

Formula Student Austria-Bewerbsorganisation  
Stremayrgasse 16  
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**Regarding: Business Presentation at FSA 2018 – Deep Dive Topic**

Dear business representatives,

We have gladly received your business proposal. After reading through your executive summary, we would like to invite you to our headquarters at Spielberg to give you the opportunity to present your proposal in front of the board members of our company. The information you handed in was very convincing, but to fully understand the financial risks of the endeavor, we kindly ask you to elaborate more on the costs of marketing and advertising. Please include some slides on how much money you are planning for social media, conventional marketing channels, and all other means of advertisement to achieve the target.

With hopefully having clearly stated our expectations, we are looking forward to see you on the 31<sup>st</sup> of July in Austria.

Kind Regards  
Ognjen Radisic  
General Manager Business Development