



# Formula SAE Italy 2023

## Information & Rules

### Amendment 1

#### S 1 BUSINESS PLAN PRESENTATION EVENT (BPP)

On this chapter, Formula SAE Italy 2023 will follow its own rule listed below.

#### 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 could become a rewarding business opportunity that creates a monetary profit.
- 1.1.2. This business model must refer to the team's specific prototype race car or a specific component of it. In doing so, the business must offer the car or component as a product or sell a service that relates to it providing a rewarding business opportunity that creates a monetary profit.
- 1.1.3. The judges should be treated as if they were potential investors or partners for the presented business model

##### 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 and Stage 2 will be held virtually prior to the competition and 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.
- 1.2.3. Stage 3 will take place during the competition, as part of the static events. Teams can compete only in person at the event site
- 1.2.4. The teams in Stage 2 and 3 are responsible for the performance of their equipments and connectivity.

##### 1.3. Stage 1: The "Racing Elevator Pitch":

- 1.3.1. To convince the potential investors or partners that the team's presentation is worthy of their time, it is required to submit an Executive Summary and a Pitch Video
- 1.3.2. The Executive Summary and the Pitch Video should contain a brief description of the team's idea and business plan
- 1.3.3. The Executive Summary must be submitted online via the competition website, not later than the deadline specified in the competition "Information & Rules". The Executive Summary shall contain the team's name and Car number. If any of the two above mentioned information is missing, the team will be penalized



- 1.3.4. The Pitch Video shall be a pre-recorded 30-second video upload on YouTube (public domain) and it must be in a common video format, e.g. avi, mpg, mp4, wmv. The hyperlink of the Video must be into the Executive summary. No other way of submission is accepted for the Video. Teams who don't have the Pitch Video link into the Executive summary will be excluded from the Stage 2
- 1.3.5. Teams are not limited in the way they present these 30 seconds. Visual aids of any kind are allowed, but not required. The target is to catch the attention of the judges, so that they want to know more about your business idea
- 1.3.6. Two weeks after submitting the video and the Executive Summary, teams will be informed if they have made it to Stage 2.

#### **1.4. Stage 2: The "Business Pitch":**

- 1.4.1. 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
- 1.4.2. 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
- 1.4.3. The goal is to convince the judges that the team's idea is worth an investment. As the judges have already got your executive summary and your pitch video, use the three minutes to jump directly into the business figures and convince the judges.
- 1.4.4. 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.
- 1.4.5. The event organization will provide the links to the respective software and communicate the slots in time.
- 1.4.6. Teams which will be unable to attend the assigned time slot in Stage 2 will not be eligible for the following Stage.
- 1.4.7. No later than 3 days after presenting the Business Pitch, teams will be informed if they have made it to Stage 3.
- 1.4.8. 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.
- 1.4.9. All team members must present their student and team member credentials, if requested by event officials.

#### **1.5. Stage 3: The 10 Minute Business Plan Presentation**

- 1.5.1. The 10 Minute Business Plan Presentation will be part of the static events onsite of the competition covering all areas of the business idea
- 1.5.2. Presentations are limited to a maximum of ten minutes. The judges will stop any presentation exceeding ten minutes
- 1.5.3. The presentation will not be interrupted by questions. Immediately following the presentation, there will be a 5 minutes Q&A session.
- 1.5.4. A maximum of three team members, physically at the event, may present the business plan and answer the Q&A session

#### **1.6. Business Plan Presentation Finals**

- 1.6.1. At the end of the Stage 3, the three teams with the best ranking in every category will be eligible for the Finals
- 1.6.2. The BP Presentation Finals will be held only physically at the event site
- 1.6.3. The Finals will consist in a 15 minutes presentation on Stage without any Q&A session
- 1.6.4. The BP finals are a public event

**1.7. Feedback**

1.7.1. Feedback will be available to the teams upon request on the event site after the Finals, and only in person. If you drop out before stage three the respective teams will be informed additional 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<sub>your</sub>” is the score awarded to your team by the business judges in the initial judging (all 3 stages added up together).

“P<sub>min-F</sub>” 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 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
Comprehensive Executive Summary	5
Content	5
Video	5
<b>Total</b>	<b>15</b>

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

Category	Points
Financial concept	10
Content	5
Demonstration and Delivery	5
<b>Total</b>	<b>20</b>



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

<b>Category</b>	<b>Points</b>
Content	10
Finances	5
Deep Dive Topic	10
Demonstration	5
Delivery	10
Structure	10
Questions	10
General Impression	5
<b>Total</b>	<b>65</b>