\[
\max \{ p(1-p)^{n-1} \}
\]

\[
(p(1-p)^{n-1})' = (-p)^{n-1} - (n-1)p(1-p)^{n-2}
\]

\[
= (-p)^{n-2} ((1-p)-(n-1)p)
\]

\[
1-np = 0 \quad p = \frac{1}{n}
\]

**Nash Equilibrium:** A strategy for each player so that no one can improve unilaterally.