: number of users after *n* cycles

: number of users at time zero

: viral coefficient – new users per existing user

(**1**)

: time

: cycle time

: number of users at time *t*

: number of users at time zero

: new users per existing user

: number of users after *c* cycles

: number of users at time zero

: viral coefficient (new users per existing user per unit time)

: churn probability per unit time

: revenue contribution from customer at time

: cost burden from customer at time

: discount rate

: cash flows at time

: discount rate