



TESLA VALUE VALIDATION PROJECT

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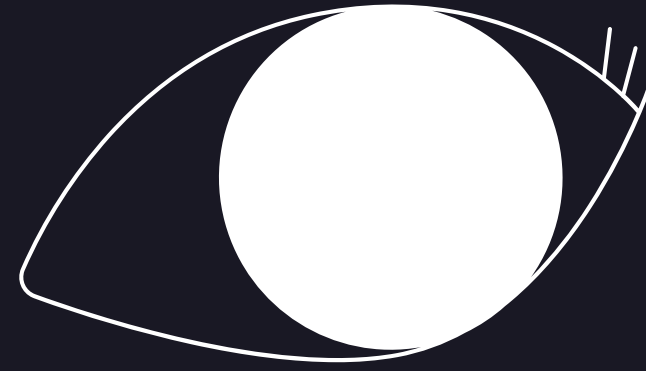


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How can we help Tesla
increase its sales?



RESEARCH

Overview of competition
and market size



PRODUCT DESIGN AND IMPROVEMENT

New feature created to
increase sales



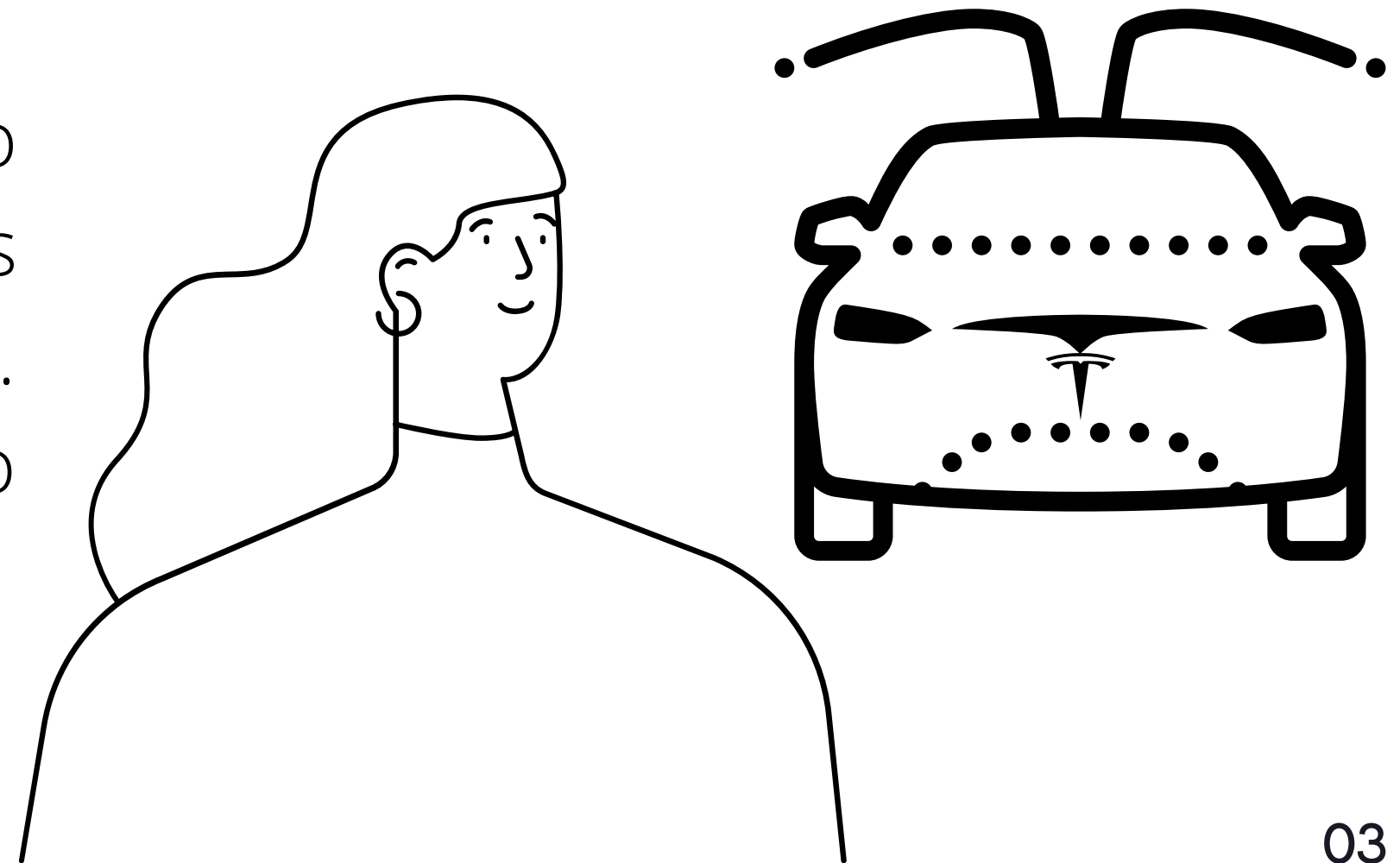
PRODUCT METRICES

Criteria we should consider
for the product's success

PROBLEM

Due to Tesla's focus on vehicles, it is often currently classified as a luxury brand, targeting upper and upper middle class individuals. Since its marketing strategy prioritizes vehicles, its residential energy products are lesser-known and have few perceived applications in corporate and university campuses.

At the same time, corporate campuses seek to fulfill their environmental CSR while universities begin a path towards carbon negativity. However, solar tax incentives do not apply to tax-exempt universities.



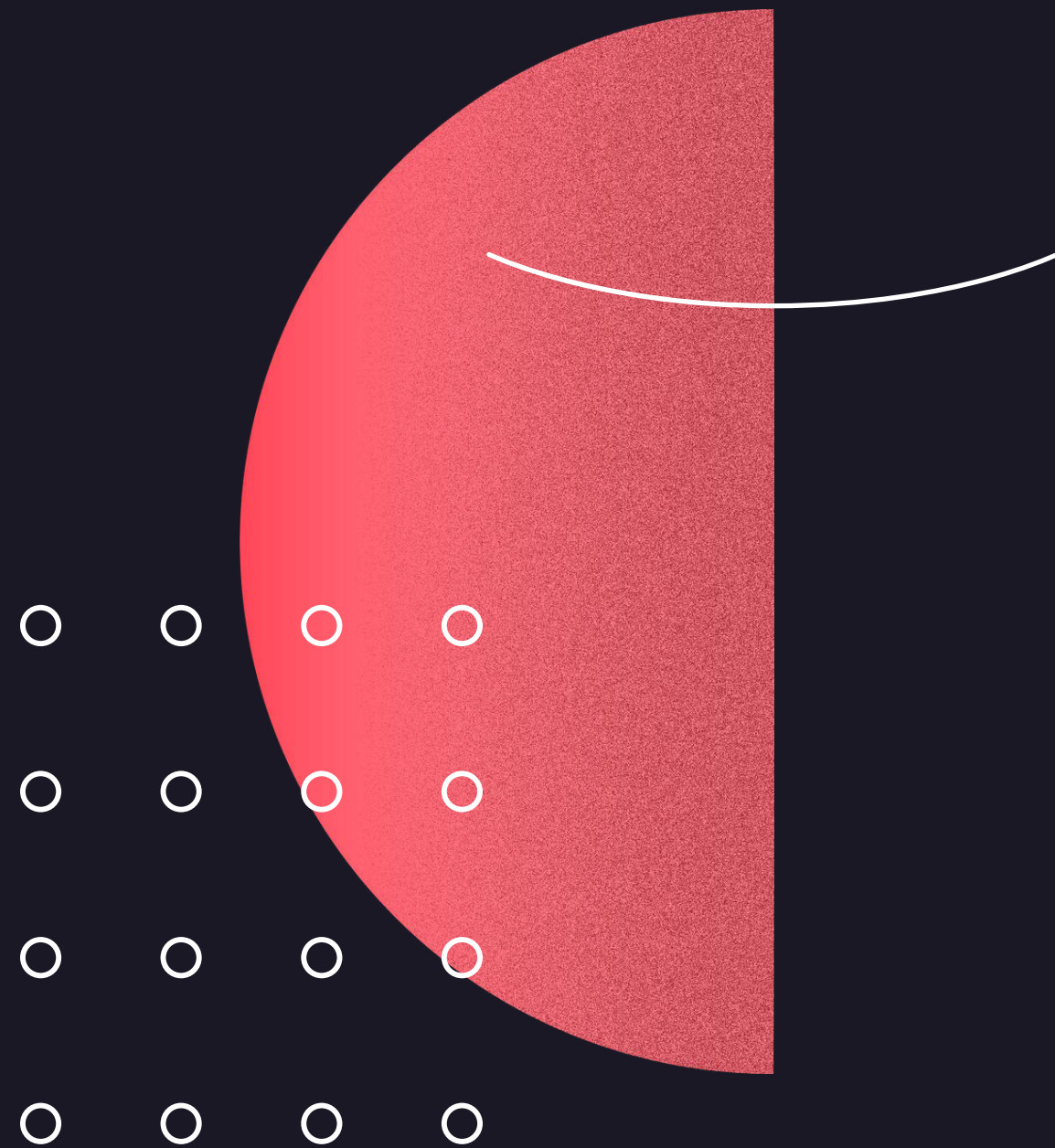
SOLUTION

Creating a comparison tool outlining the benefits of Tesla energy products for college and corporate campuses would enable these large organizations to determine which energy offering (Solar Roof, Power Wall, Powerpack, Megapack etc.) is most cost effective for them.

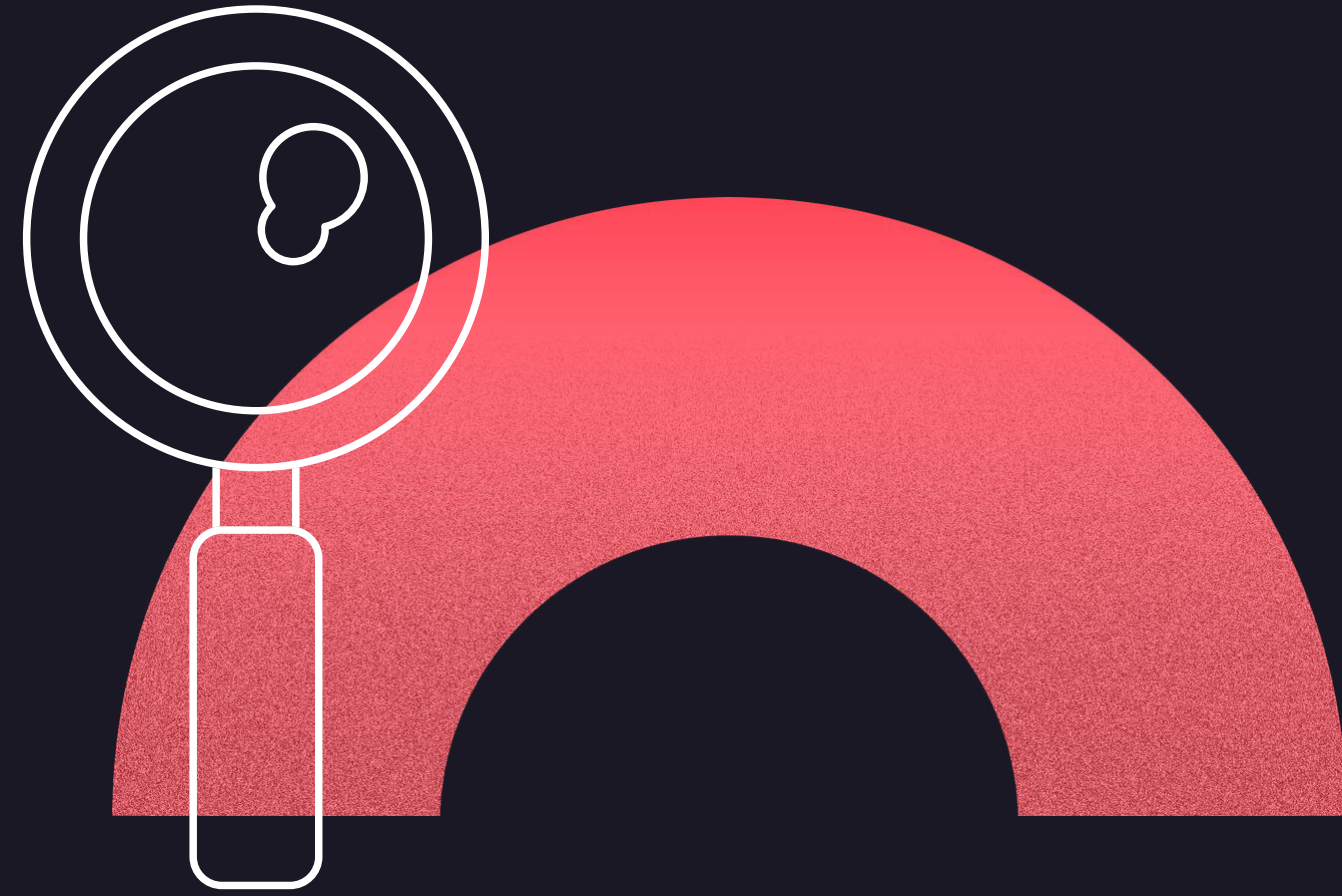
Creating subsidies for tax-exempt organizations further incentivize campuses to use Tesla energy products and normalize Tesla products during the world's transition to sustainable energy, rather than that of select households



WHAT WILL THIS FEATURE ACHIEVE?

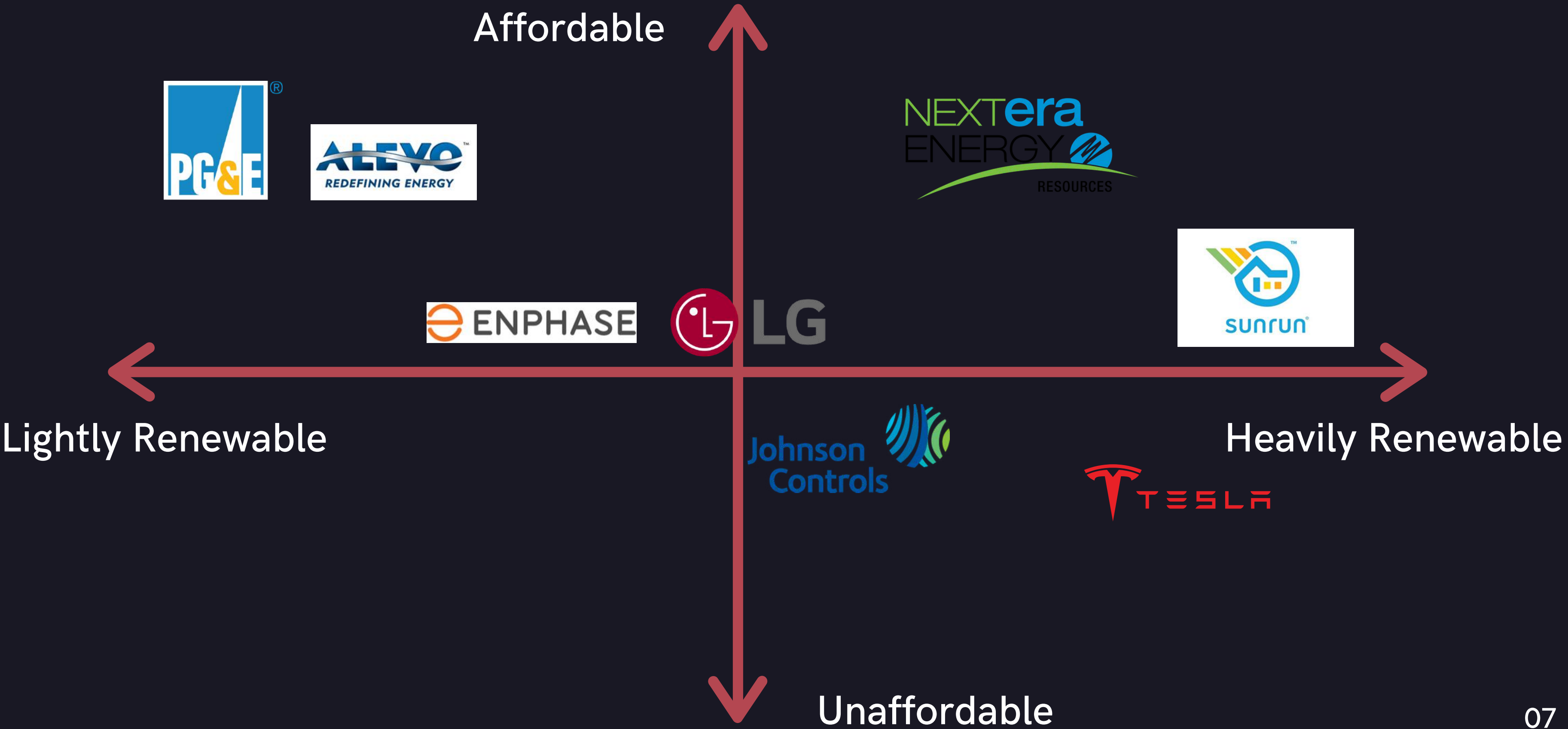


- Widen the customer base to large organizations such as big companies and universities
- Enable students and employees to petition to the organization to buy/ implement these energy offerings
- Increase the sale of both solar products and batteries as they are easier to sell as an ecosystem



RESEARCH

COMPETITIVE ANALYSIS



MARKET SIZE

SAM

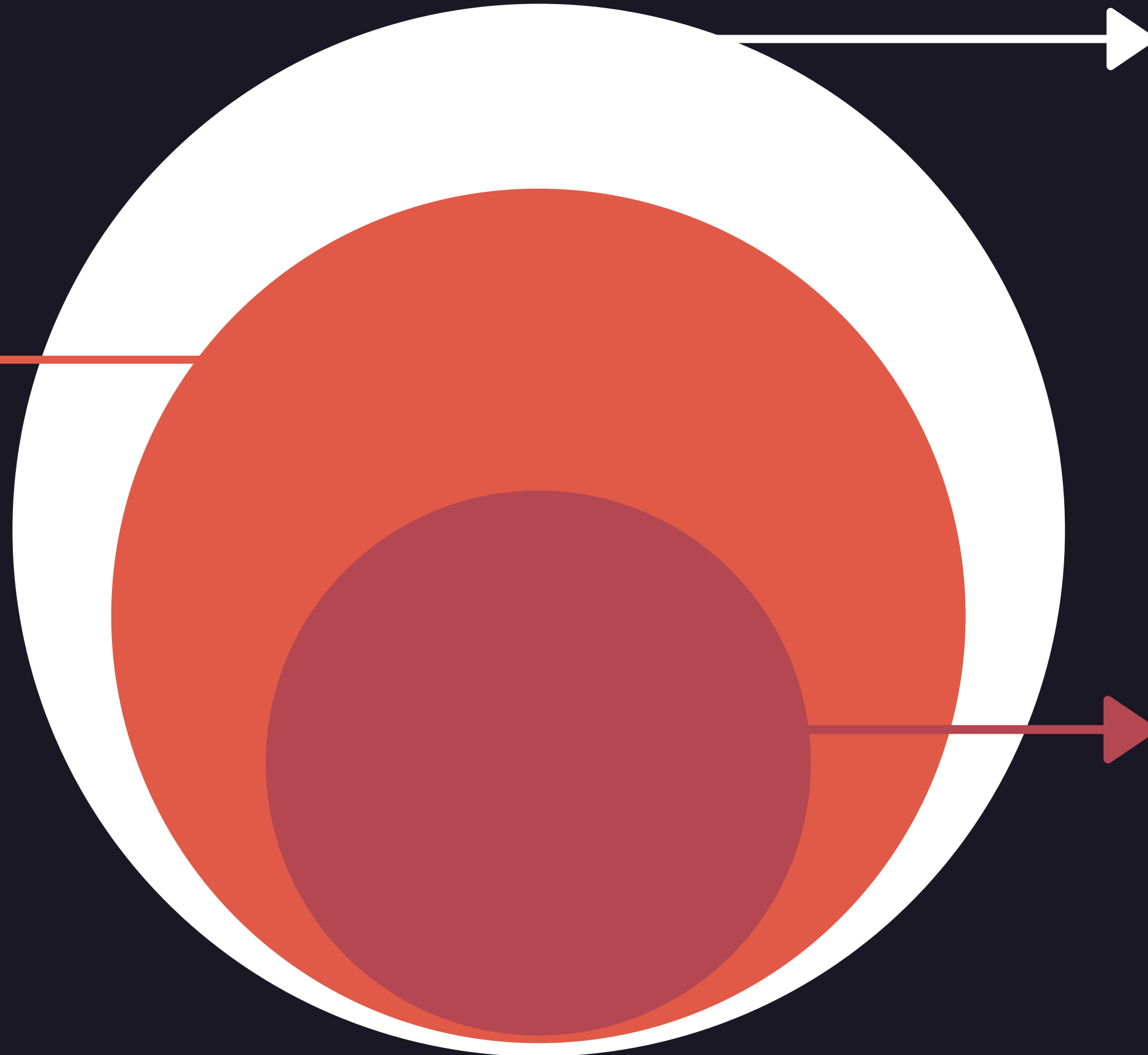
- Private universities endowments > \$1 million
 - 800 universities
- Public universities > 35,000 students
 - 50 universities
- Companies > 2500 employees
 - 5774 companies

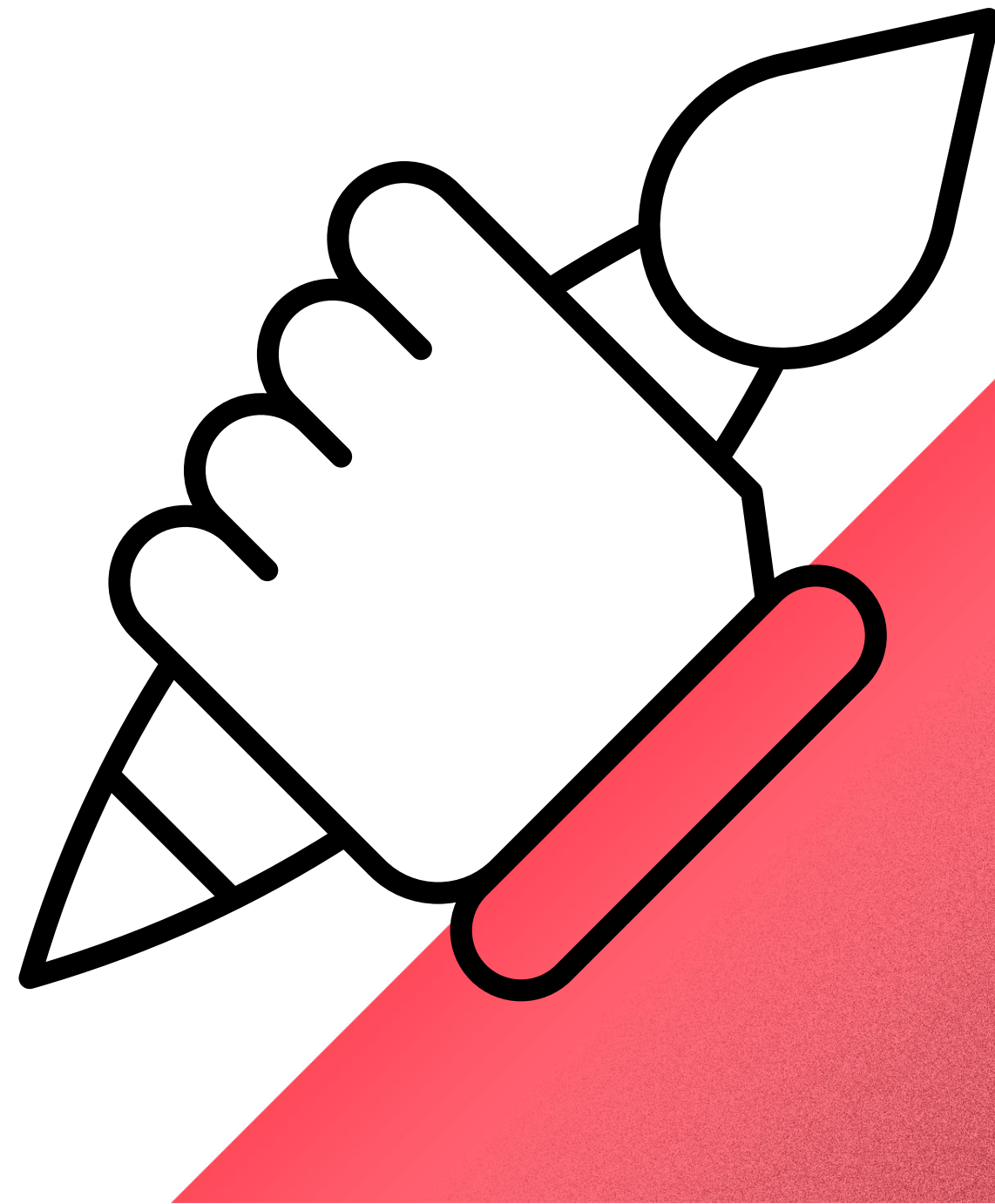
TAM

All campuses and companies across the US

SOM

10% of the overall SAM





PRODUCT DESIGN AND IMPROVEMENT



Energy Offerings ⓘ

Enter your org details to place your order

Average electric bill / mo

Number of Buildings

Address

Your Organization/University name

Can't find your organization?

SEE RECOMMENDATION

We will not spam you in any way

See how Solar Roof compares

Based on a 10 kW system size



Solar Roof

\$33,950*

Roof with integrated solar

Solar Roof

\$5.60 /ft² | \$2.11 /watt



Premium Roof
+ Solar Panels

\$54,647*

Concrete tile roof with add-on solar panels

Premium Roof

\$34,091 | \$11.92 /ft² **

Solar Panels

\$20,556 | \$2.06 /watt



Energy Offerings ⓘ

Enter your org details to place your order

Average electric bill / mo

Number of Buildings

Address

Your Organization/University name ▾

- UC Berkeley
- Google
- etc...

SEE RECOMMENDATION

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Roof with integrated solar



Premium Roof + Solar Panels

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Concrete tile roof with add-on solar panels



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Concrete tile roof with add-on solar panels

Premium Roof
\$34,091 | \$11.92 /ft² **

Solar Panels
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Energy Differings ⓘ

Look at similar organizations

or

Enter more information

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Based on a 10 kW system size



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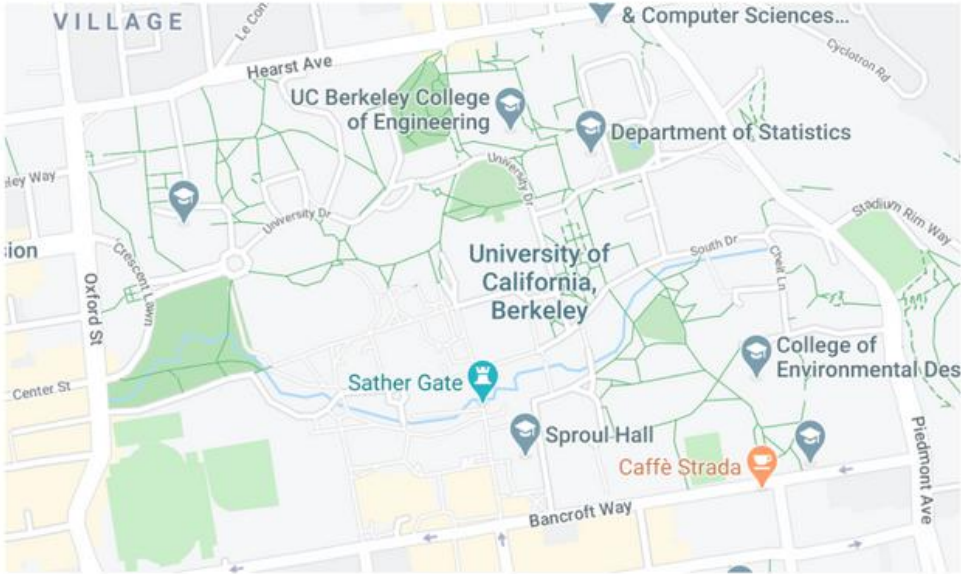
Solar Panels
\$20,556 | \$2.06 /watt

*Estimated price includes incentives

**Source: Homewyse

Cost of mid-range roofing material on an average complexity roof installed by a licensed contractor.

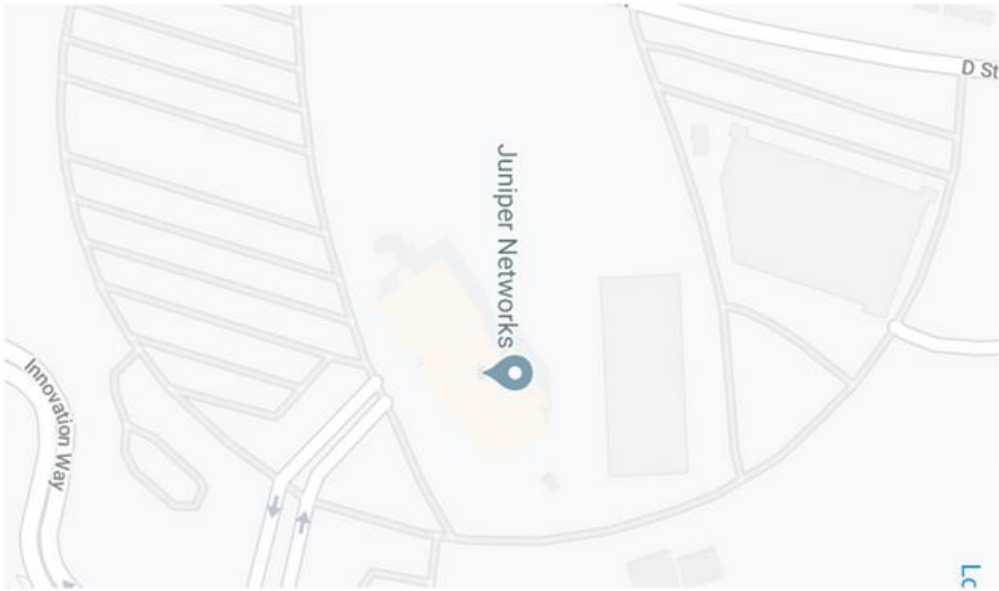
UC Berkeley ⓘ



Google(Sunnyvale) ⓘ



Juniper Networks (Sunnyvale) ⓘ



Organization ⓘ
Specs

Produce Energy
22 kW Solar Roof
\$77,133*

[Learn More](#)

Store Energy
4 Powerwalls
\$16,354*

[ADD](#)

Potential Incentives* Hide Show

Due Today	\$100
Non-refundable Order Fee ⓘ	
Solar Roof	\$93,421
Federal Tax Credit	-\$16,287
Price after potential incentives	\$77,133*
Estimated 25 Year Savings	\$161,097

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Energy Differings ⓘ

Enter more information

Average electric bill / mo

Number of Buildings

Address

Average Electric bill

Max Energy usage per day in Kwh

Avg number of stories across org

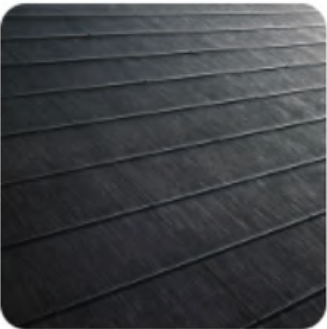
Square footage

SEE RECOMMENDATION

We will not spam you in any way

See how Solar Roof compares

Based on a 10 kW system size



Solar Roof

\$33,950*
Roof with integrated solar



Premium Roof + Solar Panels

\$54,647*
Concrete tile roof with add-on solar panels



Energy Differings ⓘ

Address

Powerwall + solar roof

energy saved: 12345 kwh

Produce Energy

22 kW Solar Roof

\$77,133*

[Learn More](#)

Store energy

4 Powerwalls

\$16,350*

ADD

Powerpack + solar roof

energy saved: 12345 kwh

Produce Energy

22 kW Solar Roof

\$77,133*

[Learn More](#)

Store energy

2 Powerpacks

\$50,000*

ADD

Megapack + solar roof

energy saved: 12345 kwh

Produce Energy

22 kW Solar Roof

\$77,133*

[Learn More](#)

Store energy

1 Megapack

\$300,000*

ADD

Potential Incentives*

Hide Show

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Enter Account Details

First Name

Last Name

Email Address

Scrolling

Scrolling



Enter Account Details

First Name

Last Name

Email Address

Phone Number

Contact Preference

Installation Address

Payment

Name On Card

Card Number

Expiration Month

Expiration Year

CVV

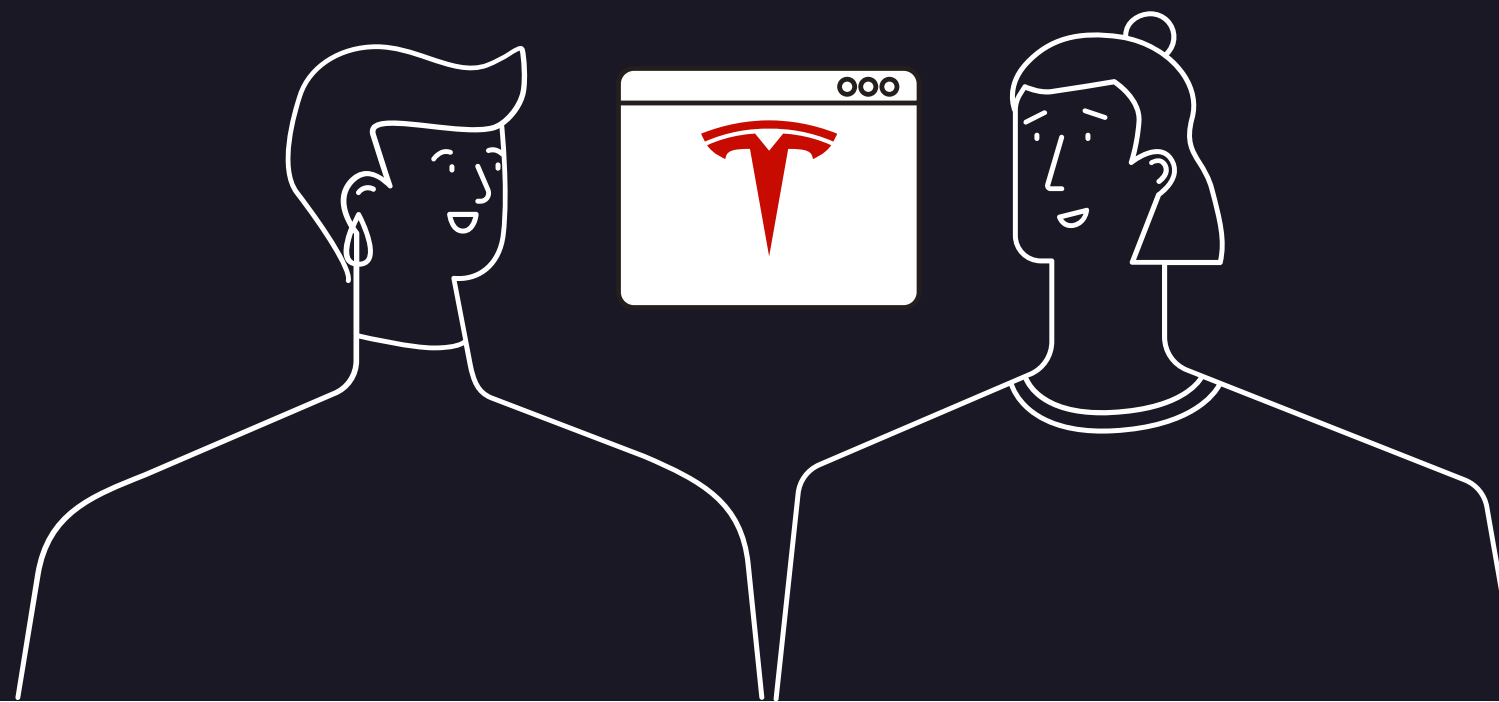
Billing Zip Code

I allow Tesla to save my payment instrument information for future transactions pursuant to the [Payment Terms for Services](#)

Due Today - \$100

By placing an order, you agree that your Solar Roof purchase price is currently \$93,421 according to the configuration above and to the [Energy Products Order Agreement](#) and [Customer Privacy Policy](#).

PLACE ORDER

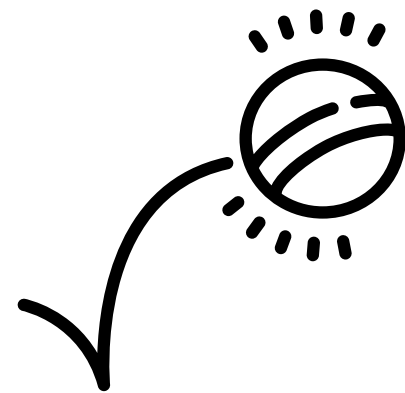


PRODUCT METRICES



Number of Clicks

Number of clicks the web page with the feature gets



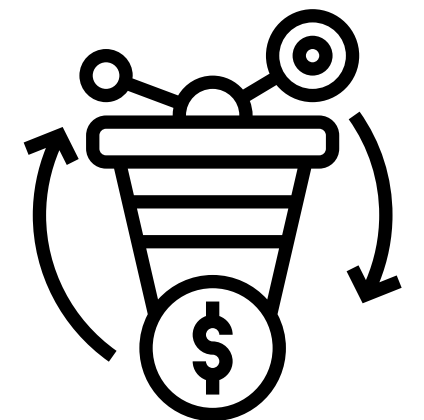
Bounce Rate

Rate of people getting directed to the page but not using the feature



Sale

Successful sales to companies and universities



Conversion Rate

Percentage of people who uses the feature and buy a product

APPENDIX

- <https://www.nytimes.com/2018/10/28/business/energy-environment/sunrun-tesla-solar-homes.html>
- <https://www.fool.com/investing/general/2015/03/07/11-energy-storage-competitors-tesla-motors-needs-t.aspx>
- https://www.researchgate.net/publication/327120498_Marketing_Research_on_Tesla_Inc_-_Strategic_analysis
- <https://www.forbes.com/sites/jacknerad2/2019/06/23/tesla-cracks-the-luxury-code-others-find-difficult/#4db082745daf>
- <https://insideclimatenews.org/news/29112017/solar-panels-school-science-education-clean-energy-rates-technology-stem>
- <https://news.energysage.com/solar-panels-for-schools-how-k-12s-and-universities-can-benefit-from-solar/>
- <https://news.stanford.edu/2018/12/03/stanford-go-100-percent-solar-2021/>
- <https://news.stanford.edu/2019/05/02/happens-schools-go-solar/>
- <http://solarbyempire.com/solar-for-schools>
- <https://curtismorley.com/2011/02/02/how-many-companies-in-the-u-s-have-over-1000-employees/>
- <https://www.chronicle.com/article/Which-Colleges-Have-the/245587>
- <https://www.collegexpress.com/lists/list/the-50-largest-us-colleges-and-universities/361/>