G-Lab 2020 AGP Group





Team



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High-tech glazing solutions



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Company





AGP

SECURIT



Bullet-resistant glass for

for the future of mobility



650+
clients
20+

2,000+

employees

20+
countries





Transparent solutions for military applications

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

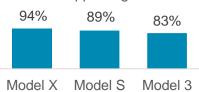


Findings and Recommendations

Tesla Owners' Survey

 Confirmed productmarket fit

Q8 - Do you find this product appealing?









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

