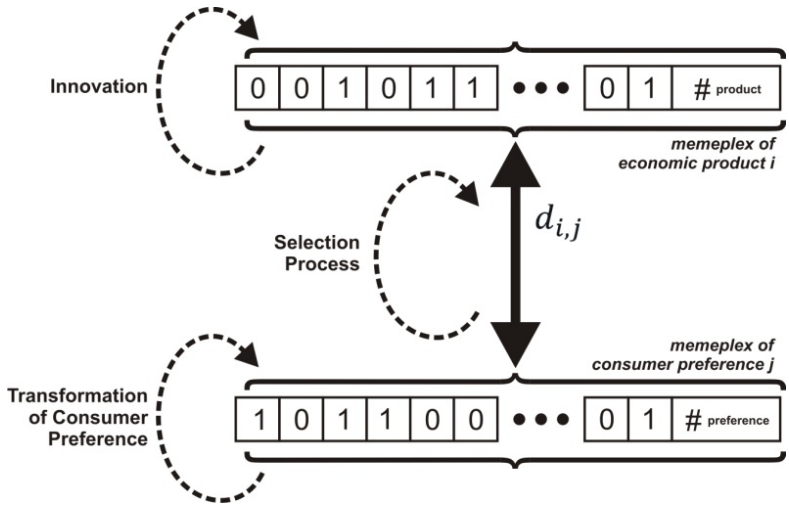
OVERVIEW	Purpose	*This study offers an evolutionary model of demand, which views utility as a function of the distance between the two types of sequences of memes (memeplex), which represent economic product and consumer preference.*		
	State Variable and Scale	mutation rate	φ_m	[0.1]
		crossover rate rate of	φ_c	[0.1]
		rate of transformation of consumer preference	φ_f	[0.1]
		toughness level of agents to their preferences	β	[0.1]
	Process Overview and Scheduling	for t=1: number of rounds in the simulation process innovation process transformation of consumer preference selection process end		
DESIGN CONCEPTS				
DETAILS	Initialization	initial number of products in the beginning of each round	I	
		number of agents	J	
		number of memes in a memeplex	N	
		number of rounds	T	
		initial probability (ρ) of each allomeme	$\rho(a=1)$ & $\rho(a=1)$	
		weight of feature n	ω^n	
		weight of the basic function (#)	$\omega^{\#}$	
	Submodels	1. innovation process 2. transformation of consumer preference 3. selection process		