

$$y = 3 \cdot 2^x$$

$$a = 3, b = 2$$

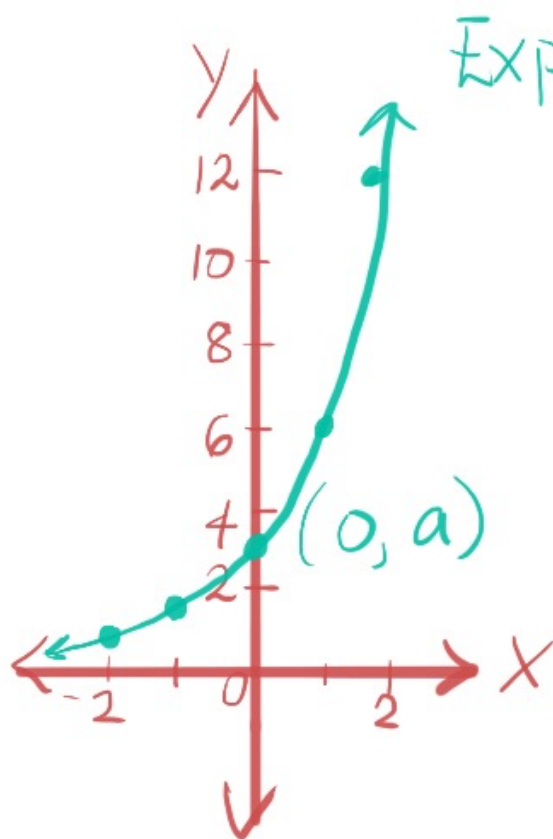
$$y = a \cdot b^x$$

$$x = 0$$

$$y = a \cdot b^0$$

$$y = a$$

$a = y$ -intercept



Exponential
growth

$$b > 1$$

$$a > 0$$