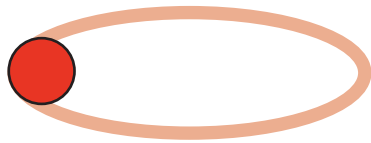


No stretch in the rubber band means no potential energy.



A little stretch to the rubber band adds potential energy.



Now that the rubber band is fully stretched, it has a lot of potential energy.