

Go to market strategy

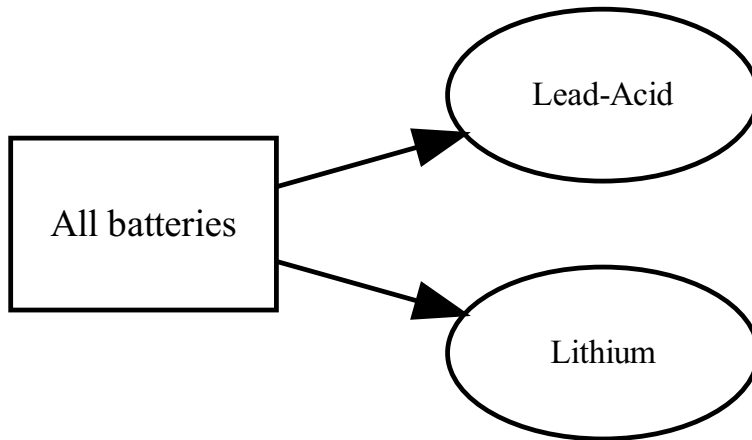
2022-10-23

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The market

All main battery chemistries



The market size

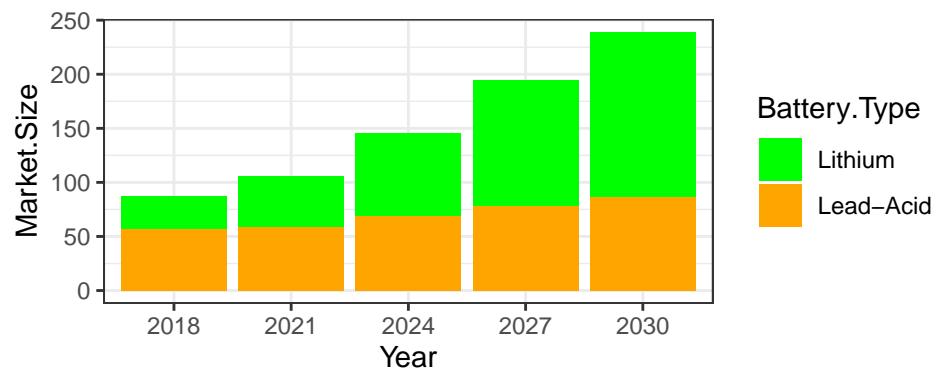
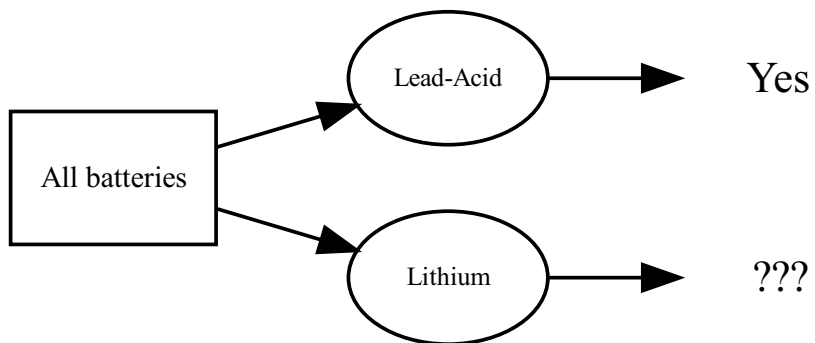


Table 1: All batteries market

Battery.Type	2018	2021	2024	2027	2030
Lead-Acid	57	59	69	78	87
Lithium	30	47	76	116	152

Technology applicability & validation

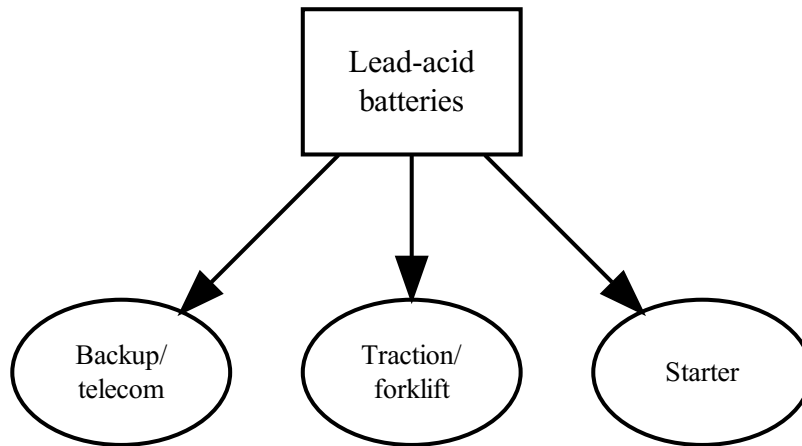


Lead-acid batteries

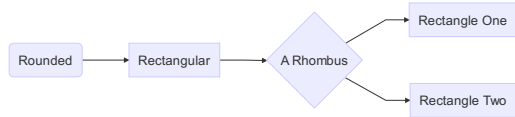
Because our technology is validated for lead-acid batteries only, we are going to focus on this market in the first stage.

Applicability for lithium batteries is a subject of future research.

Basic classification by use



```
DiagrammeR::mermaid("
graph LR
A(Rounded)-->B[Rectangular]
B-->C{A Rhombus}
C-->D[Rectangle One]
C-->E[Rectangle Two]
")
```



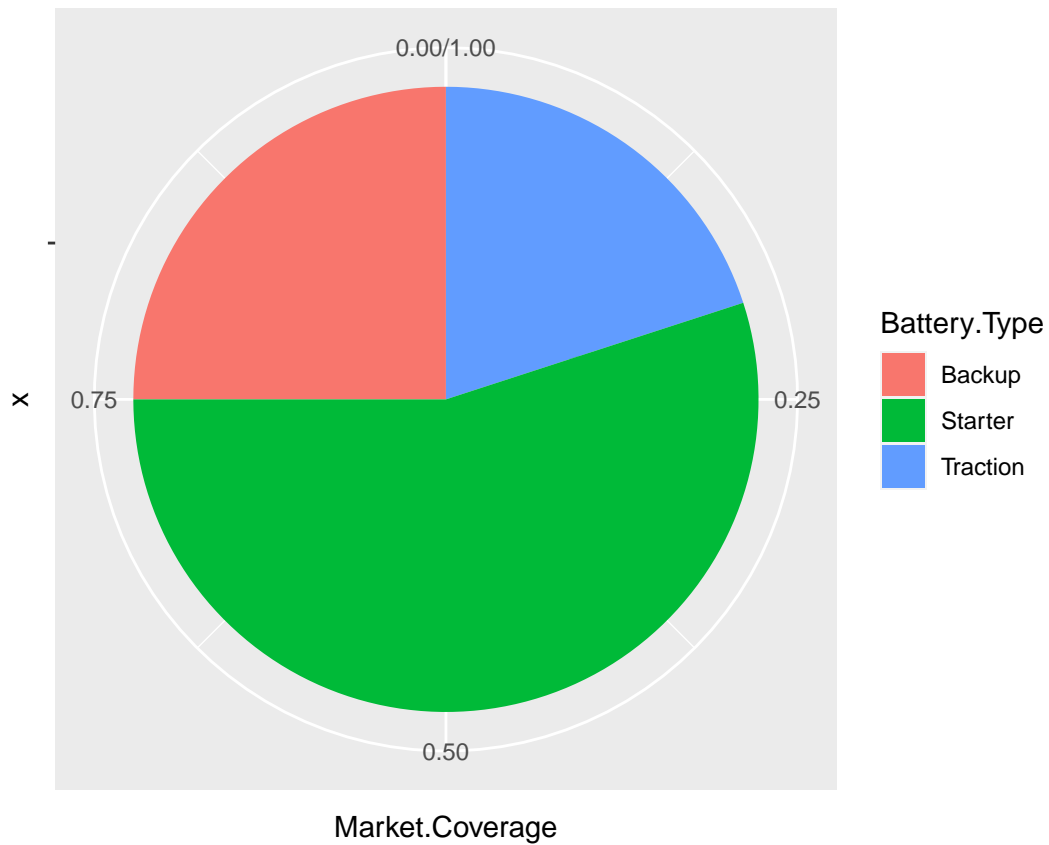
```

## Rows: 3 Columns: 2
## -- Column specification -----
## Delimiter: ","
## chr (1): Battery.Type
## dbl (1): Market.Coverage
##
## i Use 'spec()' to retrieve the full column specification for this data.
## i Specify the column types or set 'show_col_types = FALSE' to quiet this message.

## Warning: Warning: fonts used in 'flextable' are ignored because the 'pdflatex'
## engine is used and not 'xelatex' or 'lualatex'. You can avoid this warning
## by using the 'set_flextable_defaults(fonts_ignore=TRUE)' command or use a
## compatible engine by defining 'latex_engine: xelatex' in the YAML header of the
## R Markdown document.

```

Battery.Type	Market.Coverage
Backup	0.25
Traction	0.20
Starter	0.55



```
DiagrammeR::mermaid("
gantt
  title A Gantt Diagram
  dateFormat YYYY-MM-DD
  axisFormat %Y-%M

  section Section
  A task          :a51, 2014-01-01, 30d
  Another task    :after a51 , 20d

  section Another
  Task in sec     :2014-01-01 , 12d
  another task    : 24d
")
```

```
gantt
    title A Gantt Diagram
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    section Section
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```