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Team

Company

3
business
lines



High-tech glazing solutions
for the future of mobility



Bullet-resistant glass for
civilian applications



Transparent solutions for
military applications

2,000+
employees

650+
clients

20+
countries

Project

Analyze the **feasibility and opportunity size of selling a glass** incorporating two proprietary technologies developed by AGP (fractal pattern and switchable glazing features) **directly to Tesla owners** (i.e., via a B2C model)

Methodology

- **+15 market and industry reports**
- **Survey sent to +20,000 Tesla owners: 200 responses**
- **+20 interviews** to relevant **industry stakeholders**
- **14 interviews** to different **AGP's employees**



Findings and Recommendations

Tesla Owners' Survey

- Confirmed **product-market fit**

Q8 - Do you find this product appealing?

94% 89% 83%



Model X Model S Model 3



- Estimated **elasticity demand curve**

B2C Model

- **+** Identified clear **strategic rationale**
- **+** Found interesting estimated **market size**
- **-** Uncovered **relevant challenges** that **avoid circumventing OEM**
 - **Warranty**
 - **Network of partners**
 - **Organizational challenges**

Implications on the B2B approach

- **Benchmarked other sunroof players** doing aftermarket



- Prepared **commercial pitch deck**

