

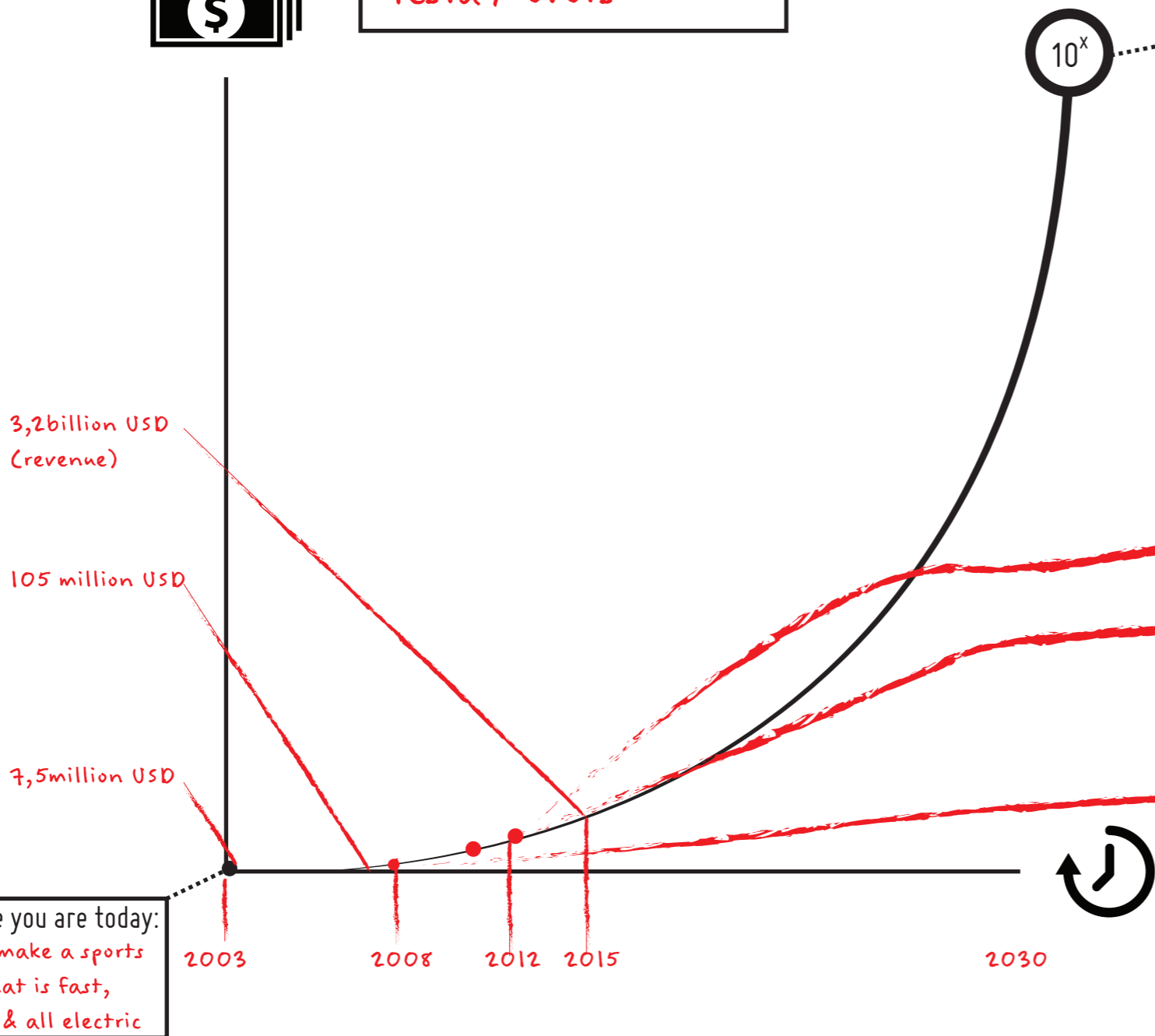


EXPONENTIAL ROADMAP

Company:
Tesla Motors



Your exponential endgame:
50% of all new cars,
from all manufacturers,
are electric



Where you are today:
Let's make a sports car that is fast, great & all electric

- Milestone 4**
● Launch of Giga Factory I as well as the third vehicle, Model III. Base price: \$35 000
- Milestone 3**
● Launch of the second Tesla vehicle, the Model S. Base price: \$57 400
- Milestone 2**
● Initial Public Offering! The first car company in America to go public since Ford in 1956
- Milestone 1**
● The first Tesla vehicle, the Roadster, is launched! Base price: \$109 000

10^x labs
PROTOTYPING

What exponential technologies will you leverage?

- * Lithium-ion batteries
- * Over-the-air software updates to vehicles (IoT)
- * Vehicle performance optimizations made possible through disruptive (electric) design

Which additional skills do you require in your team?

- * Electrical engineers
- * Mechanical engineers
- * The best car designers
- * Battery chemists
- * Production managers to build and scale complex coordination manufacturing

What strategic partnerships does your venture require?

- * Panasonic (to scale battery production)
- * Mercedes
- * Government regulators, national and federal
- * Utility companies (for the battery storage business)

What is your next step? *in 2003*

- * Buy a garage, a Lotus chassis, and get AC powertrain motor (first patented by Nikola Tesla in 1888!) to work
- * Sell a few cars to celebrities, prove the concept and get more funding