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1st Deliverable - Understanding the EV market

1. Explore and register a few scenarios for the EV market.

Scenario 1 - driven by the green political agenda of developed states, incentives will be given. This will increase the interest in electric cars. Electric cars are a good option for cities and short distance commuting, they are also not noisy and the models look nice, so therefore there might be an increase in market share, at least in USA, Northern and Western Europe and China. Let's assume the number of sold EVs in the next 20 years will triple, reaching 6 mln units. There might be more new entrants among manufacturers and better and more elaborate models will be announced, the technological advancement regarding more efficient batteries might also happen which will reduce the price of an EV.

Scenario 2 – There might be some kind of democratic reforms in developing countries and they might reach a level of environmental awareness which might question the prime material extraction which is used in battery manufacturing. This might increase the price of extraction so the price of electric cars will stay high. Initial state incentives will run out and EV owners will have to start paying a high price for electricity and maintenance. Therefore the market share of EV will stagnate or decline. Let's presume the total number of EVs in the next 20 years will be around 3 mln worldwide.

Scenario 3 - There might be a more balanced way to progress with EVs, where a hybrid model will be more acceptable by the buying population. Let's assume the hybrid model will offer a balanced development of the market and this will somehow give an equal opportunity around the world for needed infrastructure to be installed. Let's assume that a total number of 8 mln hybrid cars will be sold worldwide in 30 years from now.

2. Register the Mission and Vision statements, and the values / principles of the company you're researching (Lucid Motors).

Mission - At Lucid, our mission is to inspire the adoption of sustainable energy by creating the most captivating electric vehicles, centered around the human experience.

We aim to create sustainable mobility without compromise in cars that are intuitive, liberating, and designed for all the ways people get around. At Lucid, we place an exceptionally high priority on efficiency — our cars must make the best possible use of the world's resources.

Vision - A Shared Vision to Define the Future of Luxury Mobility

As a team, we are guided by a shared vision and shared principles. We are developing cars that inspire both the heart and the mind, removing the compromise between an extraordinary experience and responsibility for our planet.

Values - excellence, technological innovation, pioneering spirit, sustainable, iconic design, passionate individuals (this is not explicitly stated, but from the video these come in mind).