

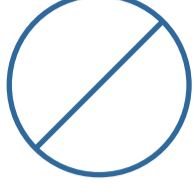











# Strategy Steps Canvas

	 <b>WHO</b> Which target customer will adopt your offering at this step?	 <b>WHAT</b> The products, features, or services you will provide at this step	 <b>WHAT NOT/NOT YET</b> What are you intentionally not doing or deferring as part of this step?	 <b>CORE COMPLEXITY</b> What do you need to learn about the market, technology, & organization?
1				
2				
3				
 <b>PURPOSE &amp; IMPACT FLYWHEEL</b> How will each step create more and more impact towards your purpose?			 <b>BUSINESS &amp; ECONOMIC MODEL FLYWHEEL</b> How will each step prepare you economically for the next?	

# Example Tesla Canvas

Using this blog post from August 2 2006: <https://www.tesla.com/blog/secret-tesla-motors-master-plan-just-between-you-and-me>

	 <b>WHO</b> Which target customer will adopt your offering at this step?	 <b>WHAT</b> The products, features, or services you will provide at this step	 <b>WHAT NOT/NOT YET</b> What are you intentionally not doing or deferring as part of this step?	 <b>CORE COMPLEXITY</b> What do you need to learn about the market, technology, & organization?
1	Wealthy, tech-savvy, see themselves as elite, care about their environmental impact or want to be perceived that way.	Roadster: a two seat sports car based on the Lotus Elise platform, retail above \$100k USD	<ul style="list-style-type: none"> <li>Design the car ourselves</li> <li>Daily Driver for Most</li> <li>Mass Market</li> <li>profitable</li> </ul>	Can we make an electric vehicle seem cool + sexy?
2	Normally choose a Mercedes or BMW as my family or commuter car, need it to be practical, daily driver. environmental impact matters	Model S + Supercharger network a full sized luxury sedan designed in-house. Charging stations on most traveled routes for our target customers	<ul style="list-style-type: none"> <li>Economy of scale for profitability</li> <li>Charging at every gas station</li> </ul>	Can we design our own cool EV? Can we chip away at range anxiety?
3	Normally choose a nice Honda or Toyota. Image is practical but on the "cool side" of practical. Not willing to spend for high end luxury	Model 3 mid sized sedan		Can we create the economies of scale to profitably compete with large incumbent automakers?
 <b>PURPOSE &amp; IMPACT FLYWHEEL</b> How will each step create more and more impact towards your purpose? Even at step 1, customers move closer to carbon-neutrality. At each step beyond that, more and more people are carbon-neutral or positive.			 <b>BUSINESS &amp; ECONOMIC MODEL FLYWHEEL</b> How will each step prepare you economically for the next? Revenue and Word-Of-Mouth from the first step generates additional investment in each successive step until, after step 3, the company is profitable.	