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elementalexcelerator.com

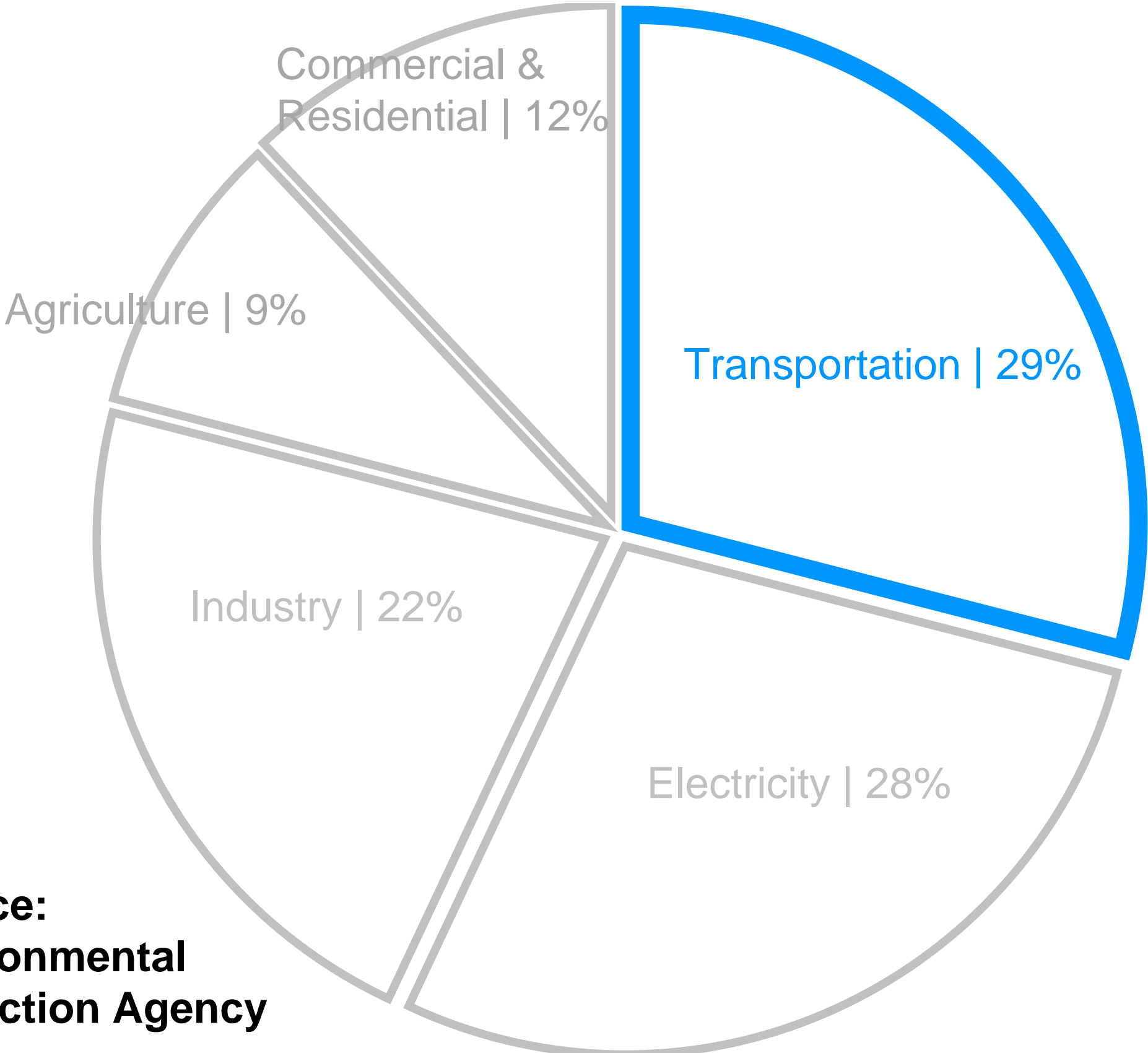


ELEMENTAL
EXCELERATOR

The image features a group of approximately ten people walking along a wide dirt path in a lush, tropical environment. The path is flanked by dense foliage and trees. Overlaid on the path are several colorful icons: a red sun, a yellow wind symbol, a green triangle, and a blue wave symbol. The text 'ELEMENTAL EXCELERATOR' is centered over the path in a white, sans-serif font.

The Problem As We See It

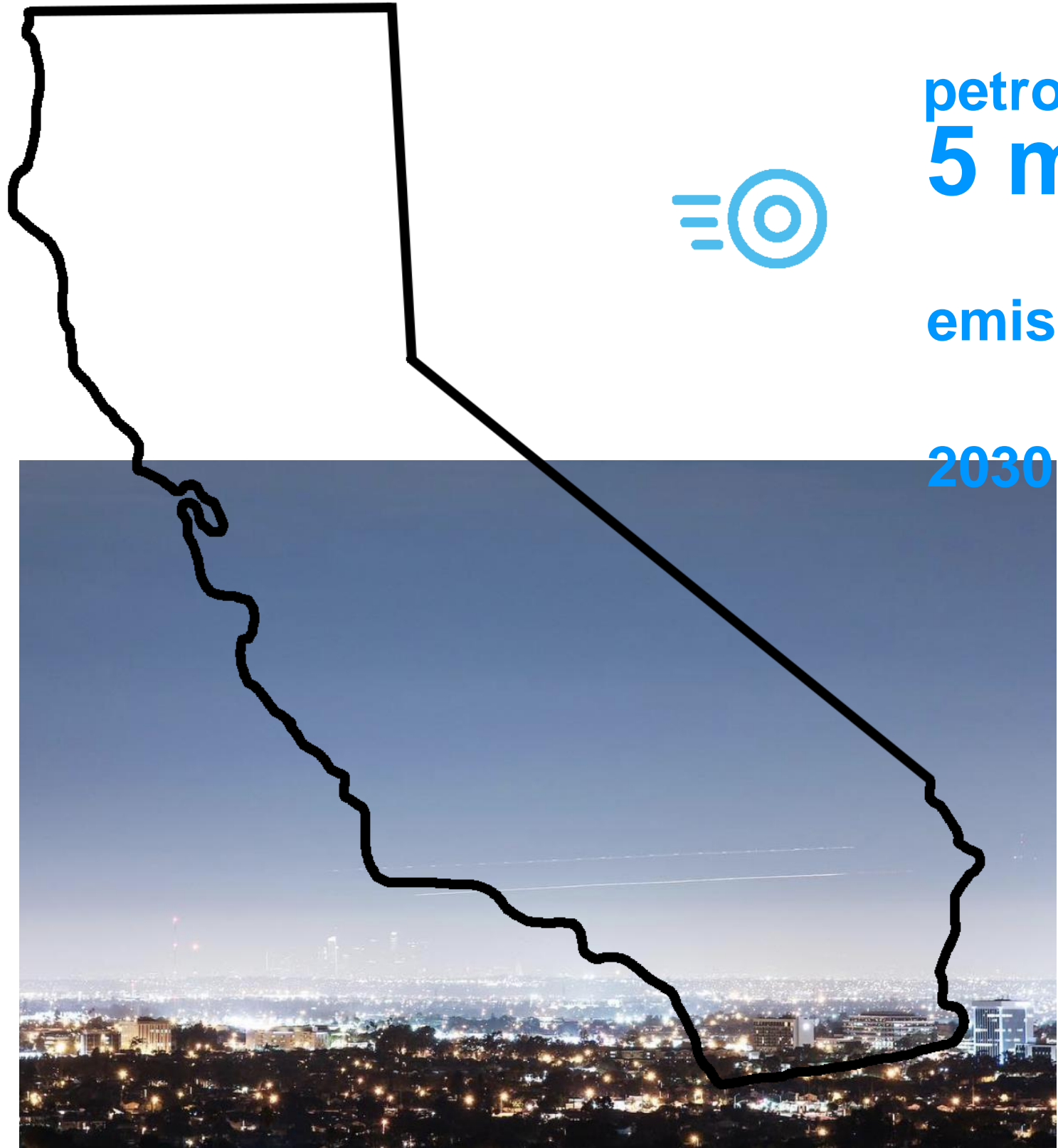
We need to redesign our energy, agriculture, water, and mobility systems. And not one at a time — all at once.



Source:
Environmental
Protection Agency

CALIFORNIA

IA

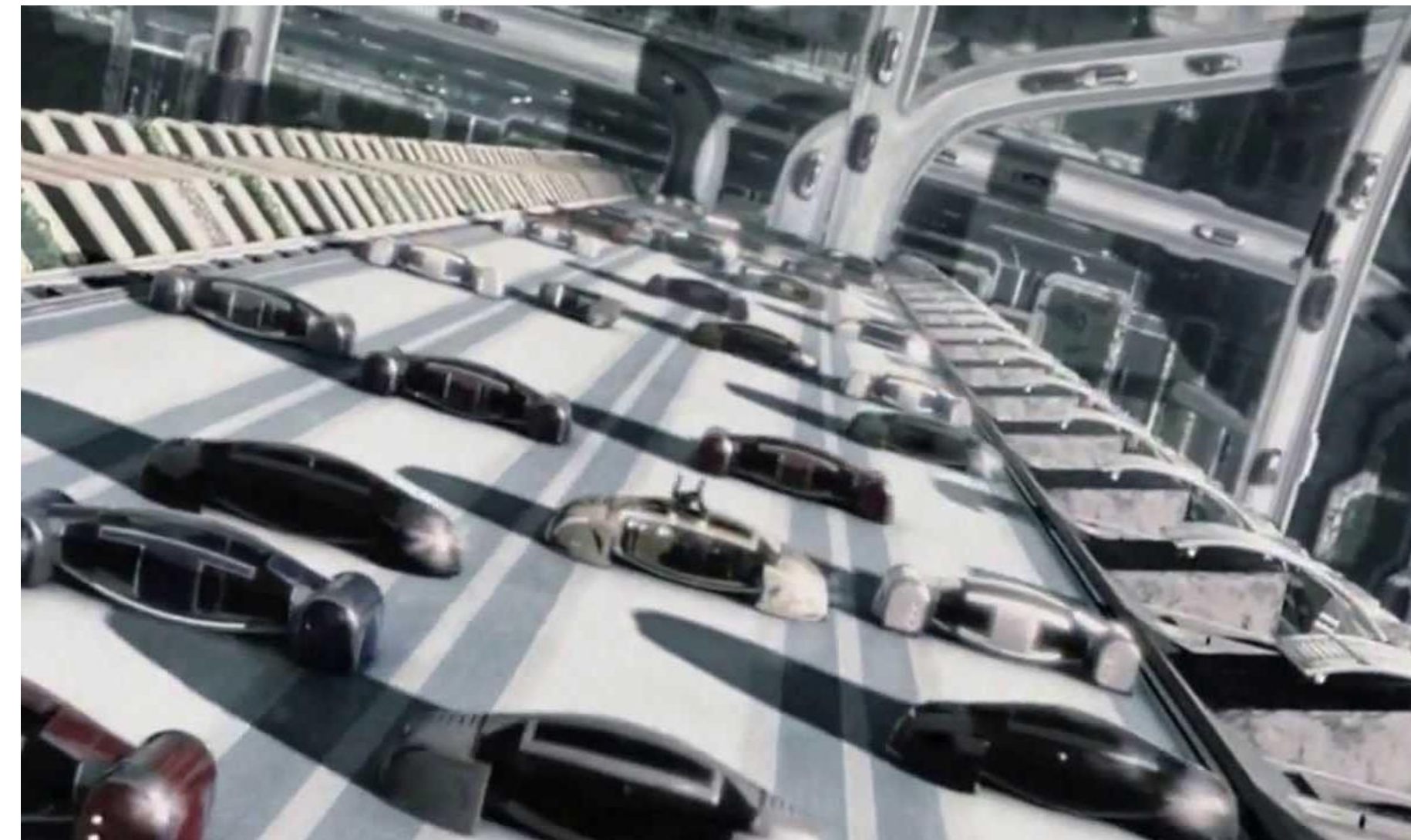
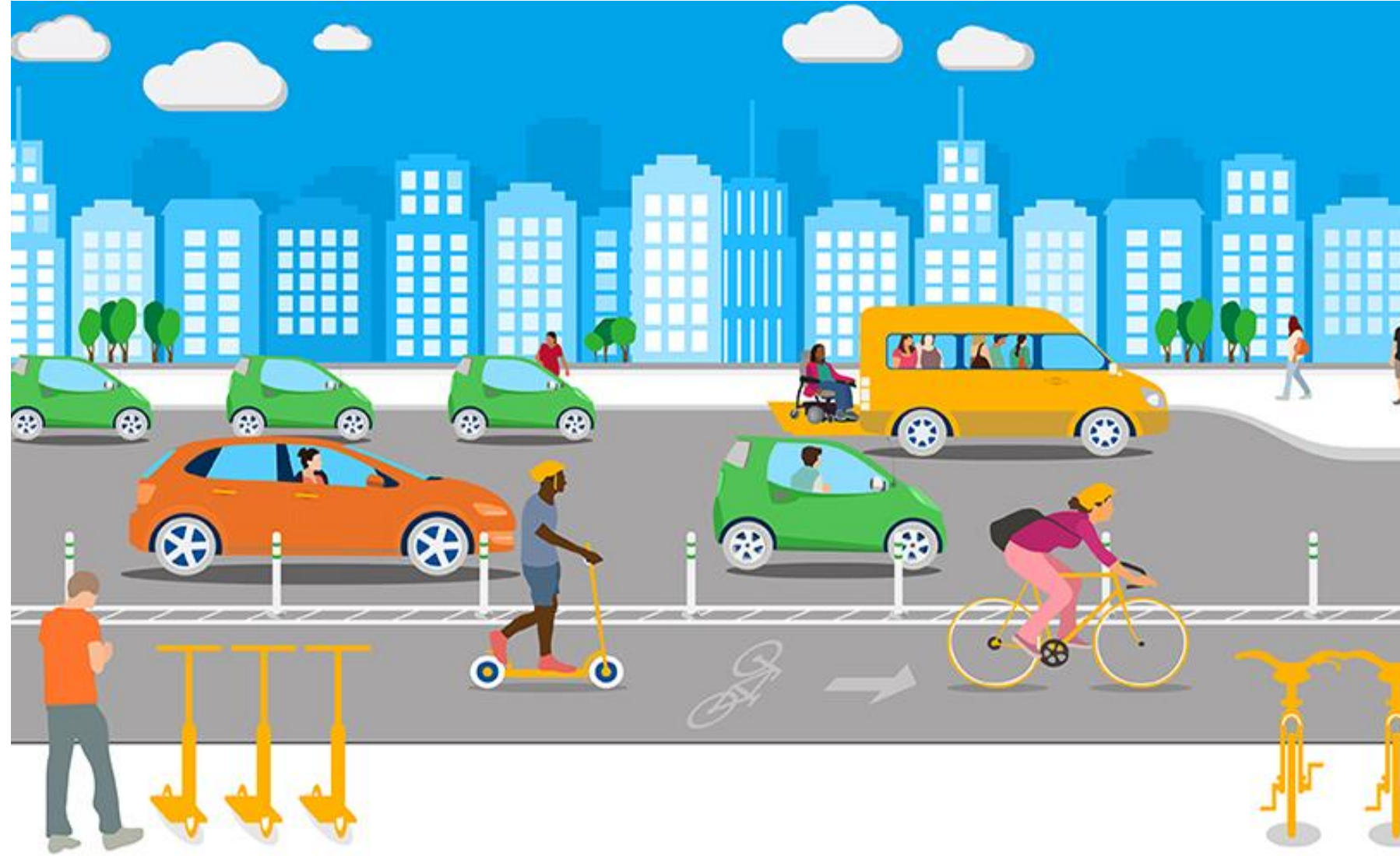


45% reduction in
petroleum use by 2030
5 million zero-
emission vehicles by



2030

We Have Solutions...Right?



So Who's Choosing to Sit in Traffic?





For Mobility & Transportation to enable San Francisco's decarbonization goals, we must first stop fooling ourselves that the alternatives we offer are better than sitting in the car.

We must build mobility solutions designed to be sexier, bossier, safer and more equitable, reliable, flexible, affordable, comfortable and convenient.

We must appeal to people.



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THANK YOU