

Name & ID:

Please provide answers under each question.

INFO5992 Understanding IT Innovations

Tutorial 03 Worksheet

Disruptive Innovation by Low Speed (Neighbourhood) Electric Vehicle

(LSEV)
max speed less than 70 km/h; E-bike

Question 1: What are the advantages and disadvantages of LSEV? Why does LSEV make sense for people living in developing nations and regions with high population density?

Answer:

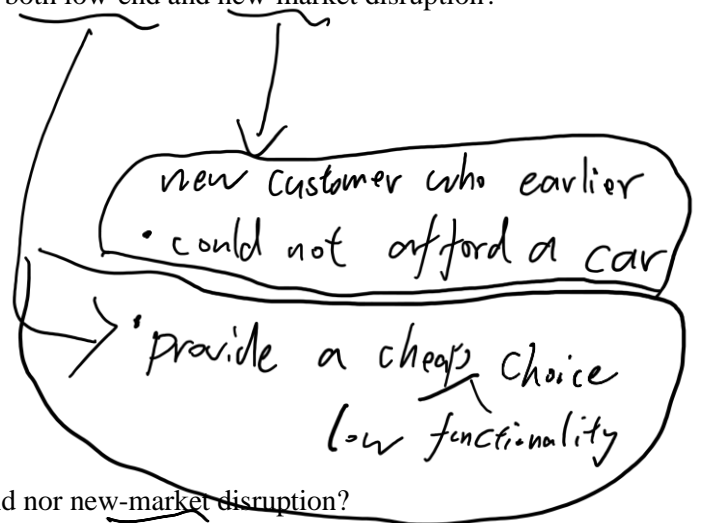
adv: low carbon, high performance cost, cheap

disadv: unsafe, small car, limited range

why: cheaping, they are low-end customer

Question 2: Why are LSEV manufacturers engaged in both low-end and new-market disruption?

Answer:



Question 3: Why is TESLA engaged in neither low-end nor new-market disruption?

Answer:

not low-end: Because TESLA is a luxury car brand.

not new-market: Electric car already exist before TESLA