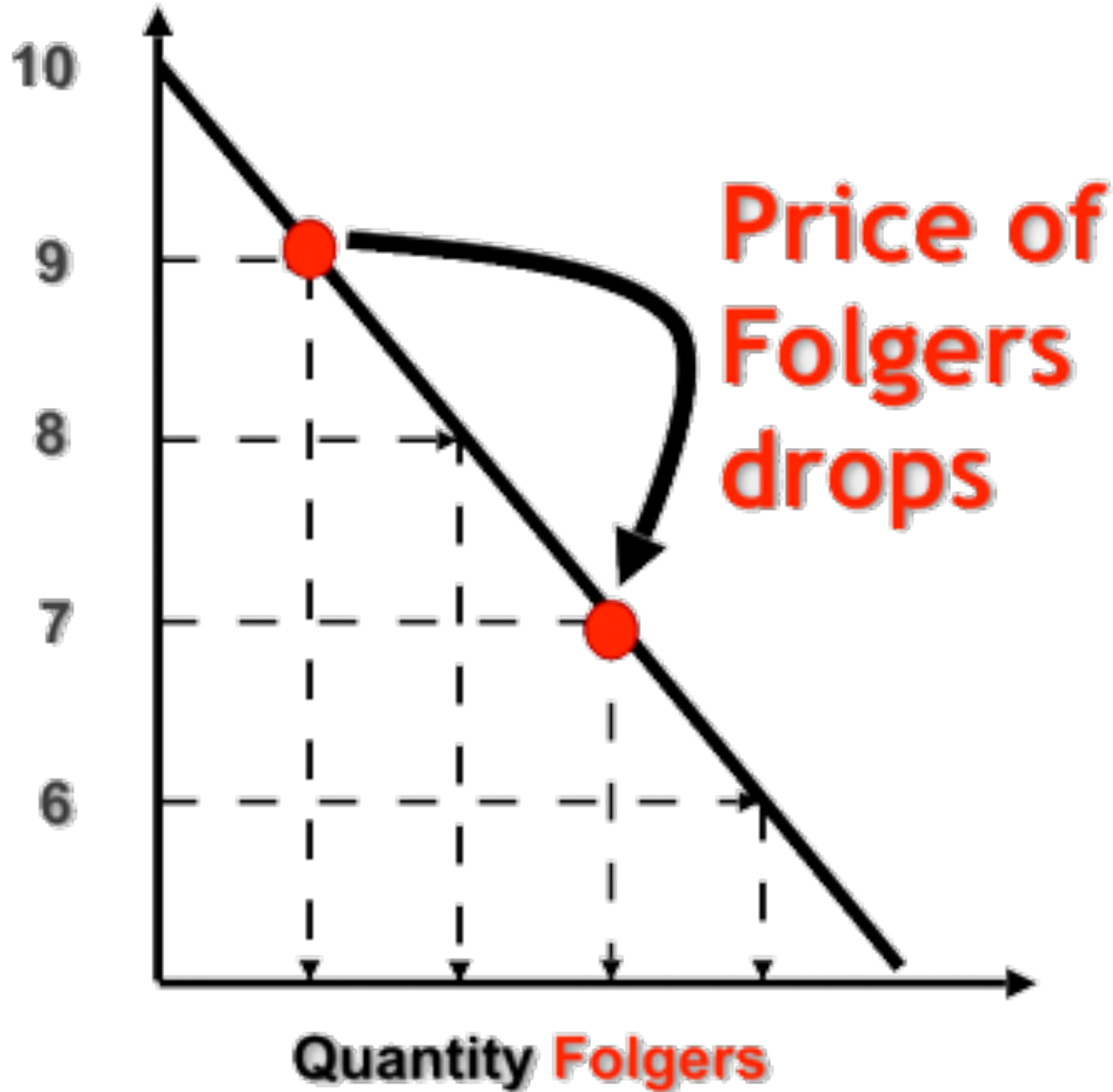


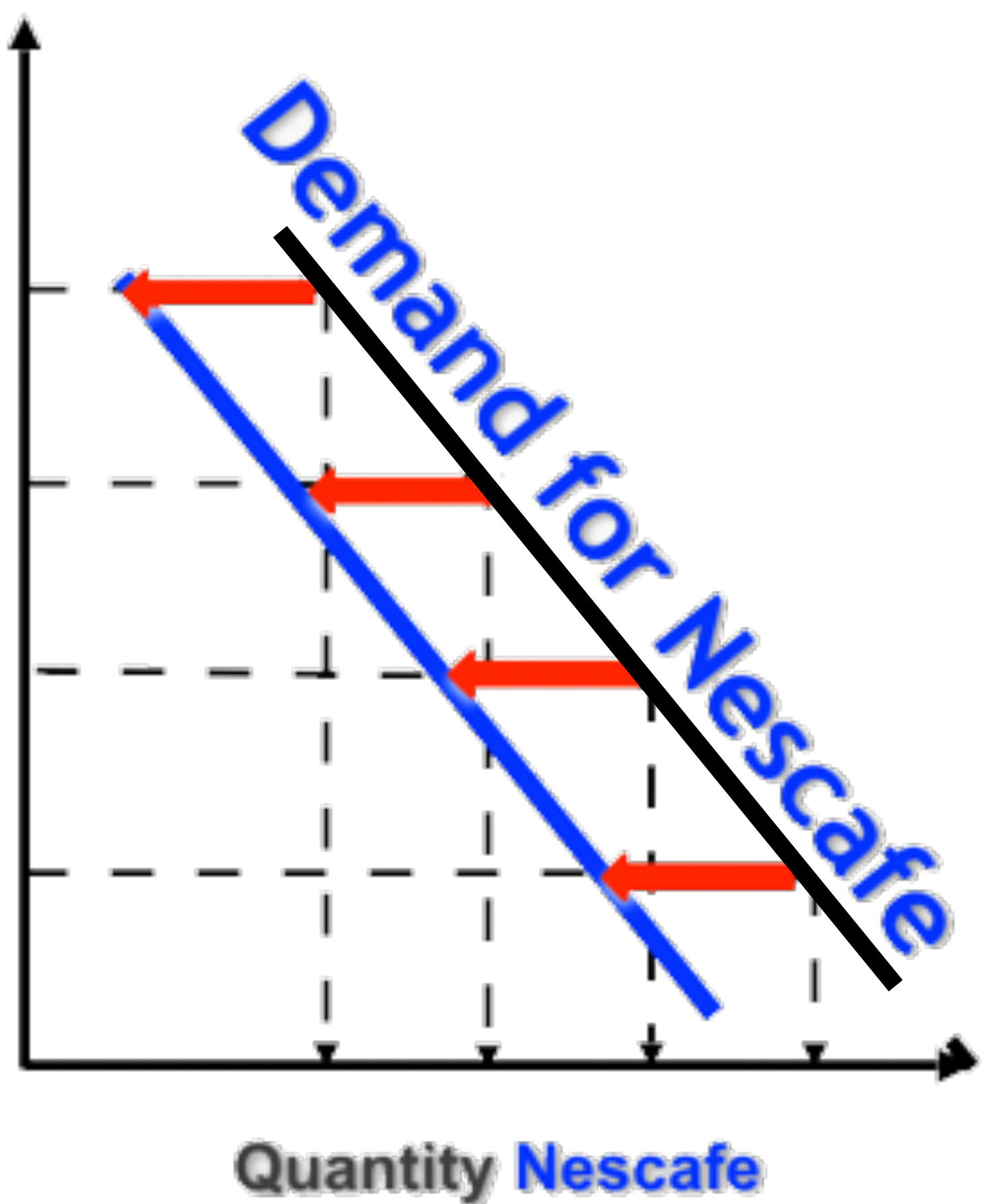
Can be used as replacements for
one another

Demand for the
other drops

When one
becomes cheaper

Substitute Goods





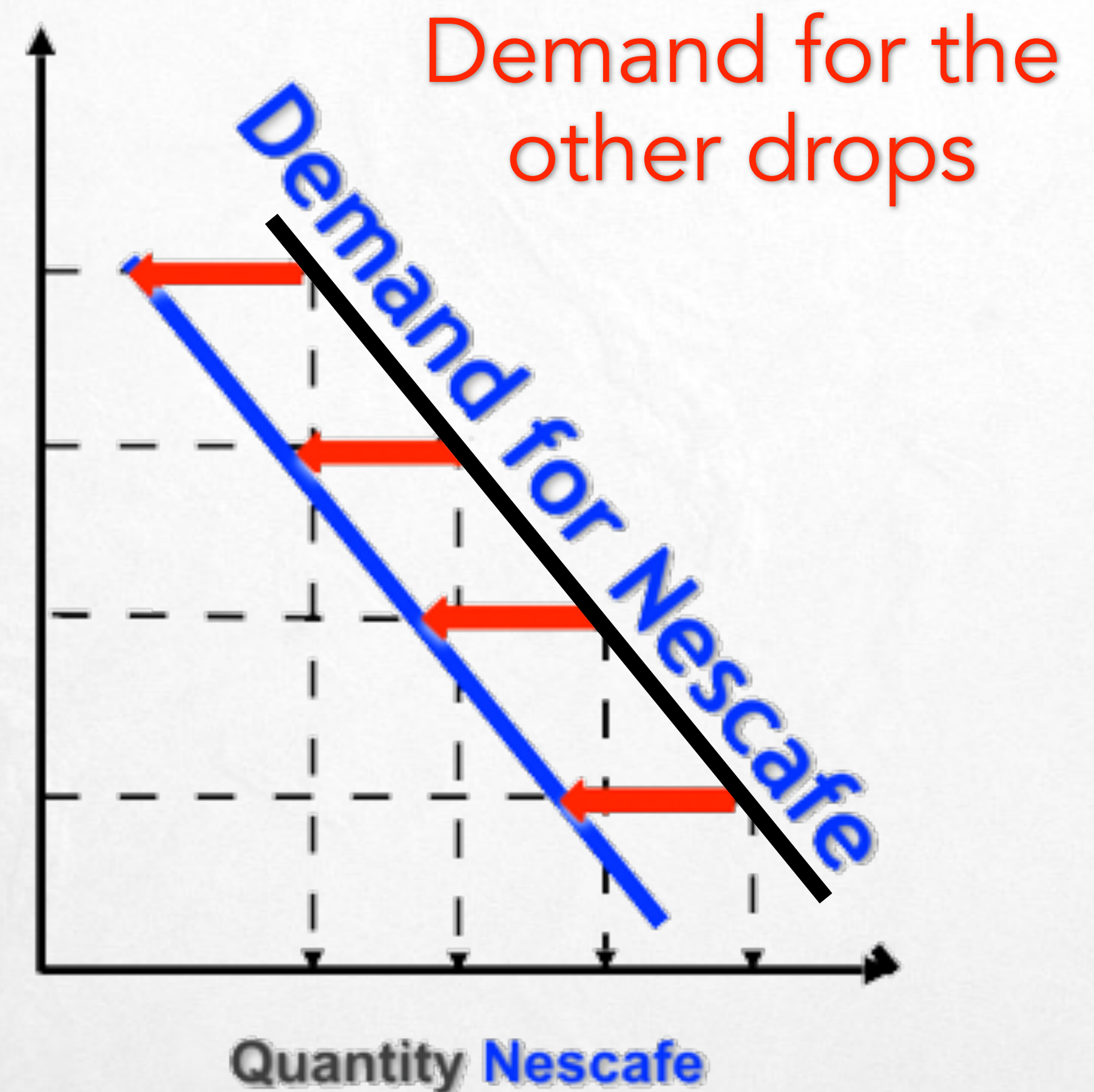
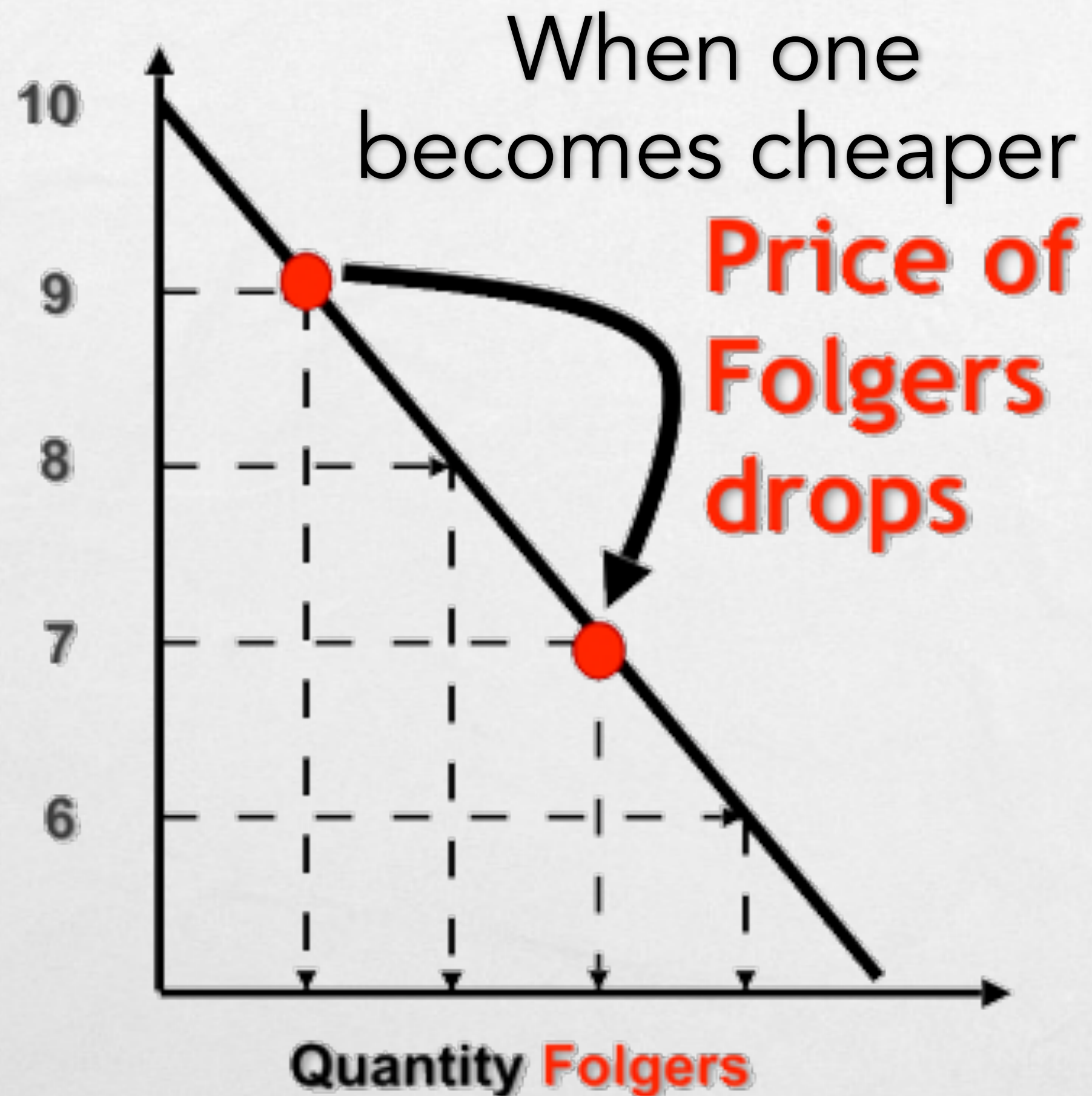
Heartz

Uber

Substitute Goods

Heartz
Uber

Can be used as replacements for
one another



Apple iPhone and Samsung

