

The Problem

TESLA Foods

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Background:

Tesla has filed for three trademarks that seem to be connected with the restaurant business.

Problem Statement :

As a newly hired PM at Tesla you have been tasked to build a Go-To-Market strategy and come up with product recommendations for the same.

About

TESLA Foods



Currently, we are planning to launch into 3 categories of restaurant services :

- 1. Pop - Up Restaurant Services :** Initially, collaborating with existing temporary restaurant services / food trucks to enable a wider food accessibility & variety to the customerbase.
- 2. Take Out Restaurant Services :** Restaurants providing easy and fast food takeaway
- 3. Self Service Restaurant Service :** Get food yourself rather than being served

Target Market

TESLA Foods

Our initial launch would be in
the **USA**,

- **1,000+** existing supercharging stations
- **1,54,836+** existing Tesla owners in the USA
- Median age of Tesla Owners ranging between **45-50 years**

1000+
Supercharging
Stations

1,54,836+
Tesla Owners in USA

45-50
years
Median Age of Tesla
Owners



Target Market

TESLA Foods

Potential Launch Locations (Concentration of Supercharging stations)



Functional

Waiting for permit



Under Construction



User Persona



Cathy Williams

About Cathy

Cathy is a 18 year old urban college goer and is having hard time managing her expenses & hence is a fan of cheap take-outs. She owns a bike and loves to hang out with her friends.

Pain Points

- Cannot afford expensive restaurants
- Very less choices of restaurants to hang out with friends



Michael Jordan

About Michael

Michael is a busy 30 year old working professional. He lives in a rental apartment & his work demands him to commute very often. He depends heavily on take-outs / restaurants for his food.

Pain Points

- He wants faster on-the-go service in restaurants / take-outs due to time crunch.
- His travel route offers little choice in the types of restaurants.
- Availability of good food service is an issue at odd hours.



Robert Downey

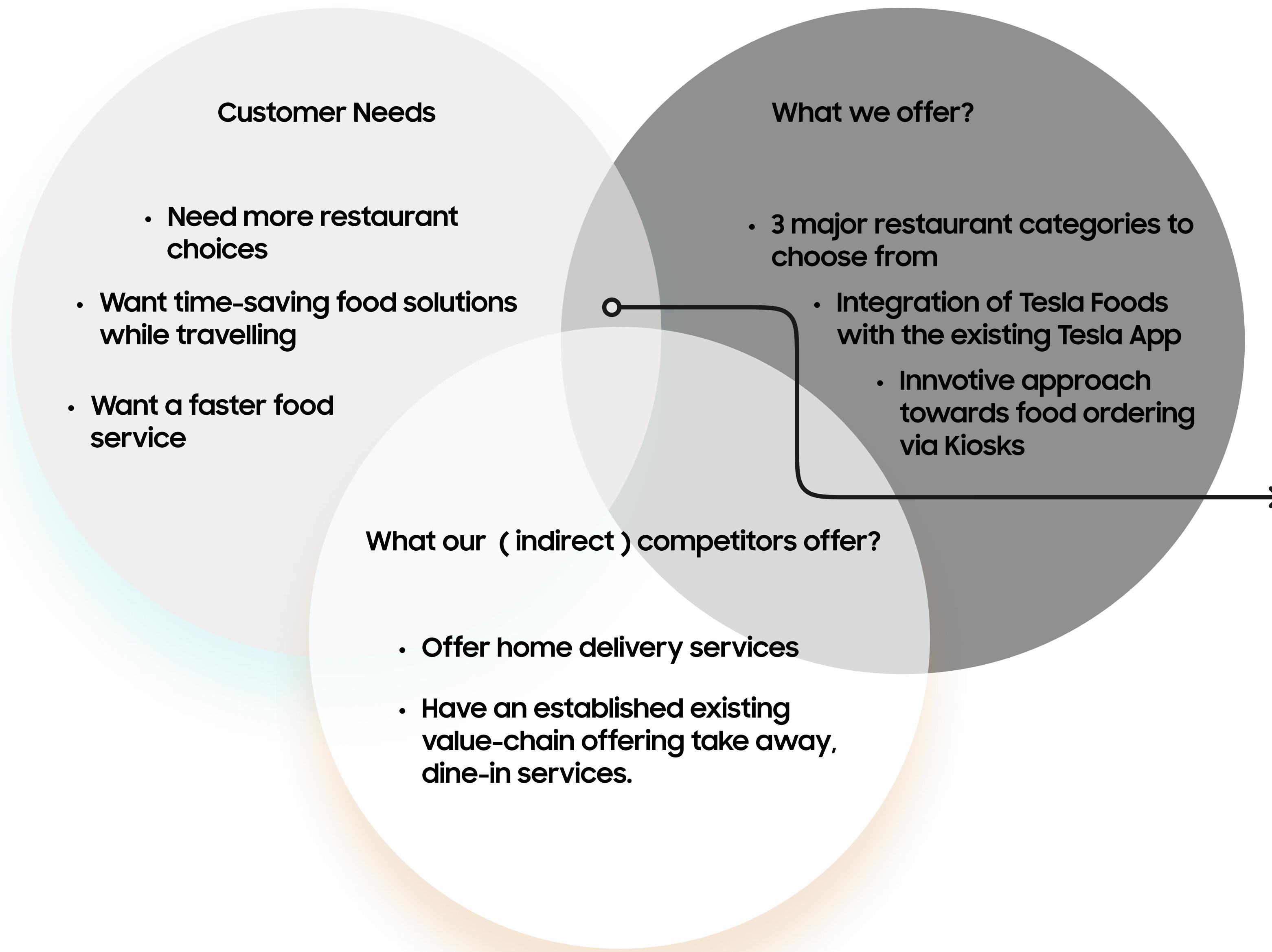
About Robert

A 50 year old ,Robert is the founder and the CEO of a successful business. Being a Tesla owner, he often lands up at Tesla supercharging stations. He has a niche and fine choice in food and fast-food doesn't cut it for him.

Pain Points

- He hates the wait for charging the car.
- There are few choices available nearby catering to his taste.

Value Proposition

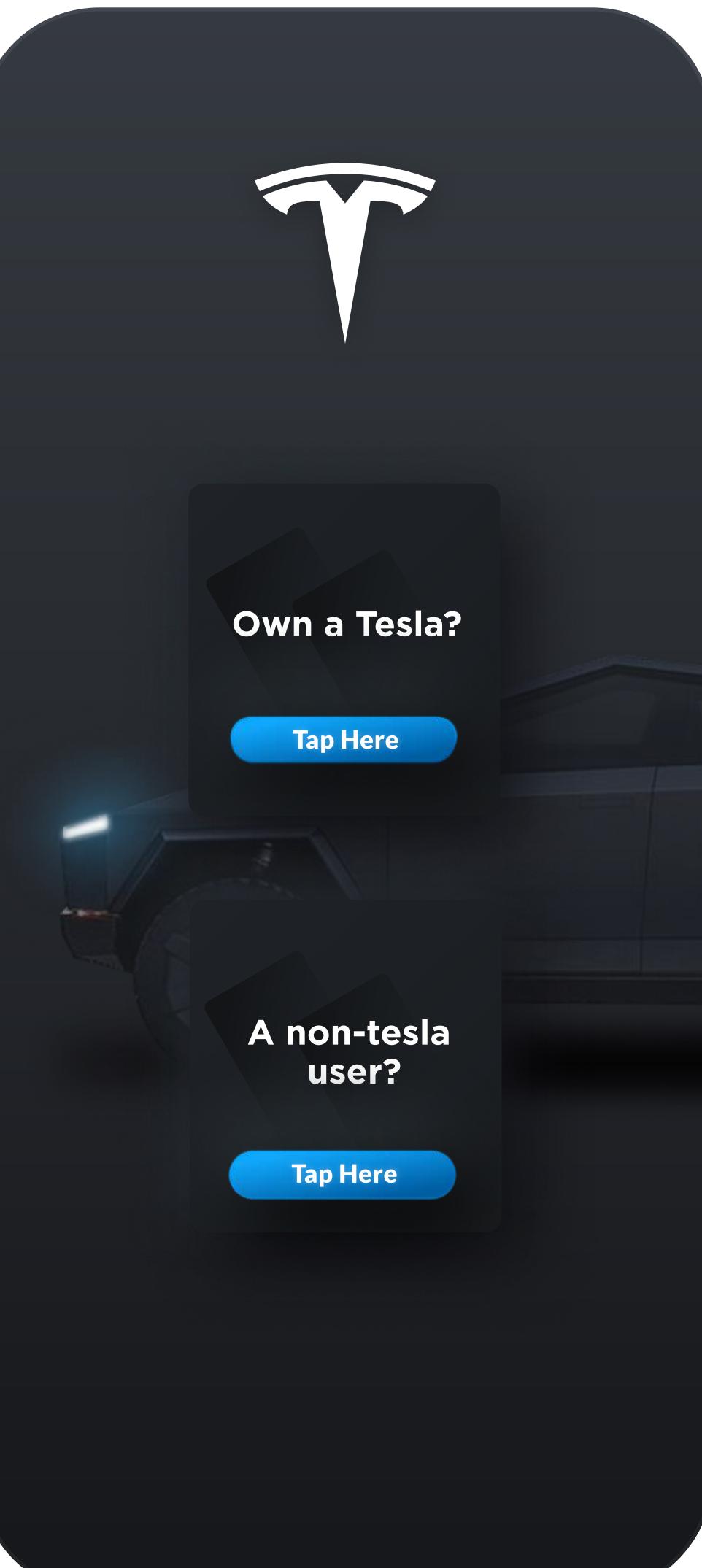


Our Unique Value Proposition



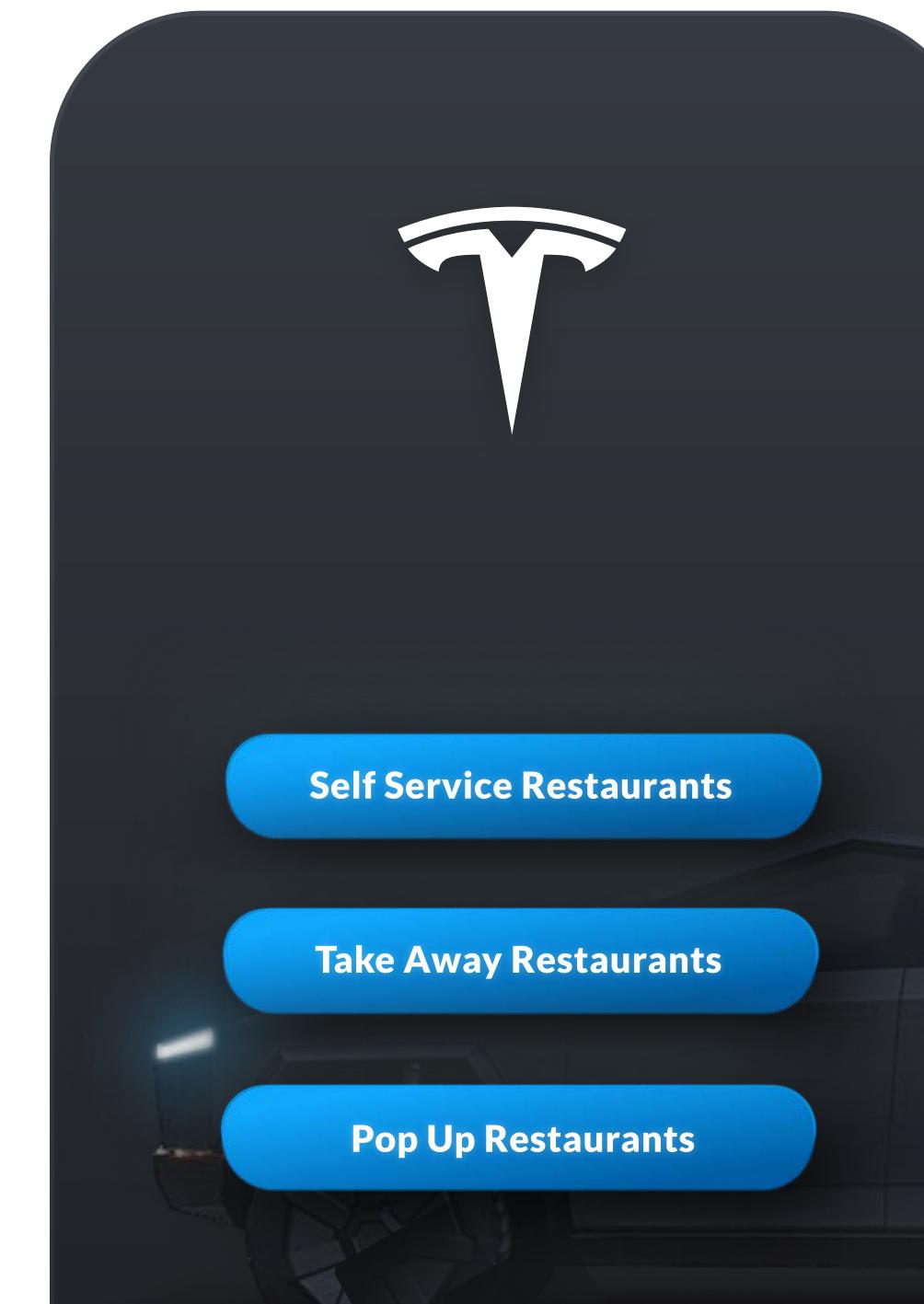
Solution 1:

Integrating online food ordering experience with Tesla App



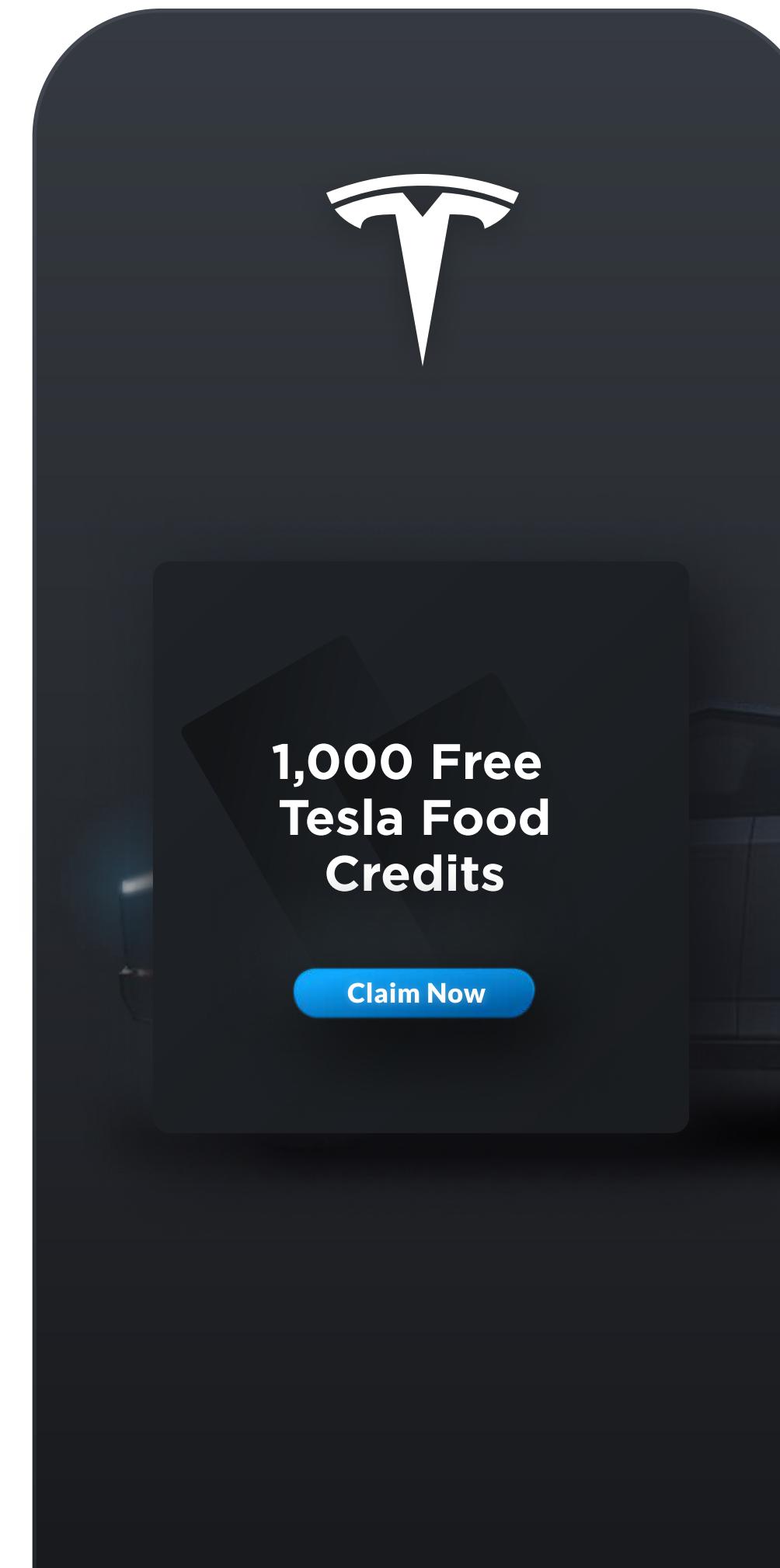
01

A chance for non-tesla
users to be a part of the
Tesla community.



02

3 different
services to
choose from



03

Free tesla
credits for first
time users to
explore Tesla
Foods.

Solution 1 : Schedule Your Meal

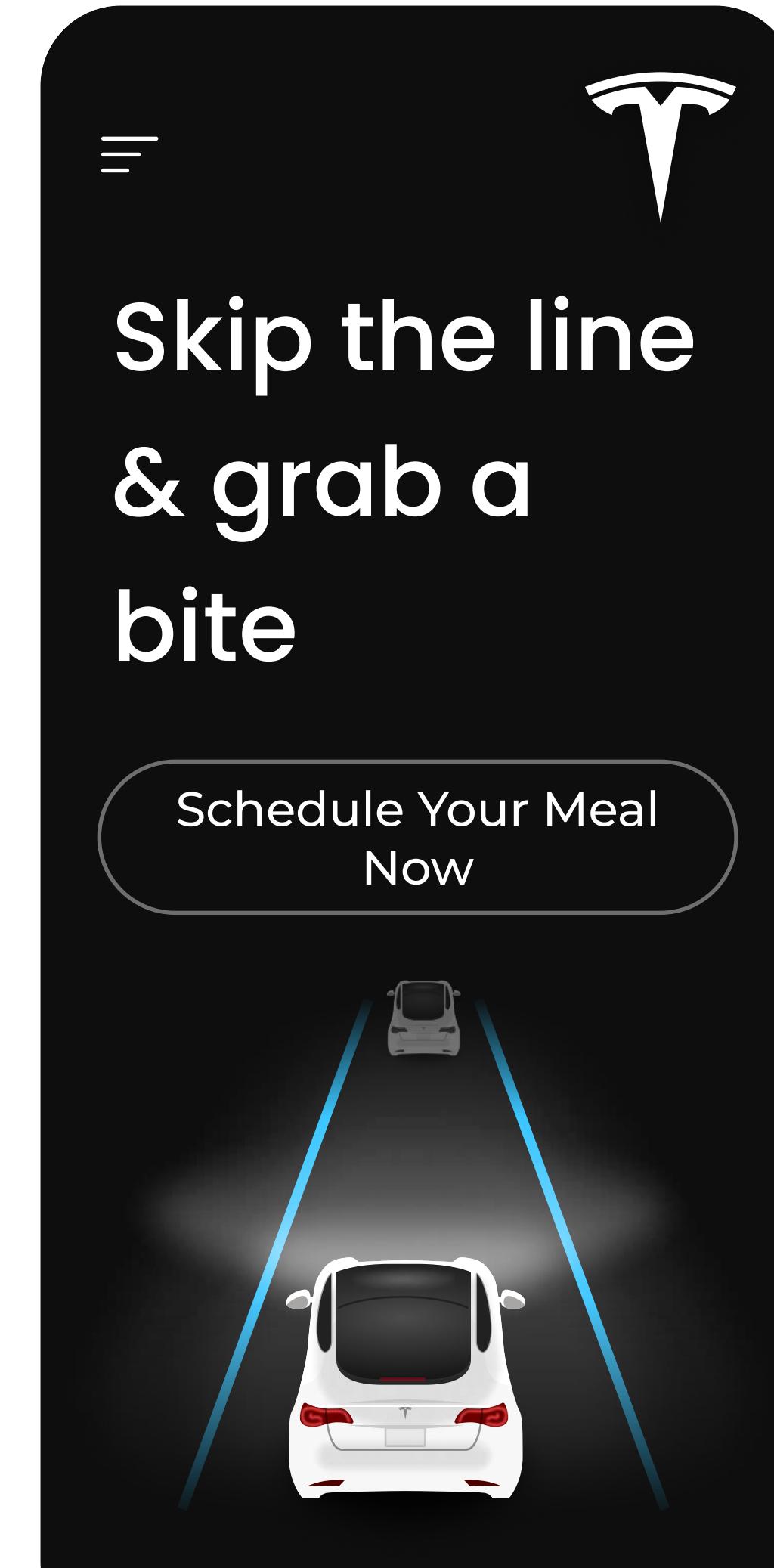
Tired of standing in long queues and waiting for your turn to order?
We got you covered!

01

Have a trip planned?
Select your destination on the
Tesla App

02

Schedule your time & select a
restaurant on the way.



03

That's it,
Just pick up your order when you
reach and enjoy!

Metrics Dashboard

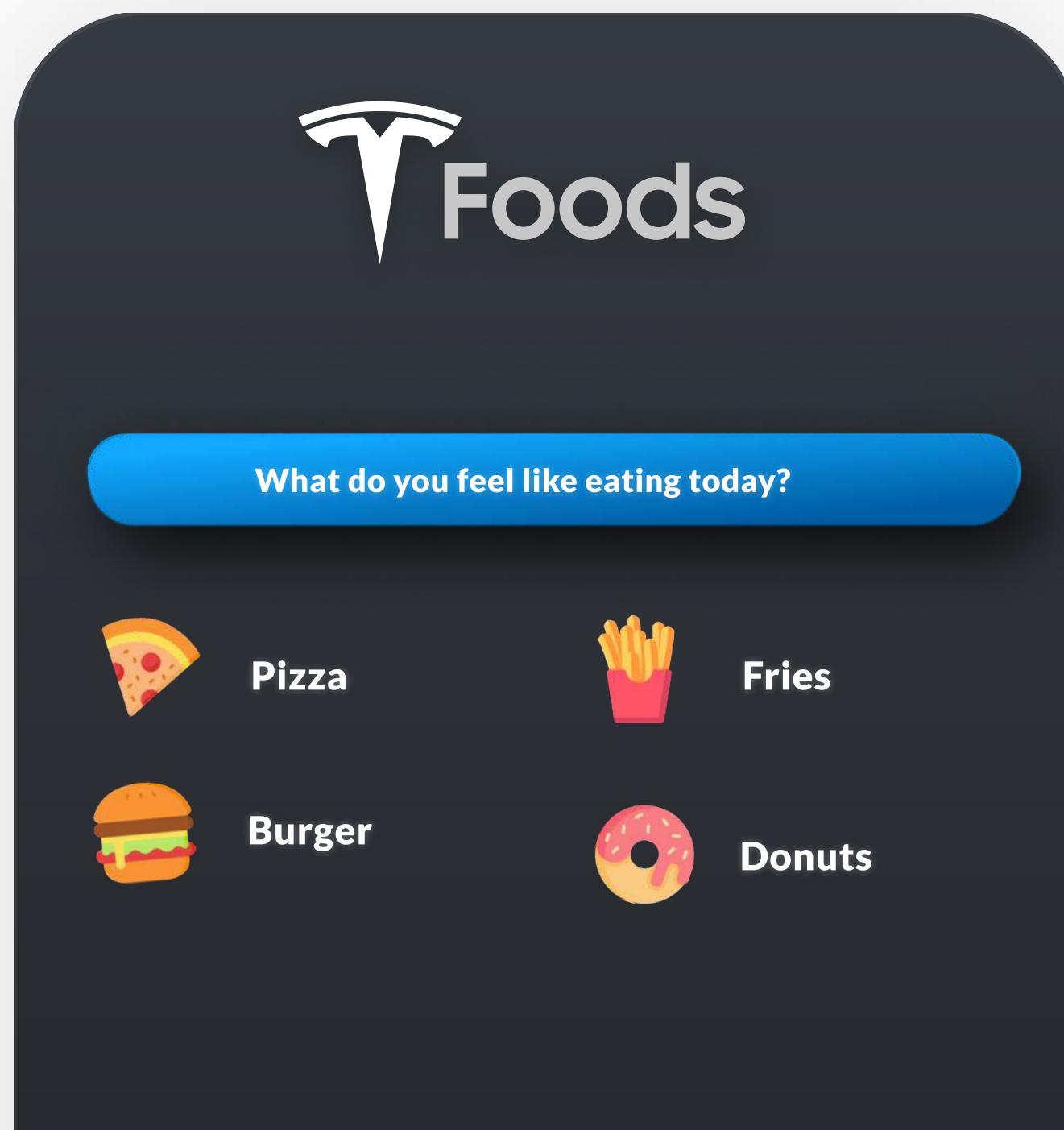
Target	Goal	Metric
Acquisition	Increase signup's on Tesla Food platform	$\frac{\text{Number of user logins on Tesla Foods}}{\text{Total number of Downloads}}$
Activation	User comes on Tesla Foods and orders successfully	$\frac{\text{Number of successful orders}}{\text{Total number of Cart Additions}}$
Retention	Increase the ordering frequency of the returning customers	Average number of orders placed per week

Solution 2 :

Personalized Food Recommendation & Planning System

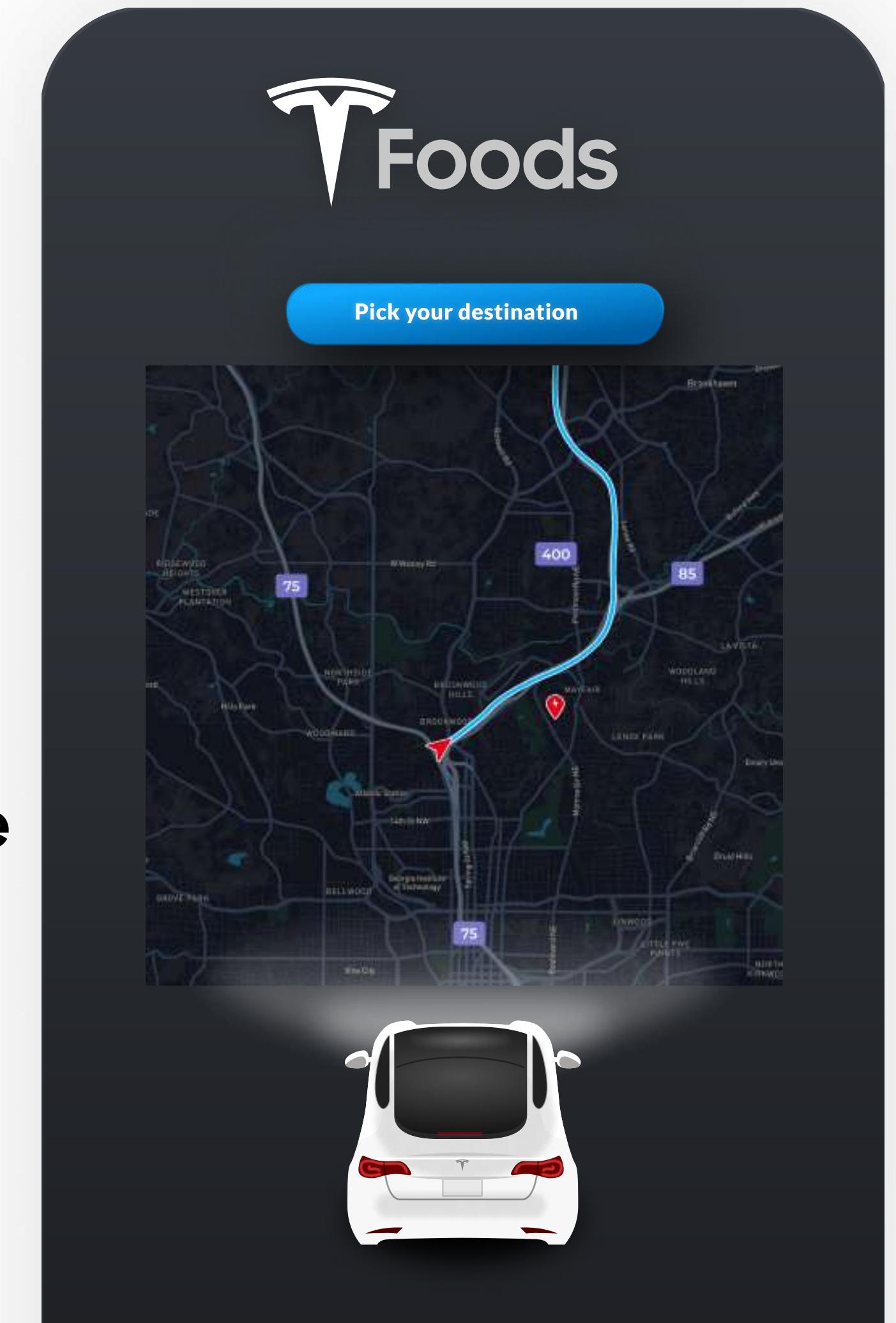
01

Answer a couple of questions
and get amazing food
recommendations



02

Plan your trip,
Pick your destination
and get a list of all the
Tesla Foods outlets in
your route



Metrics Dashboard

Target	Goal	Metric
Engagement	Users should personalize foods choices via Tesla Foods recommendation system	Average number of questions answered per session Average time spent per user on the recommendation system
Activation	Users order food via recommendations	$\frac{\text{\# of orders placed via Recommendation}}{\text{Total number of orders placed}}$

Solution 3 :

Introducing Tesla Foods Kiosk Service



01 Irritated by waiting for your Tesla car to get charged?

Go to a nearby kiosk and order yourself your favourite meal

02 Phone ran out of charge, and you are feeling hungry?

Kiosks are accessible for everyone & order and pay as per your convenience

Metrics Dashboard

TESLA Foods

Target	Goal	Metric
Acquisition	Users use Kiosk service to order food	$\frac{\text{Number of Orders placed via Kiosk}}{\text{Total number of Orders}}$
Activation	User comes on Tesla Foods Kiosk service and orders successfully	$\frac{\text{Number of Successful Orders via Kiosk}}{\text{Total number Kiosk session logins}}$
Retention	Increase the ordering frequency of the returning customers via Kiosk Service	Average number of orders via Kiosk per user per week

Press Release

TESLA Foods

Acclaimed worldwide, Tesla has always been known for integrating innovation and effortless customer experience. We, at Tesla, recognize and value our customer's time and energy and that makes us stand out in everything that we venture into.

With **Tesla Foods**, we are not only venturing into the limitless yet unknown domain of restaurant service industry but are also determined to transform the way people experience food with the right balance of technology, creativity and personalization.

Come aboard to witness the Next Big Thing!

