

18 June 2019 (2)

$$End - E_{saved} = KI \left[E_{saved} p_{energy} - \frac{1}{KI} \right] - c KI \quad \text{Tue Mkt}$$

$$End - E_{saved} = KI \left[E_{saved} p_{energy} - c - \frac{1}{KI} \right]$$

$$End - E_{saved} > 0$$

$$E_{saved} KI \left[p_{energy} - \frac{c}{E_{saved}} - \frac{1}{KI} \right] > 0$$

$$p_{energy} - \frac{c}{E_{saved}} - \frac{1}{KI} > 0$$

$$\star \left[p_{energy} - \frac{c}{E_{saved}} > \frac{1}{KI} \right] \star$$

$I \uparrow$, greater propensity to backfire

$K \uparrow$, greater propensity to backfire

$\star$