

TESLA INC.

PRESENTATION MADE BY:

IONUT GABRIEL MOALA (leader)-
2018239

OANA MONICA KRIS- 2018240

IRINA MORAR- 2018418

MARIUS VIOREL GRAMA-2018945

DANIEL MIHAI MURARIU-2019139

BMSW4003

Digital Skills And Research
Methods

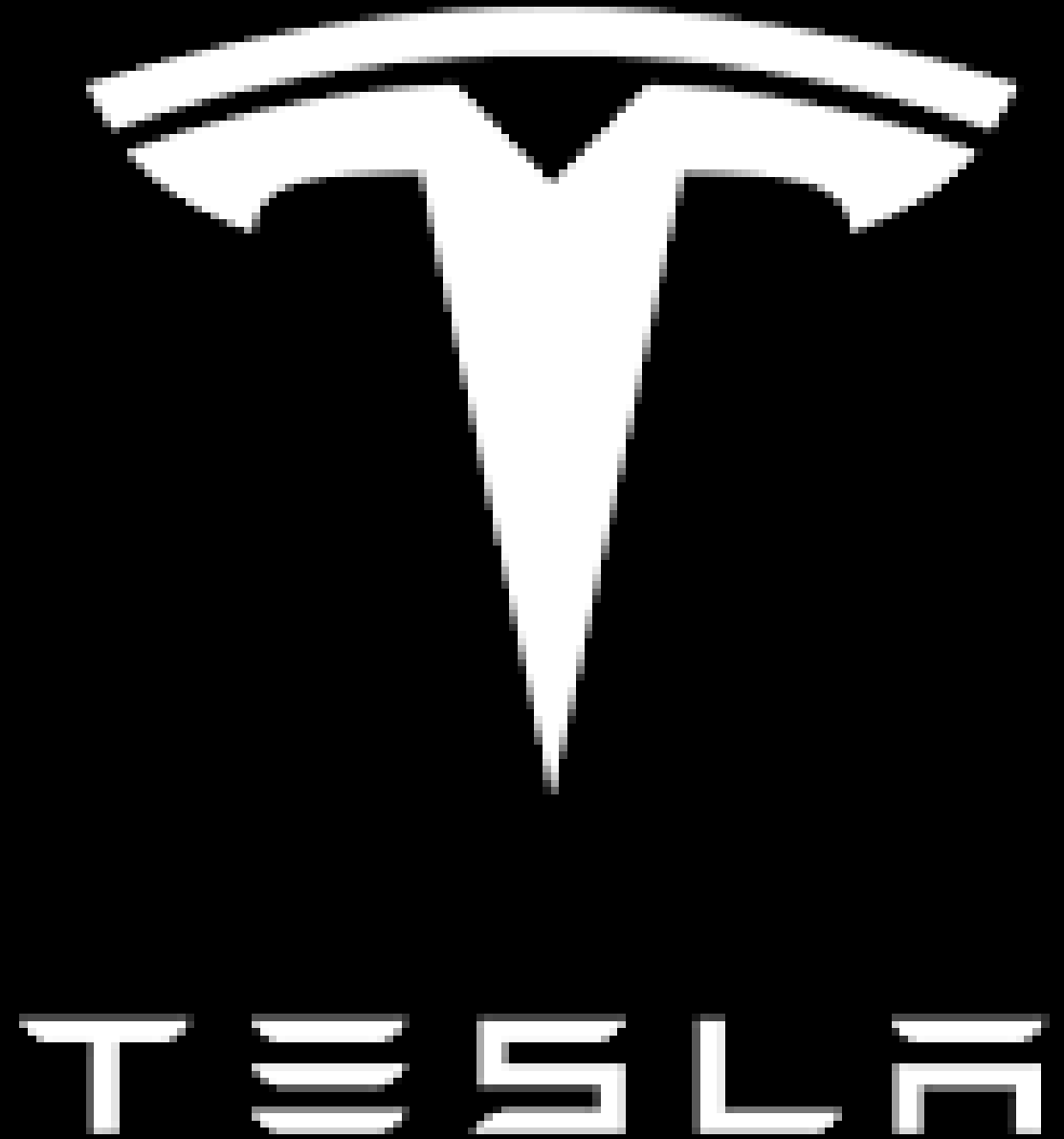
Balendran Kandasemy

What is TESLA INC.?



- Tesla Motors, Inc. is an automotive company headquartered in Silicon Valley, California that design, manufactures and sell electric cars and electric vehicle components.

- Tesla is the only automaker that builds and sells highway-capable Electrical vehicles. According to paper works filed to US Securities and Exchange Commission, Tesla produces 15 cars per week, which are most customer ordered.



BACKGROUND OF TESLA INC.

Tesla, Inc., formerly (2003–17) **Tesla Motors**, American electric-automobile manufacturer. It was founded in 2003 by American entrepreneurs Martin Eberhard and Marc Tarpenning and was named after Serbian American inventor Nikola Tesla.



Funding for the company was obtained from a variety of sources, most notably PayPal cofounder Elon Musk, who contributed more than \$30 million to the new venture and served as chairman of the company, beginning in 2004.



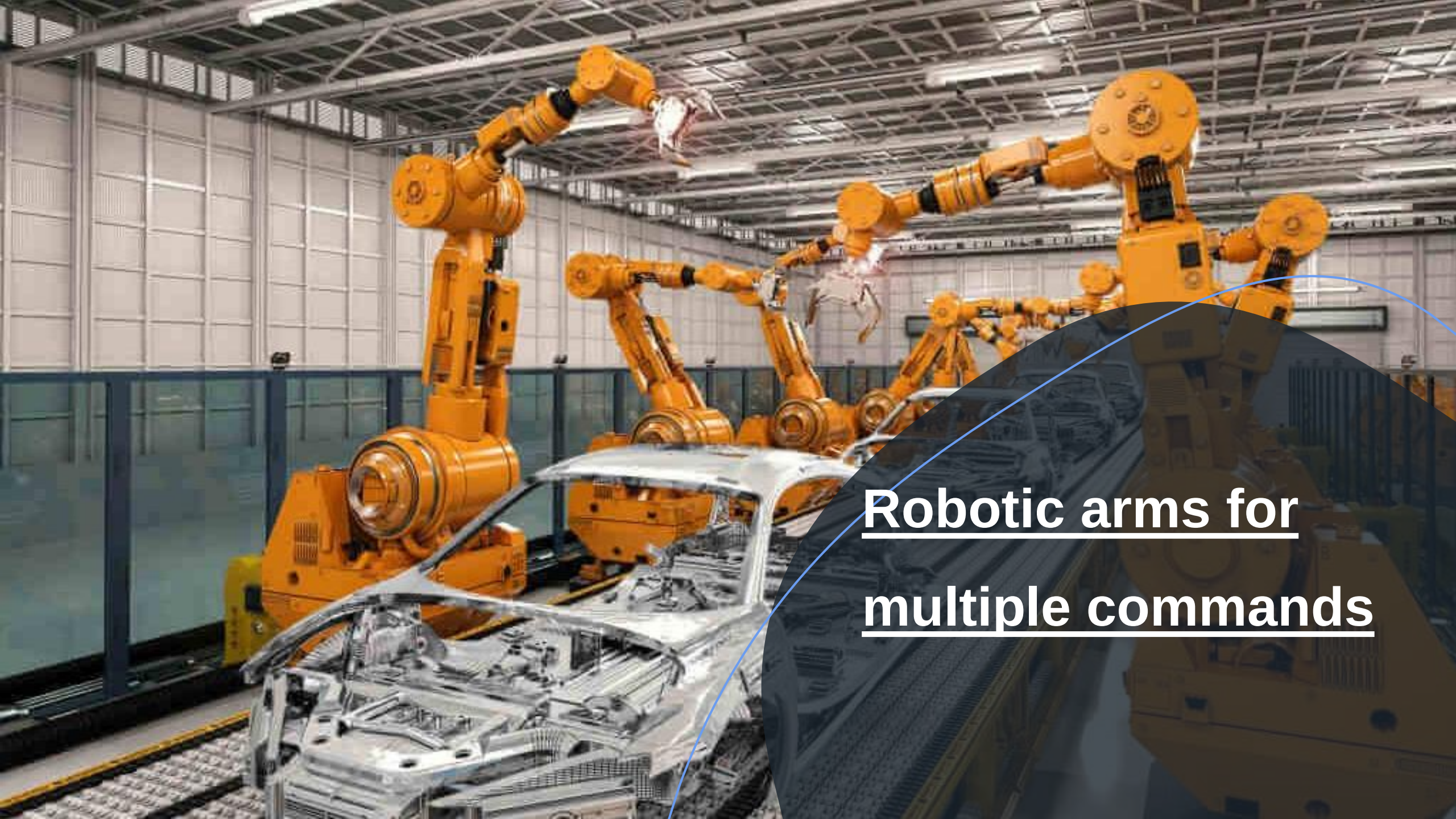


- In 2008 Tesla Motors released its first car, the completely electric Roadster. In company tests, it achieved 245 miles (394 km) on a single charge, a range unprecedented for a production electric car

- 
- 
- The company has developed a fascinating multi-pronged strategy for fundamentally changing an industry.
 - The core strategy has unique elements at each level of the ecosystem: overturning the core product architecture, positioning themselves in key bottleneck components, and resolving system-level limitations that slow the adoption of the technology. At the same time, they have applied an effective approach to build their innovation capital so they can win the resources and support to execute on their vision.

Introduction of modern technology

After Elon Musk became CEO of Tesla Inc. It introduced in a percentage of 60% of the robotic and artificial intelligence infrastructure like:



Robotic arms for
multiple commands

New battery development technologies

- Tesla decide to create their own type of battery who will give as more power and efficient using continuous cylindrical cells, as opposed to the 'tabs' of today.



Insights to the modern technology

- Tesla factory has multiple robots to do the human work in less time
- They provide bikes for the employees
- They have multitasking robots
- Every robot is programmed by man
- Tesla programmed 130 robots in less than 2 years



IRINA MORAR

Features that Tesla uses for their cars

Auto Pilot

- The car drives itself without the driver interaction
- You can enjoy the views without to paying attention to the road

Tesla cars comes with 3g internet

- With the use of internet, you can download and upgrade anything
- It can play songs directly from the cars tablet
- It can even play films of the driver's choice

The cars uses electricity as fuel

- Tesla car doesn't need fuel at all to operate
- Its powered 100% by electricity
- Its produces 50% less co2
- Electricity is much cheaper than fuel





One Pedal Driving

- It only has one pedal as acceleration and brake (Model S)

17inch tablet as a dashboard

- Touch screen tablet as a dashboard
- The car can be fully controlled by the tablet

A photograph of a large industrial factory with two prominent white robotic arms. The arm on the left is in the foreground, reaching down towards a work area where bright sparks are visible. The arm on the right is slightly further back. The background shows the complex steel structure of the factory and various industrial equipment.

The impact of the technology introduction

ENVIROMENT

- Tesla has had a major impact on the environment by manufacturing electric cars , not using gasoline, diesel and installing electric batteries on cars thus managing to reduce co2 emissions.

Employee and profit



➤ In the last year's the number of employed has grown to more than 70.000 people , continuing to grow 15%- 20% every year.

➤ The value of de company's growth by 750% in 2020 and 17% from the beginning of 2021. In 2020 it was the highest profit bringing a company's growth of 721

CONCLUSION

The company has developed a fascinating multi-pronged strategy for fundamentally changing an industry. The core strategy has unique elements at each level of the ecosystem:

- Overturning the core product architecture
- Positioning themselves in key bottleneck components
- Resolving system-level limitations that slow the adoption of the technology.

At the same time, they have applied an effective approach to build their innovation capital so they can win the resources and support to execute on their vision.



THANK YOU!

REFERENCES

<https://www.autocar.co.uk/car-news/new-cars/tesla-reveals-new-battery-tech-will-enable-affordable-ev>

<https://hbr.org/2020/02/lessons-from-teslas-approach-to-innovation> WRITED BY :NATHAN FURR AND JEFF DYER

<https://www.youtube.com/watch?v=rD9PGi8hHvY>

DOCUMENTARY BY NATIONAL GEOGRAPHIC

