



Formula SAE Italy & Formula Electric Italy & Formula Driverless 2021

Information & Rules

Amendment 3

S 1 BUSINESS PLAN PRESENTATION EVENT (BPP)

The pandemic in progress has imposed many limitations to everyone, but at the same time it has forced people and companies to make the best use of new digital technologies, in order to ensure the continuity of their work and the service to customers.

This regulation takes into account both factors, opening the Business Presentation to digitization, but also ensuring the participation in Varano of a reduced number of teams, in line with pandemic restrictions

It also allows teams to convince the jury through both, a video summary of the project, and deeper analysis of the financial part of their business plan

In the Varano event, the best 3 teams will be competing in the finals and their performances will be shown to everyone via streaming

1. Business Plan Presentation Event (BPP)

1.1. Business Plan Presentation Objective

- 1.1.1. 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 that creates a monetary profit.
- 1.1.2. The judges should be treated as if they were potential investors or partners for the presented business model.
- 1.1.3. The race car doesn't have to be the core of the business idea, however, the business plan presentation 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.



1.2. Business Plan Presentation Procedure

- 1.2.1. The Business Plan Presentation will be held in a three-stage process.
- 1.2.2. Stage 1 (1.4) and Stage 2 (1.5) will be held virtually prior to the competition. The Executive Summary (1.3) and the Racing Elevator Pitch (1.4) must be submitted at the same time. The exact dates will be published on the competition “Information & Rules” available on the competition website
- 1.2.3. Stage 1 and Stage 2 will be handled as a drop-out stage. You need to convince the judges of your idea, in order to progress to the next stage. Teams that fail to do so, will not be eligible for points of the next stages.
- 1.2.4. Stage 3 (1.6) will take place during the competition, as part of the static events. Teams can choose if they want to compete in person at the event site, virtually or in any hybrid combination.
- 1.2.5. Teams unable to attend within the assigned time period in Stage 2 or Stage 3 will receive zero points. The teams are responsible for the performance of their equipment and connectivity.

1.3. Executive Summary

- 1.3.1. 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
- 1.3.2. The executive summary must be submitted online via the competition website, not later than the deadline specified in the competition “Information & Rules”.

1.4. Stage 1: The “Racing Elevator Pitch”:

- 1.4.1. You must submit a prerecorded 30-second video and it must be in a common video format, e.g. avi, mpg, mp4, wmv
- 1.4.2. Teams are not limited in the way they present these 30 seconds. Visual aids of any kind are allowed, but not required
- 1.4.3. The target is to catch the attention of the judges, so that they want to know more about your business idea
- 1.4.4. Two weeks after submitting the video and the Executive Summary, teams will be informed if they have made it to Stage 2.



1.5. Stage 2: The “Business Pitch”:

- 1.5.1. Content of the “Business Pitch” is a compact version of the Business Plan Presentation with a specific focus on business figures. The teams have to present a realistic financial concept of a profitable project
- 1.5.2. The Business Pitch is limited to 3 minutes. The judges will stop any presentation exceeding 3 minutes. Immediately following the Business Pitch there will be a 5 minutes question and answer session
- 1.5.3. The goal is to convince the judges that the team’s idea is worth an investment.
- 1.5.4. Teams are not limited in the way they present these 3 minutes, but it must be presented by one or more team members, however not more than three.
- 1.5.5. The event organization will provide the links to the respective software and communicate the slots in time.
- 1.5.6. 48h after presenting the Business Pitch, teams will be informed if they have made it to Stage 3.
- 1.5.7. All teams who made it to Stage 3 will be assigned a specific **Deep Dive Topic**, which has to be part of the 10 Minute Business Plan Presentation.
- 1.5.8. All team members must present their student and team member credentials, if requested by event officials.

1.6. Stage 3: **The 10 Minute Business Plan Presentation**

- 1.6.1. The 10 Minute Business Plan Presentation will be part of the static events onsite of the competition covering all areas of the business idea
- 1.6.2. Presentations are limited to a maximum of ten minutes. The judges will stop any presentation exceeding ten minutes
- 1.6.3. The presentation will not be interrupted by questions. Immediately following the presentation there will be a Q&A session.
- 1.6.4. A maximum of two team members may present the business plan physically at the event. For presenting and/or the Q&A session, only three members are allowed to dial in virtually. All team members that join the presentation virtually must present their student and team member credentials prior to Stage 3, if requested by event officials.
- 1.6.5. All team members involved in the BPP must be introduced to the judges at the beginning of the presentation. Only team members who have been introduced may answer the judges’ questions even if they were not actually presenting.
- 1.6.6. The Business Plan Presentation Finals will be live streamed.



1.7. Feedback

1.7.1. After the finishing of all three stages feedback will be available to the teams upon request on the event site, in person or virtually. If you drop out before stage three the respective teams will be informed about feedback possibilities.

1.8. Business Plan Presentation Scoring

1.8.1. The scoring of the stages is subsequent. For example, if a team fails to participate in Stage 1, there is no possibility for that team to score points at a later stage. Teams that fail to attend their presentation at any stage within their assigned time period will receive zero points for this stage as well as all following stages.

1.8.2. The maximum scoring of the BPP event is 75 points.

1.8.3. The scoring for the non-finalist is calculated as follows:

$$\text{PRESENTATION SCORE} = 71 \cdot \frac{P_{your}}{P_{min-F}}$$

Where:

“P_{your}” is the score awarded to your team by the business judges in the initial judging (all 3 stages added up together).

“P_{min-F}” is the lowest score awarded to any team participating in the finals in the initial judging (all 3 stages added up together).

The scoring of the BPP finalists will vary from 75 to highest non-finalist score and is scored immediately after the BPP finals by all judges.

Possible penalties from Rules 2020\A 5 could affect the final scoring.

Note: The intent of these changes is to avoid skewing the initial points distribution in events with non-uniform points distribution (more likely with fewer participants)

1.1.1. Stage 1 “Racing Elevator Pitch” will be evaluated on following categories:

Category	Points
Business Idea	5
Content	5
Demonstration and Delivery	5
Do investors want to know more	5
Total	20



1.1.2. Stage 2 “Business Pitch” will be evaluated on following categories:

Category	Points
Business Figures	5
Content	5
Demonstration and Delivery	5
Are investors convinced of profitability	5
Total	20

1.1.3. Stage 3 “Business plan presentation” will be evaluated on following categories:

Category	Points
Novelty	5
Content	10
Finances	5
Deep Dive Topic	10
Demonstration and Delivery	5
Structure	10
Questions	10
General Impression	5
Total	60