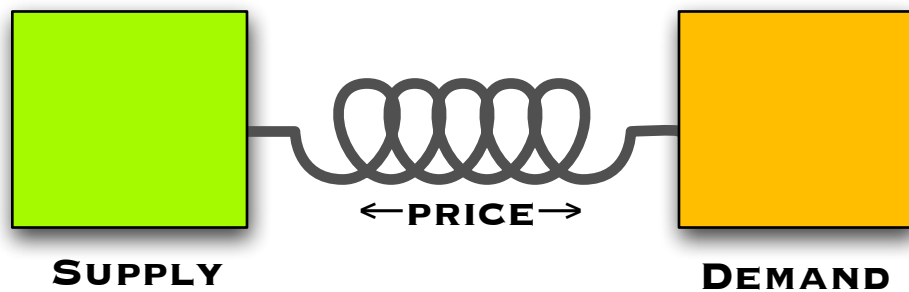


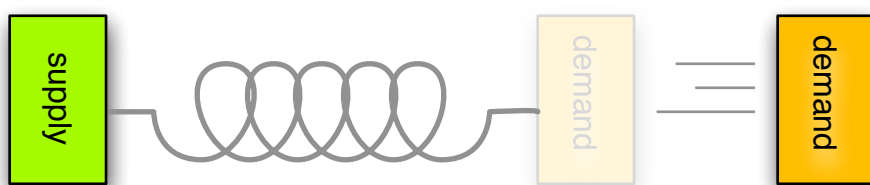
Price Springs

a kinetic look
at supply and demand



Price is a “spring” that connects supply to demand.

When demand increases...



...the supply can increase:



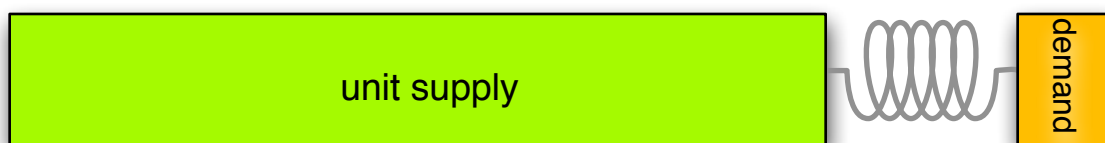
...or the price can increase:



...or both:



Unit supply can't always increase without increasing the cost...



...because units are at the end of a supply chain, and components have their own demand:

