
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
PEUGEOT
ELECTRIC
GF 580 BH
ELECTRIC
PEUGEOT

Reportage February 2005

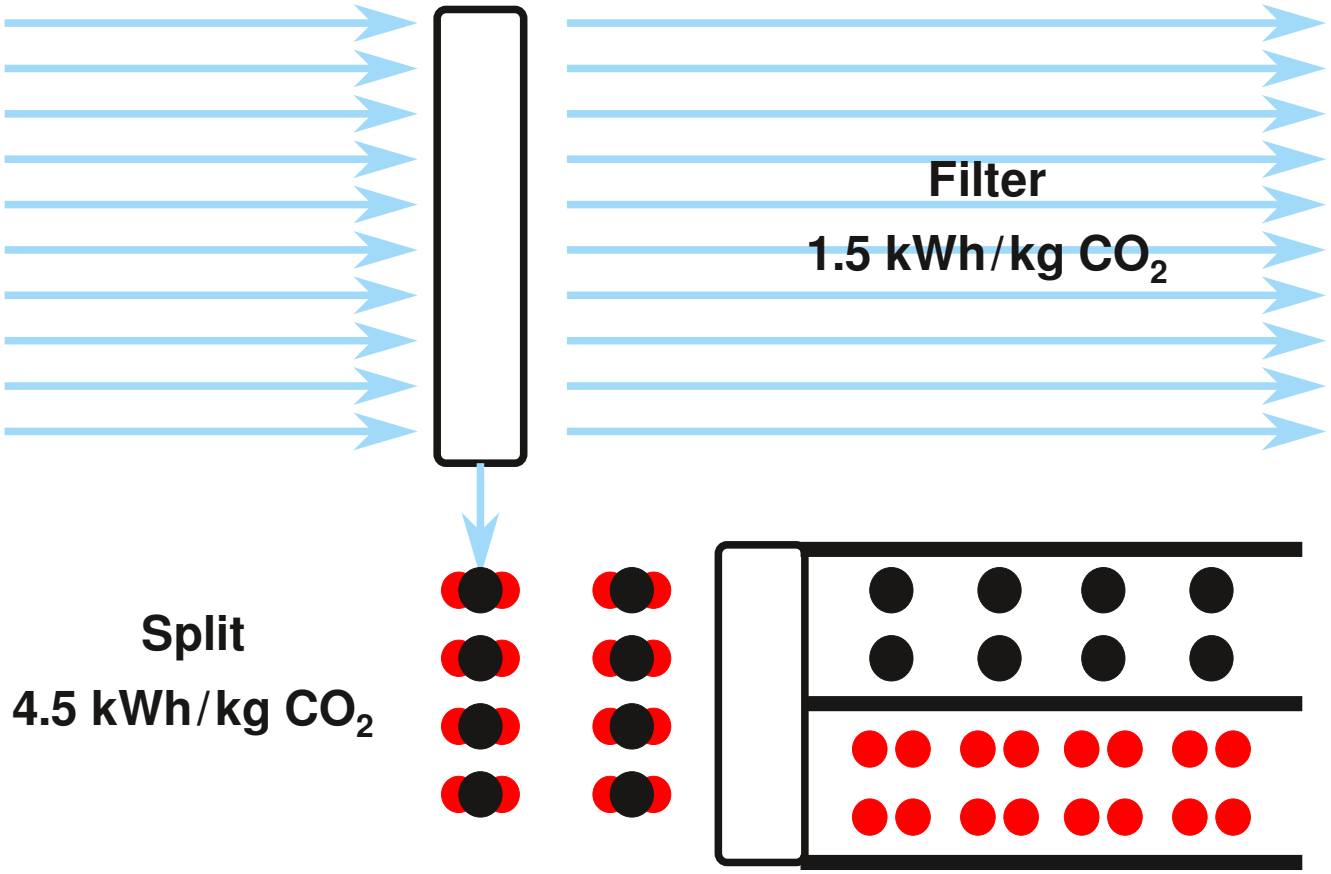
For years, my report was at the top of the Google search for “electric car”.

What is a good house?

What is a good house?

Replication factor uniformly calculated in electricity

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



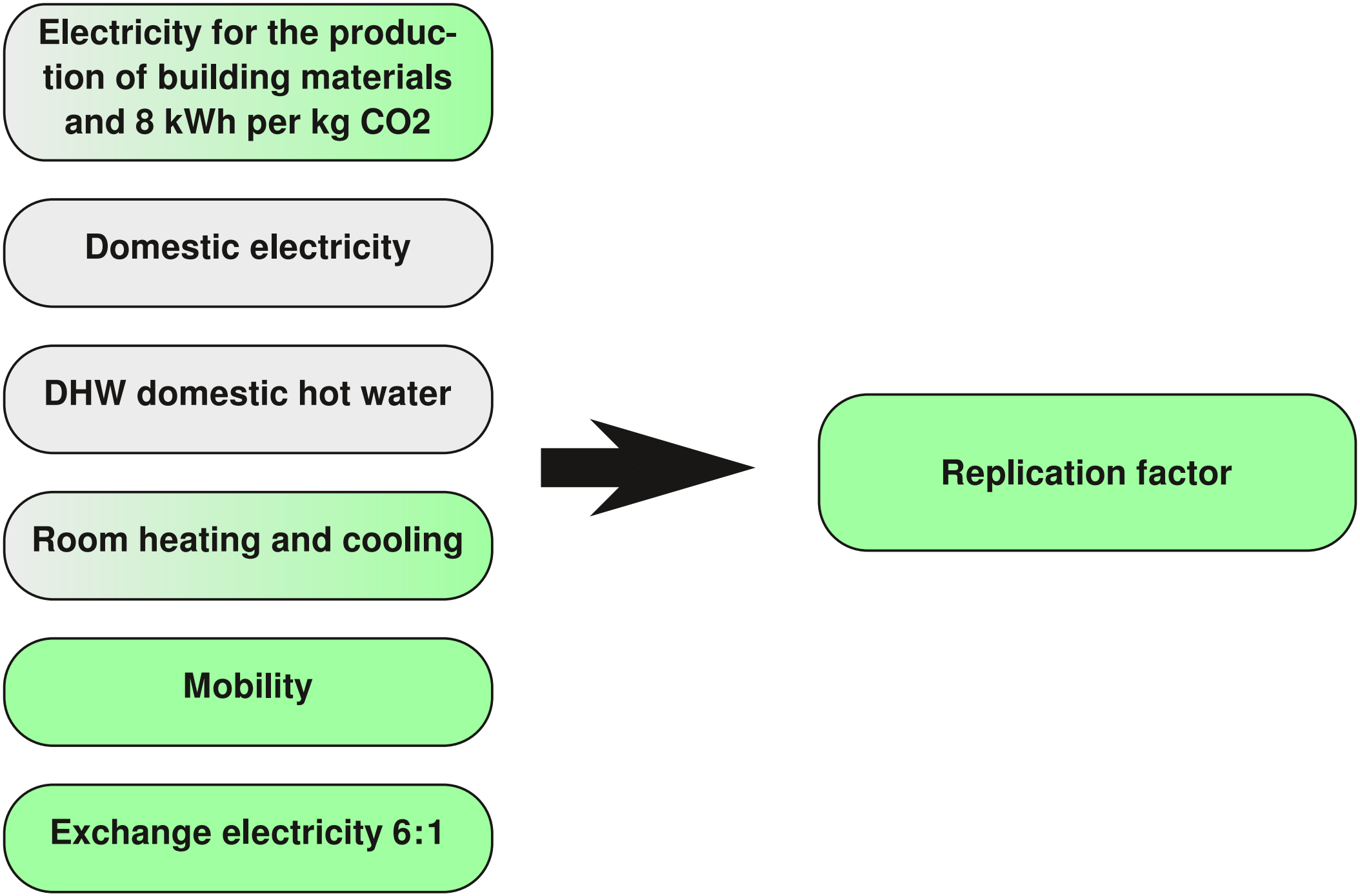
CO2 emissions from the production of building materials are valued at 8 kWh of electricity per kg of CO2.

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

400 MWh
300 MWh
200 MWh
100 MWh
0 MWh
-100 MWh
-200 MWh

Replication factor Rome 6.42
Replication factor Vienna 3.17
Replication factor Berlin 1.38
Replication factor Oslo -1.83

0 years
5 years
10 years
15 years
20 years
25 years
30 years

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.

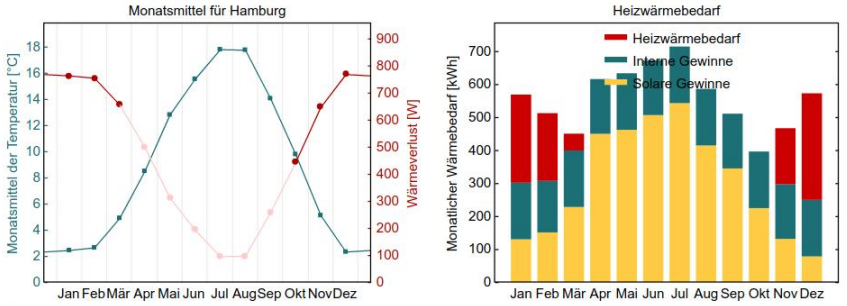
Whether cold tundra or hot desert, suitable for any climate.

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.)



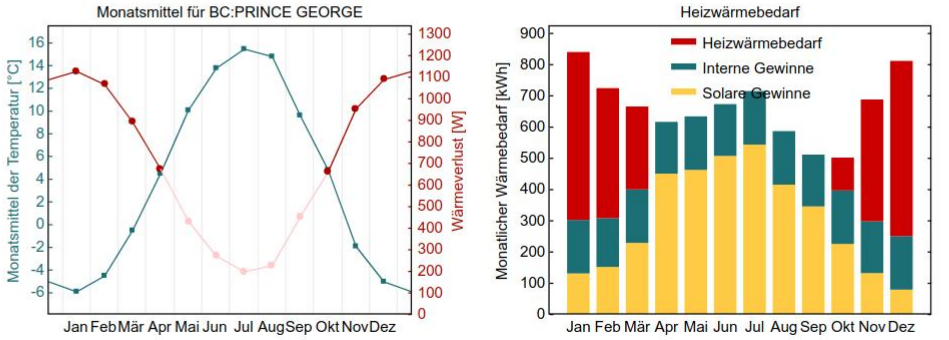
Show explanation

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.)

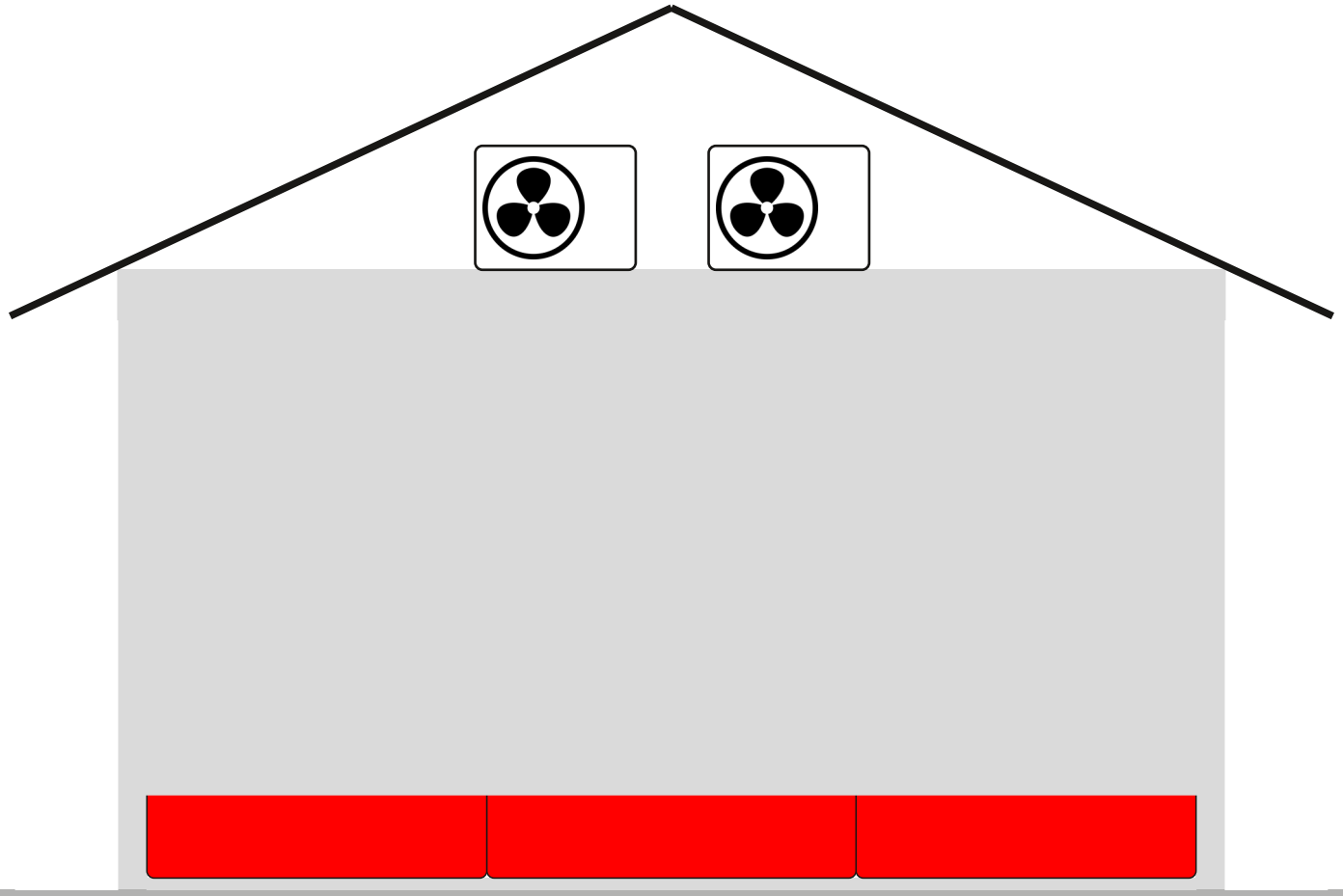


Show explanation

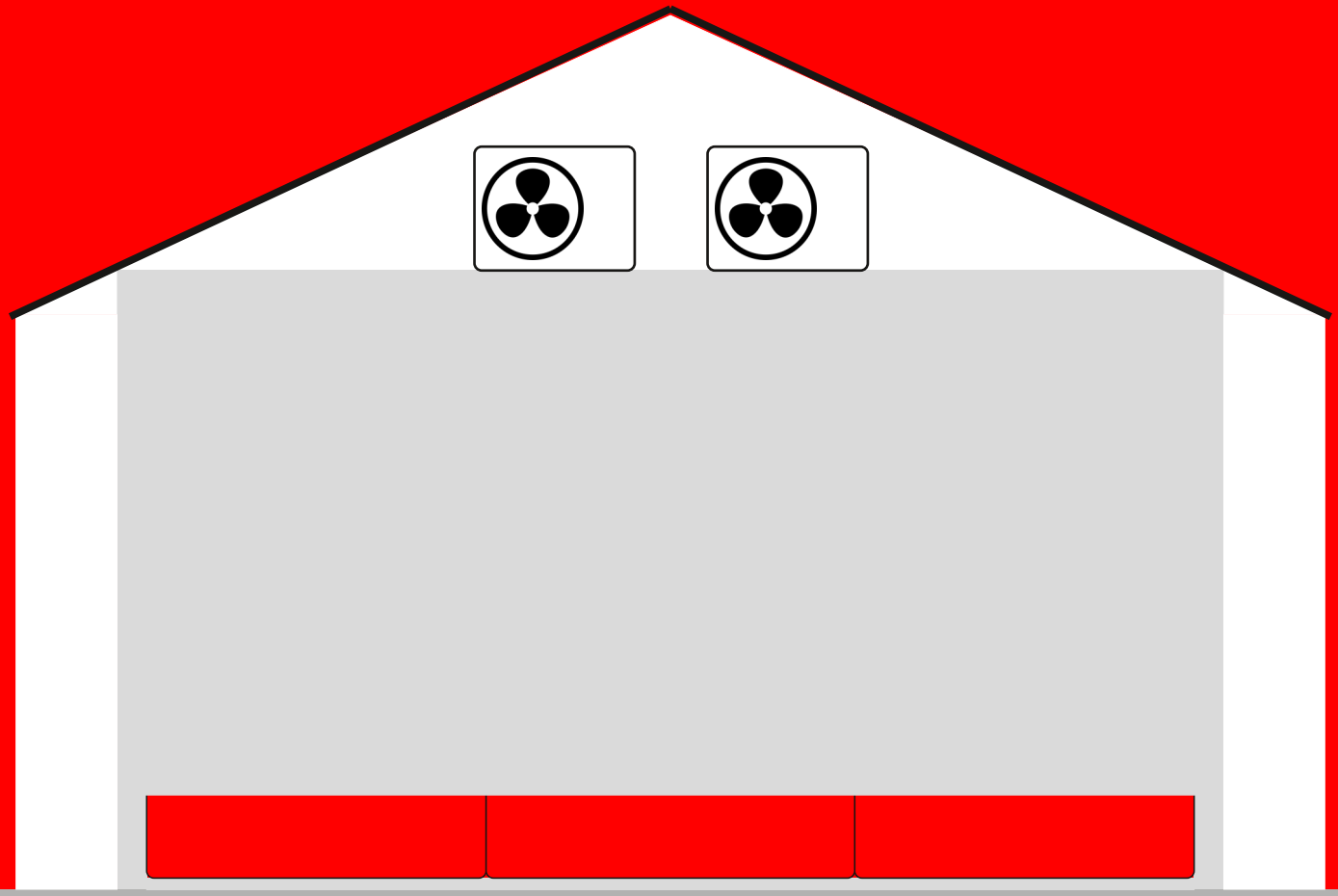
Monat	Heat loss [kWh]		Solar gains [kWh]		Internal gains [kWh]		Heat demand [Gradtage]	[kWh]
January	838	(838)	130	(130)	171	(171)	803	538
February	723	(723)	150	(150)	156	(156)	692	416
March	664	(664)	227	(227)	171	(171)	636	265
April	125	(486)	80	(449)	38	(166)	120	7
May	0	(322)	0	(461)	0	(171)	0	0
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!

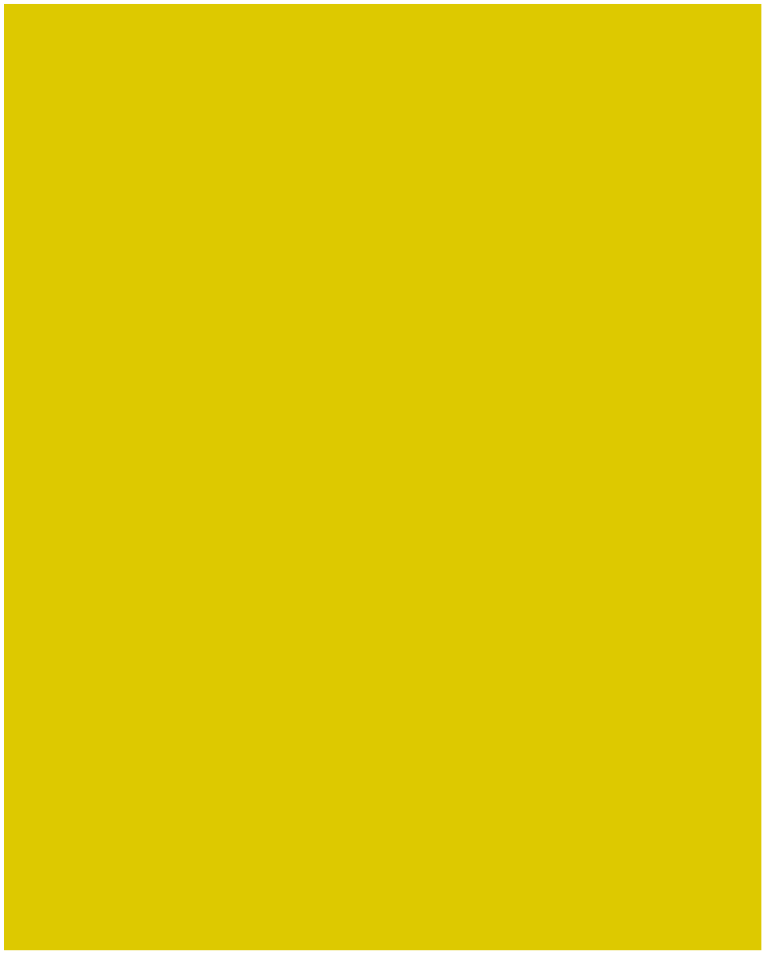


Danger of flooding! Stop soil sealing! Stop concreting everything!



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

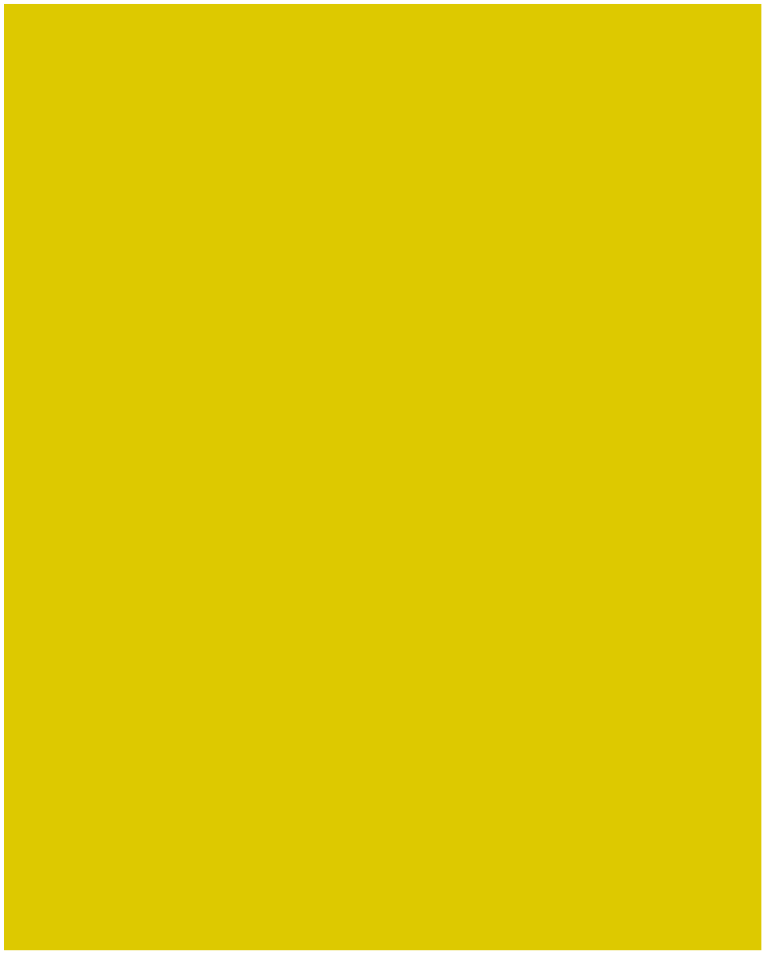
All agricultural land is needed for food production, no more conversions to building land!

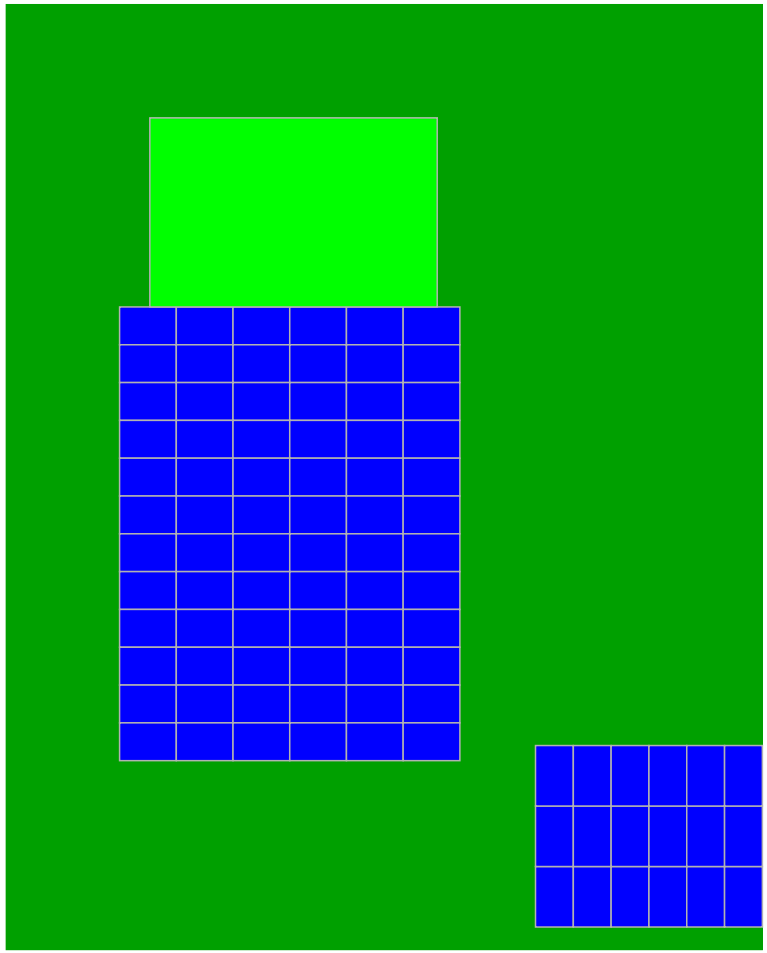


Supply and demand determine the price.

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 m^2 building plot in
50 m^2 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.

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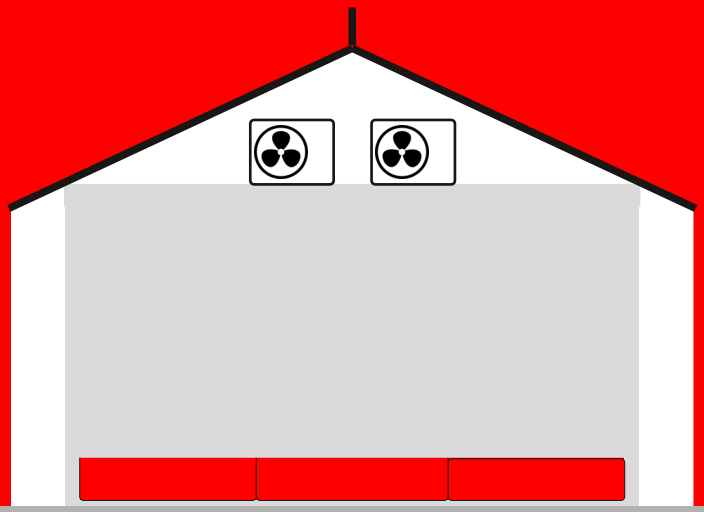
Due to extreme drought, catastrophic wildfires are becoming more common. Fire insurance is no longer offered in areas at risk.



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.

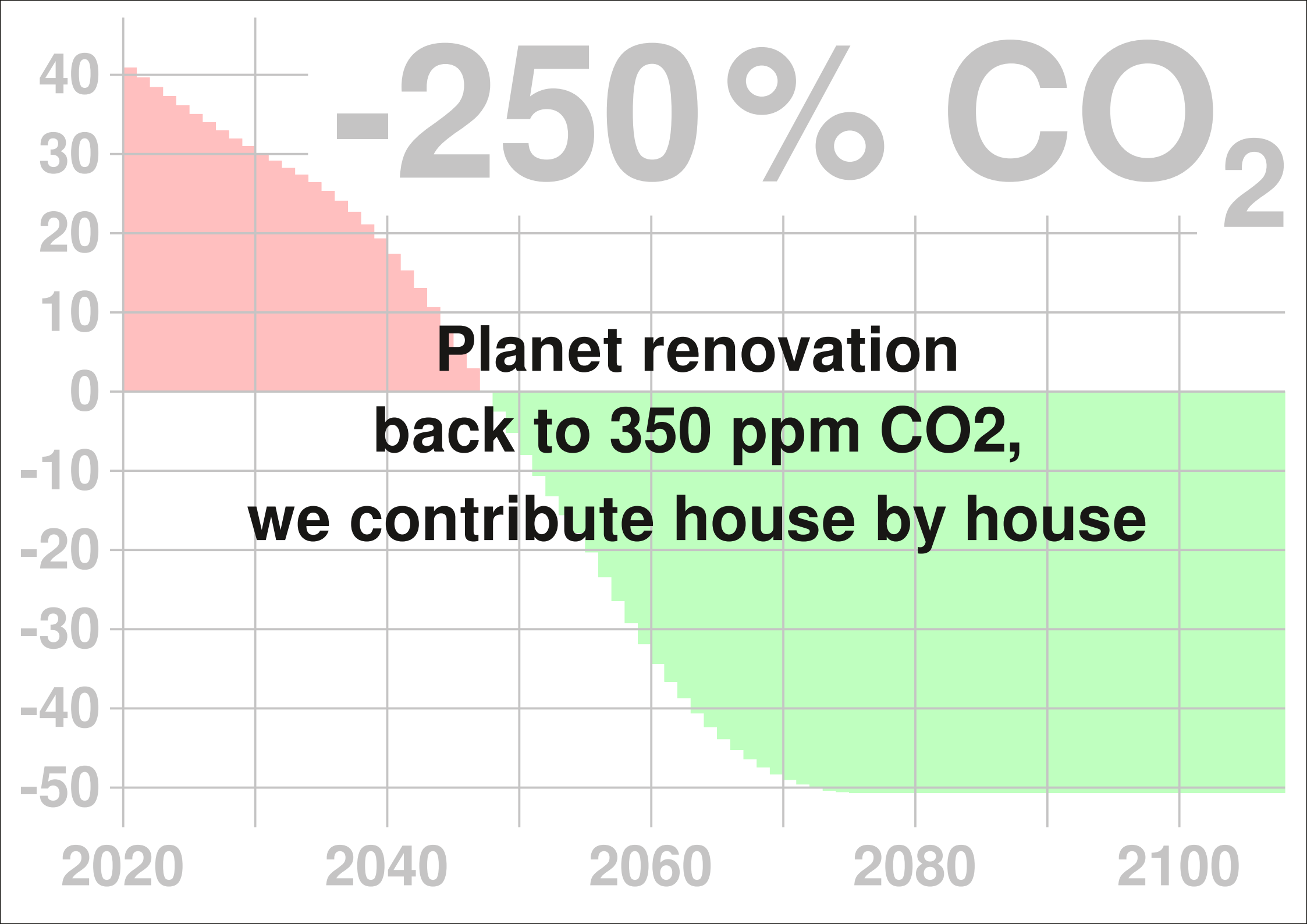
For the committed climate protector

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% CO_2
40
30
20
10
0
-10
-20
-30
-40
-50
2020
2040
2060
2080
2100
Planet renovation
back to 350 ppm CO2,
we contribute house by house