

Key Questions for the Forum

Author: Administrator User<info@frifugl.no> There are many questions to explore. Here is a list of some focus areas. **Ownership:** Should the local community or local investors own their local car (assembly) plants? **Finance:** Should the car be leased to avoid the expensive battery costs up front? Or should it be part of car-sharing concepts? How should factories be financed? Are there lessons to be learned from Google's IPO. Should there be a cooperative bond, like MIGROS did in Switzerland when it started? **Logistics:** How best to coordinate the suppliers to keep cost low. What can TH!NK learn from Dell and others? **Global Presence:** How does TH!NK build up such a global presence as fast and painless as possible? By adapting a franchising model? Or follow a Starbucks model? Or make TH!NK a "movement" like Linux? **Cool Factor:** How to we create the brand? Can we sell largely via word of mouth (relying on coverage about the TH!NK idea in the media and online)? How could TH!NK best learn from (and work with) companies like Apple, EBay, Google to underscore the coolness of TH!NK? **Mass Customization:** Should TH!NK deliver to the local specialized market, allowing the Can TH!NK let buyer replace certain elements and change colors or design for marketing (or famous artists may do that for us)? **IT Integration:** Can we learn from Oracle and others that are developing wireless car-communication applications? **Sustainability:** How can Th!nk maximize its eco-efficiency? Should eco-friendliness be part of TH!NK's trademark and branding? **Flexible Fueling:** Can TH!NK sell a that allows customers to change battery packs, or change from batteries to a hybrid concept? These are but a sampling of the questions to explore in the process of developing the next great automobile company.