

A Fibretale



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This is a tale of fantastic thinking,
unbelievable courage
and incredible fortitude.

Let's begin...



Once upon a time,
in the State of Quo,
there lived a Wily Wolf.

The Wolf owned the roads connecting the towns and villages of this land.

Every animal relied on these roads and every journey came with a toll.

As the Wolf's wealth grew, his effort shrank.

The roads became crowded.

Journeys took longer than they should.

Some routes were worn and unreliable.

The Wolf didn't worry.

The tolls kept flowing regardless.

Why improve things, he thought, when the animals had no choice?

Watching this from high above was a Wise Owl.

The Owl set the rules of this land so that the animals could prosper into the future.

And what she saw concerned her.

The Wolf had become too powerful, too comfortable and complacent.

The State of Quo had become too dependent on this one Wily Wolf.



One day, the Owl came across a vast gorge known as the Digital Divide and discovered a remarkable place beyond it - the Connected Kingdom.

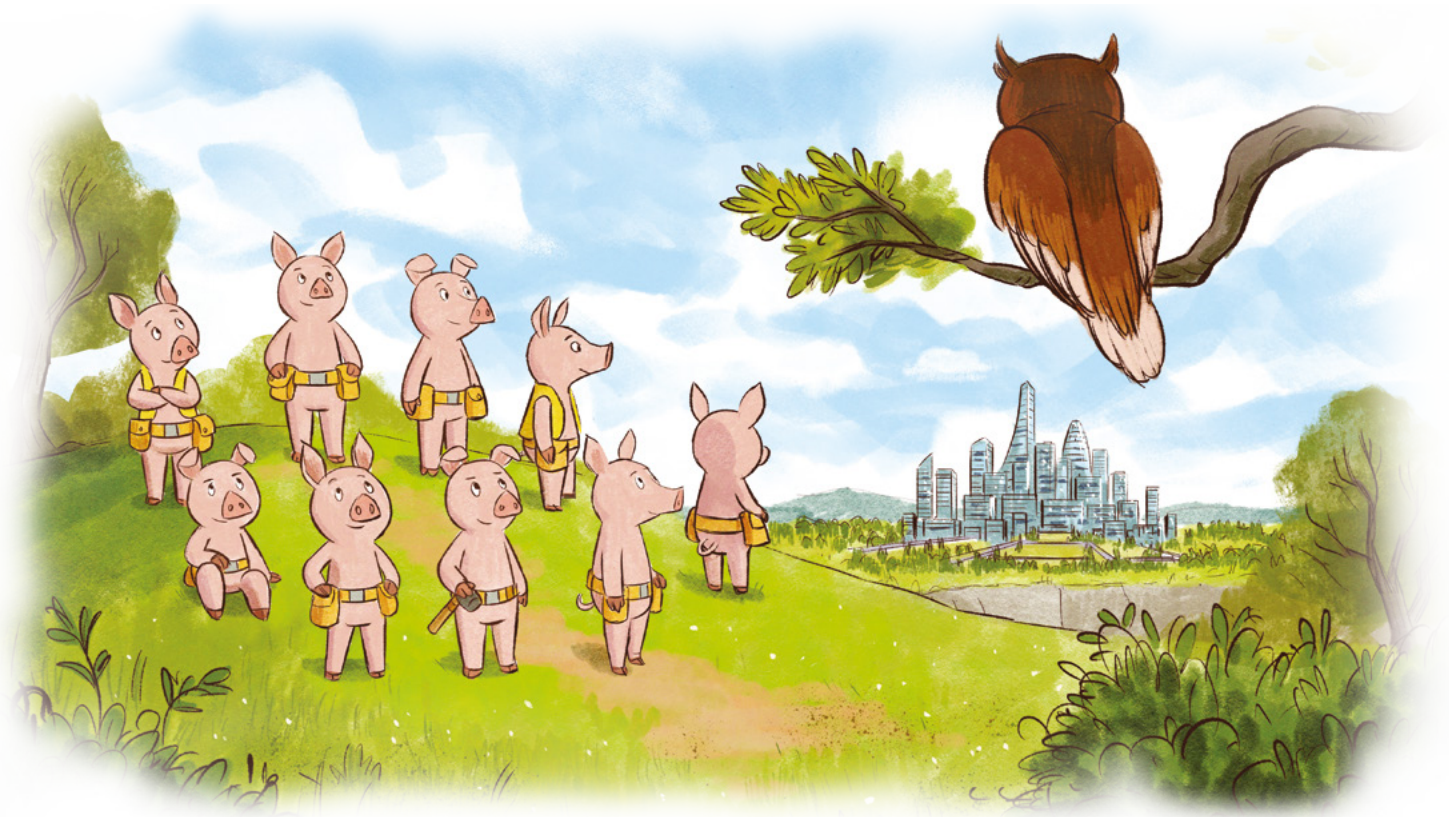
Unlike the Wolf's crowded, ageing roads, the roads of the Connected Kingdom were wide, smooth and fast.

Journeys that took hours in the State of Quo took minutes there.

Ideas travelled quickly. Businesses grew. Communities flourished.

The Owl immediately saw what this could mean for the animals.

But how would they get there?
She didn't want to be dependent on the Wolf again.



Luckily a group of Persevering Pigs was also looking across the divide and the Owl told them about the wonders of the Connected Kingdom.

The pigs were excited and dreamt of building bridges there.

But they were worried. The Wolf would not be happy with this
– surely he would use every trick he could to stop them.

The Wise Owl was clear – “I set the rules in this land and will ensure
that the Wily Wolf does not interfere.
You will have a fair chance to compete.”

And with that, the great bridge-building era began.



Now, building bridges required a lot of wood,
which the Persevering Pigs did not have.

If they wanted to build, they would need to borrow wood.

So, they approached the Wealthy Woodpeckers.

And when they described the prospect of future tolls to
the Connected Kingdom – the opportunity looked irresistible.

The Woodpeckers lent them wood by the cartload and
so each pig thought it could build its own little bridge.

Before long over 100 thin, narrow bridges began to stretch across the gorge.

And when travellers returned, they carried stories of smooth roads,
thriving markets and endless opportunity.



The Wolf was furious.

But it wasn't too late – he could build a bigger bridge.
And, unlike the Pigs, he wasn't starting from scratch.

He already had vast stores of wood, and control over the current roads.

He started to build at remarkable speed and soon had a large bridge of his own.

But building the bridge was just the first part of his plan.

Making the animals use it would be far more important.

He was, after all, the Wily Wolf.



A storm was now brewing for the Pigs...

The Wolf enticed and squeezed the animals to use his bridge
by making use of his dominant position.

Fewer animals crossed the Pigs' bridges forcing them to discount their tolls significantly.

The Wealthy Woodpeckers grew restless.

The tolls they expected were not arriving quickly enough
and the pigs still needed more wood to finish their bridges.

One by one, the Woodpeckers stopped delivering wood.
Some flew away altogether.

Meanwhile, dark clouds gathered overhead.
The fiscal winds began to howl.

Strong gusts swept through the valley, shaking the foundations
of the pigs' unreinforced and incomplete bridges.



All of this proved too much.

Some bridges collapsed.

Many teetered precariously above the gorge.

And some survived, battered and bruised,
but without the wood they needed to grow stronger.

This was a moment of peril.

Would history repeat itself?

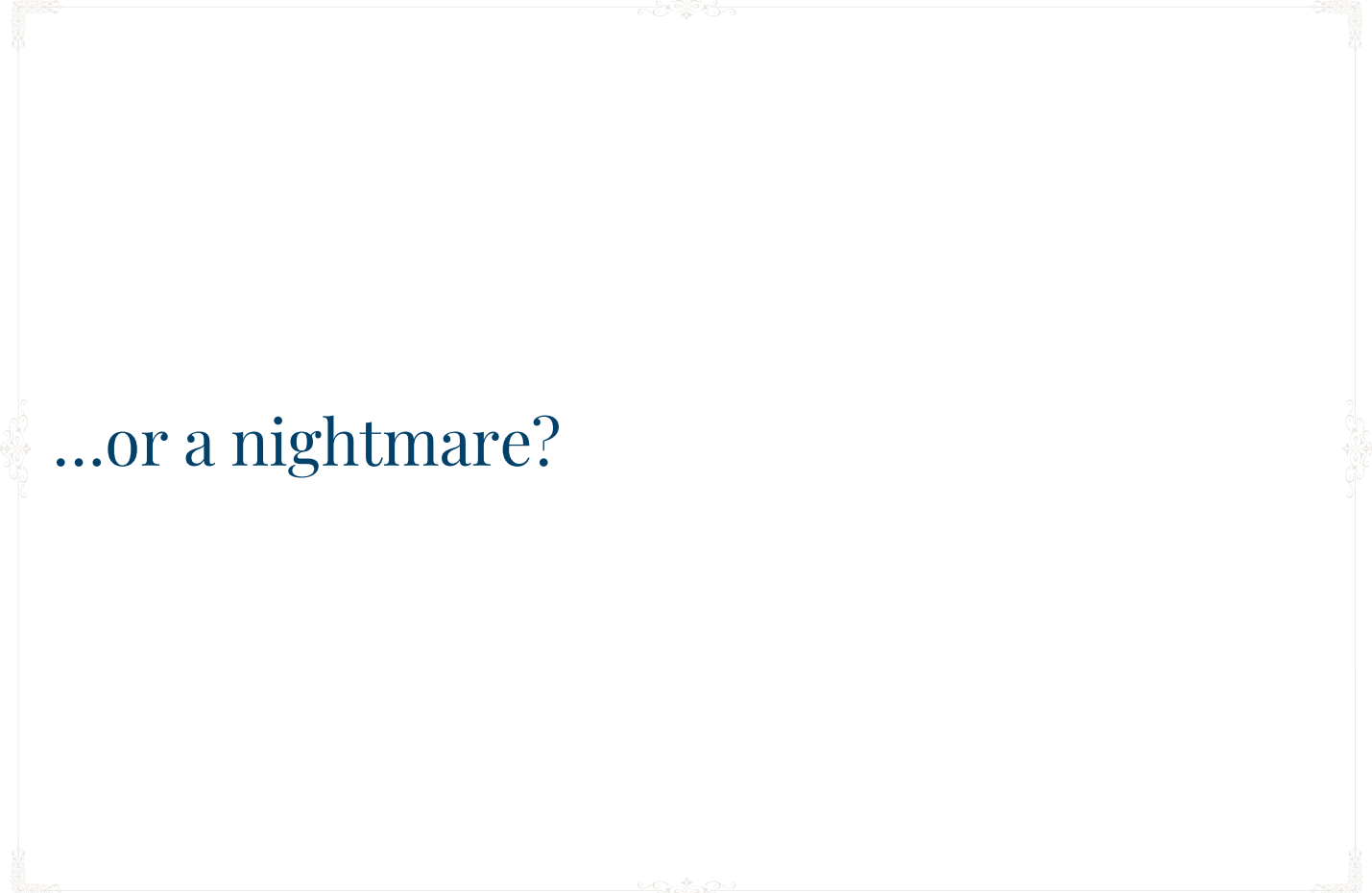
Would the Wily Wolf once again control
the only route to the Connected Kingdom?

The pigs feared all their hard work might come to nothing.

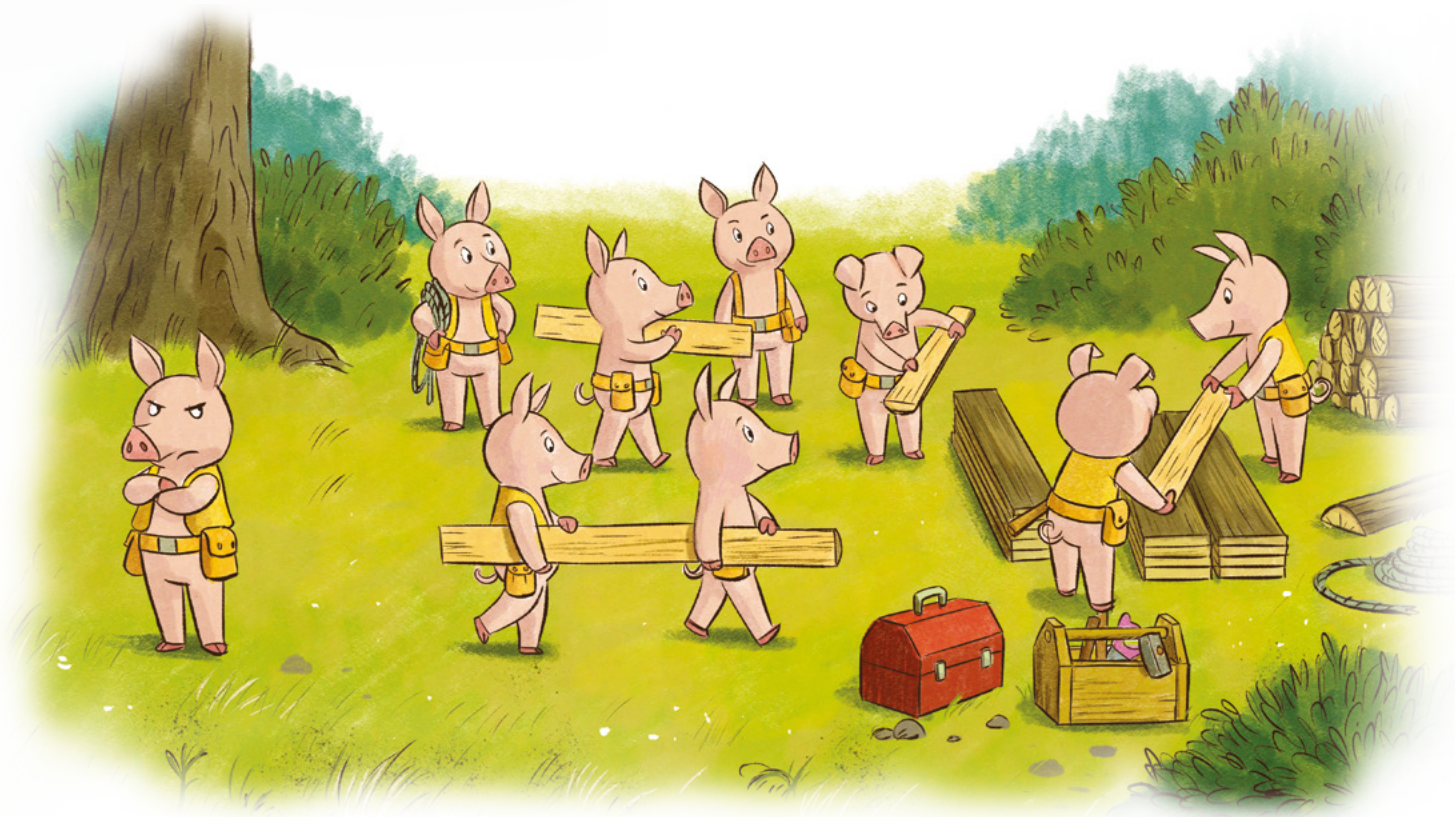
They looked skyward, wondering whether the
Wise Owl would support them in their hour of need.



Was this a fairytale...



...or a nightmare?



The storm changed everything.

The surviving Pigs realised something important.

To compete with the Wily Wolf, they would need bigger,
stronger bridges and deeper reserves of wood.

They needed scale.

So, some combined their efforts, pooling their wood,
and sharing their expertise to build a better crossing –
one that could withstand the wind and the rain and the Wolf.

Curiously one pesky Pig stood apart –
upset that anyone else was building together.
It spent less time improving its own bridge
and more time complaining about others.



But this was a distraction – the real problem remained the Wolf.

The prospect of a stronger rival enraged him.

He huffed.
And he puffed.

He rolled out even more aggressive offers to drive all the animals to his bridge.

These were breathtakingly brazen and plain for all to see.



Finally, the Owl decided she had seen enough.

She swooped into the valley and confronted the Wolf.

“I told you not to interfere – you have
over-reached with your tactics.”

The pigs would be allowed to build, together.

And the Wily Wolf would no longer be allowed to tilt the playing field in his favour.

The pigs were reassured that the Wise Owl had come through.



Over time, peace descended on the valley.

Some of the pigs combined their bridges to create a
scaled, genuine challenger to the Wolf's.

Investment, innovation and service all improved.

The Owl smiled.

For this had been her goal from the beginning.

Not to defeat the Wolf.

Not to save every pig.

But to ensure that they served the animals well.

The moral
of this
not-so-fantastical tale

Every dominant Wolf needs challengers.

Challengers need strength and scale to compete.

And every land needs a wise Owl to ensure the rules are fair.

Because the best future is not one bridge.

Nor a hundred bridges.

It is a handful of strong, sustainable bridges competing
to **serve the animals better** and unleash the benefits of
the Connected Kingdom.



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powered by connectivity

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