

An aerial, top-down view of a city street grid. The streets are dark and form a grid pattern. Tall, multi-story buildings with many windows surround the streets. The overall tone is dark and somewhat desaturated.

# Strategic Planning and Market Competition- NIO

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# NIO

“Blue Sky Coming”

Founded: 2014

Headquarter: Shanghai, China

Annual revenue: \$2,5B

NIO House, NIO Life, NIO Power,  
NIO Service



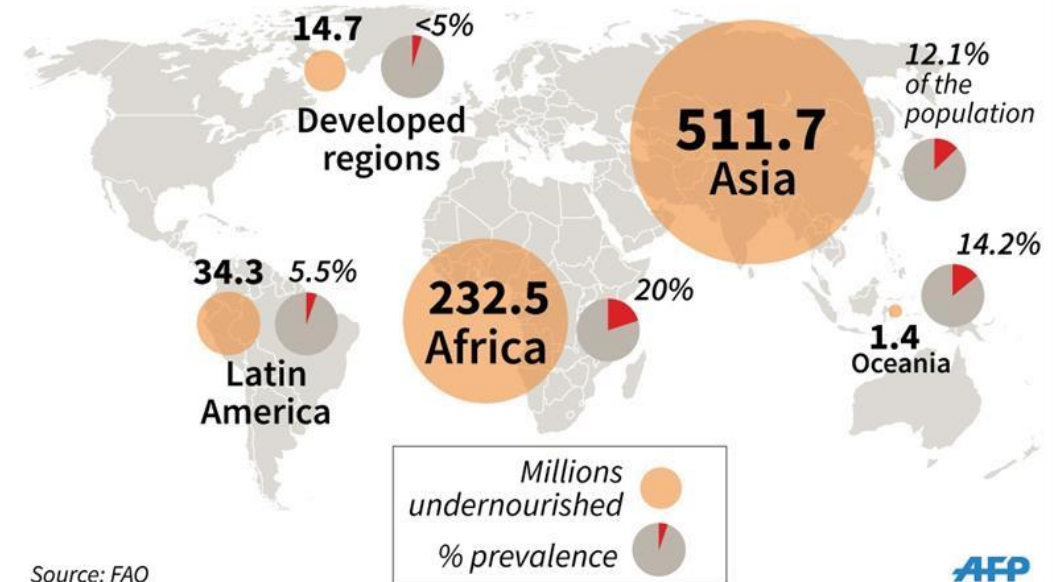
# NIO – Blue Ocean

- 11% of the world's population is undernourished (more than 820 million people starving)
- ONLY in Europe 11% of the agricultural land is unused



## Undernourishment in the world

The number of hungry people has dropped below 800 million



# NIO – Blue Ocean

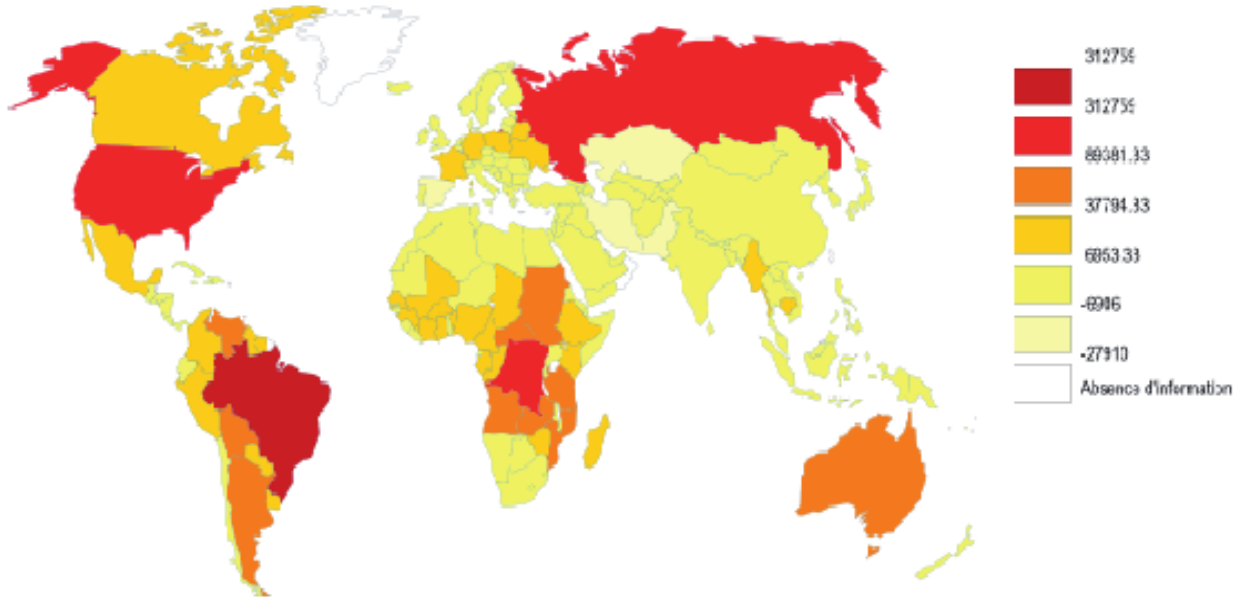
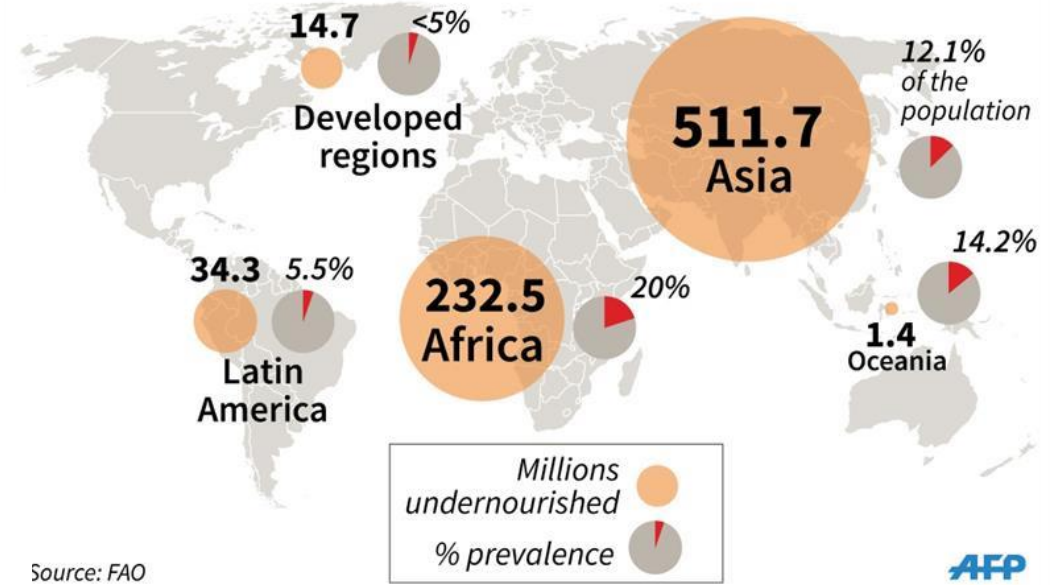


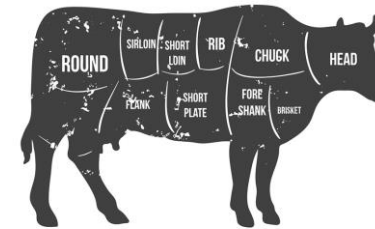
Figure 2. Surfaces with agricultural potential (very good, good or average) but not used for agriculture. In thousands of hectares per country. Made by AGTER from 2002 GAEZ / IIASA-FAO data. (map made using Philcarto)

## Undernourishment in the world The number of hungry people has dropped below 800 million



Source: FAO

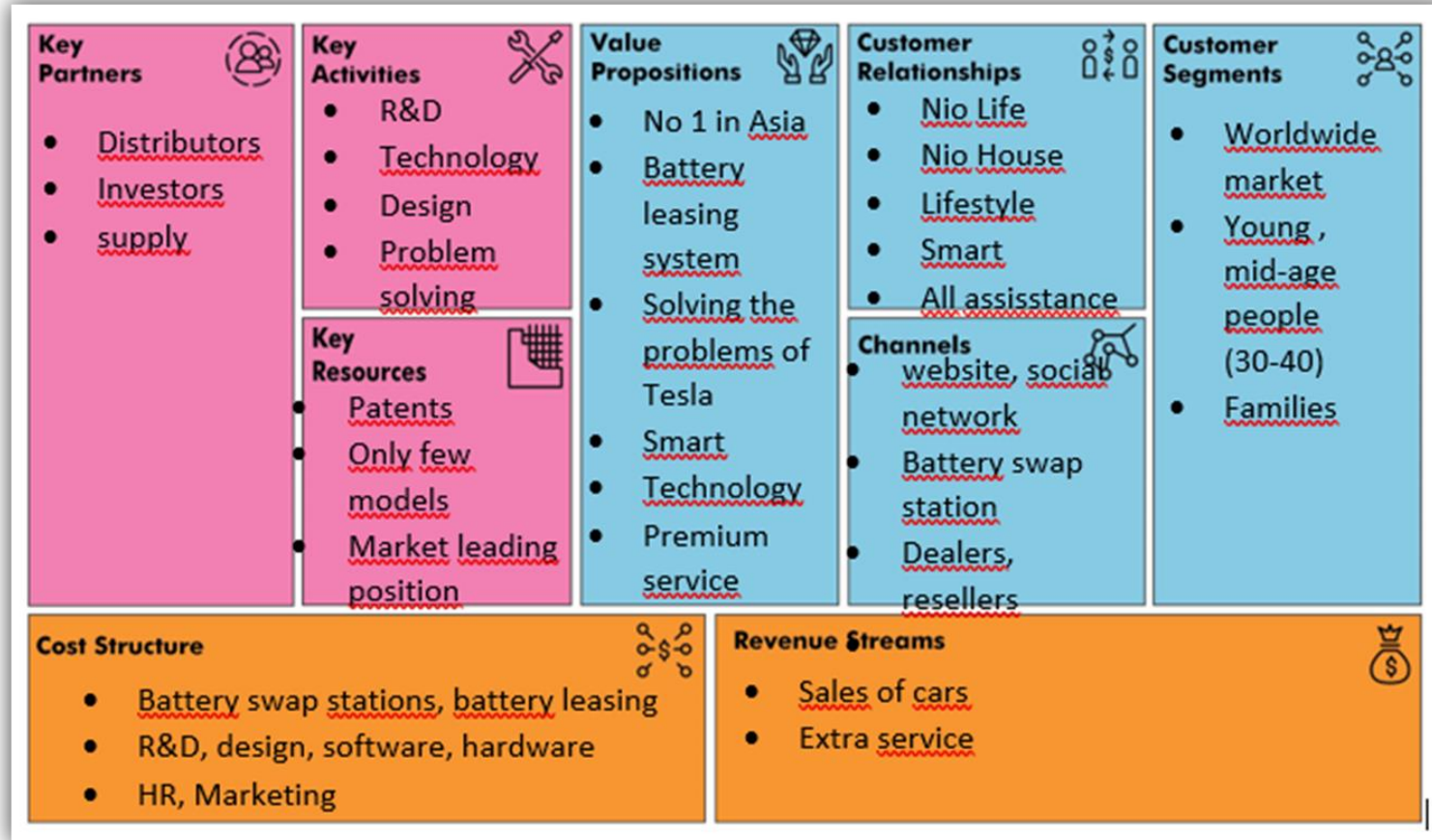
AFP



1 kg beef - 13,03 kg CO2



# NIO – Canvas



# Q&A



THANK YOU FOR YOUR  
ATTENTION!



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