



Formula SAE Italy & Formula Electric Italy 2018 July 11 - 15

Communication to Driverless Teams - 31 March 2018

Dear Formula SAE Driverless Teams,

the organizational Committee has decided to apply (only for driverless category) for 2018 event the “Formula Student Rules 2018 Version 1.1” which includes some key changes, listed below

1. The Business Logic Case is not anymore requested and it is replaced by the Executive Summary
2. The BPP will be evaluated on the new categories specified in the following table (and not anymore according to the original SAE 5 categories)

Category	Points
Executive Summary	10
Novelty	10
Content	20
Finances	10
Deep Dive Topic	10
Demonstration and Structure	15
Delivery	10
Questions	10
General Impression	5
Total	100

Please refer to the official Formula Student Rules 2018 linked below

https://www.formulastudent.de/fileadmin/user_upload/all/2018/rules/FS-Rules_2018_V1.0.pdf

An abstract of the BPP rules is also attached in the next two pages

Best Regards
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Formula SAE Business Plan Presentation Team Leader



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Formula Student Rules 2018

S STATIC EVENTS

S1 BUSINESS PLAN PRESENTATION EVENT (BPP)

S1.1 Business Plan Presentation Objective

S1.1.1 The objective of the BPP is to evaluate the team's ability to develop and deliver a comprehensive business model which demonstrates their product – a prototype race car – could become a rewarding business opportunity.

S1.1.2 The judges should be treated as if they were potential investors or partners for the presented business model.

S1.1.3 The business plan must relate to the specific prototype race car entered in the competition. The quality of the actual prototype will not be considered as part of the BPP judging.

S1.2 Business Plan Presentation Procedure

S1.2.1 Presentations are limited to a maximum of ten minutes. The judges will stop any presentation exceeding ten minutes.

S1.2.2 The presentation will not be interrupted by questions. Immediately following the presentation there will be a question and answer session.

S1.2.3 One or more team members may present the business plan.

S1.2.4 All team members involved in the BPP must be in the podium area and must be introduced to the judges at the beginning of the presentation. The team members who have been introduced may answer the judges' questions even if they were not actually presenting.

S1.2.5 Data projectors or screens with VGA and HDMI (type A) input connectors will be provided for video signal transmission. Teams planning to use audio or other presentation equipment are responsible for bringing it themselves.

S1.2.6 Teams that fail to make their presentation within their assigned time period will receive zero points for the BPP.

S1.2.7 Prior to the competition a specific deep dive topic, which has to be part of the ten minute presentation, will be published on the competition website.

S1.3 Executive Summary

S1.3.1 To convince the potential investors or partners that the team's presentation is worthy of their time, it is required that an executive summary is submitted before the competition. The executive summary should contain a brief description of the team's business plan.



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S2 Cost and Manufacturing Event

- S1.3.2 The executive summary must not exceed one page. The vehicle number and university name must be written in the top right corner.
- S1.3.3 The executive summary must be submitted online via the competition website, not later than the deadline specified in the competition handbook.
- S1.3.4 If the executive summary is not compliant with the rules, 5 penalty points are deducted from the final BPP score.

S1.4 Business Plan Presentation Scoring

- S1.4.1 The BPP will be evaluated on the categories specified in the following table:

Category	Points
Executive Summary	10
Novelty	10
Content	20
Finances	10
Deep Dive Topic	10
Demonstration and Structure	15
Delivery	10
Questions	10
General Impression	5
Total	100

- S1.4.2 The judging at the competition will start with an initial judging, where all teams are judged by different judging groups. The top three to five teams are then judged by all business judges in the BPP finals.
- S1.4.3 The scoring of the BPP is based on the average of the scores given by each of the judges.
- S1.4.4 The scoring for the non-finalist is calculated as followed:

$$BPPSCORE = 70 \left(\frac{P_{team}}{P_{max}} \right)$$

P_{team} is the score awarded to the team

P_{max} is the highest score awarded to any team not participating in the finals

- S1.4.5 The scoring of the BPP finalists will vary from 75 to 71 points and is scored immediately after the BPP finals by all judges.