How to Say No and Make Friends

Presented by: Vincent Miller, Mitchell Griffith

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Agenda

- **Step 0:** Listening WELL
- **Step 1:** Define the Problem
- **Step 2:** Evaluate the Impact
- **Step 3:** Brainstorming Ways to Say No

Exercise – Now pitch the idea to the person next to you

1. Moving people from Los Angeles to flying cities in the sky
2. Replacing taxis in NYC with trained riding elephants
3. Using hot air balloons instead of delivery vans
4. Creating a share button to fax, text, call, message and tweet anyone you want (WOOF!)

But First, Listen WELL!

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Let’s look at what to avoid while listening to the idea:

1. Interrupting immediately
2. Attacking the idea
3. Commenting on feasibility

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Discover

Research phase

Define

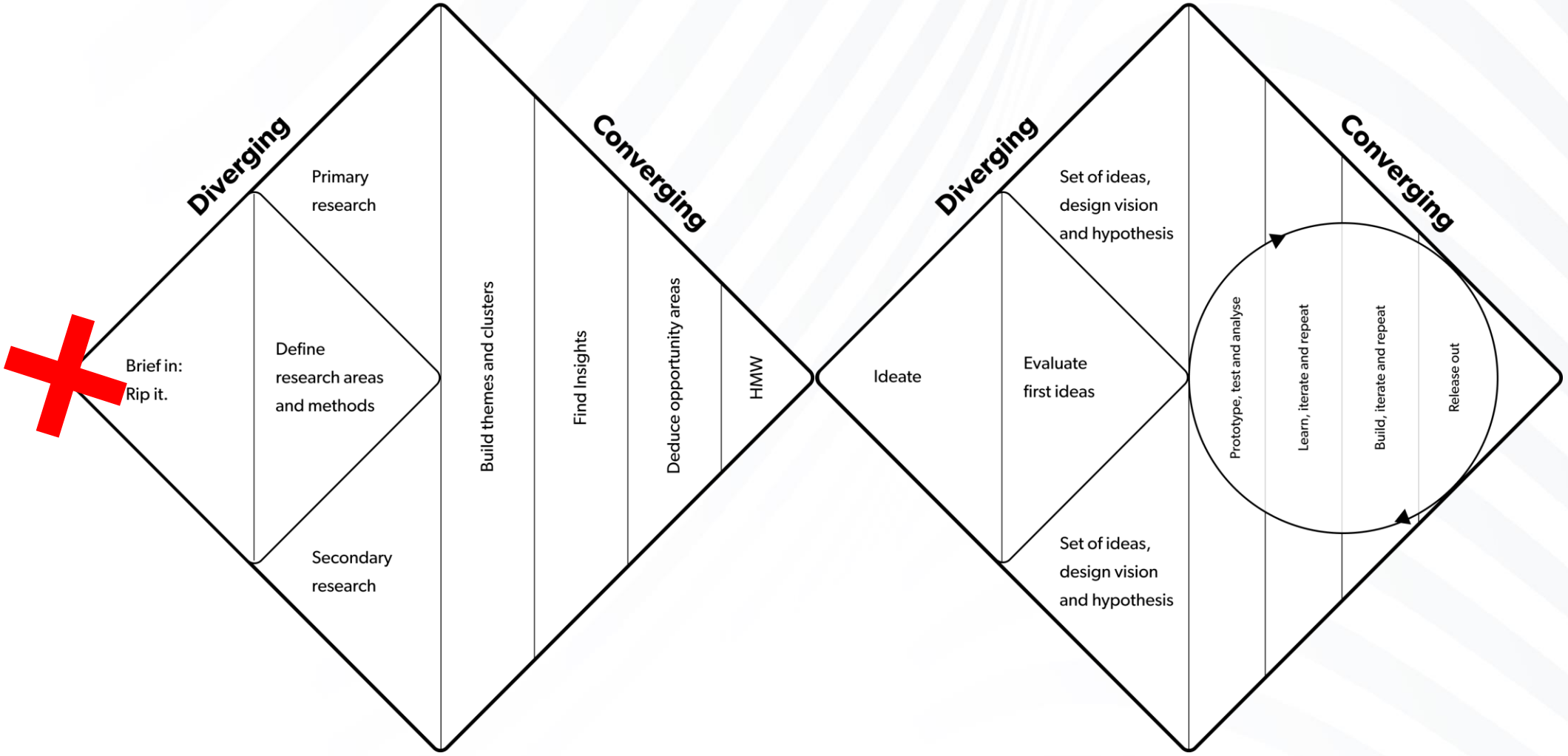
Synthesis phase

Design & Develop

Ideation phase

Deliver

Implementation phase



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Exercise – Now, pitch your idea and listen well!

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Step 1:
Define the Problem

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What problem are we trying to solve with electric vehicles?

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Start big picture and define the problem

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Executive Summary

On March 1, 2023, Tesla presented Master Plan Part 3 – a proposed path to reach a sustainable global energy economy through end-use electrification and sustainable electricity generation and storage. This paper outlines the assumptions, sources and calculations behind that proposal. Input and conversation are welcome.

The analysis has three main components:

Electricity Demand
Forecast the electricity demand of a fully electrified economy that meets global energy needs without fossil fuels.

➡

Electricity Supply
Construct a least-cost portfolio of electricity generation and storage resources that satisfies hourly electricity demand.

➡

Material Feasibility & Investment
Determine the feasibility of material needs for the electric economy and manufacturing investment necessary to enable it.

Figure 1: Process overview

This paper finds a sustainable energy economy is technically feasible and requires less investment and less material extraction than continuing today's unsustainable energy economy. While many prior studies have come to a similar conclusion, this study seeks to push the thinking forward related to material intensity, manufacturing capacity, and manufacturing investment required for a transition across all energy sectors worldwide.

240 TWh Storage	**30 TW** Renewable Power	**$10T** Manufacturing Investment	**1/2** The Energy Required
0.21% Land Area Required	**10%** 2022 World GDP	**ZERO** Insurmountable Resource Challenges	

Figure 2: Estimated Resources & Investments Required for Master Plan 3

Problem

Today's world economy is built on fossil fuels.

North Star

Reach a sustainable global economy through end-user electrification.

Cost

The cost of transitioning to a sustainable global economy.

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Source: https://www.tesla.com/ns_videos/Tesla-Master-Plan-Part-3.pdf

We have a BIG PROBLEM, now how do we know how much of that we can change?

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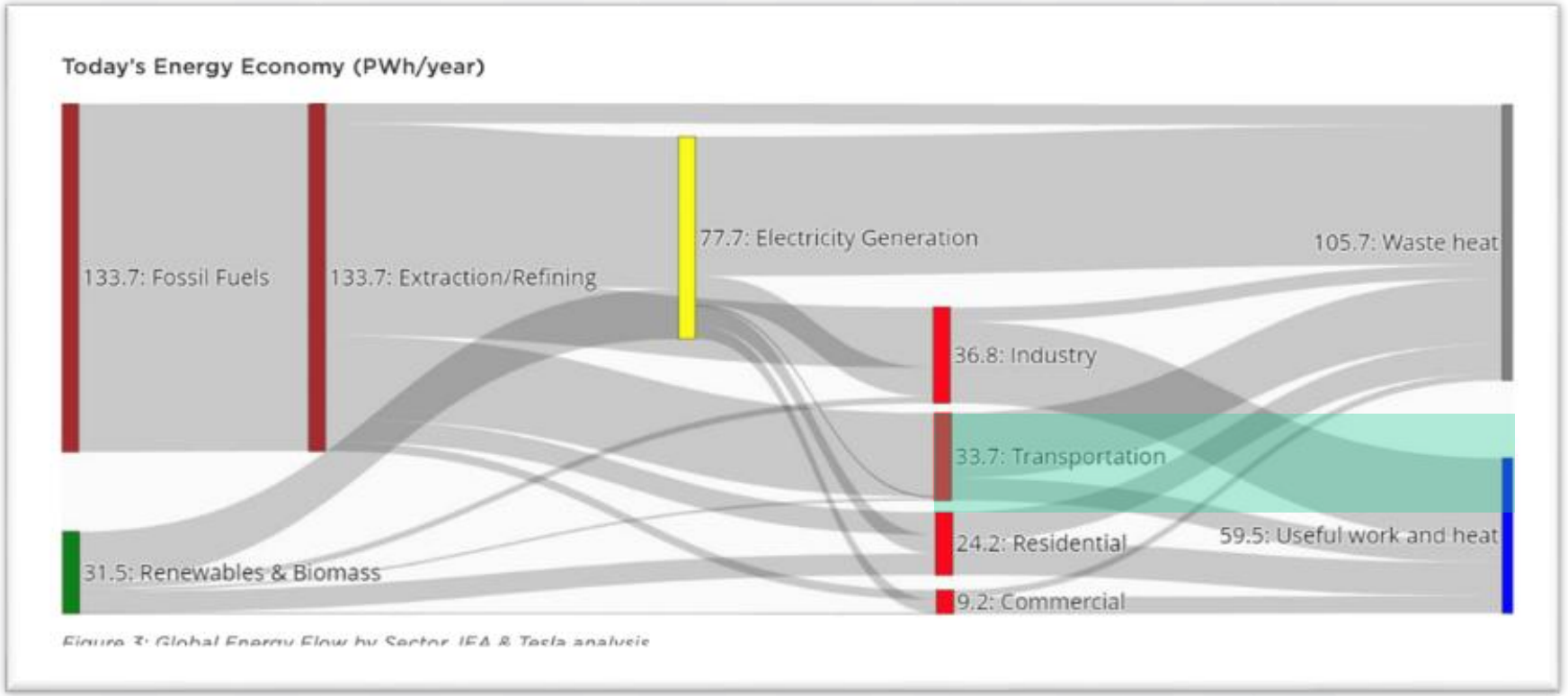
20% of Earth's energy is used in transportation



95% of that energy is from finite resources

Source: https://www.tesla.com/ns_videos/Tesla-Master-Plan-Part-3.pdf

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Coming full circle, what's the problem?

Problem: 95% of the energy used for transportation across the globe comes from fossil fuels and other finite energy sources.

Now, what is the impact that our solution will have on the above problem?

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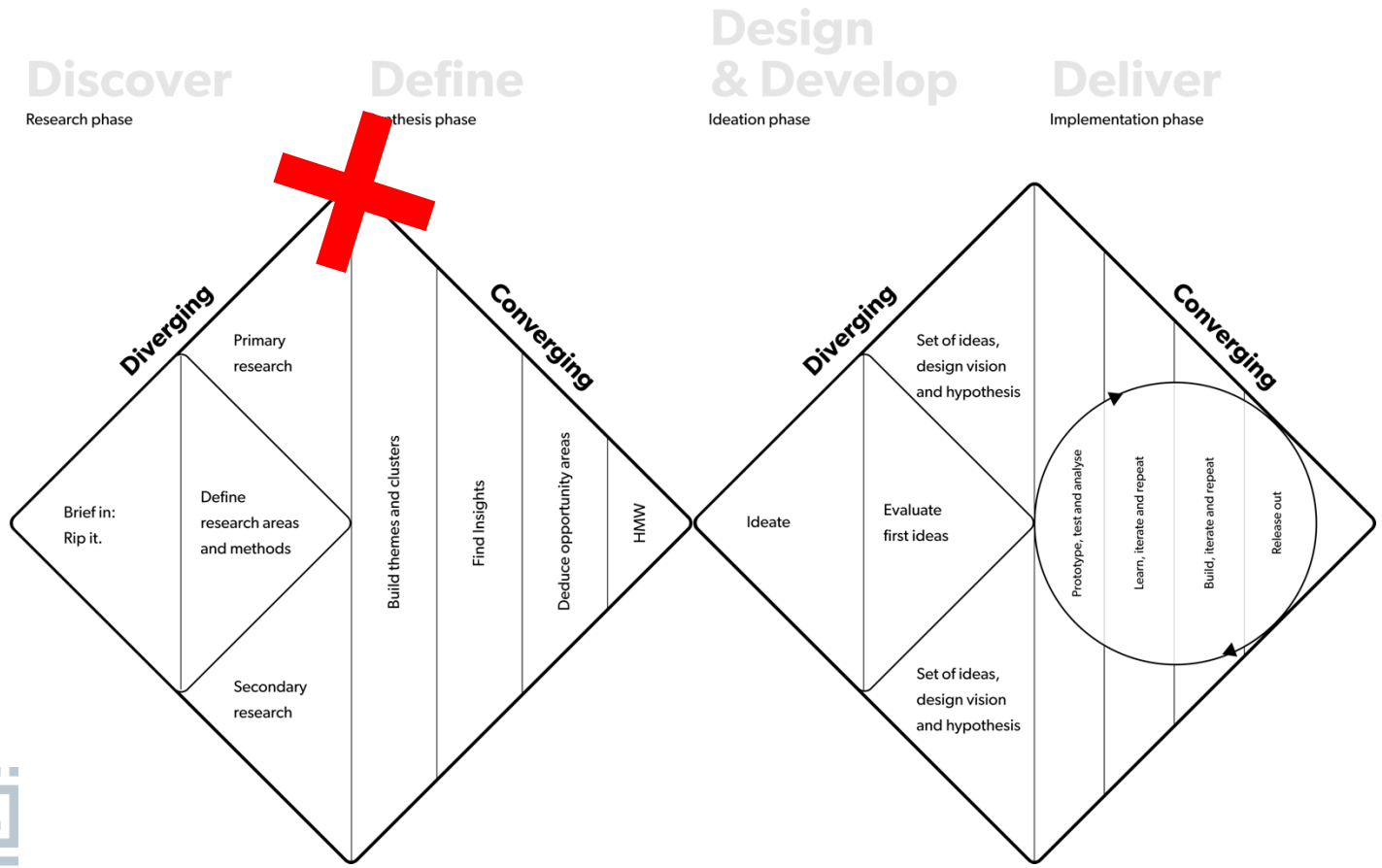
Turn the solution into a problem



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Exercise – Now, brainstorm the problem you're solving for each solution

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The goal is to turn these crazy ideas into a real problem, that we can figure out more feasible solutions for.

Step 2: Evaluate the Impact

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$13.83 in 2004 to $431.42 in 2024

Source: https://google.com

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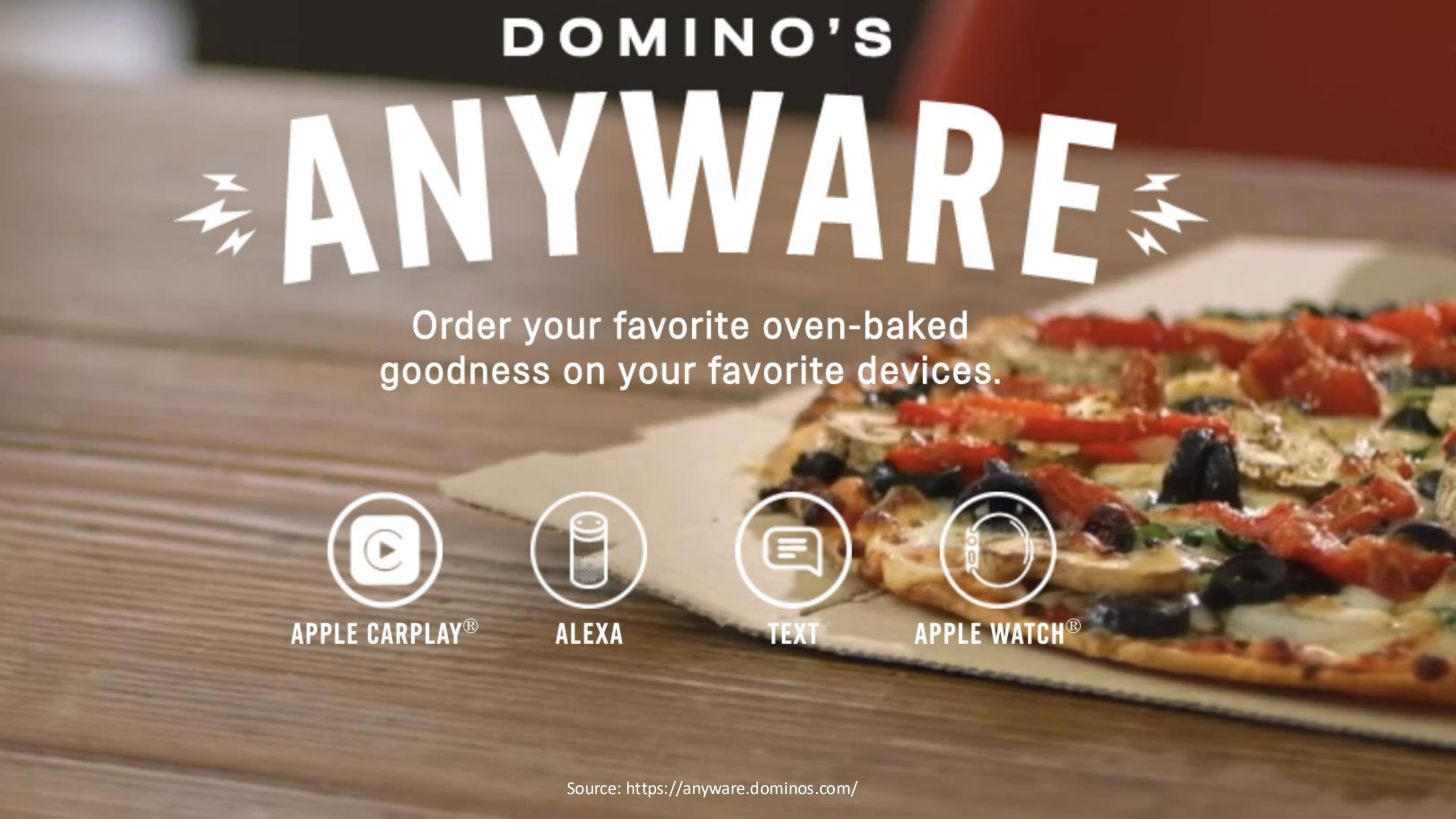

Source: https://anyware.dominos.com/

Problem

People that buy Pizza in person or on the phone, spend less money and are less engaged customers.

What is the impact of solving the problem?

- 85% of total store orders originate online via AnyWare.
  - 25% growth rate for digital sales, driven by higher frequency ordering and higher ticket price orders.
- 2000% increase in stock price since beginning a digital transformation.

Source: ir.dominoes.com

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Source: https://google.com

Use HEAVY Metrics to quantify your impact on the problem

Heavy	Definition	Examples
H - Happiness	Metrics that measure how happy people say they are about your app.	NPS, 5-Star %, OSAT, Feedback
E - Engagement	Metrics that measure how often people use your product.	Completion rate, DAUs, Session Length
A - Accuracy	Metrics that measure how accurate your recommendations are for users.	Precision, Recall, MAPE
V – Value	Metrics that measure the impact of a product on the P&L statement.	Sales, Cost
Y - Yikes	Metrics that measure key watch outs or experience issues that can be negative for users.	1-star reviews, crashes, unsubscribes. late deliveries

Active inertia occurs when companies stick to outdated strategies despite a changing world

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Once a leader in mobile phones, Nokia failed to adapt to the smartphone revolution led by Apple and Samsung.

BLOCKBUSTER®

Blockbuster dominated the video rental industry but underestimated the impact of digital streaming services like Netflix.

SUBWAY

Subway grew quickly but faced increasing competition from rivals like Panera and Jimmy John's.

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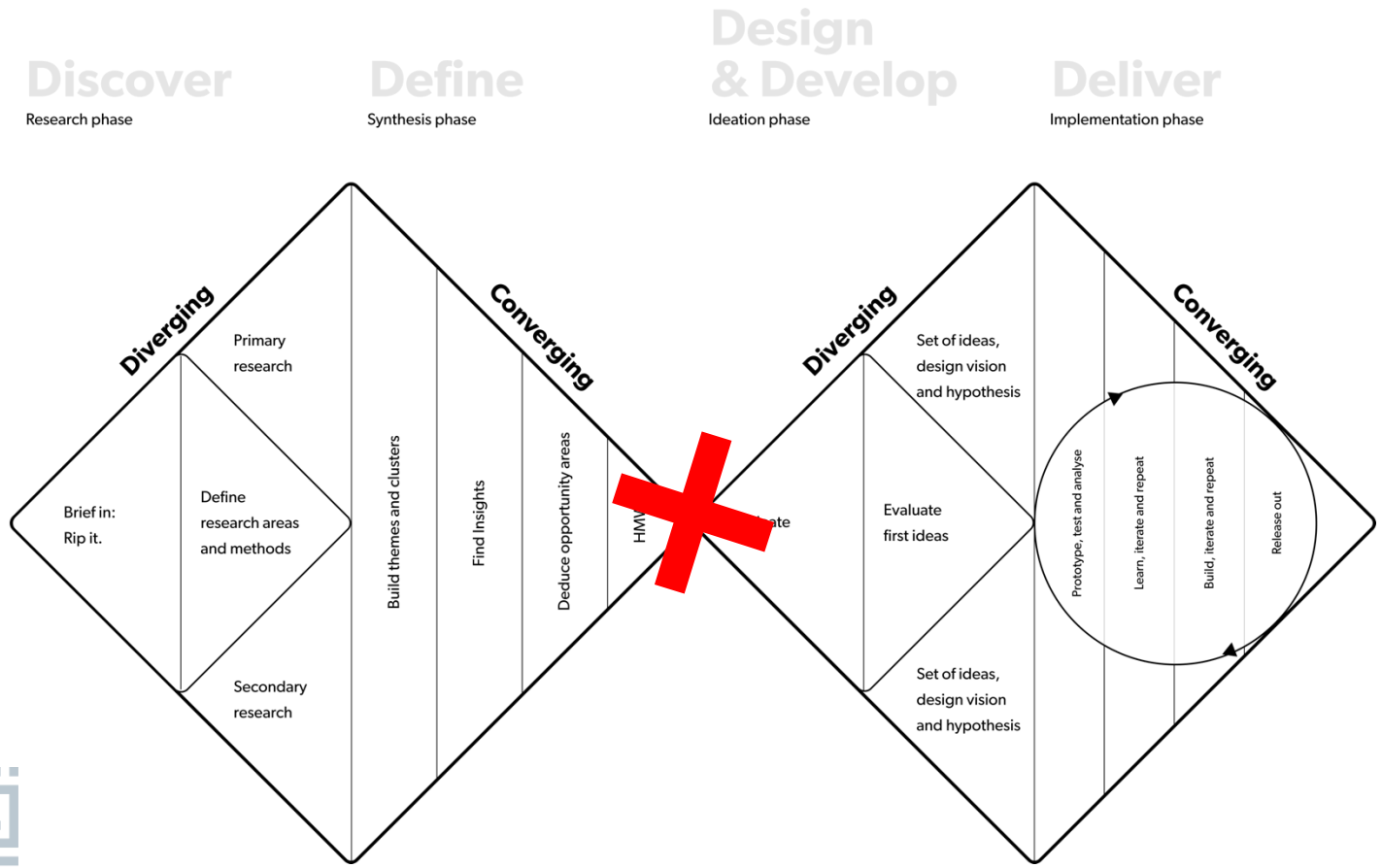
Evaluate the effectiveness



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Step 3: Brainstorm Alternatives then Say No

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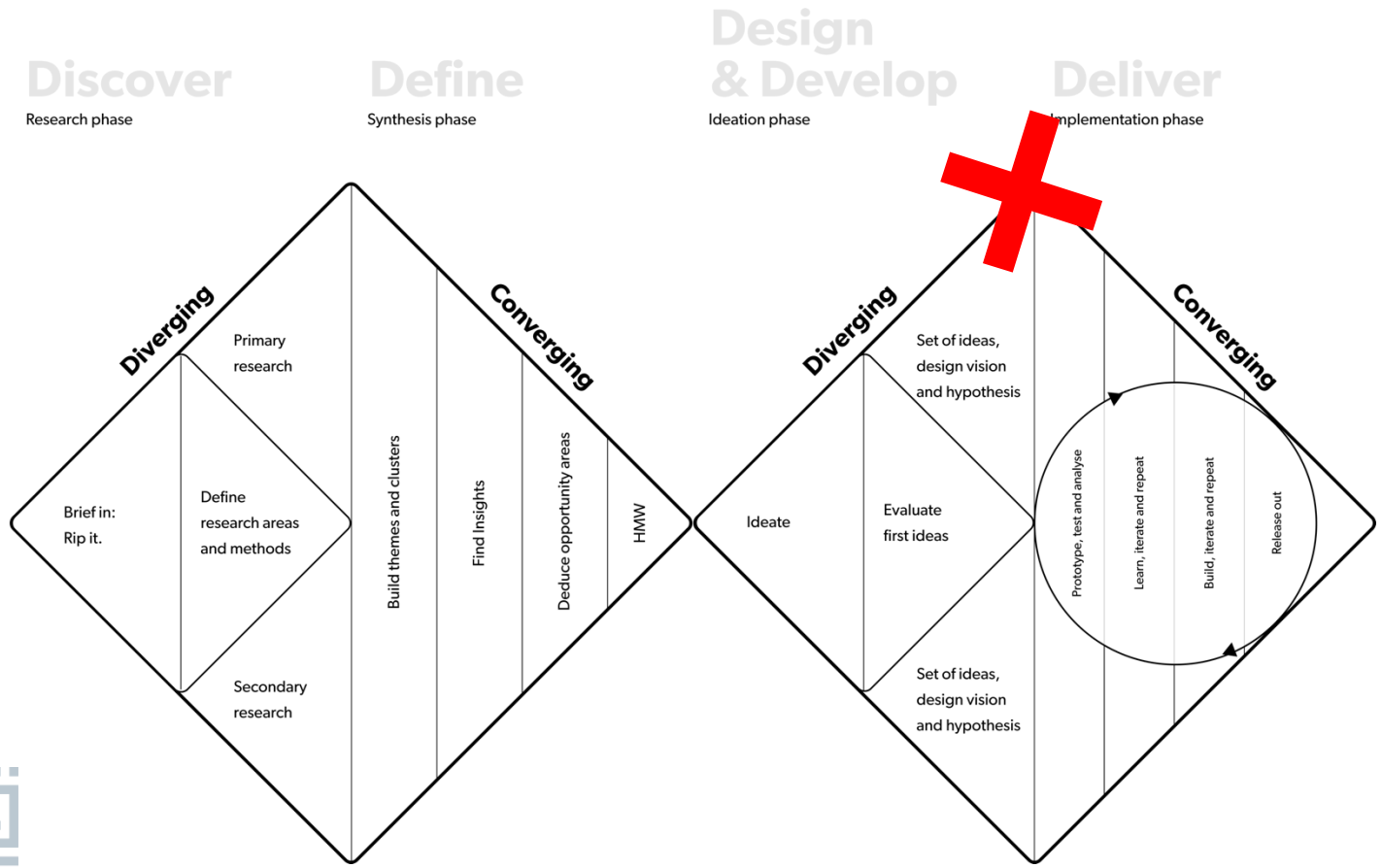
Our goal is to offer up other solutions



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Now brainstorm alternatives, and use that to Say NO to the original IDEA ☺

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Thank You!

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