

<p>Key Partners</p> <ul style="list-style-type: none"> • Collaboration with Panasonic and other suppliers for battery production materials. • Strategic alliances with charging network providers to expand infrastructure. • Partnerships with governments and municipalities to facilitate regulatory approvals and incentives. 	<p>Key Activities</p> <ul style="list-style-type: none"> • Design and development of high-performance electric vehicles and battery technology. • Manufacturing and assembly processes, including quality control and testing. • Marketing and brand management, particularly focusing on digital and social media platforms. 	<p>Value Proposition</p> <ul style="list-style-type: none"> • Addresses the demand for sustainable transportation with electric vehicles that reduce reliance on non-renewable energy and emissions. • Features extended ranges, high performance, and advanced autopilot capabilities. • Supported by a global network of fast-charging Superchargers, enhancing convenience and practicality. • A combination of environmental sustainability, cutting-edge technology, and convenience distinguishes Tesla in the automotive industry. 	<p>Customer Relationship</p> <ul style="list-style-type: none"> • Establishes direct relationships through personalized service in Tesla stores and proactive online support. • Maintains ongoing engagement through software updates and Tesla mobile app interactions. • Provides self-service options via the website and app, allowing customers to manage purchases, service appointments, and vehicle updates independently. 	<p>Customer Segments</p> <ul style="list-style-type: none"> • Targets environmentally conscious consumers seeking sustainable transportation options. • Serves luxury and technology-savvy individuals interested in high-performance and advanced features. • Aims at commercial entities looking for energy-efficient fleet vehicles
<p>Cost Structure</p> <ul style="list-style-type: none"> • High initial investment in research and development for cutting-edge technologies. • Significant manufacturing and operational costs, including expenses related to Gigafactories. • Marketing and sales expenses, particularly for maintaining high visibility and brand prestige. 		<p>Revenue Streams</p> <ul style="list-style-type: none"> • Sales of electric vehicles contribute the majority of revenue. • Additional revenue from selling battery products and solar panels. • Subscription services for enhanced autopilot and software updates, providing ongoing revenue post-purchase. 		