Strengths:

* 'At LM, our goal is to drive the future, not just what drives you in the future’; this mission statement could be concise and compelling to some
* 'And it's our strong belief that the how is just as important as the what. But what matters most to us is the who.’ Mentioning this in this vision shows they should care about the process and the people as well

Potential Weaknesses:

-The first statement may not be compelling to some, e.g. personally to me its seems rather run-of-the-mill

-Whilst the second statement might be attractive to employees, it might put off some investors who are simply interested in the bottom line and profits

Strengths:

* LM adopts an open collaboration philosophy, giving community members the opportunity to contribute to their business; 'a community of more than 30,000 individuals contributing their brainpower to everything from autonomous driving systems to drivetrain design.’
* Released Forth, ' a platform that is helping enterprises to accelerate innovation and product development, at the same speed and costs as Local Motors. Local Motors doesn’t just hand them the SaaS platform, but actively teaches their customers how to develop and produce the Local Motors way’. This could give other businesses an opportunity to develop like Local Motors

Potential Weaknesses:

-Some may not be attracted to LM’s co-creation opportunities, as they may want full control over their contributions and how it is marketed, distributed etc.

-The Forth platform may not be viable for some businesses (i.e. not applicable to their business model)

Strengths:

* 'Local Motors is bringing tooling costs down by 50%’ (possibly arising from using 3D printing and micro factories), with such low costs possibly indicative of a healthy venture
* ~~LM released Forth, ' a platform that is helping enterprises to accelerate innovation and product development, at the same speed and costs as Local Motors. Local Motors doesn’t just hand them the SaaS platform, but actively teaches their customers how to develop and produce the Local Motors way’. This Software as a service (SaaS) could be scaleable and sold to several companies~~
* 'they used micro factories to produce at a small scale, avoiding the large upfront investments for building a factory’, showing they have some ‘factories' in place for production on some scale. In fact, some have already been commercialised: '$1,500 electric tricycle Verrado (1,500 sold, according to Rogers) and the $100,000 Rally Fighter (100 sold so far, he says).'

Potential Weaknesses:

-There may not be much demand for their vehicles for now ($1,500 electric tricycle Verrado (1,500 sold, according to Rogers) and the $100,000 Rally Fighter (100 sold so far, he says).'), as some people currently may not trust 3D printed vehicles (will it fall apart while driving?) and autonomous vehicles (safety concerns)

-Since LM's factories are not as large as that of other vehicle manufacturers, vehicle production may not be as scaleable as that of other industry competitors

recommendations:

-try to attract more investors to pour investments into building larger factories for increased scaleability

-publish studies/test drives to attempt to sway public opinion on the reliability of their autonomous 3D printed vehicles

-If they want scaleability, they could focus more on mass market vehicles rather than niche ones as those may have more potential for scaleability