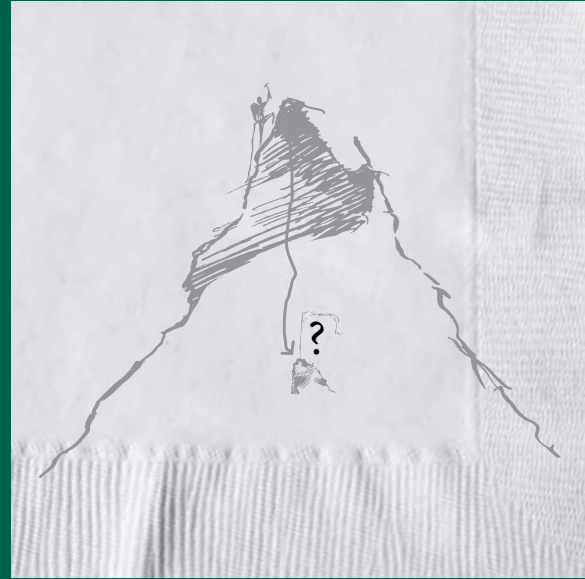# Step 1

Imagine a climber is at the top of a 10,000-foot mountain. They realize they left their flag at 5,000 foot (or 50% down), so they start the trek back.

Step 2

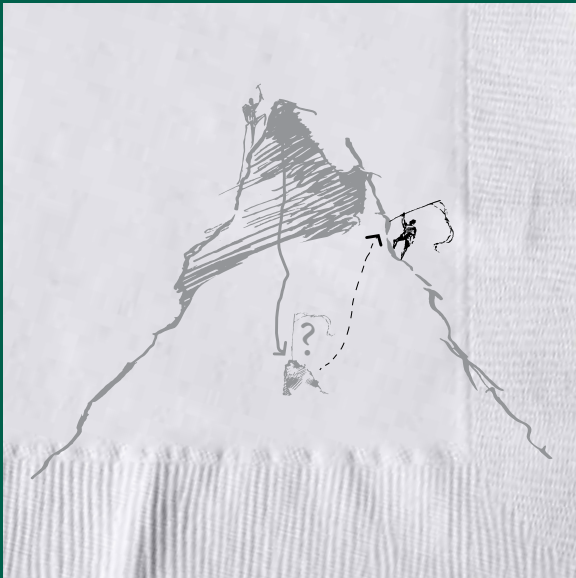At 5,000 foot, what percent increase do they need to get back to 10,000 foot?

Step 3

At 5,000 feet, they would need to climb a 100% increase (5,000 + 5,000) to reach the 10,000-foot peak. Although they have descended 50%, climbing 50% from 5,000 feet will only get them to 7,500 feet.
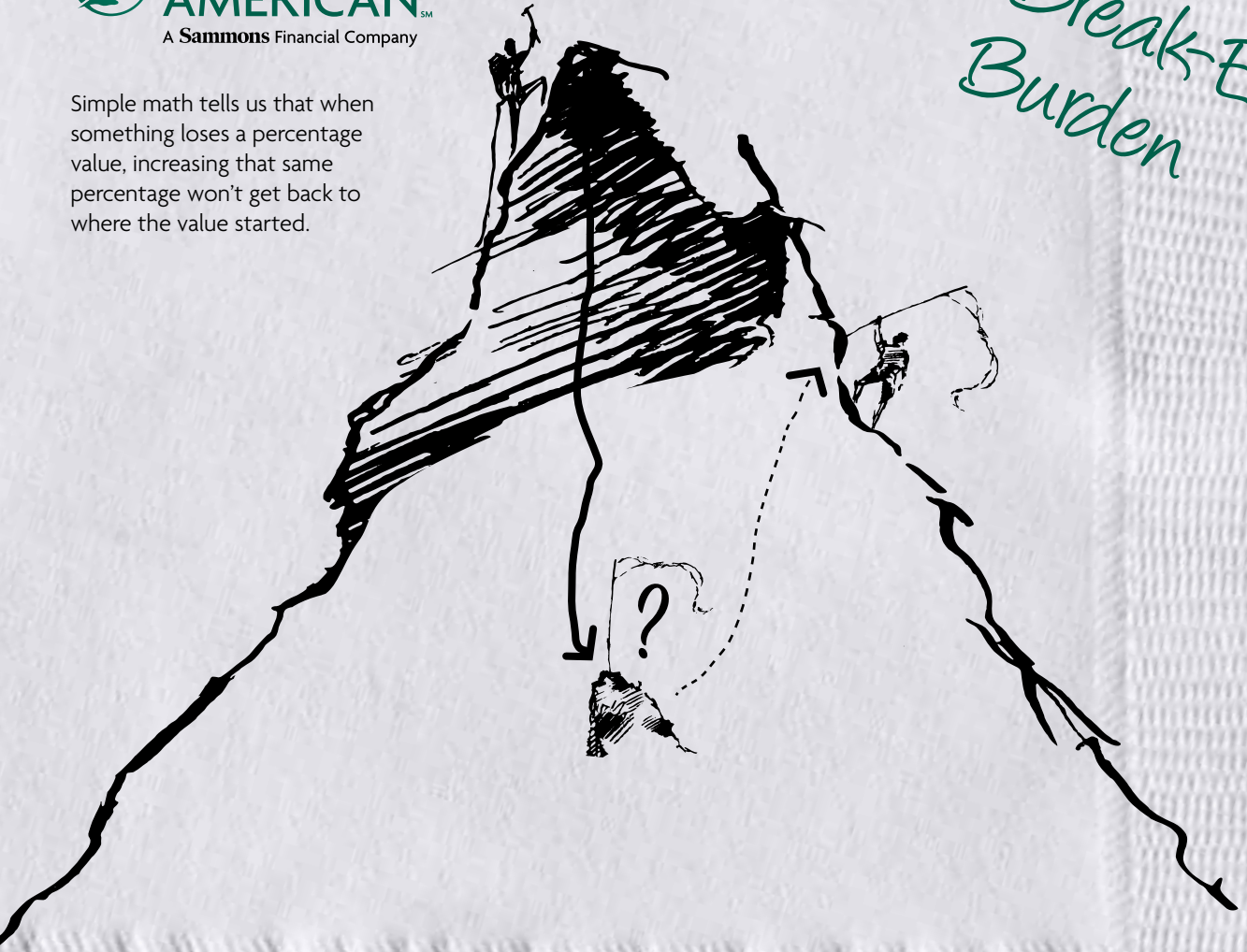
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Simple math tells us that when something loses a percentage value, increasing that same percentage won't get back to where the value started.

The Break-Even Burden