Short Answer

1. higher initial cash flow, lower interest rate, higher growth rate, higher number of cash flows

2. higher standard deviations for Toyota and/or Apple
   - higher weight on riskier stock (lower on lower risk)
   - higher correlation (or covariance)

3. More of firm's safest cash flows go to bondholders

4. lower stock price, higher strike price, higher time to expiration, higher standard deviation

5. Reduce cash flow at initial investment
   - Increase cash flow over the life of asset (as depreciated)
   - Increase cash flow at end (due to possible salvage value)