



Business Plan Presentation 2026

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Bologna – 4th March 2026

Business Plan Presentation Content

1. Introduction
2. Rules 2026: what's new & highlight
3. BP Presentation Hints & Recommendations
4. Q&A



Business Plan Presentation - Introduction

Let's make today informal & interactive



Today is about a summary of what's new or important in BP Rules 2026 & hints for 10 minutes presentation

What do I need to reach the final?



Final Stage: Champion of Champions

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Rules 2026: what's new & highlights

- The objective of the BPP is to assess the team's ability to develop and present a comprehensive business model
- The judges should be treated as if they were potential investors or partners for the presented business model. If the judges should be treated as partners, the team must inform them before the start of the presentation
- This business model must offer a product or service, based in essential parts on the team's specific prototype vehicle or a specific component (tangible and intangible) of it, providing a rewarding business opportunity that creates monetary profit. This relation must be mentioned and explained in Business Plan materials.
- Violation of the above point results in zero points for the BPP.
- Teams that won't be ready on time to start their presentation will get a penalty
- The quality of the actual prototype will not be considered as part of the BPP judging

Rules 2026: what's new & highlights

Pitch Video Submission

- Must be uploaded via the official Formula website only
- No alternative submission methods accepted
- Missing or late uploads result in exclusion or penalties

Pitch Video Format

- 90 seconds to present business idea and model to spark interest of the audience
- Creative freedom in format and delivery
- FS Italy don't (and won't) require any other support document beyond the BPPV
- Teams informed within 2 weeks if they qualify for Stage 2

Stage 2 Presentation

- 10-minute live presentation onsite, followed by 5-minute Q&A
- Max 3 presenters; only introduced members may answer questions
- Up to 10 team members may attend as viewers
- Teams treating judges as partners must state it before starting

Rules 2026: what's new & highlights

Main differences & deadline

- In Teams which apply in a double category can decide if they will propose and present **two different business plans (one per category) or just one.**
- In case the team proposes two business plans, **they shall submit two Pitch Videos and will be assessed twice by the judges**, one per category and they will be fully eligible for the finals and to win on both categories.
- In case the team proposes **only one business plan**, they must decide, **by the time they submit the Pitch Video, the primary category to compete in.** This chosen category will be the only one eligible for finals and winning position

30 June

For all teams: upload of Pitch Video
For teams in double categories: Specify whether you are applying with one or two categories, and indicate the primary category
For the FSAE BP: release of Deep Dive topic

15 July

For the FSAE BP:
outcome of stage 1

3 - 4 September

Presentation on site

For team in Double category

In case a team applies with two separate business plans:

- you need to submit two pitch videos (one per Business Plan)
- You will be assessed twice in Varano for presentation + Q&A.
The team can present twice with the same team members, there is no restriction.
Just as a suggestion, may be better to have at least one different team member
- You will be eligible twice for the final
- You are eligible to win the BP in each category and also in the overall category (the best BP team, regardless the category will get an additional award)

In case your team decides to apply with only one business plans:

- You must decide at the time of Pitch Video submission which category is the main one
- You need to submit only one pitch video
- You will be assessed only once in Varano for presentation + Q&A.
- You will be eligible for the final only in the category you selected at the time of PV submission
- You are eligible for the podium (positions 1-3) only for the main category you have selected
- You will get the points in both categories, but the highest ranking you can reach for the one you did not choose, will be the 4th position

Rules 2026: what's new & highlights

Finals

- Top 5 teams (regardless of category) qualify
- Finals: 15-minute stage presentation, no Q&A
- Pitch Video may be included within the 15 minutes
- Finals are public

Feedback

- Available onsite after Finals, upon request
- Teams dropping out on Stage 1 will receive separate feedback info

Scoring

- No Stage 2 points without Stage 1 video submission
- Missing the assigned presentation slot = zero points
- Later arrival at assigned slot may cause penalty or in some case exclusion from presentation
- Max score for Business Plan Presentation is 100 points normalized to 75 points for global ranking.

Rules 2026: what's new & highlights

Scoring Structures



Stage	Category	Precent
1	Business Idea & Business Model	5%
	Delivery	5%
	Stage 1	10%
2	Finances	15%
	Content	10%
	Structure	10%
	Demonstration	10%
	Delivery	15%
	Deep Dive Topic	10%
	Q&A	15%
	General Impression	5%
	Total Stage 1	90%

In 2025 it was 20%

In 2025 it was 10%

In 2025 it was 10%

Small differences in Scoring Structure

- Why?

Refocus Stage 2 evaluation toward the performance of the team on stage

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BP Presentation Hints & Recommendations

Key Recommendations

Remember that....

- Video must be accessible to judges at all times. Please check or you won't make it to Stage 2
- It's 10% of total points
- Anyone who watches the video shall be able to understand your idea and business model, even without any background
- Video shall catch attention of the judges
- The Video will introduce you to the Stage 2 and it's more valuable of 10 points
- **Be creative and think out of the box.....**

BP Presentation Hints & Recommendations

The 10 minutes BP

What about the idea?

- 25 years ago, SAE rules dictated to build up a serial production of 100 cars for the Business Plan, so now... → **Be creative, but don't make it too complicated**
- Which business model (in connection to your race car) can be transformed into a business idea? What are your resources?
- **Ask someone who doesn't know your project to assess it and give you feedback.** Even if not in the racing or automotive world



BP Presentation Hints & Recommendations

The 10 minutes BP

Presenting your BP in front of the judges at the event.

- Adapt your presentation to your personalities.
- Dress code: Business casual.
- If your plan has changed, tell the judges and be prepared to answer why

What are the main points for successful BPP?

- Be on time.
- Free Speech, clear & proper English
- Understandable business model & idea
- Make the BP yourself
- Good structure (agenda and logic sequence)
- Realistic figures. Doesn't mean real figures.
- Clear Unique Selling Proposition
- Answering questions, believe in yourself so others will believe in you

Stage	Category	Percent
S2	Finances	15%
	Content	10%
	Structure	10%
	Demonstration	10%
	Delivery	15%
	Deep Dive Topic	10%
	Q&A	15%
	General Impression	5%
Total Stage 2		90%



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Business Plan Presentation 2026 - Q&A

#	Questions	Answers
1	If we're asking for partners for our company can we assume we are at the relevant field?	Yes. You define the scene of your presentation. You just have to make sure that we understand which role we are supposed to play
2	Can we use a SW component for our BP?	Yes, if its related to your car. But it has to somehow connect to the actual racecar
3	Can we prepare back-up slides?	Definitely. Back-up slide and additional data are key to answer questions and better explain the concepts
4	If we apply in two categories (EV+DV or CV+DV) shall we present two different business plan? Can be the same team presenting?	Yes, you can apply with two different business plans and present twice. Or just apply with only one and present only once
5	It is negatively assessed if presenters use some kind of helps during the speech?	We expect some sort of free speech of your presentation. Presenting cards are fine if you feel more secure with them. Reading the presentation from any device is something we do not want to see.
6	Are support documents (e.g. One Pager, booklets, ...) allowed at the stage 2?	Yes, they are even recommended because they can help judges to vanish doubts or deep dive your data
7	Do I need to present the financial information into the Pitch Video?	You can do it, but for FSI it's not necessary. The expectation from the PV is to understand the idea and the business model in order to be interested in diving into your project
8	May I reuse the PV into the stage 2 presentation?	Definitely, you can use it in full or just part of it
9	If we are into the finals, may we include the PV into the presentations?	You can include it, but you cannot exceed the total of 15 minutes

Business Plan Presentation 2026 – Additional questions

Presentation

- How impactful is opening the presentation with a video? Does it effectively capture attention or simply reduce available time?
- Which elements do you consider most important during the presentation phase?
(excluding the scoring criteria already defined in the rules)
- Does a cost breakdown (e.g., allocating x% to marketing, y% to salaries) add value, or are KPIs, break-even analysis, and financial ratios sufficient?
- Is a risk assessment and the presentation of mitigation strategies appreciated?

Video

- What tone and style should the pitch video have?
(more commercial/advertising-oriented or more formal?)
- Which core pieces of information must be included in the pitch video?



Thanks!