

Example → Sports Facility  
unsure about level of demand  
for 2 fields

Actions:

Build 1 → maybe another later  
Build 2

$C_1$  = cost to build 1

$C_2$  = cost to build 2 →  $C_2 < 2 \cdot C_1$

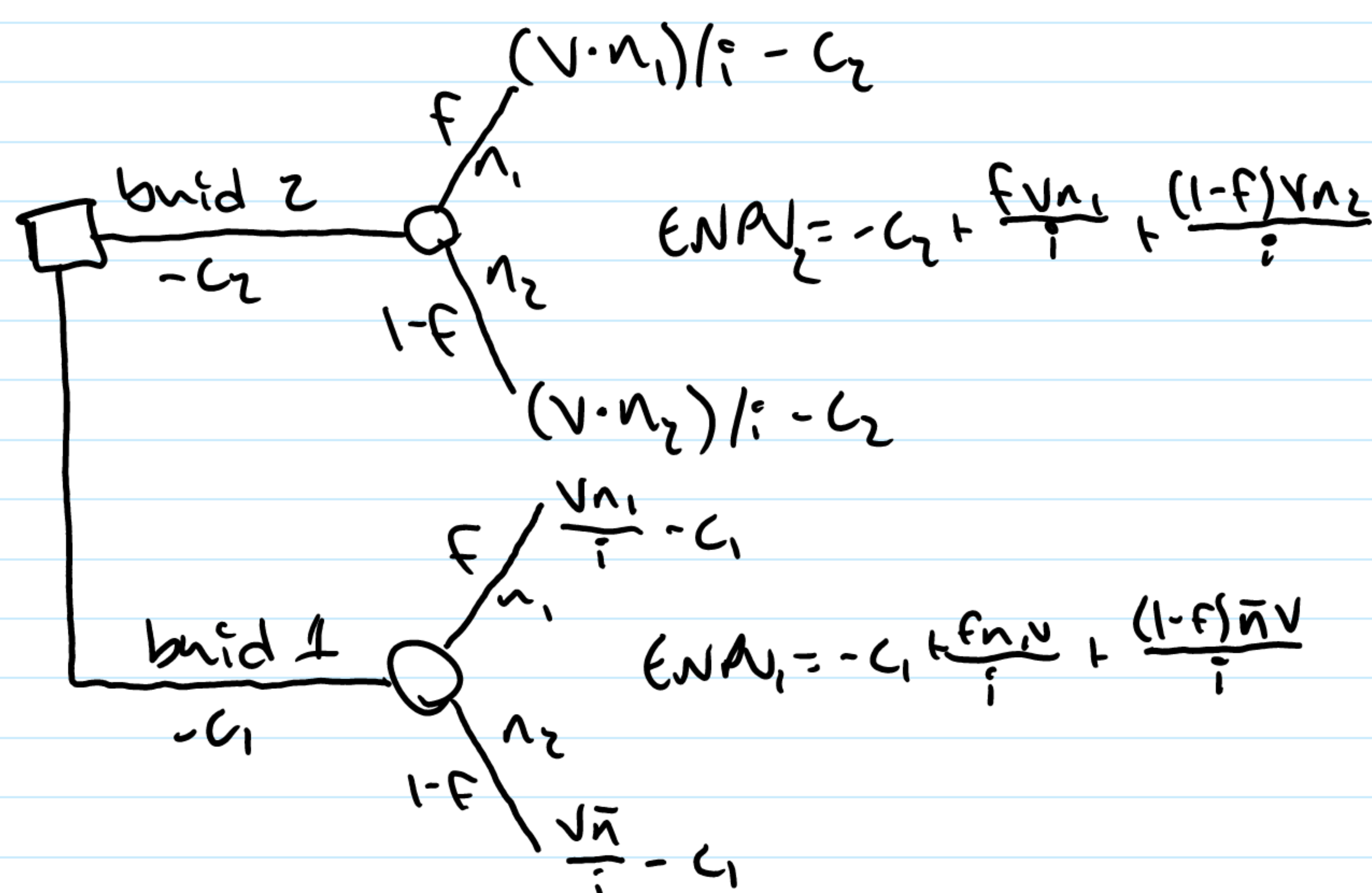
$\bar{n}$  = Field capacity

$V$  = benefit per user, up to capacity

$n$  = # of users →  $0 < n_1 \leq \bar{n} \leq n_2 < 2 \cdot \bar{n}$

$f$  = Prob  $n = n_1$

Payoff if build 2 or 1 now

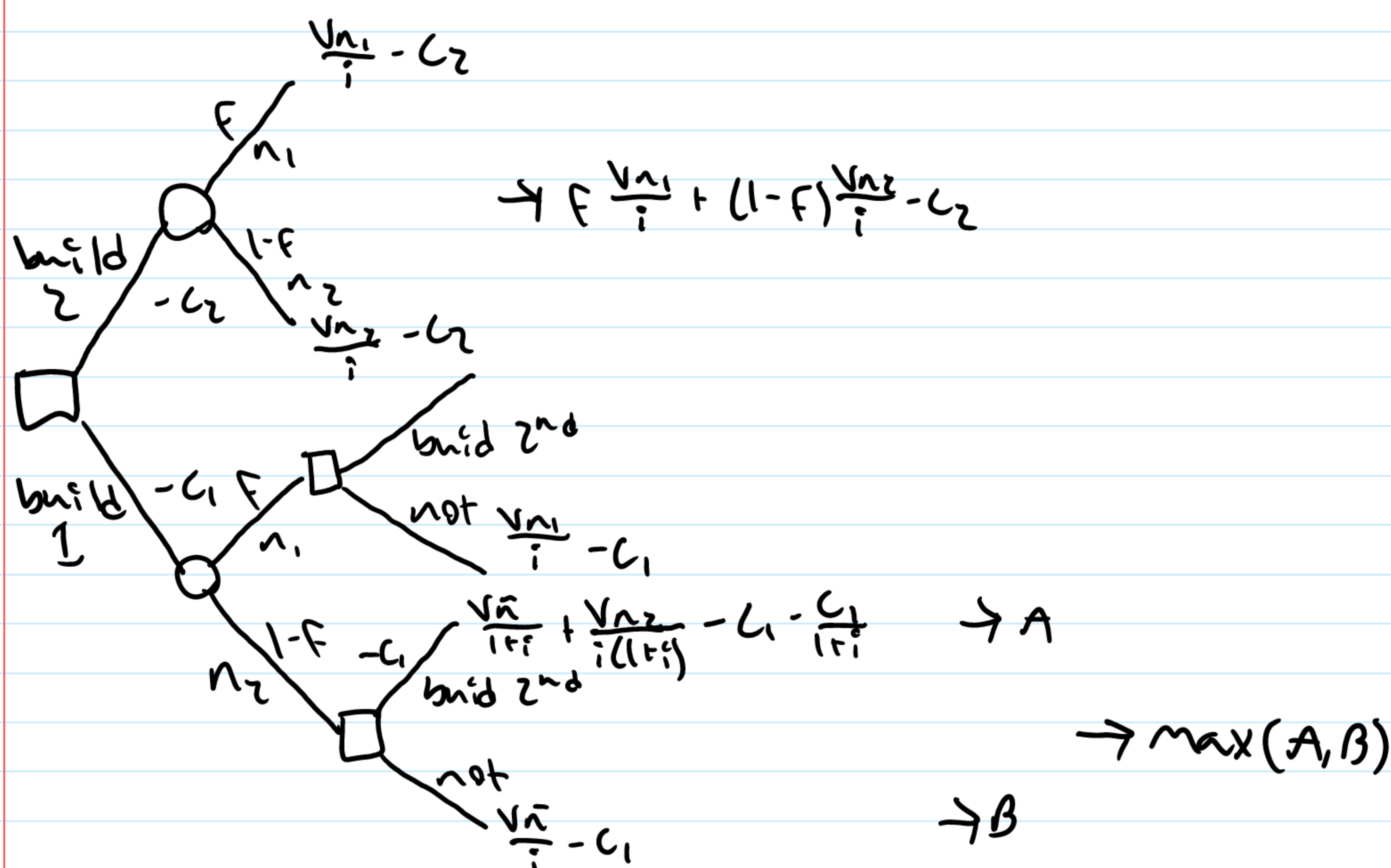


$$ENAV_2 - ENAV_1 = \underbrace{\frac{(1-f)V}{i}}_{\text{high}} (n_2 - \bar{n}) - \underbrace{(C_2 - C_1)}_{\substack{\text{serve} \\ \text{more}} \atop \substack{\text{always cost} \\ \text{more}}}$$

Build 2 or 1 now. Maybe another later

Real option value or Quasi-option value

Put vs Call



Backwards Induction!

$$\frac{V}{(1+f)} \cdot \left( \bar{n} + \frac{n_2 - n_1}{i} \right) - \frac{C_1}{(1+f)}$$

$$\text{Build 1 + wait} \rightarrow ENAV = f \frac{V n_1}{i} - C_1 + (1-f) \max(A, B)$$

$$\text{build 2 start} \rightarrow ENAV = f \frac{V n_1}{i} + (1-f) \frac{V n_2}{i} - C_2$$

Assume  $A > B$

$$\text{Build 1 + wait} \rightarrow ENAV = f \frac{V n_1}{i} + (1-f) \left[ \frac{V \bar{n}}{1+f} + \frac{V n_2}{i(1+f)} \right] - C_1 - (1-f) C_1$$

$$2: ENAV = f \frac{V n_1}{i} + \left( \frac{1-f}{i} \right) V n_2 - C_2$$

Sensitivity Analysis