

# OPPORTUNITY!

# COST

1st Save people



3rd Chat with Uncle Jam



Play with shokupan man

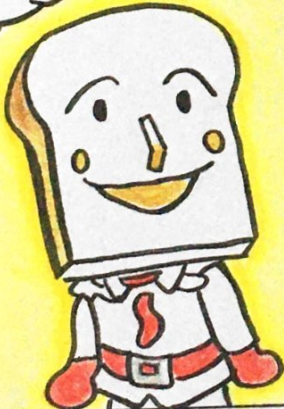
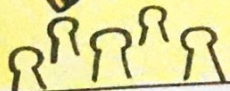
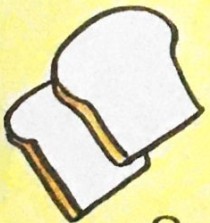
2nd



HEY

Opportunity cost is the highest-valued option forgone. To save people, I give up the option and value of playing with shokupan man, which is the highest valued option forgone,

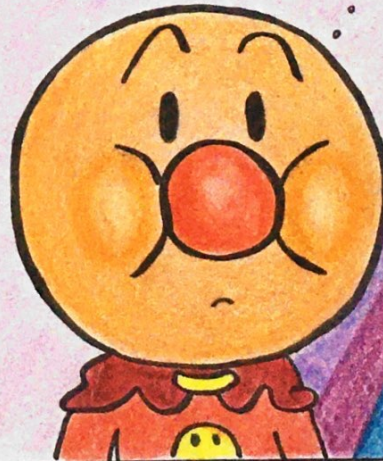
3 SUDDENLY shokupan man needs to serve lunch to the schoolchildren so he can't play with anpanman



# BUT

2

Instead of the value of chatting with Uncle Jam.



4 Now, shokupan man will not play with me. My opportunity cost decreases and the value of chatting with Uncle Jam is higher than the value of playing with shokupan man. Therefore, my opportunity cost shifts from the value of playing with shokupan man to chatting with Uncle Jam.

