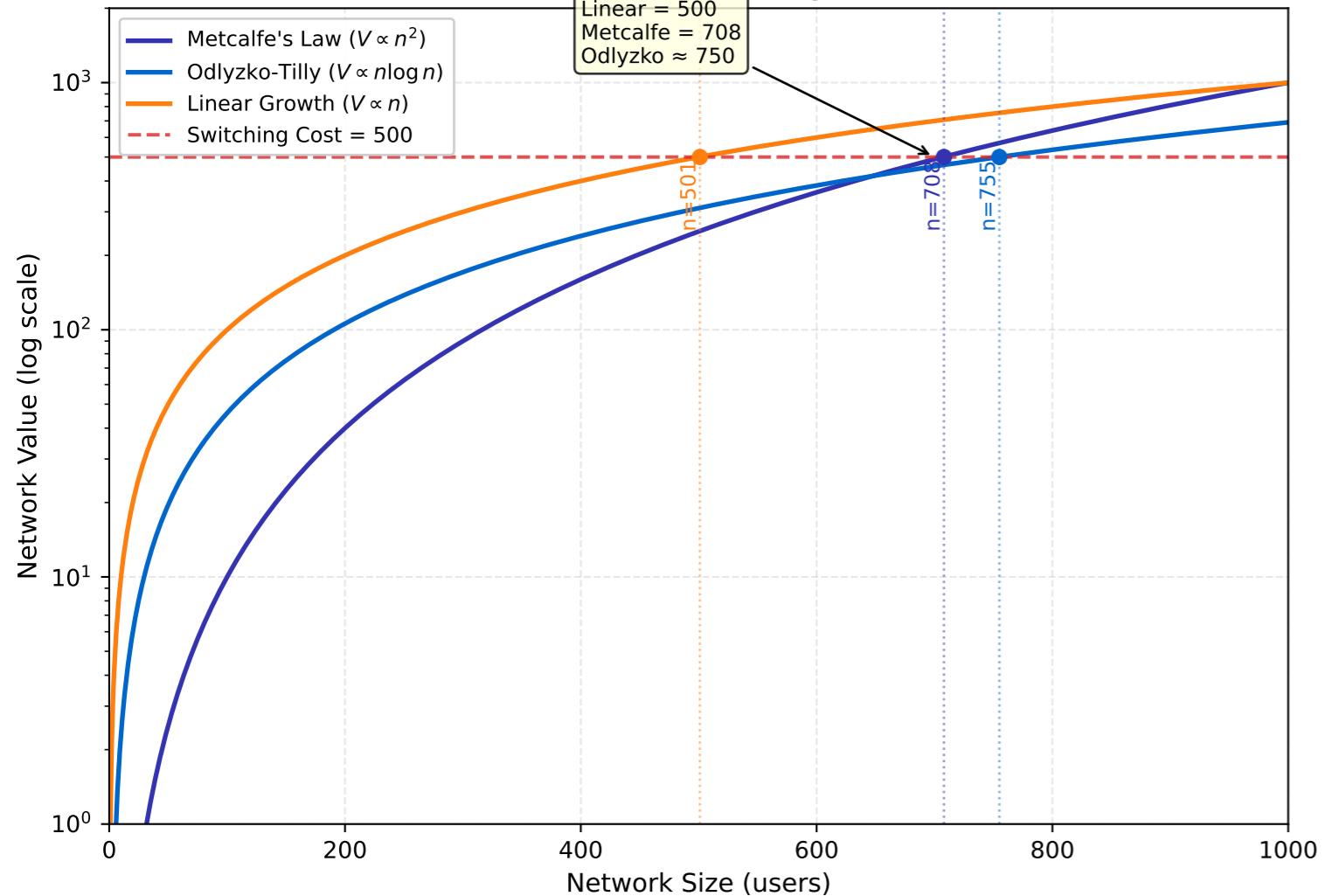
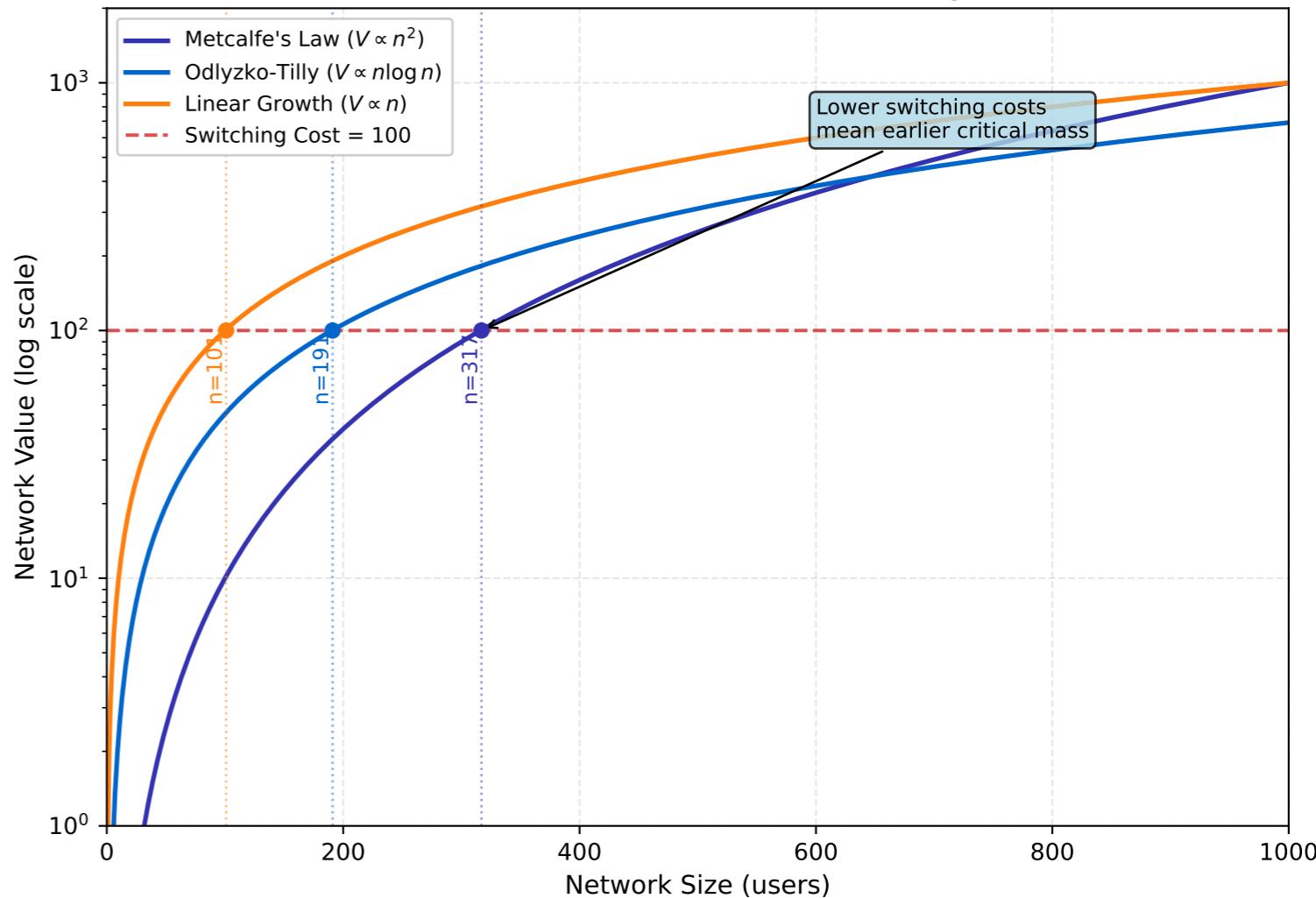


# Network Effects Variations: Sensitivity of Critical Mass to Switching Costs

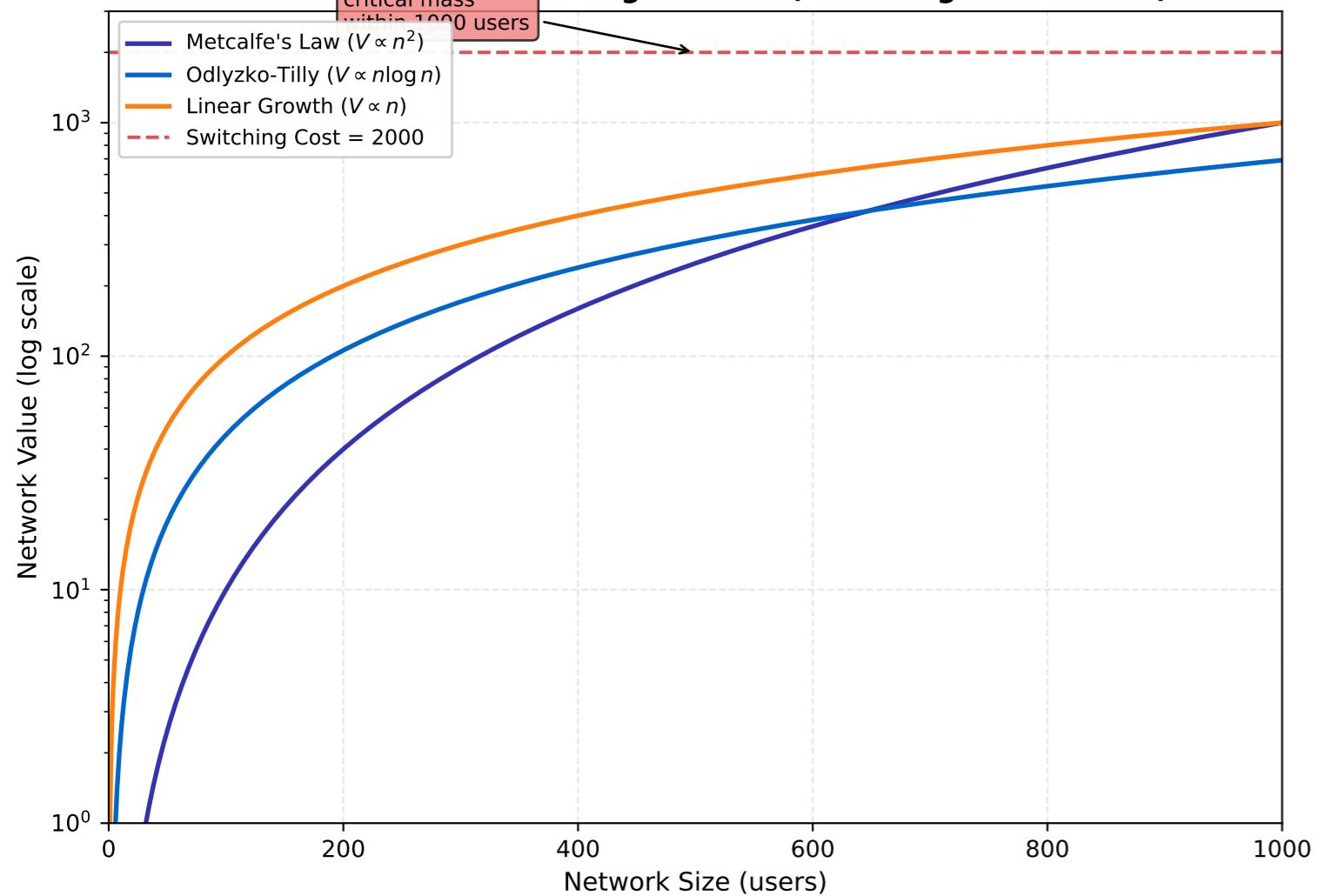
**Panel 1: Baseline (Switching Cost = 500)**



**Panel 2: VARIATION 1 - Low Barrier (Switching Cost = 100)**



**Panel 3: VARIATION 2 - High Barrier (Switching Cost = 2000)**



**Panel 4: VARIATION 3 - Reed's Law (Switching Cost = 500)**

