



Lean Canvas

<p>Problem</p> <ol style="list-style-type: none"> Vehicle Emissions are destructive to the environment Electric vehicles are too expensive or too generic for the average consumer Distance and battery life makes electric vehicles impractical for most people. 	<p>Solution</p> <ul style="list-style-type: none"> Make electric vehicles more accessible (Reduce price, diversify models) Create cutting-edge technology that can be licensed to other manufactures to help drive the world into an eco-friendly driving era 	<p>Unique Value Proposition</p> <ul style="list-style-type: none"> Fastest acceleration/longest distance Battery options Charge anywhere Eco-Friendly 	<p>Unfair advantage</p> <ul style="list-style-type: none"> First mover Brand recognition CEO is a large tech icon 	<p>Customer segments</p> <ul style="list-style-type: none"> Above-Average Income earners Environmentally friendly consumers
	<p>Key metrics</p> <ul style="list-style-type: none"> Units Delivered Percent change in organic growth Percent change in negative free cash flow Energy saved and stored Revenue stream changes 		<p>Channels</p> <ul style="list-style-type: none"> Website Trade-Shows Direct sales (Tesla Dealerships) 	
<p>Cost structure</p> <ul style="list-style-type: none"> Manufacturing R&D Taxes People Real Estate Equipment 			<p>Revenue streams</p> <ul style="list-style-type: none"> Car Sales Maintenance Plans Wall Connectors Batteries Tech Licensing 	

Product

Market