

# Business Profile on Tesla Inc. (TSLA)

### Early Information on the Founders of Tesla Inc. (TSLA) Tesla Inc. was founded by \*\*Elon Musk, Martin Eberhard, Marc Tarpenning, JB Straubel\*\*, and \*\*Ian Wright\*\*. ### Company Origins The company was incorporated in July 2003 by engineers Martin Eberhard and Marc Tarpenning. The catalyst behind the founding of Tesla was the desire to create a sustainable alternative to traditional gasoline-powered vehicles, with the ultimate goal of accelerating the world's transition to sustainable energy. ### Obstacles Faced In the early stages, Tesla faced multiple challenges, including technological hurdles in developing electric vehicles, skepticism from the automotive industry, and the need to secure sufficient funding to bring their vision to fruition. ### Funding Tesla received funding from various sources, including private investors, venture capital firms, and government grants. One significant early investor was Elon Musk, who became heavily involved in the company, eventually assuming the role of CEO and leading Tesla to its current status as a leading electric vehicle manufacturer. ### Location and Size Tesla Inc. is headquartered in Palo Alto, California, with multiple manufacturing facilities and offices around the world. The company has grown significantly since its founding and has become one of the most valuable automakers globally, with a market capitalization surpassing many traditional automotive giants.

## Tesla Inc. (TSLA) Company Statistics

Statistic	Value
Company Name	Tesla Inc.
Stock Ticker	TSLA
Industry	Automotive
CEO	Elon Musk
Headquarters	Palo Alto, California, USA
Founded	2003
Number of Employees Over 70,000 (2021)	

### Financial Statistics

- Market Cap: \$600B+

- Revenue (2020): \$31.5B
- Net Income (2020): \$721M

## Vehicle Production Statistics

### Year Number of Vehicles Produced

2019 367,500

2020 500,000

2021 Approximately 785,000

## Energy Generation and Storage Statistics

- Number of Energy Storage Deployed (2020): Over 3GWh
- Number of Solar Installations (2020): Over 205,000

Tesla Inc. is a pioneering electric vehicle manufacturer led by CEO Elon Musk. The company, founded in 2003, is headquartered in Palo Alto, California, USA. With a workforce of over 70,000 employees, Tesla is a prominent player in the automotive industry, with a substantial market cap of over \$600 billion. In 2020, Tesla reported a revenue of \$31.5 billion and a net income of \$721 million.

In terms of vehicle production, Tesla has been steadily increasing its output over the years. In 2020, the company produced 500,000 vehicles, and in 2021, it aimed to produce approximately 785,000 vehicles. Additionally, Tesla is actively involved in energy generation and storage solutions, deploying over 3 gigawatt-hours of energy storage in 2020 and installing more than 205,000 solar systems.

Business Plan Artwork

## Current Leadership of Tesla Inc. (TSLA)

Tesla Inc. is currently led by a team of key executives who play vital roles in shaping the company's strategic direction and operations. Here is a breakdown of the top leadership at Tesla:

### Elon Musk - CEO, Product Architect

#### Position

#### Background

#### Objectives

CEO, Product Architect	Elon Musk, a tech entrepreneur and innovator, co-founded Tesla in 2003. Prior to Tesla, Musk was instrumental in founding SpaceX and PayPal.	Musk's primary objectives include advancing electric vehicle (EV) technology, achieving sustainable energy goals, and driving innovation in autonomous driving systems.
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## Zachary Kirkhorn - CFO

Position	Background	Objectives
CFO	Zachary Kirkhorn, a seasoned finance professional, joined Tesla in 2010. He has held various financial roles within the company before becoming CFO.	Kirkhorn's objectives include managing Tesla's financial performance, ensuring efficient capital allocation, and supporting the company's growth plans.

## Jerome Guillen - President

Position	Background	Objectives
President	Jerome Guillen, an automotive industry veteran, has been with Tesla since 2010. He has played a crucial role in product development and delivery operations.	Guillen focuses on enhancing production efficiency, expanding Tesla's product lineup, and strengthening customer experience.

Together, Elon Musk, Zachary Kirkhorn, and Jerome Guillen form the core leadership team at Tesla Inc., driving the company's vision of sustainable energy and transportation innovation.

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facilities and offices around the world. The company has grown significantly since its founding and has become one of the most valuable automakers globally, with a market capitalization surpassing many traditional automotive giants. Tesla Inc. (TSLA) Key Moments:

- 2 July 2003: Tesla Motors founded by Martin Eberhard and Marc Tarpenning.
- 2008: Tesla unveils the Roadster, the first fully electric sports car.
- 2010: Tesla goes public, raising \$226 million in its IPO.
- 2012: Tesla introduces the Model S, an all-electric luxury sedan.
- 2014: Tesla announced plans for the Gigafactory, a massive battery production facility.
- 2017: Tesla surpasses General Motors to become the most valuable U.S. carmaker.
- 2018: Tesla reached a milestone with the production of its 1,000,000th electric vehicle.
- 2020: Tesla becomes the world's most valuable automaker, surpassing Toyota in market capitalization.
- 2021: Tesla announces plans to build Gigafactories in Austin, Texas and Berlin, Germany.

## **Historical Analysis of Tesla Inc. (TSLA) Stock Performance**

Tesla Inc. (TSLA) has been a highly volatile stock in the market, often experiencing significant swings in price based on market sentiment, company performance, and various external factors. Let's analyze the stock performance and market reactions to Tesla over key years:

### **2013**

- In 2013, Tesla's stock price soared as the company reported its first-ever quarterly profit in Q1, sending the stock to new highs.
- Tesla's introduction of the Model S, its first mass-produced electric car, also contributed to the stock's positive performance.
- Throughout the year, Tesla's stock price experienced numerous fluctuations but ended the year on a high note, setting the stage for future growth.

### **2018**

- 2018 was a tumultuous year for Tesla, marked by CEO Elon Musk's controversial behavior and public statements, including his infamous "funding secured" tweet about taking Tesla private.

- These events led to increased scrutiny from regulators and a rollercoaster ride for Tesla's stock price, with sharp declines followed by brief rebounds.
- The uncertainty surrounding Tesla's future under Musk's leadership and ongoing production challenges with the Model 3 impacted investor confidence.

## **2020**

- In 2020, Tesla's stock price surged to new heights as the company reported consecutive profitable quarters and achieved inclusion in the S&P 500 index.
- Tesla's stock split in August 2020 further boosted investor interest and drove the price to record levels.
- The increasing demand for electric vehicles, as well as Tesla's advancements in autonomous driving technology, contributed to the stock's strong performance throughout the year.

## **Conclusion**

Over the years, Tesla's stock performance has been closely tied to the company's product launches, financial results, and the leadership of CEO Elon Musk. Market reactions have often been driven by public perception, regulatory challenges, and macroeconomic factors. Understanding the historical context of Tesla's stock performance can provide valuable insights for investors and analysts tracking the company's future trajectory.

Business Plan Artwork

## **Products and Services offered by Tesla Inc.**

Tesla is a leading innovator in electric vehicle manufacturing and energy solutions, offering a diverse portfolio of electric vehicles (EVs), energy storage, and clean energy generation products. Tesla is unique in its vertical integration strategy, controlling much of the supply chain from manufacturing to sales. Here's an overview of the offerings by Tesla Inc.

### **Electric Vehicles (EVs)**

Tesla has revolutionized the automotive industry with its range of electric vehicles. In its product lineup, the following are the primary vehicles:

- **Model S:** This is Tesla's flagship luxury sedan equipped with long-range capabilities and superior acceleration.
- **Model 3:** As the company's entry-level sedan, this is Tesla's best-selling vehicle. It has been instrumental in making electric cars accessible to the mass market.
- **Model X:** This is a Sport Utility Vehicle (SUV), known for its advanced safety features and spacious interior.
- **Model Y:** This is a compact SUV bridging the gap between the affordability of the Model 3 and the luxury features of the Model X.
- **Cybertruck:** A recently announced product, this futuristic-looking electric pickup truck is designed to provide utility without compromising on performance and efficiency.
- **Roadster:** Scheduled for release, the new Tesla Roadster is intended to be the fastest car in terms of acceleration, with specs stating 0-60 mph in 1.9 seconds.
- **Semi:** An electric freight-carrying semi-truck offering a range of 300 to 500 miles on a single charge.

## Energy Generation and Storage

Tesla has taken a comprehensive approach to sustainable energy by offering Energy Generation and Storage products:

- **Solar Roof:** This product integrates solar energy generation technology into roof tiles, providing an innovative energy solution with an aesthetically pleasing design.
- **Solar Panels:** These traditional solar energy systems are targeted towards customers interested in generating clean, renewable energy.
- **Powerwall:** This is a home energy storage system enabling customers to store solar energy or off-peak grid electricity for later use. It also serves as a backup electricity source during outages.
- **Powerpack and Megapack:** These are larger scale energy storage solutions that are designed for commercial and utility-scale projects.

## Software and Other Products

Tesla also offers other products and services fueled by software and technology:

- **Full Self-Driving (FSD):** It's Tesla's autonomous driving system offering. Customers can opt to pay an additional amount for the system features, providing Tesla with a high-margin revenue stream.

- **Supercharger Network:** Tesla owns and operates a global network of supercharger stations, providing fast-charging services to Tesla vehicle owners.
- **Tesla Insurance:** Offering insurance services to its vehicle owners based on their individual driving habits plus vehicle usage.

## Tesla Inc. (TSLA) Financial Overview

While precise revenue numbers can change from year to year and are best obtained from financial statements, we can still analyze Tesla's fundamental revenue streams and their various financial impacts.

### Primary Revenue Streams

- **Automotive Sales:** The major revenue generator for Tesla comes from its electric vehicles sales. Tesla's popularity and the global EV market trend have consistently propelled automotive sales revenue.
- **Automotive Leasing:** Tesla offers leasing options for its vehicles, presenting another potential revenue generator.
- **Energy Generation and Storage:** The sale of solar energy products and energy storage solutions contributes significantly to Tesla's revenue.
- **Services and Other:** This includes revenue from the maintenance and repair service of Tesla vehicles, sales of used Tesla vehicles, retail merchandise, and Tesla insurance.
- **Regulatory Credits:** Tesla earns significant revenue from selling regulatory credits to other automotive manufacturers who need to comply with emission regulation standards.

### Tesla Inc. (TSLA) Profit Estimation

Estimating Tesla's annual and lifetime earnings, expenses, and profit involves a complex understanding of factors including sales volume, capital expenditure, operating expenses, and taxation among others. Detailed financial reports and assistance from finance professionals would be advisable for such an estimation. However, it's possible to note that Tesla became consistently profitable from Q3 2020, reporting significant profits due to a surge in demand for electric vehicles and regulatory credits.

Tesla Inc., founded by Elon Musk in 2003, is a renowned electric vehicle and clean energy company, with its main product being electric vehicles (EVs). Tesla's flagship EV models

include the Model S, Model 3, Model X, and Model Y, with the Cybertruck and Roadster in the pipeline. These vehicles have transformed the automotive industry by popularizing EV technology and challenging traditional gasoline-powered vehicles.

## Analysis of Tesla Inc.'s Main Product

Tesla's main product, electric vehicles, has been highly successful due to several key factors:

- **Innovation:** Tesla's vehicles are at the forefront of innovation, featuring cutting-edge technology such as Autopilot, over-the-air software updates, and long-range batteries.
- **Sustainability:** Tesla's EVs contribute to reducing greenhouse gas emissions and promoting sustainable transportation solutions.
- **Performance:** Tesla vehicles are known for their impressive acceleration, handling, and overall driving experience.
- **Brand Loyalty:** Tesla has a dedicated customer base that is loyal to the brand and supports its mission of accelerating the world's transition to sustainable energy.
- **Production Efficiency:** Tesla has made significant advancements in manufacturing processes, including the Gigafactory, which allows for mass production of EVs.

## Related Concepts

Several related concepts are crucial to understanding the success of Tesla's main product:

- **Electric Vehicle Market:** The growth of the electric vehicle market, driven by factors such as environmental concerns, government incentives, and advancements in EV technology, has created a favorable environment for Tesla.
- **Autonomous Driving:** Tesla has been a pioneer in autonomous driving technology, with its Autopilot feature setting the standard for semi-autonomous vehicles.
- **Battery Technology:** The development of high-performance batteries, such as lithium-ion batteries, has been essential to the success of Tesla's EVs.
- **Charging Infrastructure:** The availability of charging stations is critical to the widespread adoption of EVs, and Tesla has invested in a robust Supercharger network to support its customers.
- **Sustainable Energy:** Tesla's focus on clean energy solutions extends beyond EVs to include solar panels, energy storage systems, and sustainability initiatives.

## Tesla Inc. (TSLA) Future Expectations

Tesla Inc. (TSLA) is expected to continue its trajectory of innovation and growth over the next 5, 10, and 20 years. Here are the future expectations for the company:

- **Next 5 years:** In the next 5 years, Tesla is expected to further solidify its position as a leader in the electric vehicle market. The company is projected to expand its product line, increase production capacity, and continue to push the boundaries of autonomous driving technology. Additionally, Tesla's energy storage solutions are expected to gain more traction, contributing to the growth of the company.
- **Next 10 years:** Over the next decade, Tesla is anticipated to significantly ramp up its production capabilities, potentially introducing new models across different vehicle segments. The company's solar energy division is projected to become a key player in the renewable energy sector, offering integrated solutions for sustainable living. Tesla's advancements in battery technology are expected to revolutionize the energy storage industry, further establishing the company as a global leader in sustainable technology.
- **Next 20 years:** Looking ahead 20 years, Tesla is poised to have a profound impact on the transportation and energy sectors. The company's electric vehicles are projected to dominate the market, with traditional internal combustion engine vehicles becoming increasingly obsolete. Tesla's advancements in autonomous driving technology could revolutionize the way people commute and travel, leading to a significant shift in the automotive industry. Furthermore, Tesla's energy solutions are expected to play a crucial role in accelerating the transition towards a sustainable and renewable energy future.

## Public Sentiment about Tesla Inc. (TSLA)

Overall, the sentiment towards Tesla Inc. (TSLA) is largely positive and optimistic. Here are some key reasons why:

- **Groundbreaking Innovation:** Tesla is known for its cutting-edge technology and innovation in the electric vehicle industry, which has captured the imagination of the public.
- **Strong Brand Loyalty:** Tesla has a dedicated and passionate customer base, leading to positive word-of-mouth and brand advocacy.
- **Environmental Focus:** Tesla's commitment to sustainability and reducing carbon emissions resonates well with environmentally-conscious consumers.
- **Stock Performance:** Despite fluctuations, Tesla's stock price has shown significant growth over the years, attracting investors and creating a sense of confidence in the company's future prospects.

- **Elon Musk's Vision:** CEO Elon Musk's vision for the future of transportation and energy has garnered admiration and trust from many, driving positivity towards the company.