

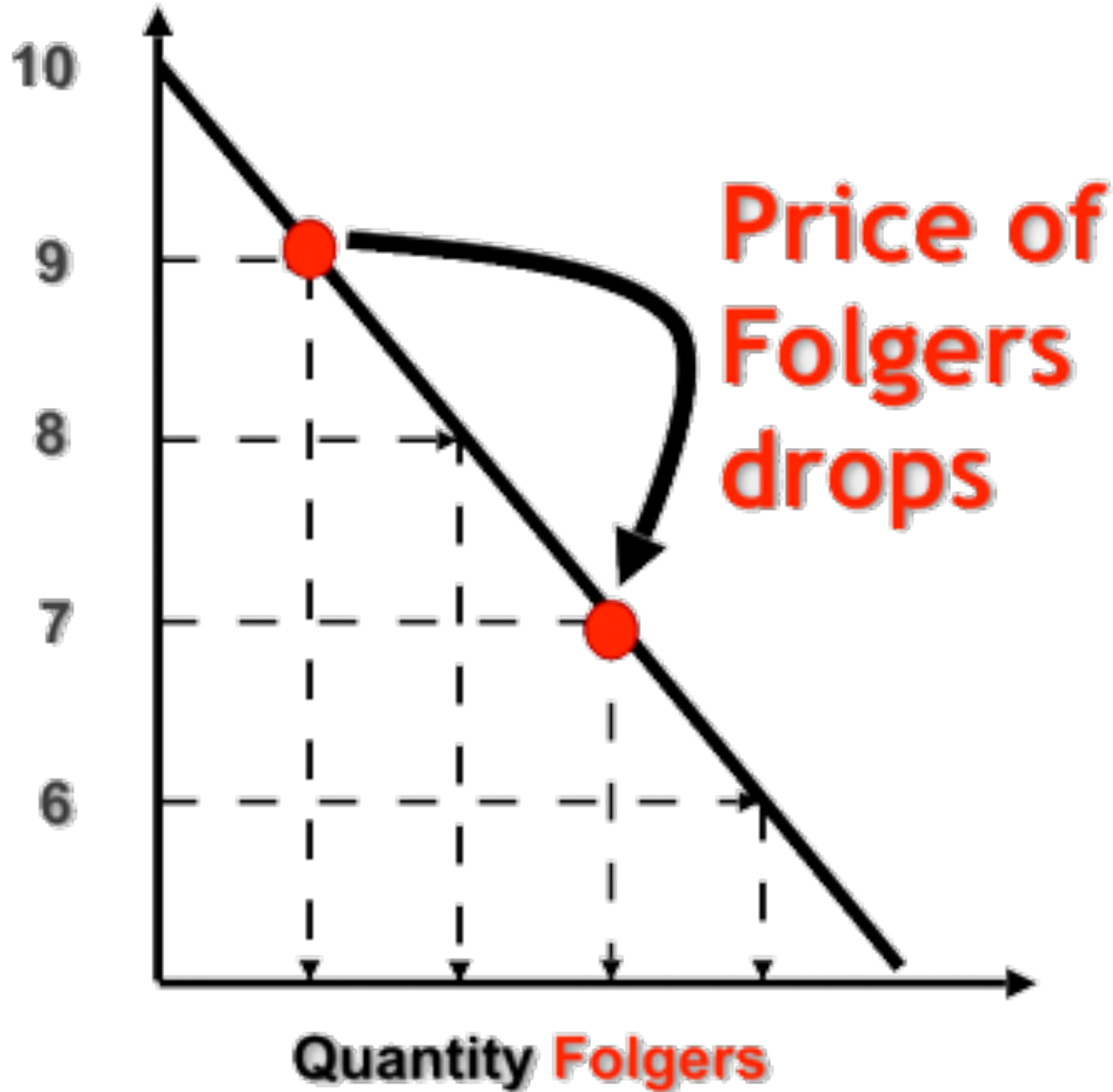


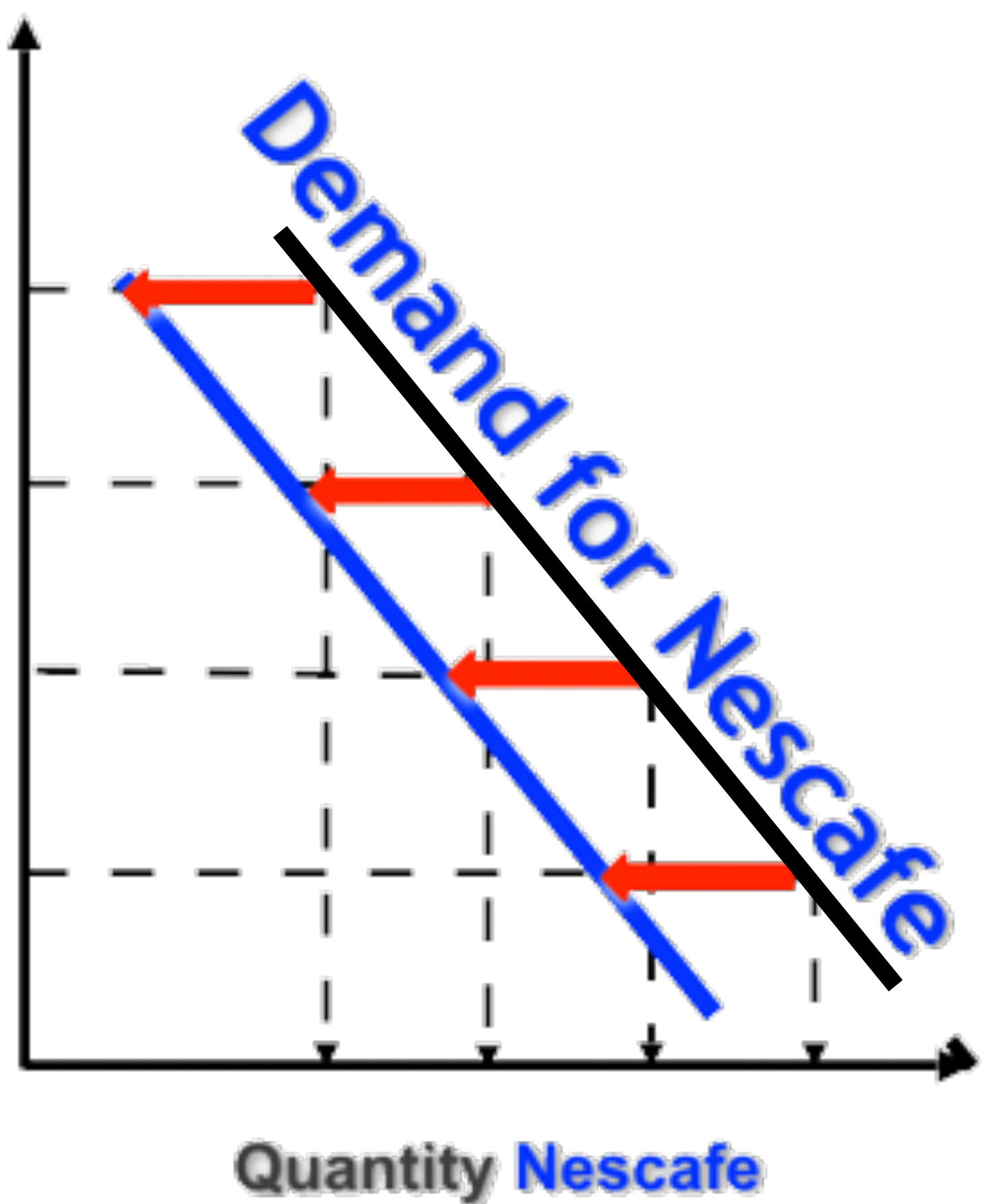
Can be used as replacements for  
one another

Demand for the  
other drops

When one  
becomes cheaper

Substitute Goods





Heartz

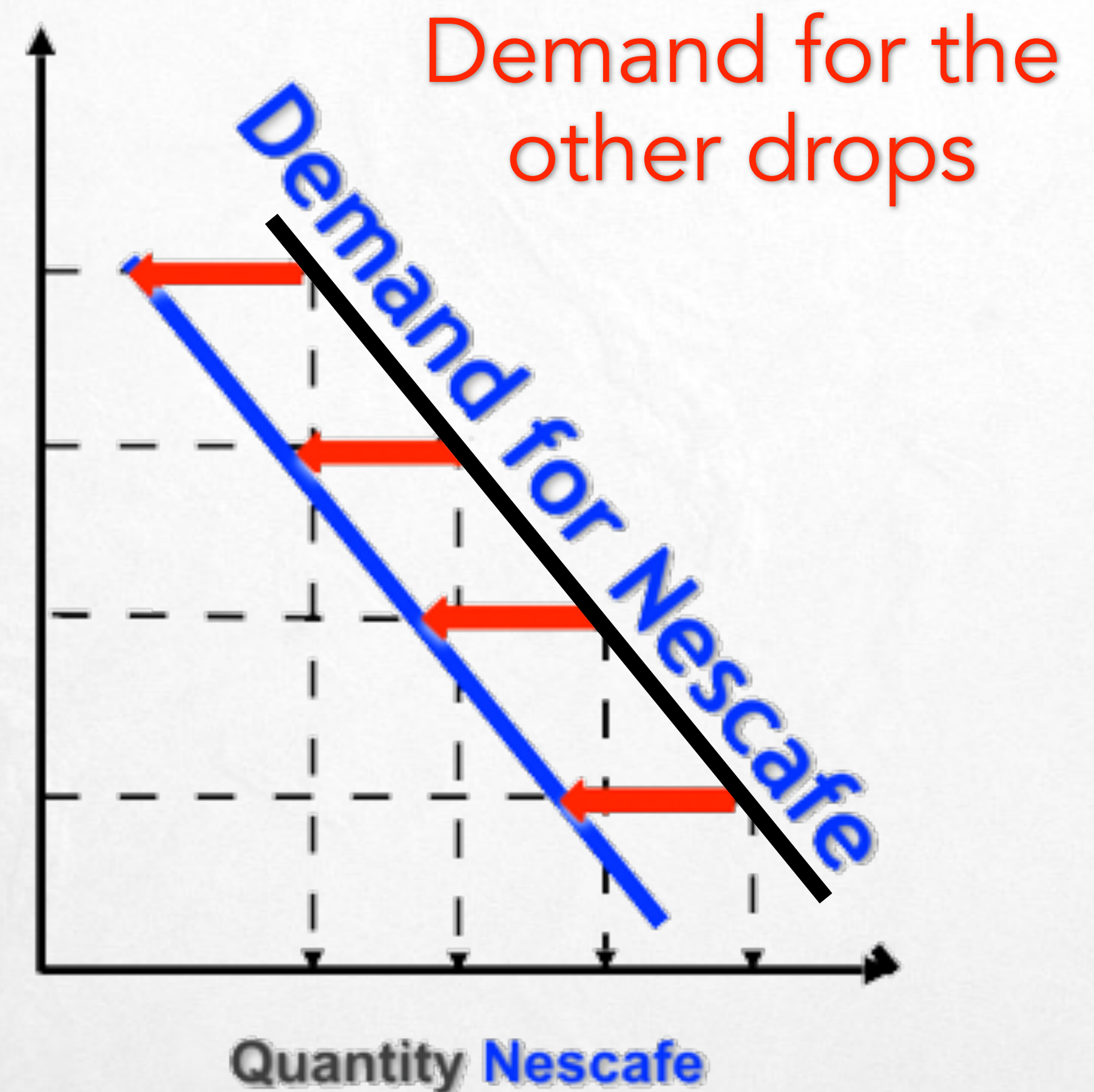
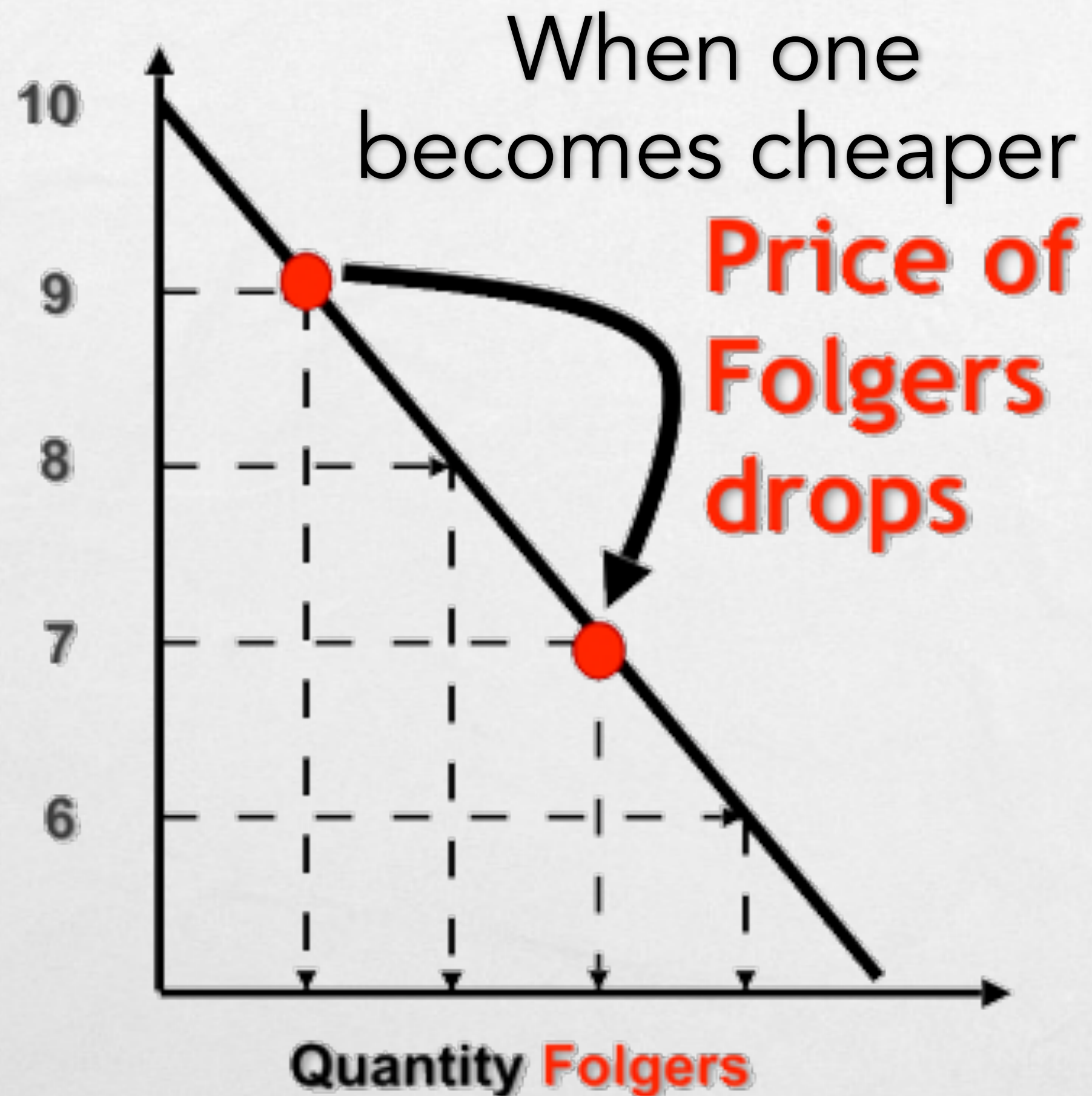


Uber

# Substitute Goods

Heartz  
Uber

Can be used as replacements for  
one another





# Apple iPhone and Samsung

