TESIA AND MINING FIRM

Team 7

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Model S - 2012

Model 3 - 2017

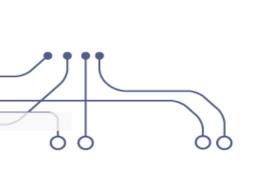
TESLA AND MINING FIRM

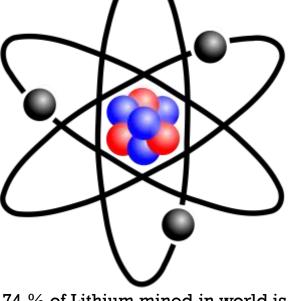


Model X - 2015





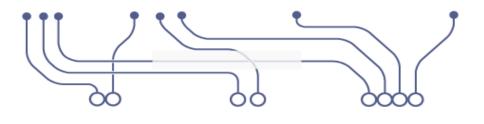


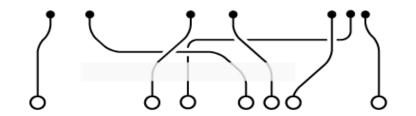


74 % of Lithium mined in world is used for EV



A Clean Energy Company



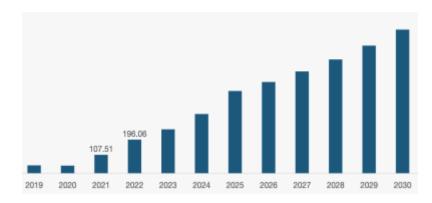


Top 4 Miners(Country) of Lithium

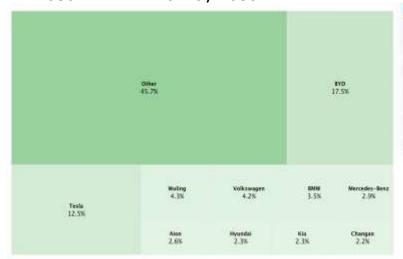
- Australia 52%
- Chile 25%
- China 13%
- USA 1%

Top 4 Mining Company of Lithium

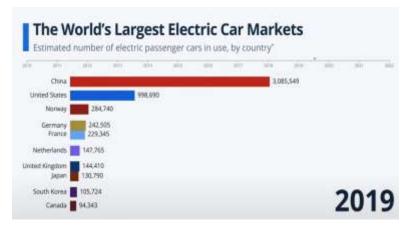
ELECTRIC VEHICLE MARKET



- EV market is growing exponentially
- 20 times growth forecasted by 2030 from 2019
- 2019 70 Billion
- 2030 1.4 Trillion by 2030



 Tesla - no 2 company in manufacturing the EV vehicle after BYD and have market share of 12.5%



- China is 60% penetration in world market
- Europe 20% penetration in world market
- USA 10% penetration in world market

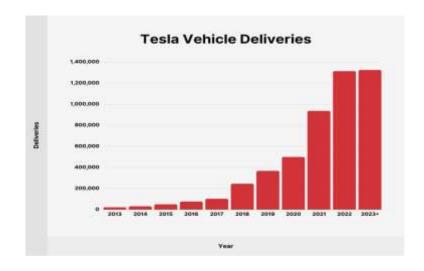
More the EV Industry grows – The Demand for Lithium batteries will Increase

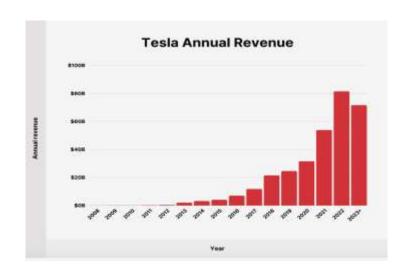


- Tesla has 2 models in 5 models for most sold cars
- Top Selling EV car in world is Model Y

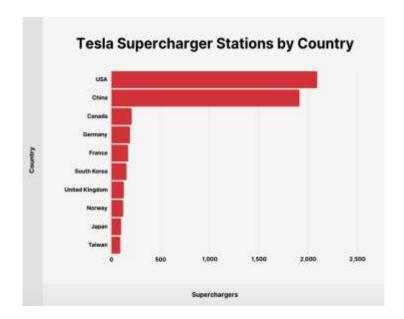


TESLA — GROWTH







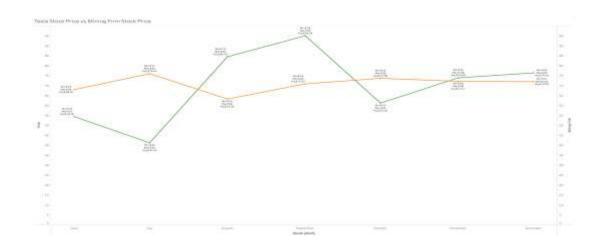


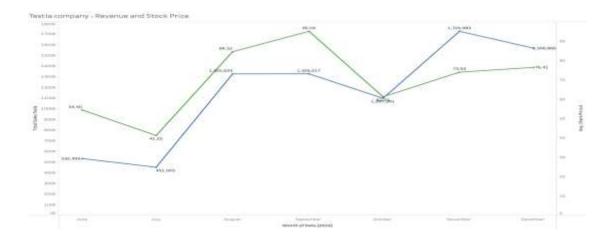
- Tesla is growing at the Rate of 15 % CAGR year on year
- Tesla is focusing on building the EV ecosystem in USA, China and Europe which are the growth market
- Stock price of Tesla shows upward trend since inception as the Tesla Revenue is exponentially growing
- Tesla is marching towards largest EV selling vehicle



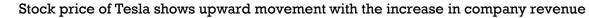


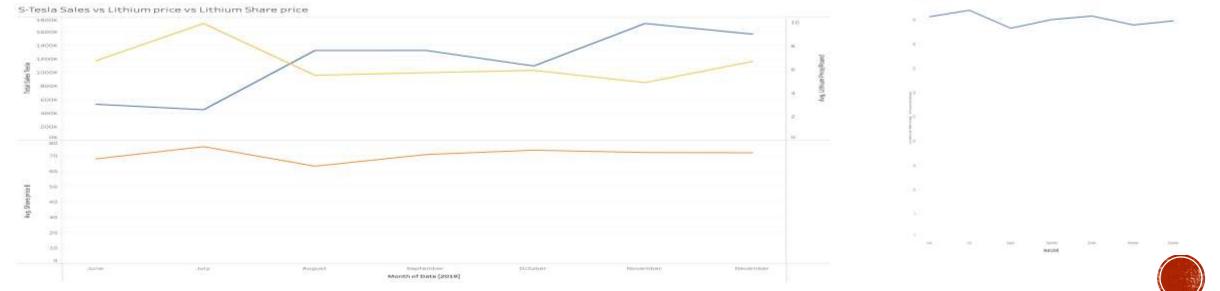
STOCK PRICE — TESLA VS MINING FIRM





The Stock price of Lithium Mining is not impacted by upward stock price movement of Tesla



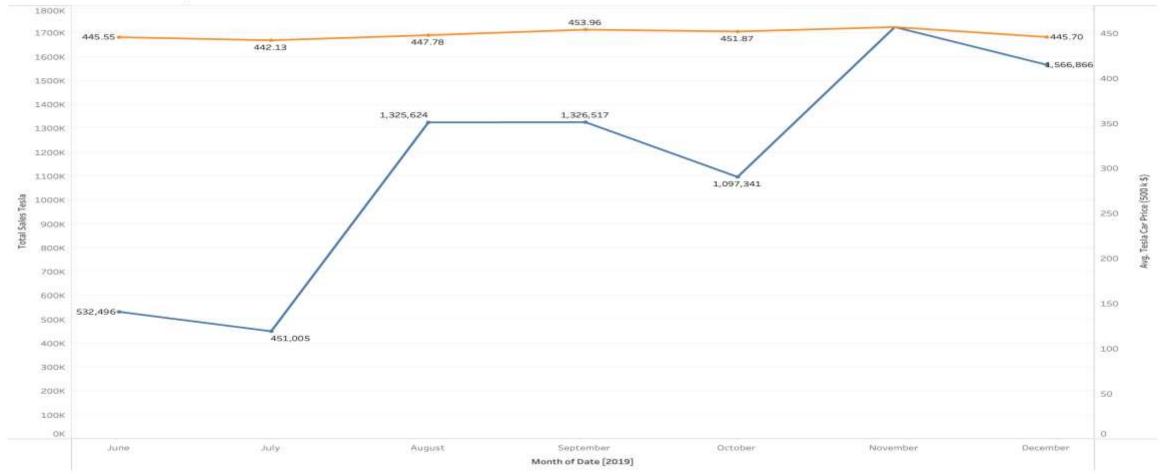


Tesla Sales has very less impact on the Lithium price and Lithium Mining stock price

Lithium mining is constant as expected as this is natural resource

TESLA — CAR SALES

S-TeslaSales-Tesla Car price



Although Tesla showed month on month growth as the demand increased, still the company did not increase the price of the car









Tesla Roadster
Tesla penetration in already matured Sports car market
Sector is not as large as other sector
Competition with renound brands



Model 3 Best selling electric car in US



Solar City
Acquisition of solar city in 2016
Sale and services for solar product





Tesla Semi Very less market penetration Battery operated truck Delay in production delivery



Tesla Energy Products
Powerwall 3 home battery
Concerns on battery backup
And services



Model Y Revenue Share 57% China, Europe, US



Model 3 Market Share 40%







SWOT ANALYSIS

Strength

- 2nd largest player in EV manufacturing
- Drive the market forces
- Penetration in the Top 3 companies around the world
- New and upscaling breakthrough technology

Opportunity

- EV industry will grow with a CAGR of 15%, Stock prices shows upward trend
- Opportunity for clean energy company to research and develop solution to explore other renewable sources energy for car manufacturing
- World leader in EV manufacturing

SWOT Analysis Tesla and Mining Firm

Weakness

- Charging eco system
- Prices of EV are dependent on economic sanctions
- Government policies migh impact on the EV sales
- Technology Uncertainty

Threat

- Lithium is natural resources and not present in abundant in nature
- Black Marketing / unregulated sales might get sprouted with increase in Demand
- Multiple small players in the market

