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Consider the ODE dy = k(1-2)y to be

a function of y, i.e. $f(y) = k(1 - \frac{1}{2})y = k(y - \frac{y^2}{2})$

We want to maximize fly), so using Cale I techniques:

 $f'(y) = k(1 - \frac{2y}{2}) = 0 \implies y = \frac{1}{2}$

We can confirm this yields a maximum with the Second Derivative Test:

 $f''(y) = (-\frac{2}{2}) < 0$, so $y = \frac{1}{2}$ maximizes f(y)

and thus is when the population grows the fastest.