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BUS 263a: Strategy and Innovation, Summer 2019
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Strategic analysis of selected industries, companies, and solutions in

Drawdown: The Most Comprehensive Plan Ever Proposed to Reverse Global Warming, ed. Paul Hawken (Penguin Books, 2017).

Overview and Methodology

June 25

ALL

- *Drawdown*, pp. ix-xv and 218-225 (Intro and Methods)
- Discussion of assumptions and main conclusions of Project Drawdown

Industry Analysis

July 2

TEAM A1

- *Drawdown*, pp. 142-143 (Electric Vehicles)
- Analysis of the electric vehicle industry, today and in near future

Competitor Analysis

July 9

TEAM A2

- *Drawdown*, pp. 2-4 (Wind Turbines)
- Analysis of GE vs. Vestas, rivals in wind energy turbines

TEAM A3

- *Drawdown*, pp. 38-40 (Plant-Rich Diet)
- Analysis of Beyond Meat vs. Impossible Burger vs. Tyson Foods, rivals in fake meats

Partnership Analysis

July 18

TEAM B1

- *Drawdown*, TBD
- Analysis of “green” partnerships of fossil fuel companies (TBD by team)

Innovation Analysis

July 25

TEAMS B2 and B3

- *Drawdown*, pp. 172-211 (Coming Attractions)
- Analysis of innovation challenges and opportunities in selected futuristic sectors (TBD by teams)