

Business Plan Presentation: How to Business

Presented by Franz Rabel (FSA)
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Presenters



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Content

- Introduction
- What's New: 2025 Rules
- Business Plan Presentation: Getting on the Same Page
- Pitch Video: Pitch Perfect
- Conclusion
- Questions

Question?

“What would you like to see in a perfect Pitch Video?”





What's New?

2025 Rules

- 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 obtain any other role, they must be informed at 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 all Business Plan materials.
- Violation of the above point results in zero points for the BPP.
- The quality of the actual prototype will not be considered as part of the BPP judging.

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How to find an idea?

- Be aware of the setting for the Business Plan presentation.
- 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? Your enthusiasm helps you to work in the business plan!
- 25 years ago, SAE rules dictated to build a serial production of 100 cars for the weekend race driver.



Getting on the
Same Page

Same, same...

- Initiative to coordinate and comply with other competitions.
- Main goal is to make it easier for the teams.
- Events cooperating:
 - FSA
 - FSAA
 - FSEast
 - FS Portugal
 - And many other
- Long term process, plan to slowly align the competitions.



...but different

- Keeping the identity of an individual event.
- Document differences:
 - Executive Summary
 - Deep Dive
- Always check the Handbook for specific competition.

Scoring Structure [FSA]

- Part 1: Business Pitch Video
 - Uploaded on FSA Website
- Part 2: 10 Minute Business Plan Presentation
 - On-site @Red Bull Ring

Stage	Category	Percent
Part 1	General Content	5
	Business Model	10
	Delivery	5
Part 2	Content	10
	Finances	10
	Demonstration	10
	Delivery	10
	Structure	10
	Questions	10
	Deep Dive Topic	10
	General Impression	10
	Total	100%

Scoring Structure [FSAA]

- Part 1: Documents
 - BPPV
 - BPES
 - BPDD
- Part 2: 10 Minute Business Plan Presentation
 - On-site @Bugatti Rimac Test Track

Category	Possible points
Pitch Video	10
Content	20
Finances	10
Structure	15
Demonstration	10
Delivery	10
Questions	10
General impression	5
Deep Dive Topic	10
Total	100

*Scoring subject to change for 2025, see FSAA Handbook 2025

Question?

“What are the biggest differences between competitions that cause you the most problems?”





Pitch Perfect

Business Pitch Video

- 20% of total Points (FSA)
- Video shall catch attention of the judges.
- Video must be accessible to the judges at all times – please check!
- Take care of all relevant points in the rules. Make sure you cover all of them.

10 Minute Business Plan Presentation

- Presenting your Business plan 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.



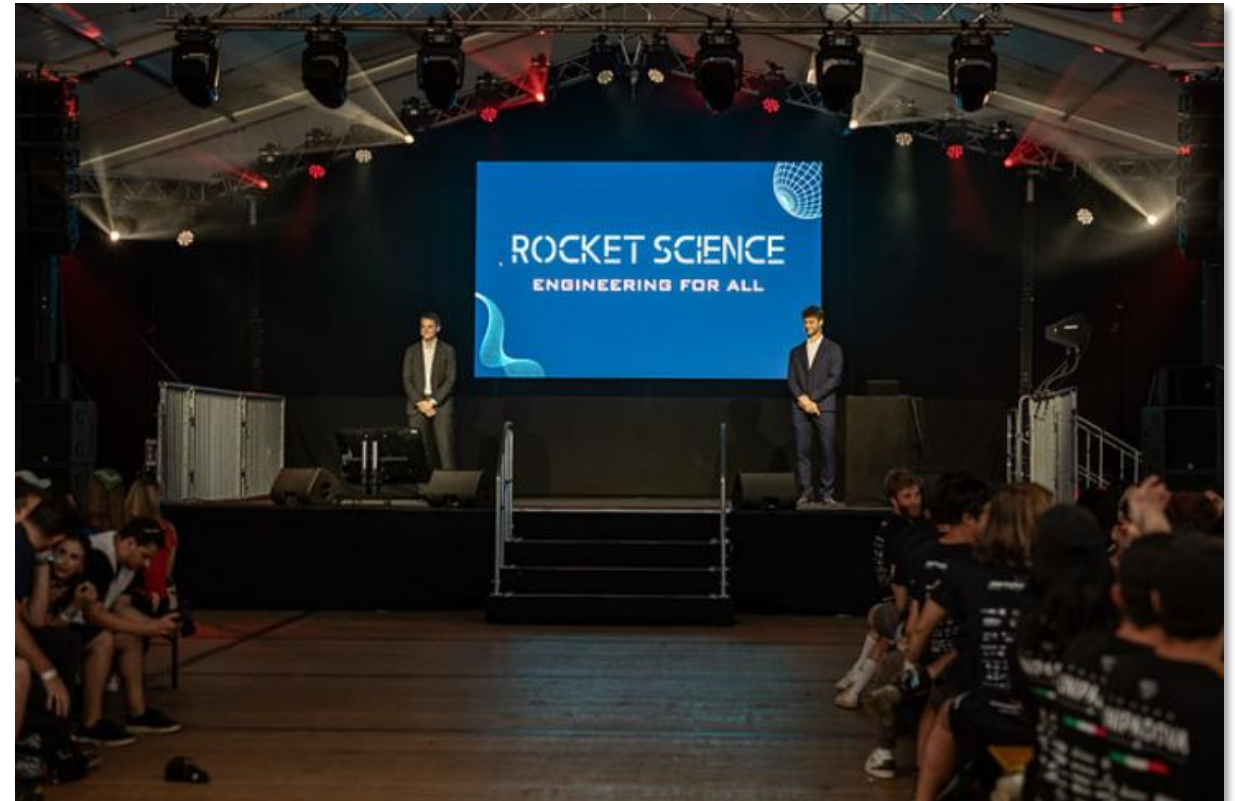
10 Minute Business Plan Presentation

- What are the main points for successful BPP?
 - Be on time.
 - Free Speech, clear & proper English.
 - Understandable business model.
 - Good structure.
 - Realistic figures - doesn't mean real figures.



10 Minute Business Plan Presentation

- Adjust to the environment.



Common Questions

- Is there additional material allowed at the presentation?
- Why is part 1 considered as drop out stage?
- Is it considered negative if we need help during our presentation?
- How can we prepare for the questions?
- How deep should we go into details in our presentation?
- ...



Q&A Session

If you have further questions,
please write us at Rules@fsaustria.at

Q&A for Session 3 Business Presentation

Question	Answer
If one team competes with one car each for EV and CV class, can this team present the same business plan in both presentations or does it have to be two different business plans?	If the team enters in two different classes of the competition, also two different business plan presentations are necessary.
does the car have to be the same colour as in real life, or can it be a different colour in business?	No, the colour of the car is not relevant for the business plan presentation.
Does the car in the business have to be an exact same copy of the real car, or is it possible to modify some aspects, thus creating a "dummy" whilst maintaining the general look of the car.	The business plan presentation must relate to the prototype race car you are entering in the competition. It doesn't have to be the exact same car, if you are adding optional extras to your car that are not used at the competition, it is still ok. E.g. if you have your business model built around the wings of the car, but the wings are not mounted and used at the competition it is fine.
if I'd wanted to do a BPP just about Driverless, how close to the current car does it have to be? Can we present the theoretical Technology	If the car is based on the actual prototype race car entered in the competition it is fine. It can be seen as optional extra that is not used at the competition but available for the prototype race car.