

(Another explanation with $\text{chol}(B)$ hidden)

Maximize $\vec{v}^T A \vec{v}$ subject to $\vec{v}^T B \vec{v} \leq 100$

is basically the same as

$$\text{Maximize } \frac{\vec{v}^T A \vec{v}}{\vec{v}^T B \vec{v}}$$

The answer to this is fairly simple:

★ $\text{Max} = \lambda$, $\vec{v} = \vec{g}_1$ where $(\lambda, \vec{g}_1)$ is the eigenpair of $B^{-1}A$ with largest λ

^{must}
We ~~can~~ assume A, B are symmetric

(Replace A with $\frac{A+A^T}{2}$, B with $\frac{B+B^T}{2}$

without changing $\vec{v}^T A \vec{v}$ or $\vec{v}^T B \vec{v}$)

We also need that B is "positive definite"

to avoid any zero or negative cost vectors.

Now to show our answer is right
Write $\vec{v} = \sum a_i \vec{q}_i$

where $(\lambda_i, \vec{q}_i)$ are the eigenvectors of
 $B^{-1}A$ (which matlab will use `chol(B)` to find)

Now $\vec{q}_i \cdot \vec{q}_j$ need not be 0, since $B^{-1}A$
is not symmetric. However we get something

(Lemma) close: $\vec{q}_i \cdot (B \vec{q}_j) = 0$

Proof: (If $\lambda_i \neq \lambda_j$)

$$B^{-1}A \vec{q}_i = \lambda_i \vec{q}_i \implies A \vec{q}_i = \lambda_i (B \vec{q}_i)$$

$$\text{so } \vec{q}_i \cdot A \vec{q}_j = \vec{q}_i \cdot \lambda_j B \vec{q}_j = \lambda_j (\vec{q}_i^T B \vec{q}_j)$$

$$\text{but } (A \vec{q}_i) \cdot \vec{q}_j = \lambda_i B \vec{q}_i \cdot \vec{q}_j = \lambda_i (\vec{q}_i^T B \vec{q}_j)$$

$$\text{since } B = B^T. \text{ But } (A \vec{q}_i) \cdot \vec{q}_j = \vec{q}_i^T A \vec{q}_j \text{ since}$$

$$A = A^T. \text{ Hence } \lambda_i (\vec{q}_i^T B \vec{q}_j) = \lambda_j (\vec{q}_i^T B \vec{q}_j)$$

$$\text{and } \vec{q}_i^T B \vec{q}_j = 0$$

So now we can calculate

$$\begin{aligned}\vec{v}^T A \vec{v} &= \left(\sum_i a_i \vec{q}_i \right)^T A \left(\sum_j a_j \vec{q}_j \right) \\ &= \sum_{i,j} a_i a_j \vec{q}_i^T A \vec{q}_j \\ &= \sum \lambda_j a_i a_j \vec{q}_i^T B \vec{q}_j \quad (\text{Lemma}) \\ &= \sum_{i=1}^n \lambda_i |a_i|^2 \vec{q}_i^T B \vec{q}_i\end{aligned}$$

$$\text{But } \vec{v}^T B \vec{v} = \sum_{i=1}^n |a_i|^2 \vec{q}_i^T B \vec{q}_i$$

So we have the same problem!

$$\text{Maximize } \sum \lambda_i x_i^2$$

$$\text{subject to } \sum x_i^2 \leq \text{whatever}$$

Best choice is $x_1 = \text{All of it}$, $x_2 = \dots = x_n = 0$

$$\text{where } \lambda_1 > \lambda_2 > \dots > \lambda_n$$

And that was the answer in $\star$