

core.glossary

sixteen terms. what each one is, and what it is not.

semantic chain

premises → transition → adoption / disruption → actors → value system → shifts → initiator + changed payoff logic → Mission → Alpha + ecosystem → Beta → Commons through Commonise → flywheel → next turn

the.terms

actor who can act

is Any participant in the system: a person, company, fund, regulator, community or other entity capable of acting in the transition. An actor may become the initiator, but most actors are not initiators.

not A role or status in itself. Being an actor does not make someone an initiator or imply commitment to the transition.

premise what the argument starts from

is A finding the Manifesto treats as established and from which its propositions follow. The four premises explain why value from a working technology can arrive late.

not A dizrupt proposition. The premises are the evidence base from which the six shifts, initiator and flywheel are proposed.

transition what is changing

is The change through which the value of a working technology reaches broad use, including the changes in actors, incentives, complements, standards and market structure required along the way. It is the primary unit of change across the system.

not A Mission, project or organisational transformation. A transition is the wider change through which the value of a working technology reaches broad use.

adoption the incumbent route

is A route through a transition in which incumbents absorb a technology into the existing market structure.

not Broad use itself, or the opposite of disruption in every case. Real transitions can combine adoption and disruption.

disruption the newcomer route

is A route through a transition in which newcomers displace the existing market structure.

not Change, innovation or technological novelty in general. The Manifesto uses disruption in this specific structural sense.

value system what makes behaviour rational

is An actor's working set of beliefs about what is worth doing, what gets rewarded and what counts as success. The six shifts describe where this value system may need to change.

not A statement of corporate values or culture alone. It is the operative logic that shapes decisions, rewards and measures of success.

shift what needs to change

is One of six recurring changes in the value system that can unblock a transition. Each shift connects a default setting to the blockers it produces, a design rule that counters it, and a first move an actor can make.

not A stage, sequence or checklist item. A transition may hinge on only some of the six shifts.

payoff logic what makes moving worthwhile

is The relationship between what an actor does, what it gives up or opens, and how it benefits if the wider ecosystem succeeds. Changing payoff logic means making ecosystem value, rather than defence of the actor's existing position, worthwhile.

not A financial incentive alone. Payoff can include strategic position, complement returns, access, learning or other benefits from a larger functioning ecosystem.

initiator who moves first

is	The actor that changes what it optimises for and moves first. The initiator accepts a payoff logic under which advancing the wider transition can advance its own interests.
not	Necessarily the inventor, owner, incumbent, newcomer or orchestrator. It is defined by what it optimises for and what it does.

Mission where to move towards

is	The named direction an actor chooses to work towards within a transition. singular.alpha turns an initiator's first move into a small, testable build towards that Mission.
not	The transition itself, one of the six shifts, or the individual build used to make progress towards it.

Alpha what is scarce

is	A contribution that only a few actors can bring to the transition, such as trust, judgement, authority, access, technology, data or capital.
not	An actor. Actors hold Alphas. An initiator may bring an Alpha, but initiator and Alpha describe different things.

Beta what can be shared

is	Capability the ecosystem can supply, standardise or automate. An Alpha can become Beta when a build makes the scarce contribution reusable.
not	AI. AI is one possible mechanism for supplying or creating Beta, not its definition.

ecosystem who and what must come together

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| is | The actors, roles, capabilities and complements required to move a technology from working to used. An ecosystem is complete when the minimum set required for the build to reach use is present and committed. |
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| not | A community or network merely because its members are connected. The relevant ecosystem contains the roles and complements needed to move from working to used. |
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Commons what the next build inherits

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| is | Evidence, methods and components that the next build should not have to recreate and that no single actor controls. Commons allow learning and capability from one build to lower the cost of the next. |
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| not | Simply public content, open-source material or a shared repository. What matters is that it can be inherited and reused without control by a single actor. |
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Commonise make it inheritable

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| is | To turn what a build proved, learned or created into Commons that others can reuse rather than recreate. Commonising includes failures where they are useful to the next build. |
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| not | Simply publishing, documenting or promoting the result. The output has to become usable by the next actor or build. |
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flywheel how one move makes the next easier

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| is | The Manifesto's four-stage reinforcing mechanism through which an initiator's first move develops into an ecosystem that becomes progressively easier to join. Each turn creates proof, participation and reusable capability that lower the cost of the next turn. |
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| not | The five-step singular.alpha method, a linear project plan or momentum by itself. The flywheel describes the reinforcing dynamic in which each turn makes the next cheaper. |
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