



## Formula SAE Italy 2025

### Business Presentation Event Deep Dive Topic

Dear teams,

We hope you will be part of Business Presentation Stage 2.

And in preparation of this Stage, we have for you an additional item to be developed and shared.

As a start-up or a newly created company, you will face the problem to hire new employees with requested skills, which could rather prefer to be employed by a well-known brand (e.g. Ferrari, Lamborghini, Bosch, ....)

We expect you to present your Employer Branding Strategy to make your company perceived as the most desirable place to work

Please include this topic in your Stage 2 Business Plan Presentation to be held on September 11<sup>th</sup> and 12<sup>th</sup> 2025

Yours sincerely

Valentina Temporelli & Enrico Rebaudo