

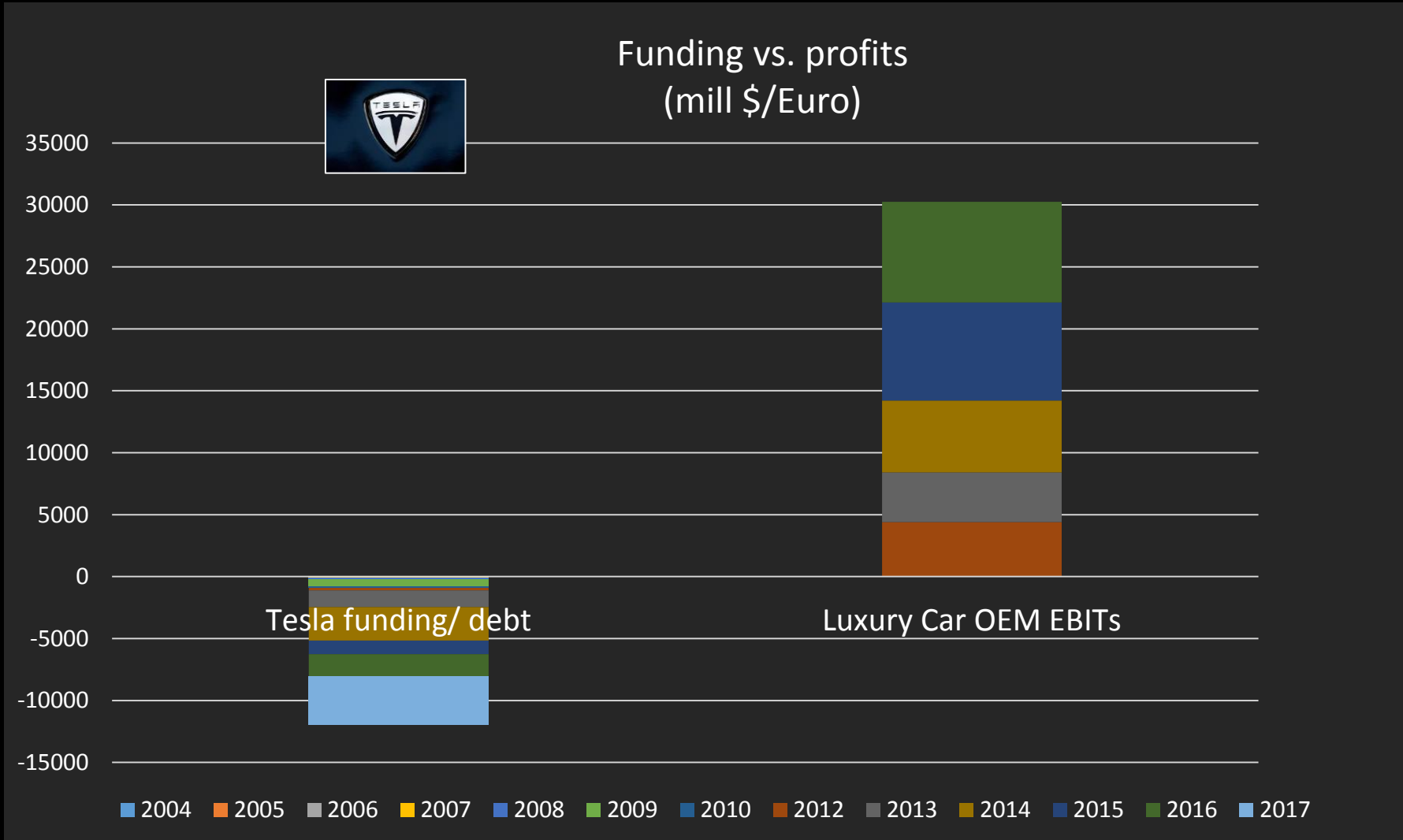
An isometric, aerial view of a city where buildings are topped with logos of major tech companies. The logos include Facebook, Oracle, HP, Google, YouTube, and Twitter. A large red 'S' logo is prominent in the center. The scene includes roads with cars, a helicopter, and green spaces.

“Automagic success with Silicon Valley”

Learnings from an industry perspectives

Arwed Niestroj

“Who cares about money?”



Electric sportscar

Charging network
Gigafactory

Elon Musk wants to colonize Mars with SpaceX but has yet to explain how people will survive there

BI Dave Mosher, Business Insider
4.10.2017, 22:52 478
FACEBOOK LINKEDIN TWITTER EMAIL PRINT

Elon Musk just announced a Big Fucking Rocket to take you across Earth in 60 mins!

And at the cost of an Economy Class ticket
f t p e Priyanka Agarwal | SEPTEMBER 29, 2017



Solar city
SpaceX

Investment in charging network

MyTaxi

Daimler leads ChargePoint's new \$82M round for EV charging network growth

Posted Mar 2, 2017 by Darrell Etherington (@etherington)
f t g+ s+ e+ r+



Investment in Volocopter



TURO

SCIENCE | TRANSPORTATION | ENERGY

Elon Musk offers to rebuild Puerto Rico's power grid using solar

Hyperloop

From vision to profitability

ROBOT CAR TREND IS SEEN BY MAKER

Official of Oldsmobile Points
to New Devices Relieving
Driver of Most of Tasks

Electronic Chauffeur May Guide Car of Future at Princeton

ELECTRONIC ROADS CALLED PRACTICAL

New System of Guiding Cars
Safely on Highways Is

FRUIT OF 7 YEARS' STUDY

R. C. A. and G. M. Jointly

Automobile Control System Eliminates the Driver

Automotive engineers foresee radical changes,
some of which may be only a few years off.

60+

*autonomous driving articles
published in the New York
Times alone from 1955-1965*

What does risk taking mean?

"Tesla gets the headlines for its 'Autopilot' system – but Mercedes, BMW, VW and Volvo have put similar technology on the road,"

Tesla has always warned drivers that Autopilot isn't perfect.

Toyota to pay \$1.2B settlement in vehicle acceleration lawsuit

The National Highway Traffic Safety Administration **never found defects in** electronics or software in Toyota cars, which had been targeted as a possible cause by many, including some experts.

The narrative counts

Tesla saw about 63,000 cancellations of Model 3 preorders

The company had a total of 518,000 preorders but 455,000 net orders at last count.



AUTOS • MERCEDES

This Is What a \$2.7 Million Mercedes Looks Like



Learnings

Brand communication

Control the narrative

Reinvent purpose

Dream On

Know your shit

“Do epic shit”

**Rethink your
business**

People are selling their Tesla Model 3 reservations for a 300% profit

Published: Oct 16, 2017 7:40 a.m. ET