

Value Chain / Higher-Order System

Visible

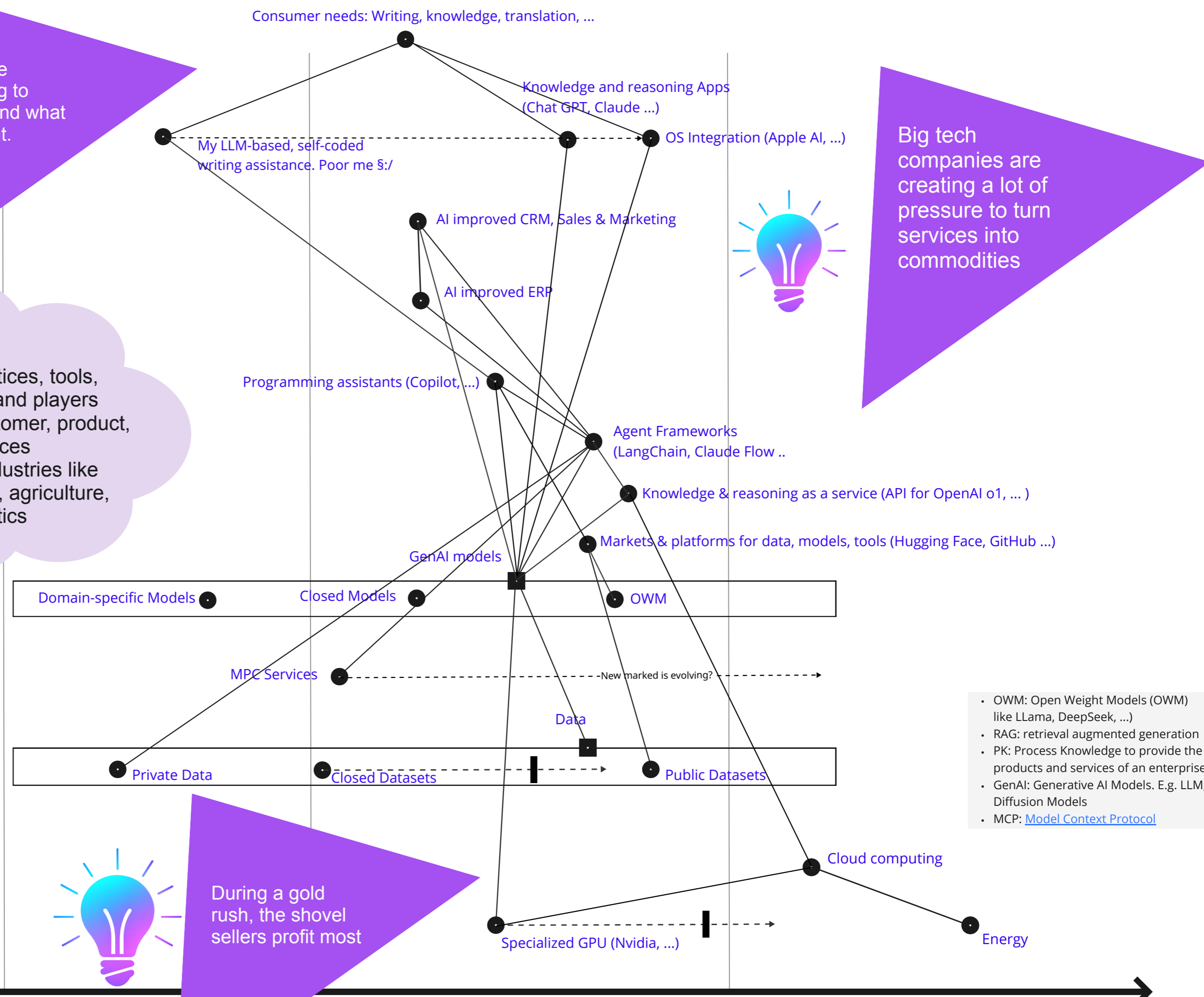
Invisible



Users are beginning to understand what they want.

Missing:

- Key practices, tools, models, and players
- Your customer, product, and services
- Entire industries like medicine, agriculture, and robotics



Big tech companies are creating a lot of pressure to turn services into commodities

During a gold rush, the shovel sellers profit most

- OWM: Open Weight Models (OWM) like Llama, DeepSeek, ...)
- RAG: retrieval augmented generation
- PK: Process Knowledge to provide the products and services of an enterprise
- GenAI: Generative AI Models. E.g. LLM, Diffusion Models
- MCP: [Model Context Protocol](#)

Genesis Concept

Custom Emerging

Product (+rental) Converging

Commodity (+utility) Accepted

Evolution