Give more than take
education
adaptation
Work / Life Balance
Climate Anxiety
Fairness
100 % recycling, bottles to cpus
Upward Spirals
Reducing the Power consumption
Integrating personal trauma
Solar Energy
Reducing the Power consumption
Reducing the Carbon Footprint
Water Recycling


3. WHAT MATTERS?
Earth limits
Planetary boundaries
Learning from experience and educating others
Protecting biodiversity
Climate change forecasts
Effective polarities management
Metrics
Policy
Growth
ESG
Energy Security
Adapt through change
Reduce reliance on fossil fuels
Doing more with less
Creating a future that my children can live in.
Support
Green
The Economy
Modularity
Diversity
Constant learning
Earth as a full partner in future decisions
Healing the planet
reusable assets
"Data is the new oil"
not running out (of resources)
Not destroying the future
Current resource management not impacting future resource availability
Investing in the future
mitigating disaster
Sensible consumption
Optimizing the Resources
Fair Growth
Sea Level Rise
Preserving biodiversity
Survival
Moving society away from growth
Competition
Food Security
wisdom
Fallback positions / future recovery
Work / Life Balance
Fairness
100 % recycling bottles to cans
Solar Energy
Reducing the Power consumption
Reducing the Carbon Footprint
Water Recycling

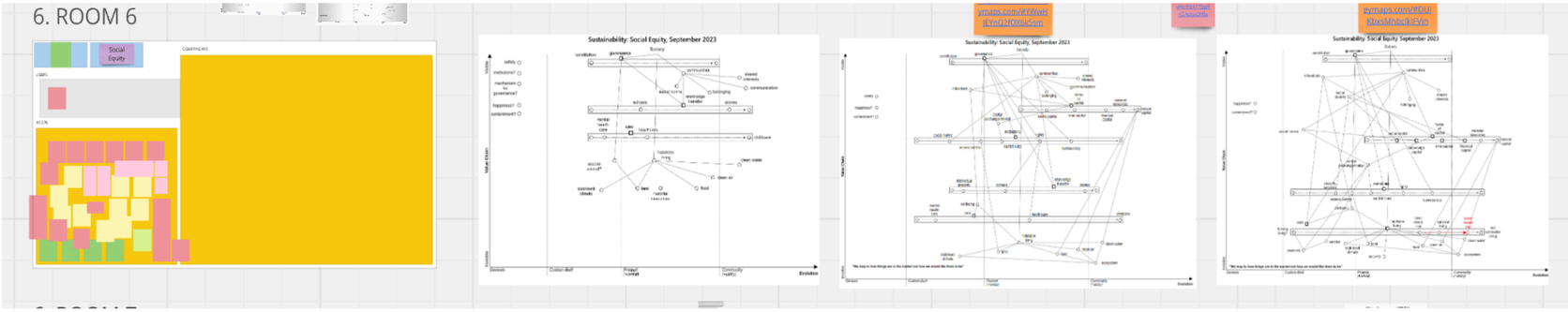

Growth
Economics
Equitable economic growth
Energy Security
Recognising economic return & case studies
Commons
Stable society
The Economy
Investing in the future
Triple bottom line
The Role of Corporations
Effective polarities management
Leadership & Governance
Collaboration and Partnerships
Metrics
Tracking Changes
Climate change forecasts
Measurement
"Data is the new oil"
Traceability and attachment of meta-data
Accounting for externalities
Balance
Honest reporting
Informed decisions
Politically charged
Policy, Standards and Legislation
ESG
Food Security
Organisational governance
Culture of working people.
Maintaining a system to a specific standard
creating policy ALONGSIDE good solution adoption
Social justice
sobriety
Policy
Livable Earth / Nature
regeneration
Societal narrative
hope
The Role of Corporations
Stable society
A future for the planet
Social responsibility
Planet
Water
RESOURCES
Energy Security
Energy
Energy Efficient Services
Air
Optimizing the Resources
Sensible consumption
reusable assets
Current resource management not impacting future resource availability
Adaptation
not running out (of resources)
Constant Learning
Education and Awareness + Change Mgt
education
Learning from nature - life creates conditions conducive to life
Learning from experience and educating others
Healing the planet
regeneration
Baking locally attuned and responsive
closed loop ecosystems
Balance
circular economy
Re-use & Circularity
Doughnut economics
Process (ie circular economy)
Support
Moving society away from growth
Community Engagement
desire for change
Urgency
Social responsibility
New political systems
Social Equity
Social justice
Not destroying the future
Fairness, sustainable distribution of benefits of new technologies
Fair Growth
Fairness
Give more than take
Minimising impact of current economic activity on possibilities of future activity
common language
Eco-system across industries & supply chain
Resilience within and and recover from environmental and societal challenges
Human Wellness opportunity for improvement
Population resources demands
Integrating personal trauma
Work / Life Balance



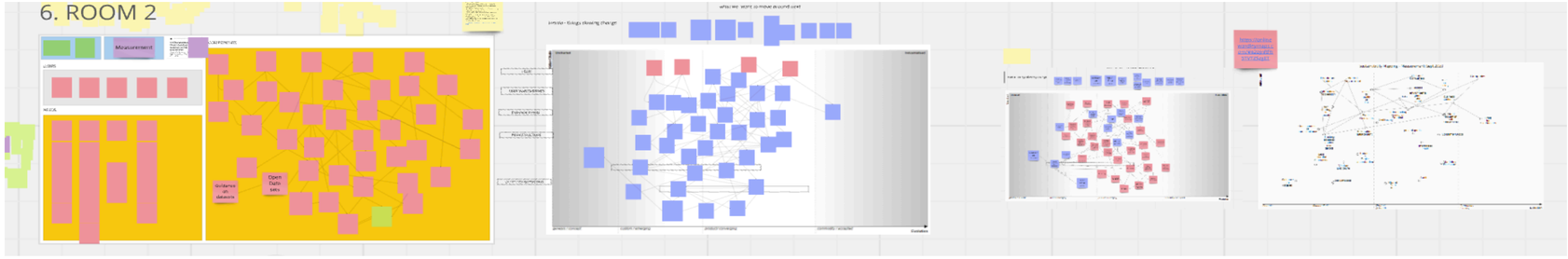
6. ROOM 7



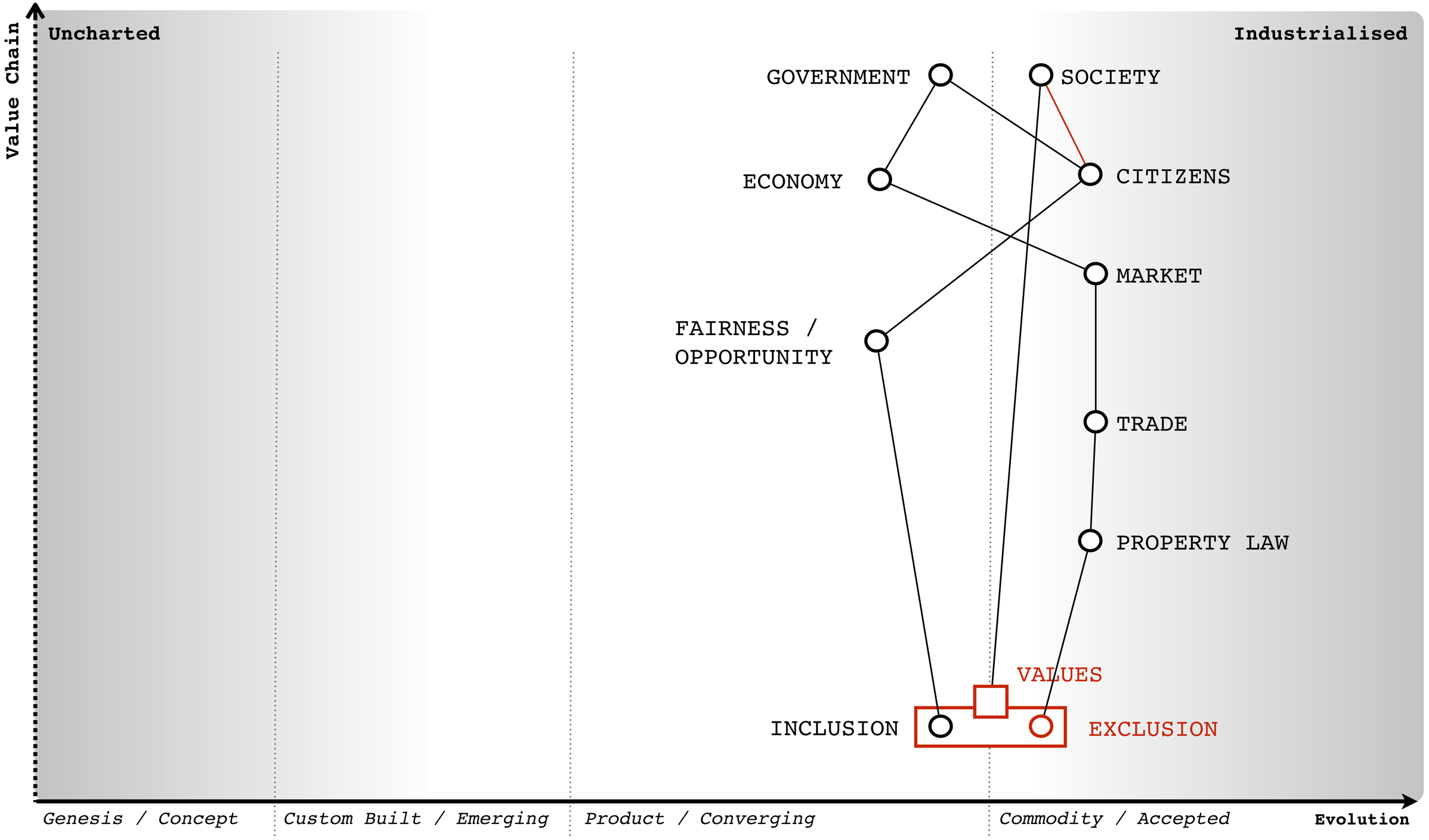
6. ROOM 6

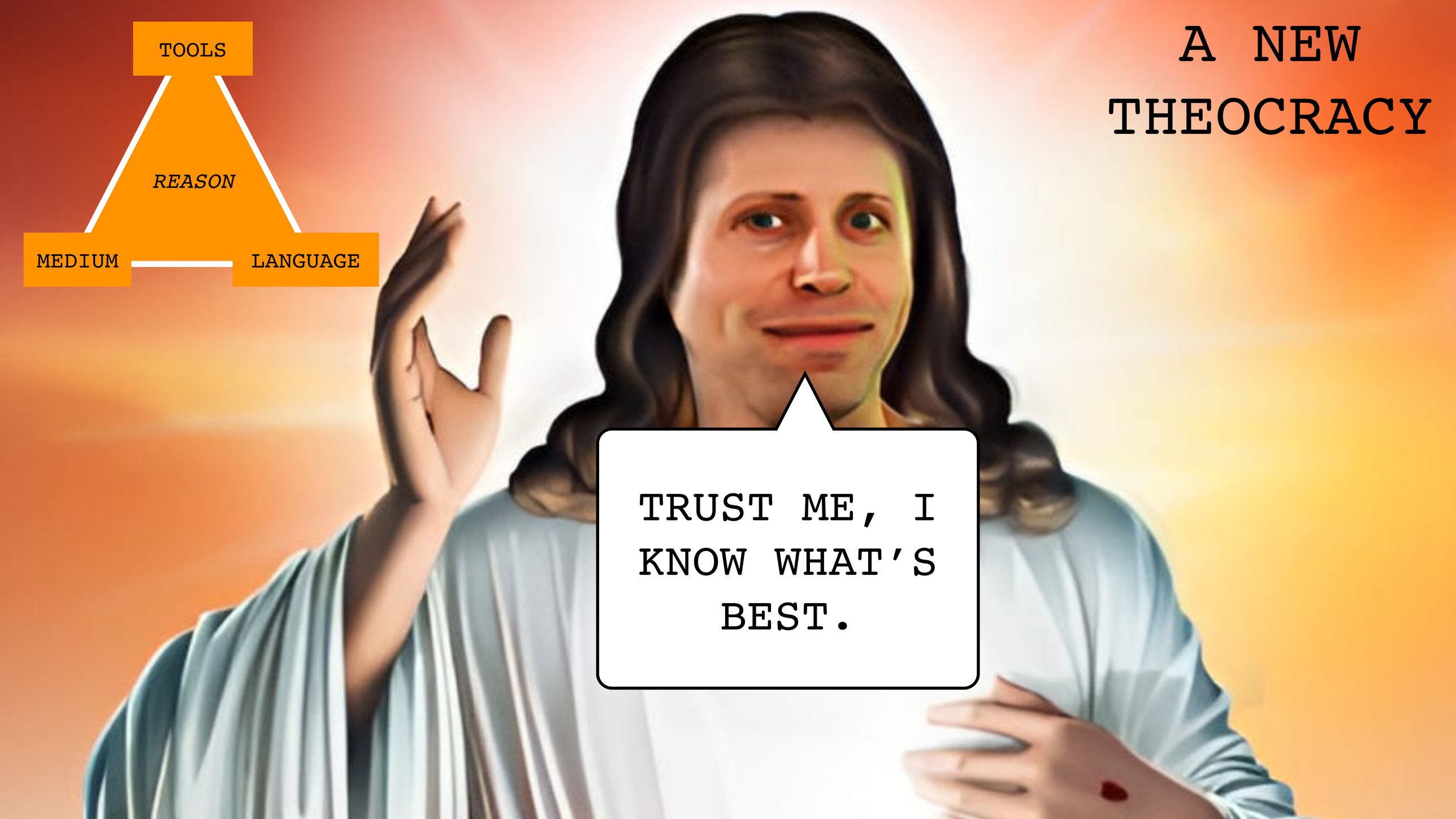


6. ROOM 2



PERSPECTIVE: BENEFIT TO SOCIETY (SUSTAINABILITY MAPPING GROUP)	PRIORITY FOR INVESTMENT **SUSTAINABILITY SEPT 2023**	**PERSPECTIVE**: BENEFIT TO MARKET (SUSTAINABILITY MAPPING GROUP)
CIVIC ENGAGEMENT	**HIGH**	TECHNOLOGY INNOVATION
COMPLIANCE AND AUDITING		FINANCIAL SYSTEM (CARBON OFFSETS)
MEASUREMENT		GOVERNMENT POLICY (LOBBYING)
MANUFACTURING PRACTICES	**MODERATE**	MANUFACTURING PRACTICES
GOVERNMENT POLICY (TRADE AGREEMENTS, TRANSPARENCY)		COMPLIANCE AND AUDITING
FINANCIAL SYSTEM (DISTRIBUTION, COMMUNITY OWNERSHIP)	**LOW**	DATA SHARING
DATA SHARING		MEASUREMENT
TECHNOLOGY INNOVATION	**LOWEST**	CIVIC ENGAGEMENT


Value Chain
Uncharted
Industrialised
GOVERNMENT
SOCIETY
ECONOMY
CITIZENS
MARKET
FAIRNESS /
OPPORTUNITY
TRADE
PROPERTY LAW
VALUES
INCLUSION
EXCLUSION
Genesis / Concept
Custom Built / Emerging
Product / Converging
Commodity / Accepted
Evolution


TOOLS
REASON
MEDIUM
LANGUAGE
A NEW THEOCRACY
TRUST ME, I KNOW WHAT'S BEST.

THANK YOU

creative commons share alike.

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