Exit[]

$$u[x_{-}] := Max[0, 1 - Exp[-x]]$$

$$g[f_{-}, p_{-}, s_{-}] := p u[f+s] + (1-p) u \left[\frac{f p}{p-1} + s\right]$$

 $\texttt{p = .99; Plot}\left[\left\{\texttt{g[f , p, 1], g[-f, p, 1]}\right\}, \left\{\texttt{f, 0, 14}\right\}, \, \texttt{PlotRange} \rightarrow \texttt{All}\right]$

