



Formula SAE Italy 2025

Information & Rules

Amendment 1

S 1 BUSINESS PLAN PRESENTATION EVENT (BPP)

On this chapter, Formula SAE Italy 2025 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. This business model must be linked to the prototype race car or a specific component (tangible and intangible components) of it.

The business case must contain a product or service providing a rewarding business opportunity that creates a benefit for potential investors. This relation must be mentioned and explained in all Business Plan materials.

- 1.1.2. The judges should be treated as if they were potential investors or partners for the presented business model. **If the judges should obtain any other role (e.g. being a specific partner), they must be informed before the start of the presentation.**

1.2. Business Plan Presentation Procedure

- 1.2.1. The Business Plan Presentation will be held in a two-stage process.
- 1.2.2. Stage 1 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 and profitability, in order to progress to the Stage 2. Teams that fail to do so, will not be eligible for points of the Stage 2.
- 1.2.3. Stage 2 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 are responsible for the performance of their equipment and connectivity.

1.3. Stage 1: The "Pitch Video":

- 1.3.1. To convince the potential investors or partners that the team's proposal is worthy of their time, it is required to submit a Pitch Video
- 1.3.2. The Pitch Video should allow the judges to understand team's idea and business model**
- 1.3.3. The Pitch Video shall be a pre-recorded 90-second video upload on YouTube (public domain) and it must be in a common video format, e.g. avi, mpg, mp4, wmv. After 90 seconds the judges will stop evaluating the content
- 1.3.4. The hyperlink of the Video must be uploaded into the Formula official website. No other way of submission is accepted for the Video. Teams who don't have the Pitch Video link into the web site will be excluded from the Stage 2



1.3.5. Teams are not limited in the way they present these 90 seconds. Visual aids of any kind are allowed, but not required. Target of the Business Pitch Video is to showcase the required information (especially the Business Idea & Business Model) and spark interest in the full 10-minute version.

1.3.6. Within 3 weeks after submitting the video the teams will be informed if they have made it to Stage 2.

1.4. Stage 2: The 10 Minute Business Plan Presentation

1.4.1. The 10 Minute Business Plan Presentation will be part of the static events onsite of the competition covering all areas of the business idea

1.4.2. Presentations are limited to exactly ten (10) minutes. The judges will stop any presentation exceeding the above-mentioned timing. There is no minimum time requirement, however, we strongly recommend making use of the time that is provided to you.

1.4.3. The presentation will not be interrupted by questions. Immediately following the presentation, there will be a five (5) minutes Q&A session.

1.4.4. A maximum of three team members, physically at the event, may present the business plan and answer the Q&A session. 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 actively presenting.

1.4.5. Other members of the team are allowed to attend the event as viewers, with a limit of 10 people

1.5. Business Plan Presentation Finals

1.5.1. At the end of the Stage 2, the three teams with the best ranking in every category will be eligible for the Finals

1.5.2. The BP Presentation Finals will be held only physically at the event site

1.5.3. The Finals will consist in a 15 minutes presentation on Stage without any Q&A session

1.5.4. The BP finals are a public event

1.6. Feedback

1.6.1. 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.

1.7. Business Plan Presentation Scoring

1.7.1. The scoring of the stages is subsequent.

If a team fails to submit the Video in Stage 1, there is no possibility for that team to score points at stage 2. Teams that fail to attend their presentation at stage 2 within their assigned time period, will receive zero points.

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

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

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

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 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)

1.7.4. Stage 1 “Pitch Video” will be evaluated on following categories:

Category	Points
Business Idea & Business Model	10
Delivery	10
Total	20

1.7.5. Stage 2 “Business plan presentation” will be evaluated on following categories:

Category	Points
Finances	15
Content	10
Structure	10
Demonstration	10
Delivery	10
Deep Dive Topic	10
Q&A	10
General Impression	5
Total	80