① What if

our customers can choose between Us or Them?

② Why?

Final ?

Keep in our Customers

Item use predatory pricing!

FORMAL

WHO EFFICIENT

TIME TO ADJUST?

MULTIPLIERS?

US

THEM

What?

④

WOLFCO THEM = Predator

US = Prey

MOOSECO

CUSTOMER VISITS TRANSACTION

INTEL ON THEM

MATERIAL

how + how much?

③

customer acquisition

Customer switch

④

s_M

a_M

f

$\langle s_M \rangle$

s_W

a_W

t: $\Delta t = t_s - t_r$

t_r t_s $t + \Delta t$

M or W: $\Delta M = M(t+\Delta t) - M(t)$

Let $\Delta t = 1$

$M(t+1) = M(t) + a_M M(t) - s_M M(t) W(t)$

$W(t+1) = W(t) + s_M M(t) a_W W(t) - s_W W(t)$

CLEANMETRICS.COM

HBGA

Lynx Here / Pelts

ANALOGICALLY

SYSTEMDYNAMICS101.COM

⑤

M W ②

TIME

CLD

M

acquire customer switch

M→W W→M

Acquire W customer switch

⑥ System?

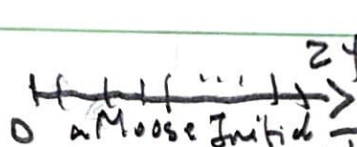
→ Collection?

→ Connected?

→ Coherent?

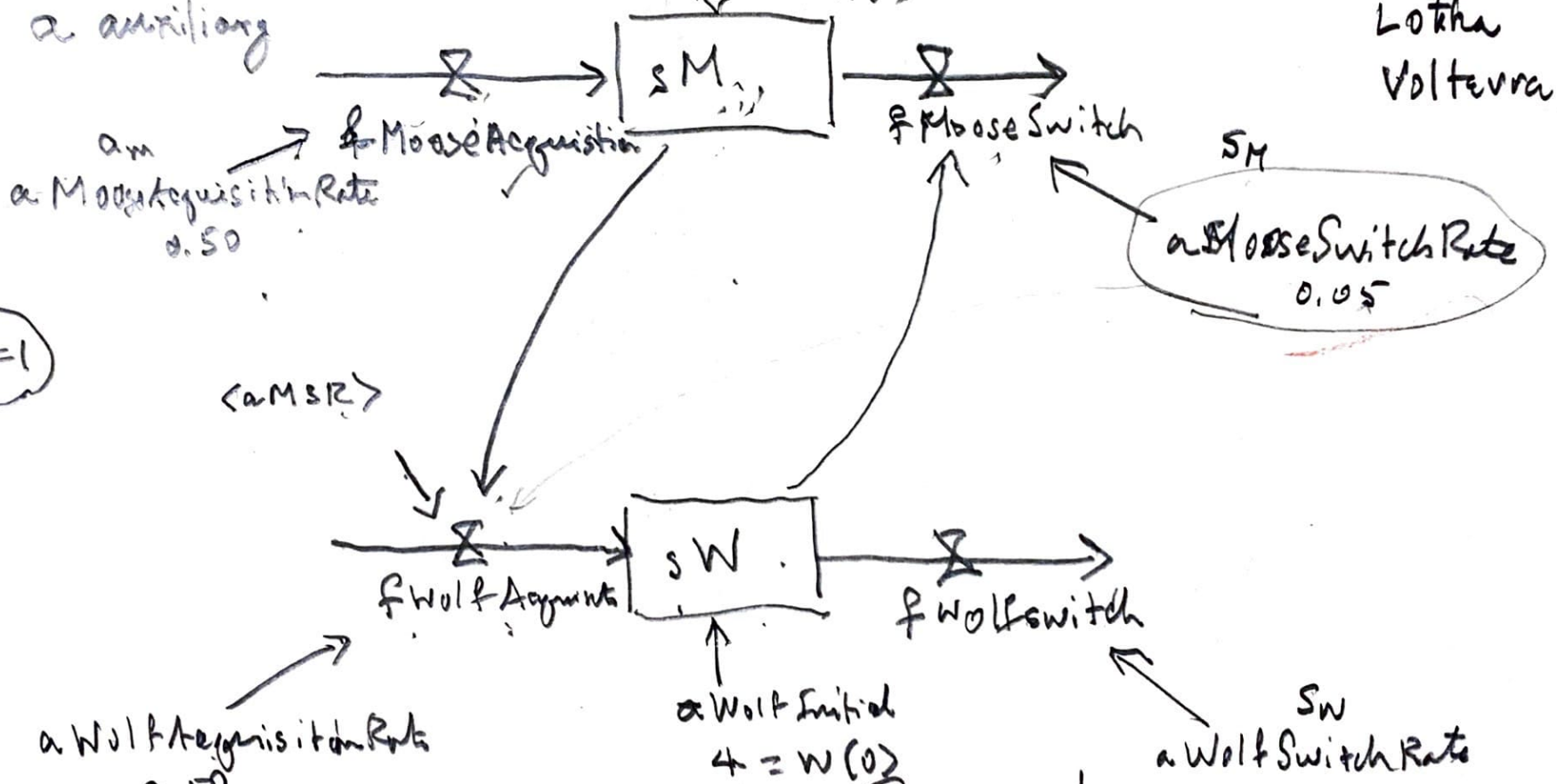
f flows
s stock
a auxiliary

B-D



XMILE

Verhulst
Lotka
Volterra



$$M(t+1) = M(t) + a_m M(t) - s_m M(t) W(t)$$

$$W(t+1) = W(t) + s_M a_W M(t) W(t) - s_W W(t)$$

Ex by Rand

t = 1 to 5