Given that PAR-2 is assumed to be binding to the membrane electrostatically, rather than to a limited binding site, the on rate is assumed to follow zero order kinetics

Whilst there may be a second mode of membrane binding, whereby cytoplasmic PAR-2 monomers bind to membrane bound PAR-2 monomers prior to membrane binding

Density of PAR-2 molecules is assumed to be very low compared to the area of the electrostatic surface