

Appendix

Modelling the Rise and Fall of Two-sided Markets

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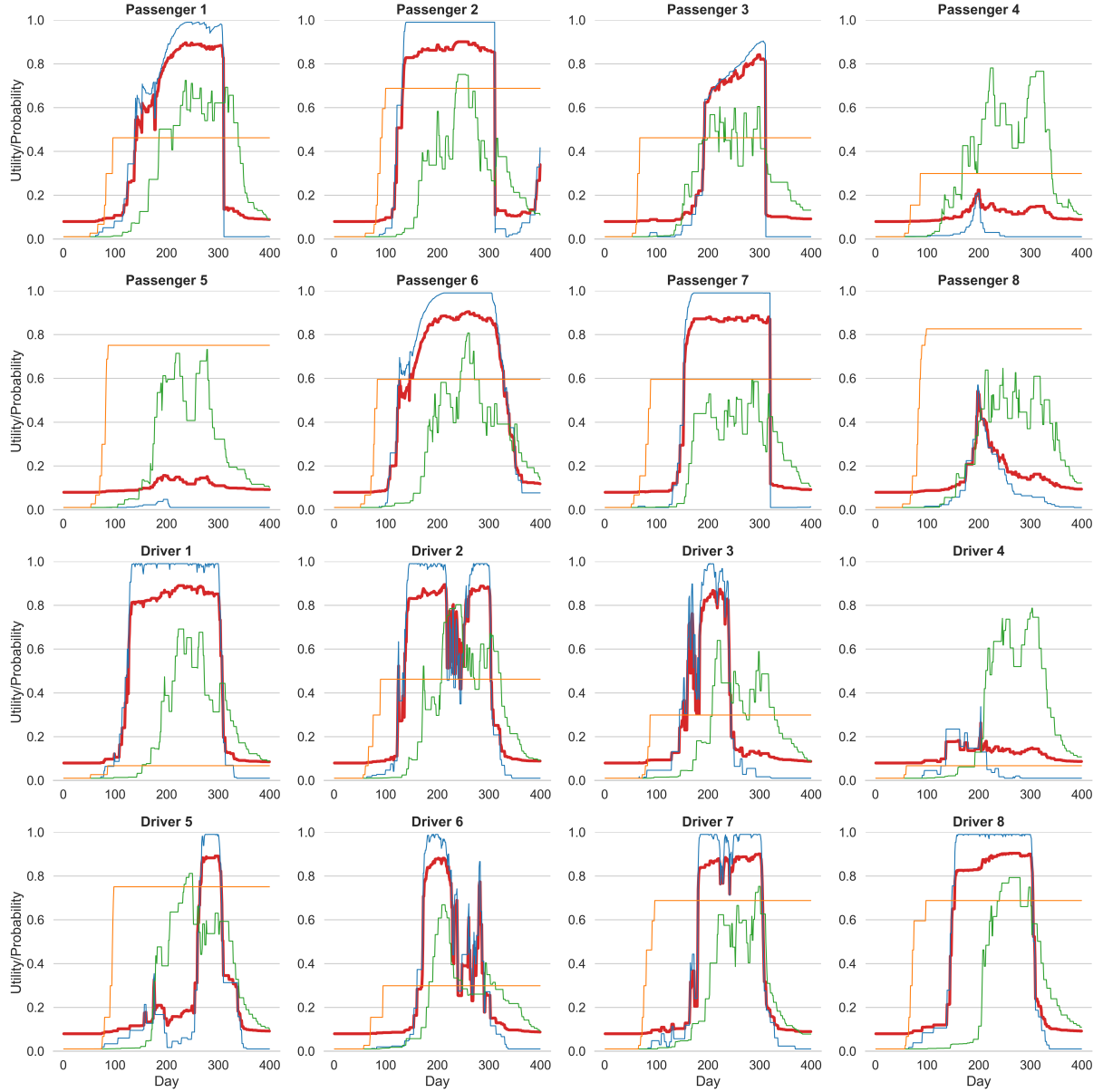


Figure 1: Evolution profile for the sampled traveller and driver agents. Participation probability of each agent (red) is depicted along with the three components of the utility including experience (blue), word-of-mouth (green), and marketing (yellow). As it can be observed each agent follows a unique evolutionary path.



Figure 2: Sensitivity of the simulation framework to the heterogeneous agents. In contrast to previous experiments discussed in the paper, the agents in this particular experiment exhibit heterogeneity. Traveler agents possess distinct values of time, while driver agents are characterized by varying reservation wages.