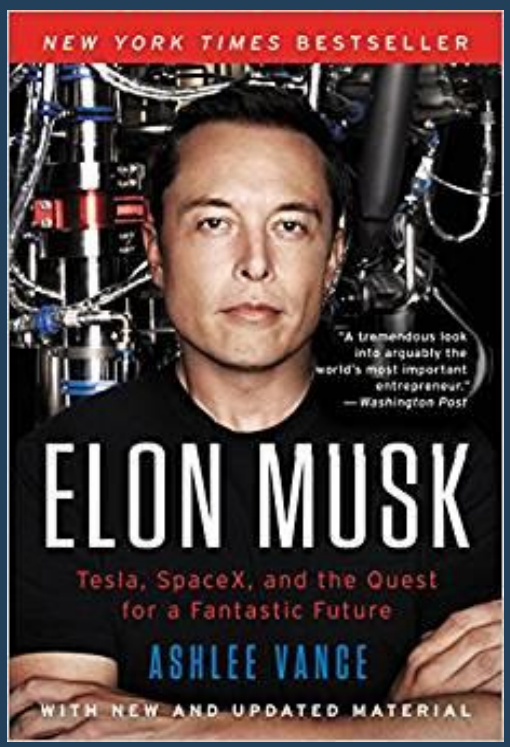

Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future

Year of publication: 2015
Author: Ashlee Vance
416 pages
Link for purchase: https://amzn.to/2ZHg7pp

The book Elon Musk was published in 2015, and its main objective is to present an engaging narrative of his biography, and all the details of unstable and successful moments of his business.
The work was based on more than 50 hours of conversation with Musk, in addition, there were interviews with friends, family and employees, totaling more than 300 people.
According to the author, Musk's main passion is to promote solutions for the future of humanity. This is the goal that fuels its business in space exploration, electric cars and solar work, generating great political and economic impacts.

Score

8

8 Aplicability
8 Inspiration
9 Innovation
8 Impact on results
7 Structure

Main ideias of the book

- Failure is part of every process;
- Collect the best of a failure to leverage your desires;
- Success generates more success, so feed your ambitions;
- Have long-term and ambitious goals;
- Explore all the possibilities in your work;
- Never accept a "no" as an answer.

In this summary, we'll pass on the key lessons that the story of Elon Musk brings us and all the insights you need to absorb.

For whom is this book suitable?

The content of the book is ideal for you who likes technology, business and innovation.

In addition, the book encourages those who are in search of wanting to be more, much more than it is currently. And extinguish the word “impossible” of your vocabulary.

From the actions of Elon, you will wake up and want to put your ideas into practice and reflect on your thoughts and actions.

Overview of the book

The World of Elon Musk

Childhood and Adolescence

How did Elon Musk's journey begin?
According to the author, Musk had a troubled childhood, and it all began in South Africa, where he was born.
He had a bad relationship with his father, and at school he had few friends. In addition, he was often haunted by these classmates.
One way out was studying and reading all the time. Musk was able to read encyclopedias and remember all the details. In this way, he always presented strong ideas of his desires and endeavors.
In 1988, he decided not to perform military service and moved to Canada and later to the United States. At first, things did not go so well, there were countless temporary jobs provided to survive, but time went by and things got settled, until he was able to study about business and was able to conquer the woman of his life.

Good ideas are always crazy until they're not

Musk's success only progressed, especially two years later, when he asked to be transferred to the University of Pennsylvania. There he was creating ways of undertaking to sustain himself and creating rich friendships.

Follow the ambitious goals at risk

According to the author, the main fuel for the success of Elon Musk is his mission, which is to save mankind, because on Earth everyone is very vulnerable.
Given his mission, Musk presents an untiring determination to accomplish his goals. He sets unrealistic goals, hefty workloads and demands that all your employees be engaged and 100% determined to change the history of the world.
This loyalty to great ideas is what makes him respected by his employees.
In addition, it has made him successful in two major sustainable technology companies, Tesla (electric cars) and SolarCity (solar energy). A path that is not easy, many try to succeed in only one company, but fail.

Beginning of Enterprises

Soon after he left college, Musk went on to venture out and created a startup with his brother. The company was called Zip2 and had the goal of connecting businesses to the Internet.
At the time, it was difficult to understand the consequences of the internet, and sales were not going very well. Until at one point an investor saw value in the company and began investing in new engineers, restructuring the company structure and setting goals.
In 1999, the company sold for $ 307 million. Musk wanted new challenges, new projects and become a successful CEO himself.
Musk spent a portion of the money for personal goods purchases, and another part was keeping an eye on the future and his next business. It would be X.com, an online financial transaction company, a kind of online bank.
X.com merged with PayPal. Things were not to Musk's taste, and in 2002 PayPal was sold to Ebay for $ 1.5 billion, enough for him to get $ 250 million and dream of going even further.

Long-term goals

According to the author, Musk has always had long-term goals, wanting to accomplish things that seemed surreal. Since childhood his main goals remain the same and for him this is what fuels the incessant search for the result.
His next target was to invest in rockets; in 2002 he founded SpaceX with the aim of being a space airline company for a low cost. SpaceX was able to transport three times more weigth than its the competitors and was four times cheaper.
In just 15 months, Musk already made plans to launch the first rocket. But that was only four years later, and Musk claims that failures are part of any process. In addition, he says that the most important thing is not to give up, however complex the goal may be.
These attitudes were giving credits to SpaceX, growing more and more making it an exclusive company in the market.

Electric cars

If there is a responsible for making electric cars desirable, comfortable, and even compared to big brands like Ferrari and Jaguar, this is Elon Musk.
It all started when Musk was one of the only ones interested in investing $ 6.5 million in a Tesla prototype model, becoming the sole shareholder and chairman of the company. For him the project had enormous potential and could revolutionize the market.
At first, things were slow. But in 2012 Tesla lauched Model S, changing the history of transport forever. This car won the best car title ever produced and ratings of 99%.
This achievement was surprising, since Musk had never built cars, and Silicon Valley had little involvement with the automotive industry. But the great lesson we can draw from this is that determination can achieve any result.

Success in multiple markets

Two cousins of Musk held studies on solar energy, and an idea to offer a complete service of solar energy, from the initial phase to the installation.
From this, another Musk venture was born. He was responsible for offering all investment and infrastructure, becoming the main shareholder and president of SolarCity.
Six years later the company ran service for all types of consumers, from homes to large companies, making it the largest solar panel installation company in the USA.
This is the empire of Musk, made up of these three big companies. And the best thing is that they have great individual successes, and they complement each other. Especially in a market so difficult to consolidate.
They also complete the partial realization of the mission of Musk, which is to develop a sustainable culture to improve human life, that is, all their efforts are focused on the same goal.

> *The best minds of my generation are thinking about how to make people click ads*

Great ambitions continue

From everything that has already been presented, one can conclude that Musk has always had great plans and excellent ideas. And the best, he has always put these ideas into practice.
According to the author, Musk's wishes have not stopped here, he plans to continue his exaggerated ideas.
One of his next initiatives is to adopt a new transportation model, called Hyperloop, aimed at transporting people and cars through capsules.
At SpaceX, Musk intends to transport people into space and start producing and selling satellites.

> *If the rules are such that you can't make progress, then you have to fight the rules*

Okay, but how can I apply this in my life?

One of the key lessons you can draw from this book is that we can never accept a "no" as an answer, and that we must have long-term goals.
Also, the main tip is that you always think big, do not worry if the idea is crazy, after all Musk has proved that any madness can be put into practice. Lastly, remember to always feed your ambitions.

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