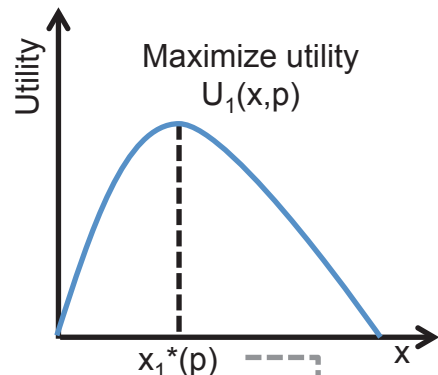


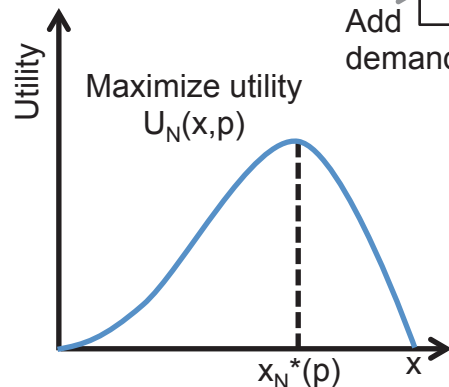
## Individual Users



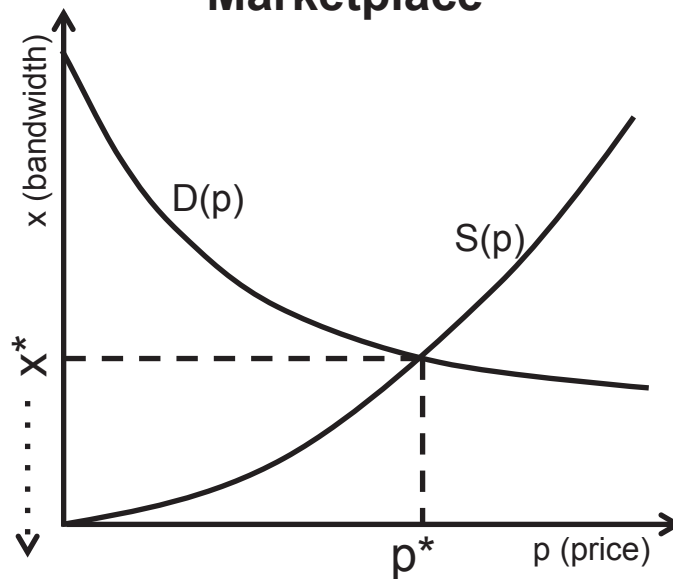
Users  
 $i = 1, \dots, N$

Add demands

$D(p)$



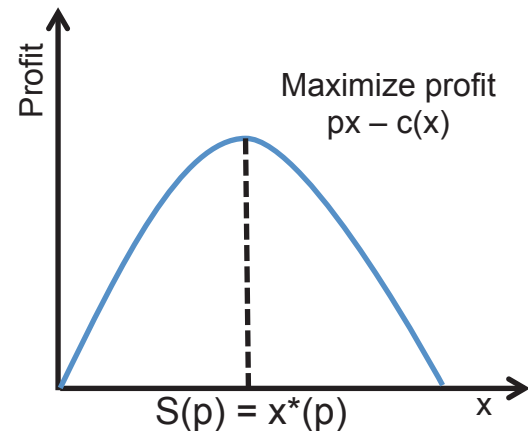
## Marketplace



Equilibrium  
capacity

Equilibrium price

## Service Provider



## Social Welfare

$$W = p^*x^* - c(x^*) + U_1(x^*, p^*) + \dots + U_N(x^*, p^*)$$