



**Disruption
at houses**



| | |
|---------------------|--|
| Formerly | Tesla Motors, Inc. (2003–February 2017) |
| Type | Public |
| Traded as | Nasdaq: TSLA Nasdaq-100 component S&P 100 component S&P 500 component |
| ISIN | US88160R1014 |
| Industry | Automotive industry Battery Energy storage Photovoltaic systems |
| Founded | July 1, 2003; 18 years ago |
| Founders | See § Founding |
| Headquarters | 3500 Deer Creek Road, Palo Alto, California , United States |

from 1991

11 kWh NiCd battery

11 kW motor 22 kW short

80 km range

95 km/h top speed



Reportage February 2005


For years, my report was
at the top of the Google
search for “electric car”.



What is a good house?



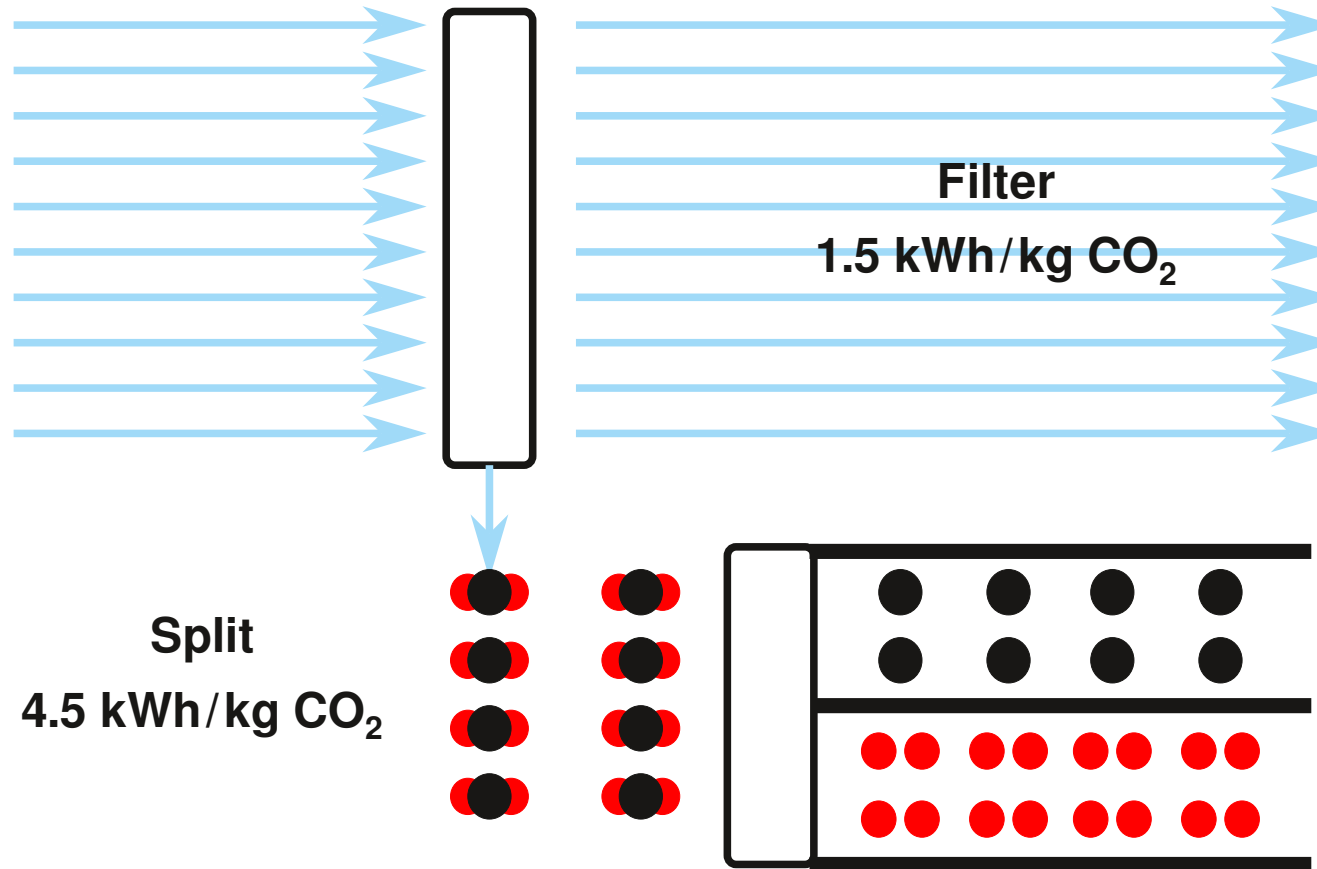
What is a good house?



**If everyone did that,
if everyone wanted to do that,
if everyone could do that.
Maximum positive impact
on the future of humanity.**

Replication factor uniformly calculated in electricity

The production of all building materials including photovoltaics and batteries is calculated in kWh of electricity.



CO₂ emissions from the production of building materials are valued at 8 kWh of electricity per kg of CO₂.

6 kWh to filter one kg of CO₂ from the atmosphere and split it into carbon and oxygen.

2 kWh to build the necessary infrastructure.

In today's standard steel production, 1.75 kg of CO₂ emissions per kg of steel are produced during reduction with carbon alone. This part of steel production alone is therefore accounted for with 14 kWh per kg of steel.

As soon as hydrogen is used for reduction, the material balance for steel will improve significantly.

Electricity for the production of building materials and 8 kWh per kg CO₂

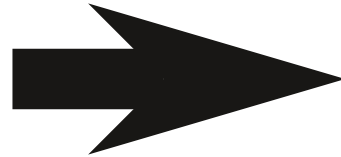
Domestic electricity

DHW domestic hot water

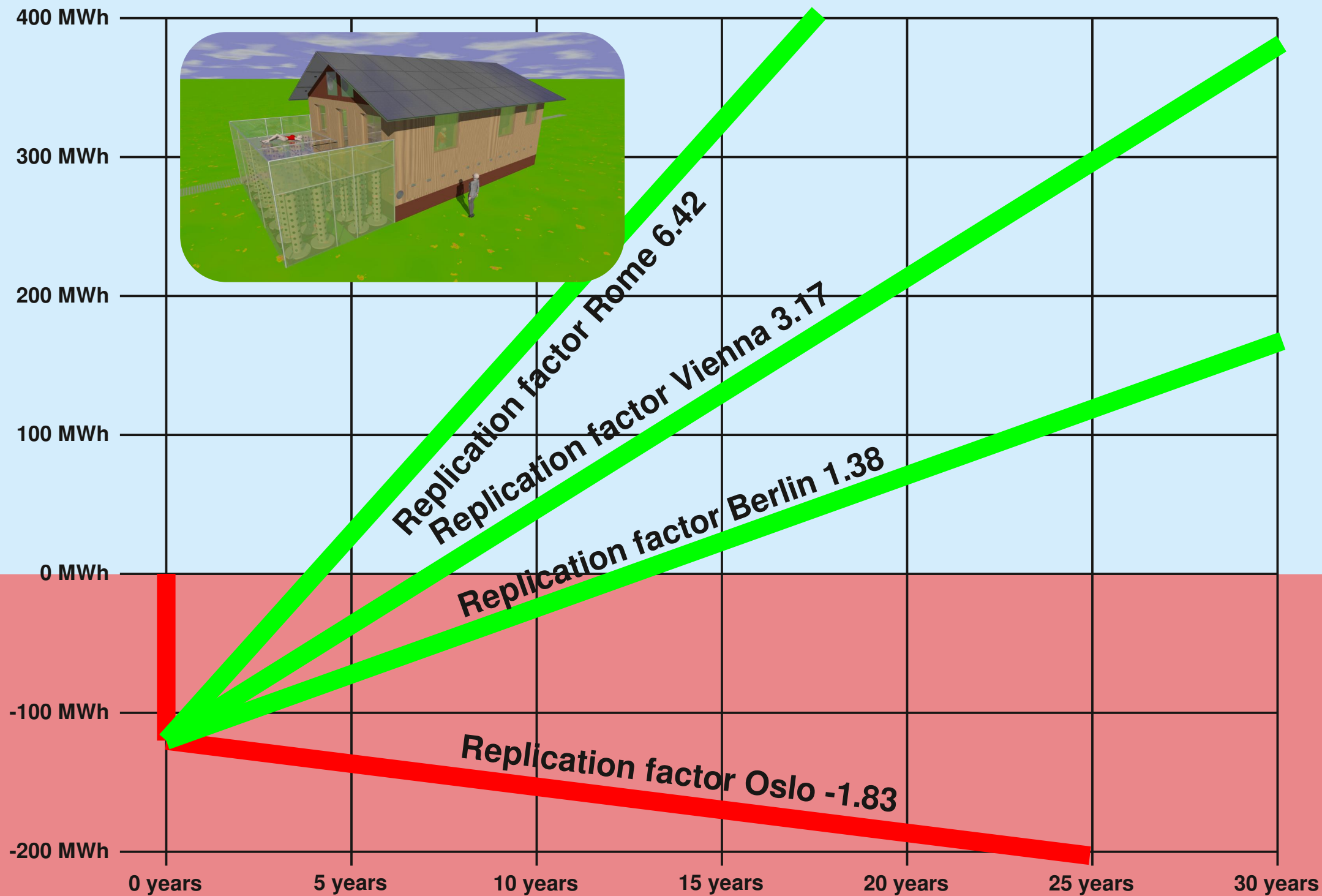
Room heating and cooling

Mobility

Exchange electricity 6:1

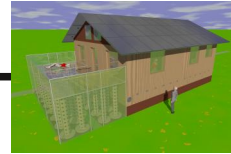


Replication factor

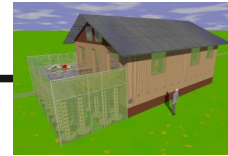
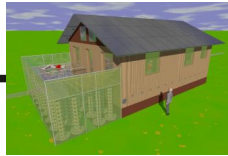


Replication factor 3 means

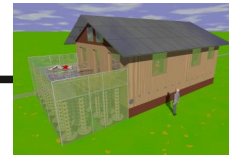
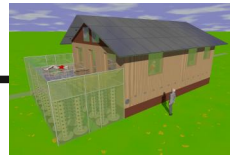
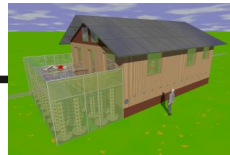
0 years



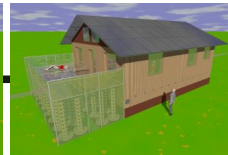
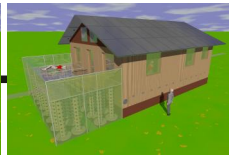
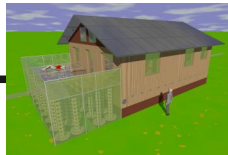
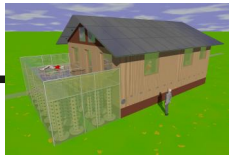
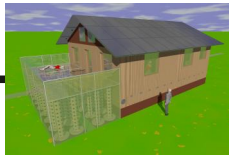
10 years



20 years



30 years



Whatever you could do with the excess electricity,
it is expressed in how many houses of the same type could be produced with it.

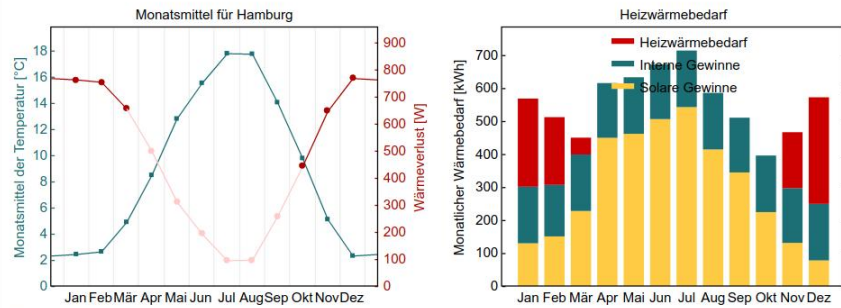
Whether cold tundra or hot desert, suitable for any climate.

But even in the same location, the climate can change considerably.

Max. heating capacity: **1.39 kW** (Inside: 20°C, outside: -12°C, heat gain not taken into account)

Heat demand: **1021 kWh/a** (entspricht 101.3 Liter Heizöl EL, Heating period: 25.10. - 20.3.)

(Unfortunately, the standard outside temperature is not available for the selected location. Therefore, therefore the maximum heat requirement was calculated with an average outside temperature of -12°C.)



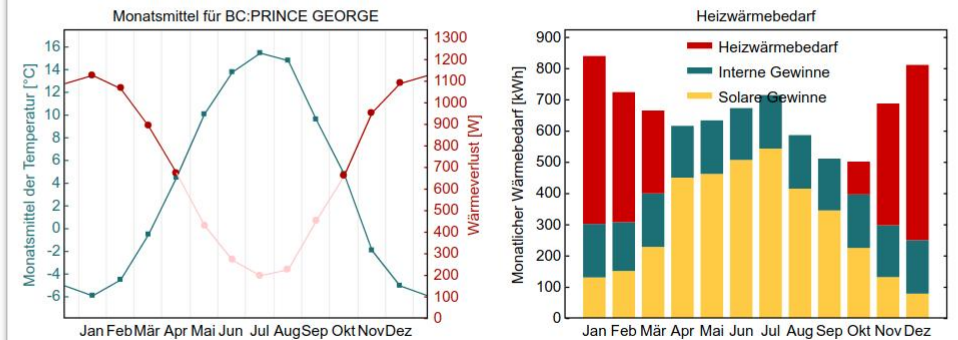
Show explanation

| Monat | Heat loss [kWh] | | Solar gains [kWh] | | Internal gains [kWh] | | Heat demand [Gradtage] [kWh] | |
|-----------|--------------------|--------|----------------------|--------|-------------------------|--------|---------------------------------|------|
| January | 568 | (568) | 130 | (130) | 171 | (171) | 544 | 267 |
| February | 512 | (512) | 150 | (150) | 156 | (156) | 490 | 205 |
| March | 319 | (488) | 157 | (227) | 110 | (171) | 305 | 51 |
| April | 0 | (360) | 0 | (449) | 0 | (166) | 0 | 0 |
| May | 0 | (233) | 0 | (461) | 0 | (171) | 0 | 0 |
| June | 0 | (140) | 0 | (506) | 0 | (166) | 0 | 0 |
| July | 0 | (71) | 0 | (542) | 0 | (171) | 0 | 0 |
| August | 0 | (72) | 0 | (414) | 0 | (171) | 0 | 0 |
| September | 0 | (186) | 0 | (344) | 0 | (166) | 0 | 0 |
| October | 84 | (330) | 41 | (224) | 37 | (171) | 81 | 6 |
| November | 466 | (466) | 131 | (131) | 166 | (166) | 446 | 169 |
| December | 572 | (572) | 78 | (78) | 171 | (171) | 548 | 323 |
| Sum | 2520 | (3998) | 687 | (3655) | 812 | (2018) | 2414 | 1021 |

Hamburg

Max. heating capacity: **2.14 kW** (Inside: 20°C, outside: -29.2°C, heat gain not taken into account)

Heat demand: **2282 kWh/a** (entspricht 226.4 Liter Heizöl EL, Heating period: 5.10. - 7.4.)

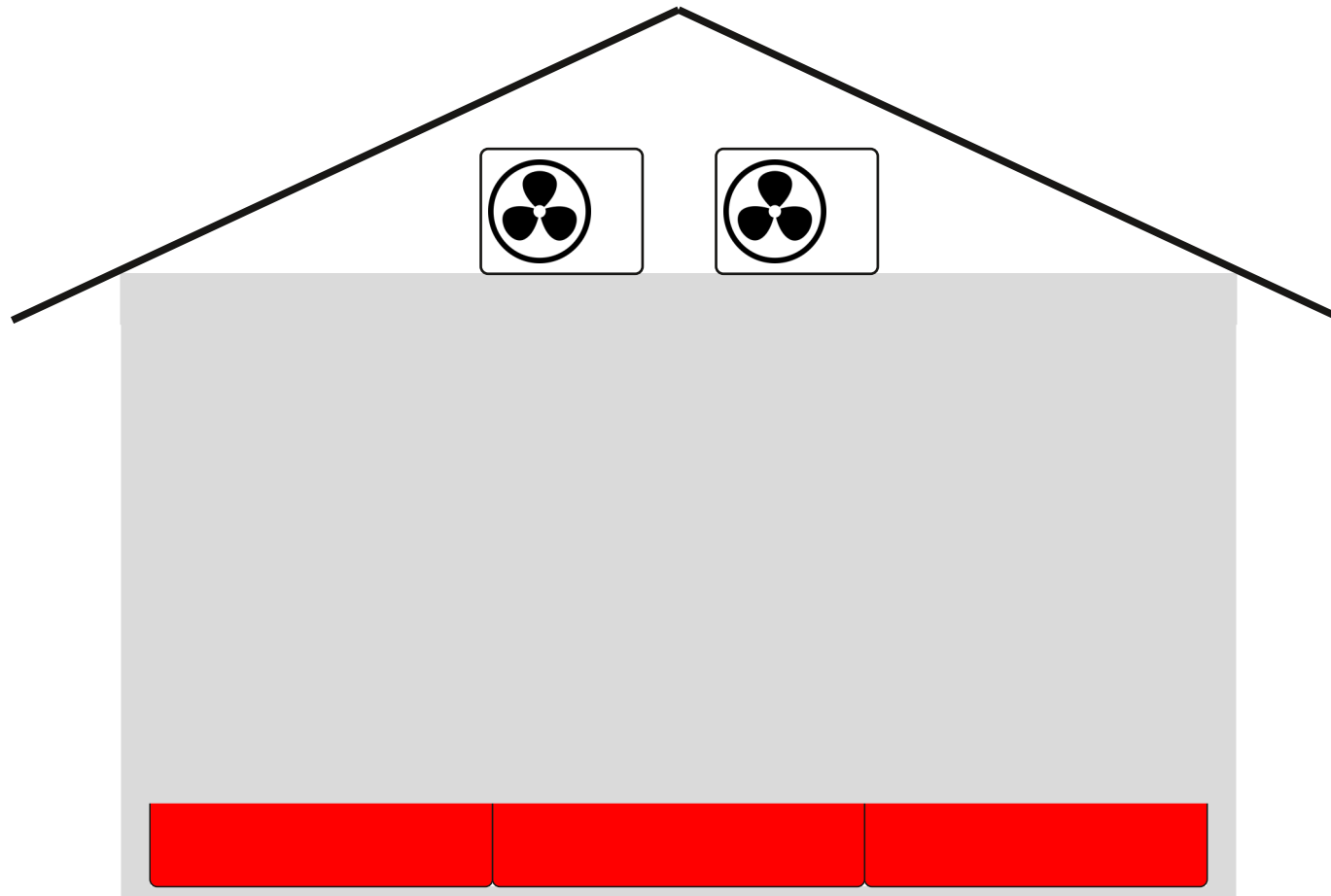


Show explanation

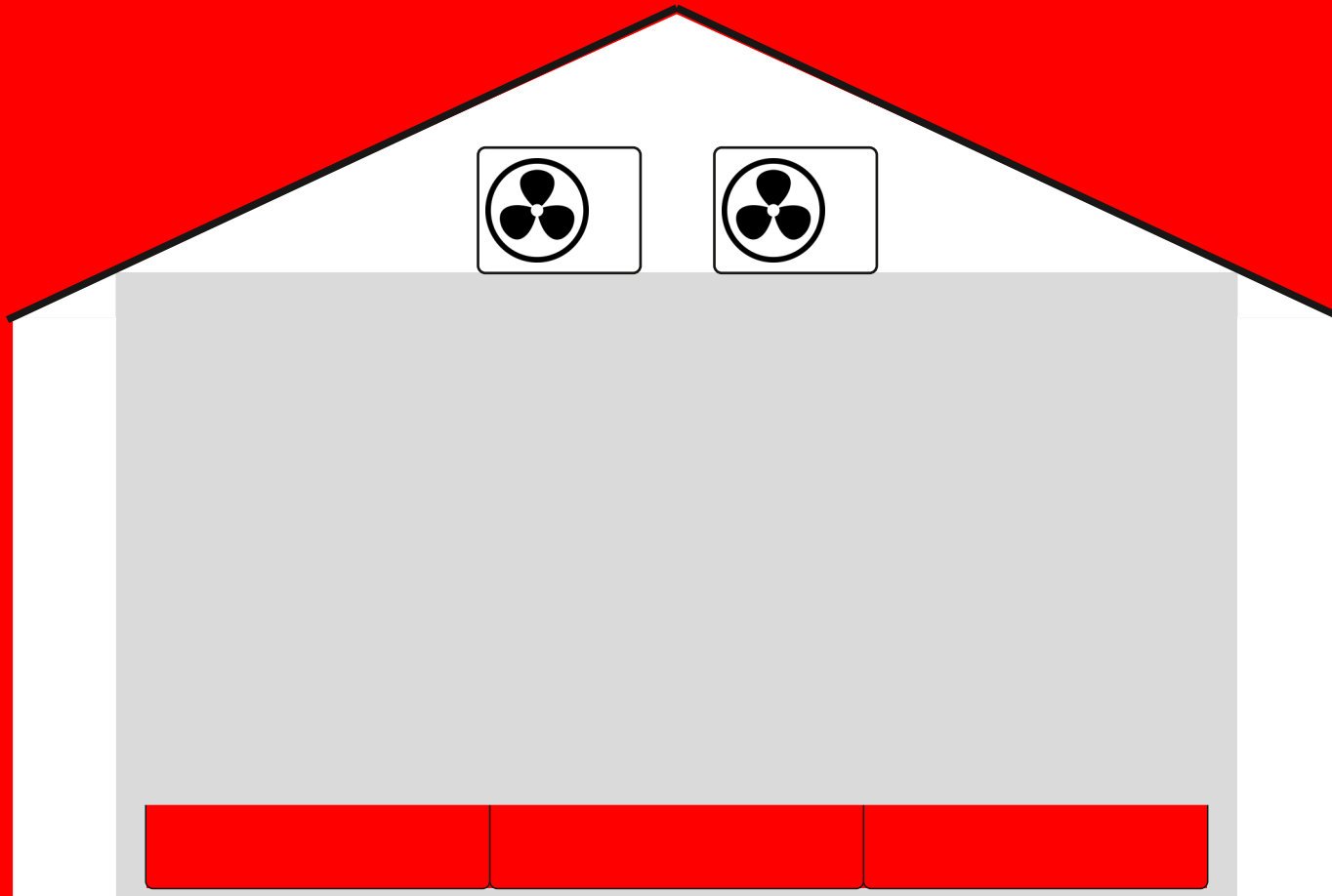
| Monat | Heat loss [kWh] | | Solar gains [kWh] | | Internal gains [kWh] | | Heat demand [Gradtage] [kWh] | |
|-----------|--------------------|--------|----------------------|--------|-------------------------|--------|---------------------------------|------|
| January | 838 | (838) | 130 | (130) | 171 | (171) | 803 | 538 |
| February | 723 | (723) | 150 | (150) | 156 | (156) | 692 | 416 |
| March | 664 | (664) | 227 | (227) | 171 | (171) | 636 | 265 |
| April | 125 | (486) | 80 | (449) | 38 | (166) | 120 | 7 |
| May | 0 | (322) | 0 | (461) | 0 | (171) | 0 | 0 |
| June | 0 | (195) | 0 | (506) | 0 | (166) | 0 | 0 |
| July | 0 | (147) | 0 | (542) | 0 | (171) | 0 | 0 |
| August | 0 | (169) | 0 | (414) | 0 | (171) | 0 | 0 |
| September | 0 | (325) | 0 | (344) | 0 | (166) | 0 | 0 |
| October | 439 | (492) | 190 | (224) | 144 | (171) | 420 | 105 |
| November | 686 | (686) | 131 | (131) | 166 | (166) | 658 | 390 |
| December | 810 | (810) | 78 | (78) | 171 | (171) | 776 | 561 |
| Sum | 4286 | (5857) | 985 | (3655) | 1018 | (2018) | 4105 | 2282 |

Prince George

Danger of flooding! Stop soil sealing! Stop concreting everything!

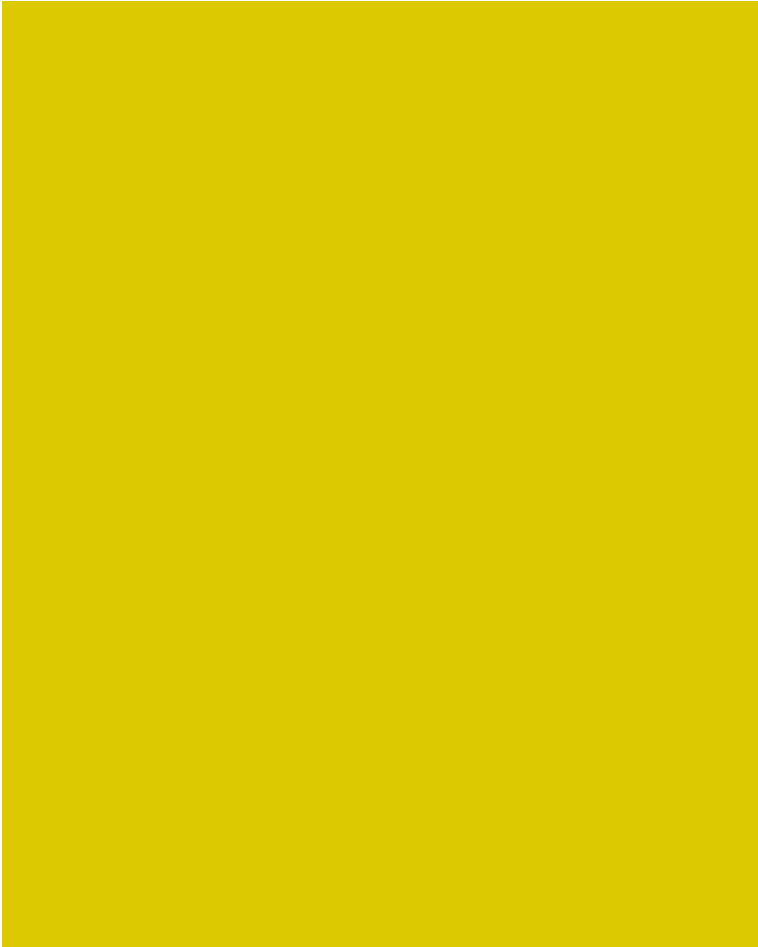


Danger of flooding! Stop soil sealing! Stop concreting everything!



**But what if a house can absorb more rainwater
than a grassland?**

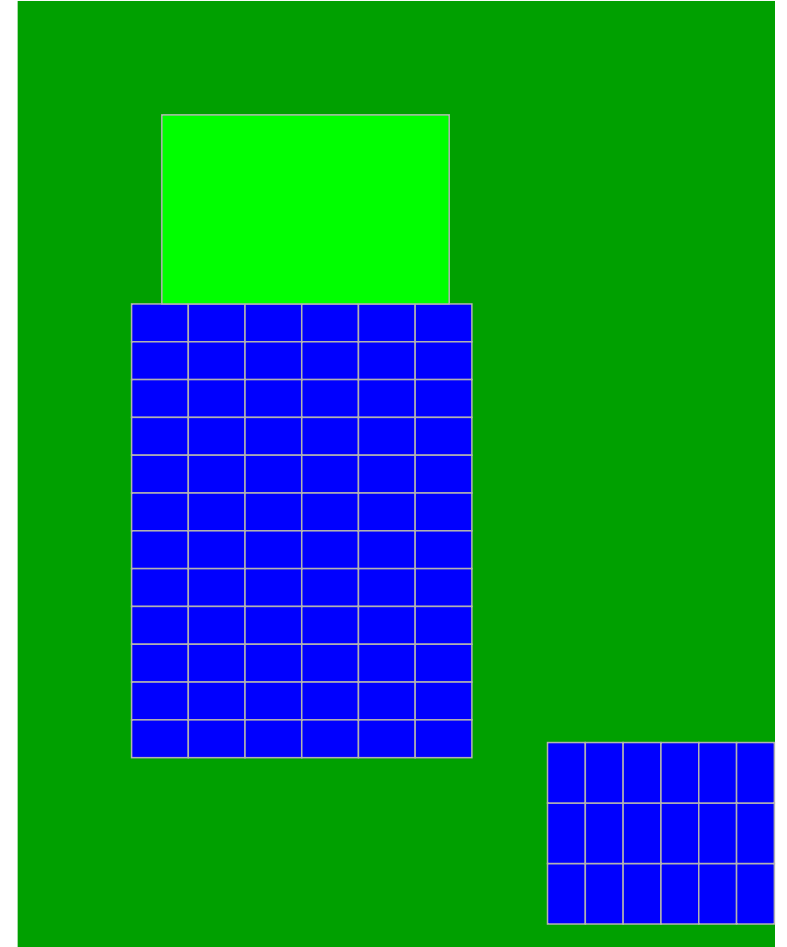
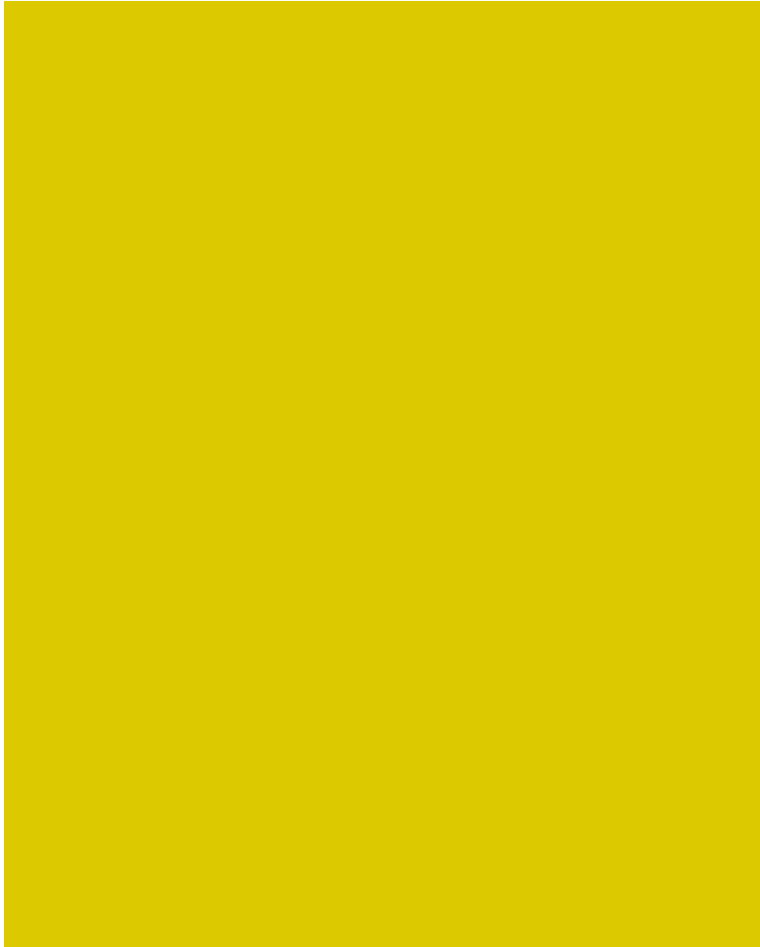
**All agricultural land is needed for food production,
no more conversions to building land!**



**Supply and demand
determine the price.**

**A shortage of supply
drives the price up.**

**All agricultural land is needed for food production,
no more conversions to building land!**



**But what if more food is produced on a 500 m² building plot in
50 m² Vertical Gardening Aeroponic?**

Due to increasingly heavy rainfall, more and more areas have to be classified as flood-prone and construction has to be banned.

**Flood risk,
construction
ban**

**Supply and demand
determine the price.**

**A shortage of supply
drives the price up.**

Due to increasingly heavy rainfall, more and more areas have to be classified as flood-prone and construction has to be banned.

**But what if floatable homes are available,
the premium for floatability is only a fraction of the savings for the building site?**

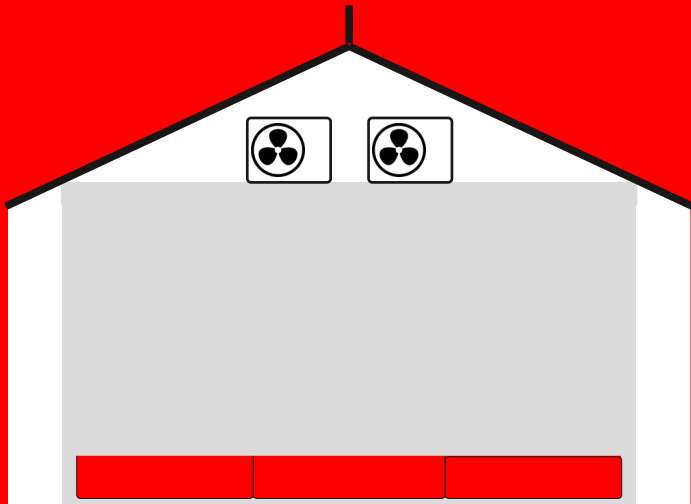
**Due to extreme drought, catastrophic wildfires are becoming more common.
Fire insurance is no longer offered in areas at risk.**

**Forest fire
risk, no fire
insurance
possible**

**Supply and demand
determine the price.**

**A shortage of supply
drives the price up.**

**Due to extreme drought, catastrophic wildfires are becoming more common.
Fire insurance is no longer offered in areas at risk.**



**But what if houses can defend against wildfires, the premium for fire defense is
only a fraction of the savings for building land?**

Millionaire mentality

Exclusive high priced products for rich people:

I made my first million with 10 furnishings for villas.

All super-exclusive and top quality. Of course you have to have the best connections in the scene of the rich.

~~For the committed climate protector~~



Billionaire Mentality

Cheap products for everyone:

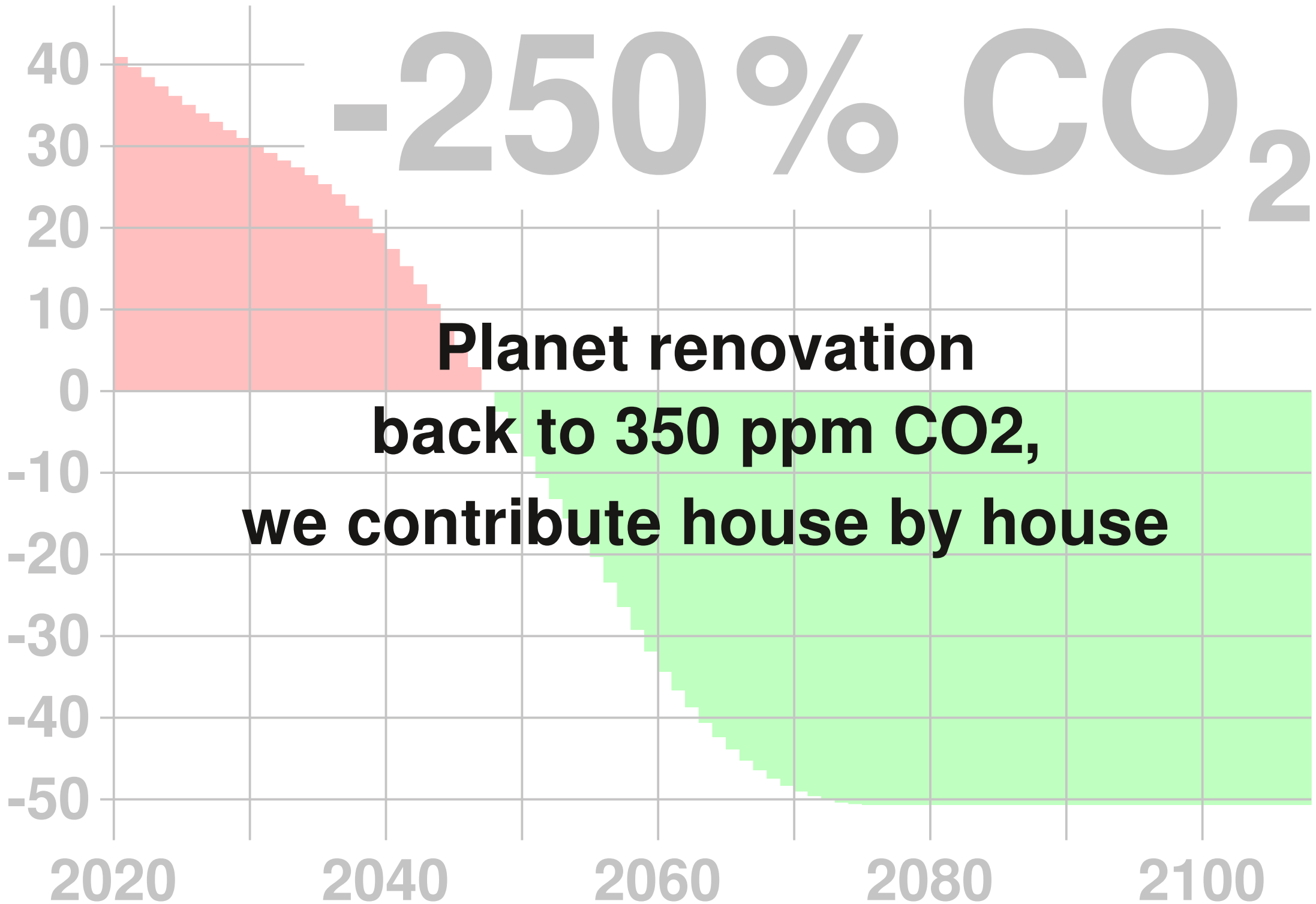
I made my first billion with a million home furnishings.

The low prices with good quality got around, customers stormed my stores, the competition was desperate.



-250% CO₂

**Planet renovation
back to 350 ppm CO₂,
we contribute house by house**





**Disruption
at houses**