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Eric Van den Steen is Professor of Business Administration at

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company that is engaged in the manufacturing, designing and selling of electric cars and electric power-train vehicle as well. The company was founded by a famous group of brilliant and innovative silicon engineers in 2003.

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Elon Musk (Current CEO), JB Straubel (CTO), Martin Eberhard, Marc Tarpenning, and Ian Wright

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Tesla Motors Case Study

714-413 Tesla Motors 2 Car Design¹⁵ A car was a complex marvel of technology with thousands of parts, often sourced from more than a thousand suppliers.¹⁶ A typical car consisted of a number of

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subsystems: 1) The powertrain made the car move and was the most complex part of the car.

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Eric Van den Steen is a Professor of Business Administration at HBS, where he teaches strategy. He

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holds the Royal Little chair, established in honor of the founder of Textron. Professor Van den Steen's research studies the fundamentals of strategy and competitive advantage, the role of leaders in strategy, and the interaction between strategy and

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organization more broadly.

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The case analyzes the equity market value of Tesla Motors, the electric car company founded and led by Elon Musk. Wall Street

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analysts are wildly divided on the future growth prospects for this company, and analysts ' one year share price targets range from \$160 to \$500.

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