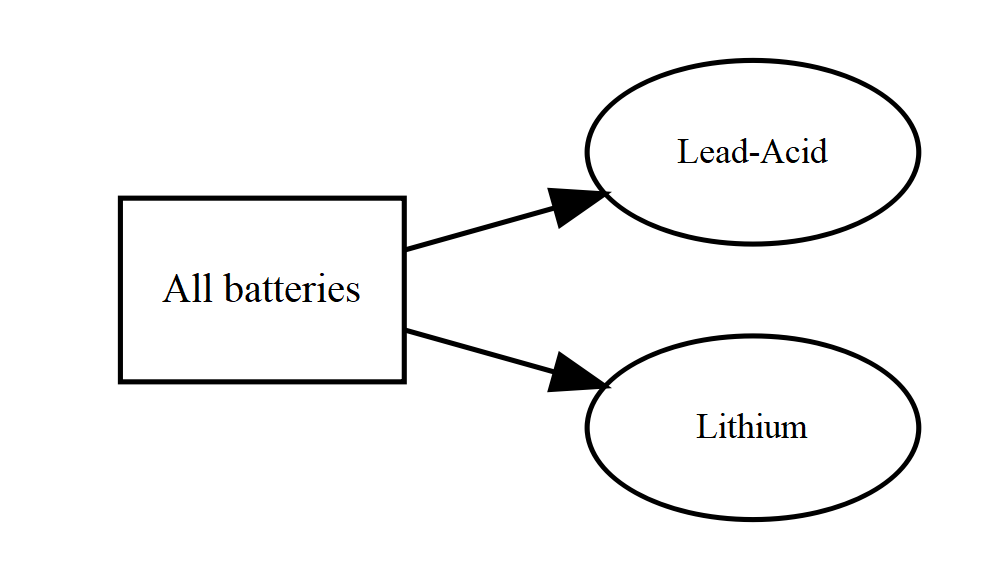
Go to market strategy

2022-10-19

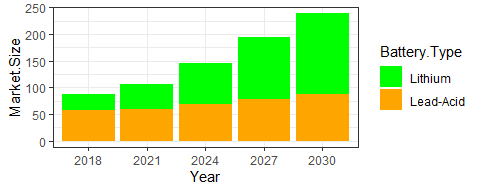
Table of Contents

# The market

## All main battery chemistries



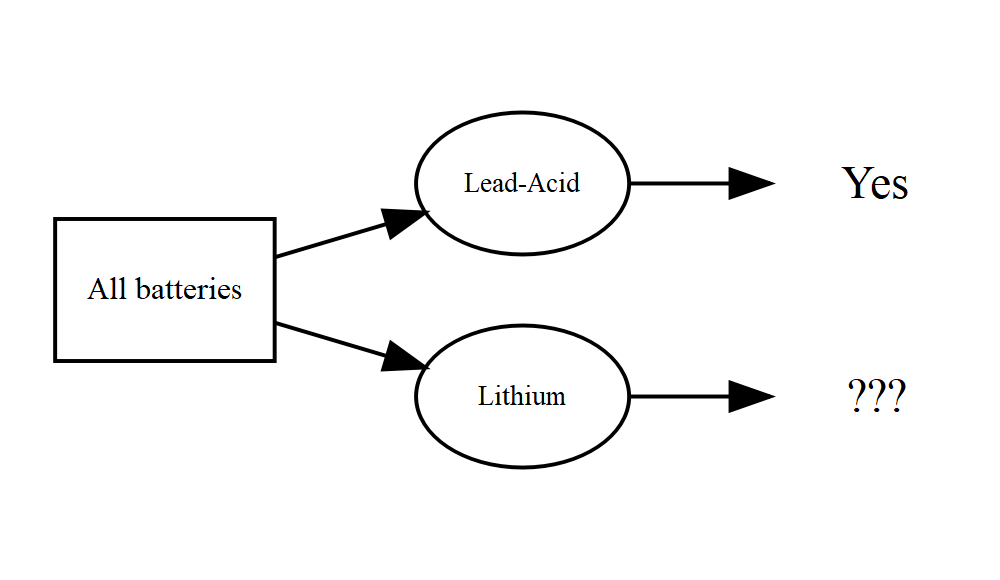
## The market size



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

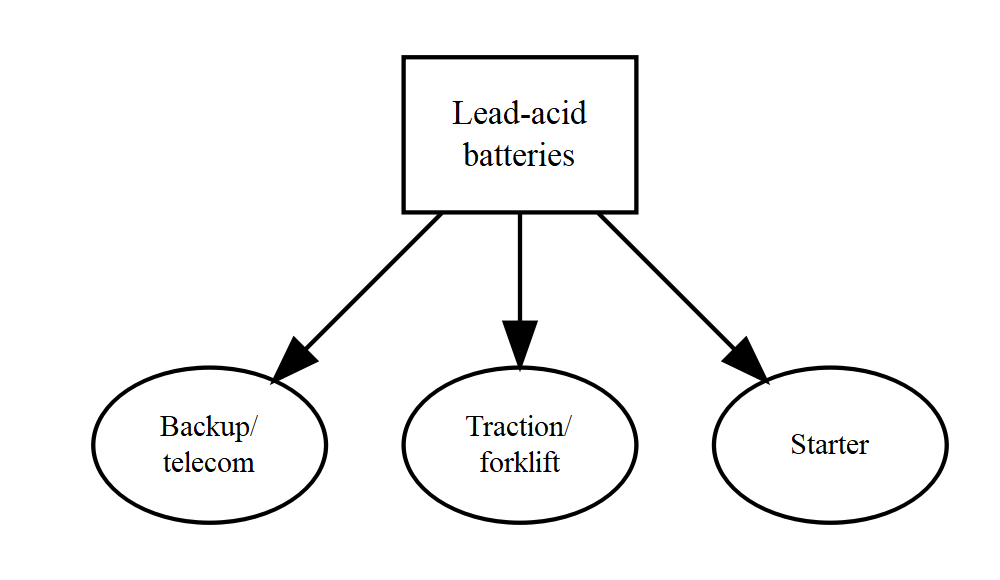


# Lead-acid batteries

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 classifictaion by use



## 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.

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

ggplot(  
 data = lead\_acid\_batteries\_by\_type,  
 aes(  
 x = "", y = Market.Coverage, fill = Battery.Type  
 )  
) +  
 geom\_bar(stat = "identity", width = 1) +  
 coord\_polar("y", start=0)

