

# TESLA

## SALES & SERVICE CHALLENGE



## TUCK MBA CASE COMPETITION

### CHALLENGE

Develop a comprehensive proposal for Tesla. Present your best ideas to take the relationship between driver and car to the next level, and create true customer love.

### TIMELINE

On September 22, 2017, 10-12 teams of five full time MBA students will have the opportunity to present to Tesla executives and leaders. Each presentation should last 10 minutes with an additional 5 minutes for Q&A. The top 4 teams will compete in the final round to determine a winner.

### PRIZES

1st Place - Winning team members will have the opportunity to set up a proof of concept of their ideas during an internship at Tesla.

2nd Place - Team members will have access to a Model S or Model X for an entire weekend.

At Tesla we want to create a unique relationship between driver and car. Beyond just being a means of transportation, every Tesla brings countless benefits to the driver. For example, all of our cars are connected to the Internet and can share maintenance or repair needs directly with Tesla's Headquarters. Additionally, each customer can control many features of their car using the Tesla mobile and in-car apps.

The best automotive ownership experience is about peace of mind, convenience, and a delightful experience. Owning and operating a car should be free of uncertainty and anxiety, in terms of availability, comfort, safety, and cost.

We're challenging you to find offerings that will change the game in the automotive space. Explore opportunities to ensure peace of mind for our customers without traditional constraints. Determine opportunities to elevate the Tesla ownership experience. Identify offerings that change the game in terms of customer excitement, and lasting love of owning a Tesla.

To participate, submit resumes to [Stephiney.tu18@Dartmouth.edu](mailto:Stephiney.tu18@Dartmouth.edu) by 11:59pm EST on August 30th, 2017. Your presentation deck must be submitted to Stephanie Foley by 11:59pm EST on September 15th, 2017.