

Instructions

This spreadsheet simulates the Bass diffusion model.

To see how market size, the innovation coefficient, and the contagion coefficient affect initial sales, change these numbers.

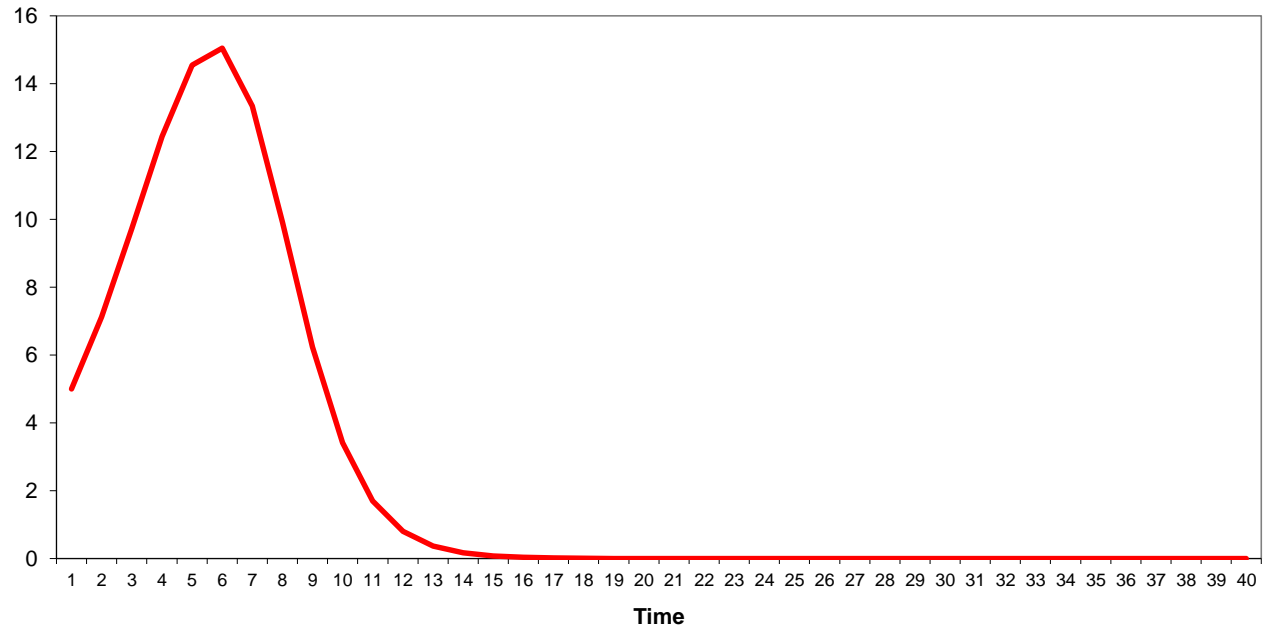
I encourage you to experiment with many different combinations of parameters.

The parameters that you can change are highlighted in yellow.

Market Size (m)	100
Innovation coefficient (p)	0.05
Contagion coefficient (q)	0.005

Sales

Time (t)	Sales	Cummulative Sales
0	0	0
1	5	5
2	7.125	12.125
3	9.721172	21.84617
4	12.4445	34.29067
5	14.55155	48.84222
6	15.05119	63.89341
7	13.3402	77.23361
8	9.929973	87.16358
9	6.236163	93.39974
10	3.412325	96.81207
11	1.702549	98.51462
12	0.80593	99.32055
13	0.371392	99.69194
14	0.16896	99.8609
15	0.07641	99.93731
16	0.034462	99.97177
17	0.015523	99.98729
18	0.006989	99.99428
19	0.003146	99.99743
20	0.001416	99.99884
21	0.000637	99.99948
22	0.000287	99.99977
23	0.000129	99.99989
24	5.81E-05	99.99995
25	2.61E-05	99.99998
26	1.18E-05	99.99999
27	5.29E-06	100
28	2.38E-06	100
29	1.07E-06	100
30	4.82E-07	100
31	2.17E-07	100
32	9.76E-08	100
33	4.39E-08	100
34	1.98E-08	100
35	8.9E-09	100
36	4E-09	100
37	1.8E-09	100
38	8.11E-10	100
39	3.65E-10	100
40	1.64E-10	100



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