

BUSINESS PLAN PRESENTATION (BPP) 2020 GUIDANCE & RULES

Sadly, due to the COVID-19 pandemic we cannot hold the 2020 Formula Student competition as we had originally planned, with a live finals event. We are however committed to ensuring you receive the educational benefit from partaking in the competition whilst being absolutely clear that the events can and must be entered whilst maintaining and adhering to your country's or region's social distancing restrictions.

I cannot deny that for you as competitors and us as judges, the competition this year is going to be different, but the challenges you will experience reflect those that businesses all over the world are facing. Together I am confident we can overcome these challenges and make this event a huge success.

With respect to the BPP event we have tried to keep things as consistent as possible. The marking scheme remains unchanged, so any advice you have previously received is still applicable. The main difference is that your presentation needs to be submitted in advance as a recording rather than delivered in person and the live questions and answers session will take place via Microsoft Teams. To reflect these changes in delivery, we have updated the rules of the event as outlined below.

Good luck!

Mark Hassall
Business Plan Presentation Head Judge

Complete replacement of 2020 Formula Student Rules V1.1 with:

S1 Business Plan Presentation Objective

- S1 The objective of the BPP is to evaluate the team's ability to develop and deliver a comprehensive business model which demonstrates their product – a prototype race car for the amateur weekend racer – could become a rewarding business opportunity.
- S2 Given the quality of the competitor's car is not considered within the BPP event, Formula Student and Concept Class teams compete directly against each other.
- S3 The BPP event is a role play and teams should present themselves as employees of a company rather than as students.
- S4 The judges should be treated as if they were potential investors or partners for the presented business model. Teams should assume that the "executives" represent different areas of a corporate organisation, including engineering, production, marketing and finance, and thus may not all be engineers.
- S5 The business plan must relate to the specific prototype race car entered in the competition. The quality of the actual prototype will not be considered as part of the BPP judging.
- S6 The Business presentations must consider a "Special Condition" set prior to the event. For 2020 the special condition is: *Your business must give our investors a 12.5% return on investment (ROI) to be payable 3 years after our initial investment.*

S7 Unless specifically stated otherwise within the Special Condition, teams are free to suggest their own manufacturing volume / production rate targets, within their Business Presentations.

S2 Business Presentation Schedule

S1 The Business Plan Presentation Judging will take place in two parts:

- All teams must submit a copy/video of their presentation, via their FS team account, by 30th June 2020 to be reviewed by a judging panel.
- Teams will face a real time question and answer session via Microsoft Teams on the 23rd or 24th July 2020. A schedule will be published in advance of the competition. **Teams will not be expected to repeat their presentation during the live Q&A sessions.**

S2 Teams who fail to submit their presentation before the deadline will score zero marks and may be removed from the live Q&A schedule.

S3 All submitted presentations will be reviewed and scored independently by a panel of judges. The average of the scores from the judging panel will be the score assigned to the team.

S3 Business Presentation Format

S1 Presentations must be submitted as a slide pack with a recorded voice over and must be either a:

- Powerpoint presentation (*.pptx)
- Powerpoint Show (*.ppsx)
- MP4 video

S2 All presentations must play to completion without intervention once started, i.e. judges do not need to press a key to advance to the next slide.

S3 The first slide of each presentation must state the following:

- University name
- Class of entry: FS or Concept Class (or combined)
- Car number
- Power train type: IC or EV
- Presenter(s) name(s) and photograph(s) including anyone who will be included in the live Q&A session.

S4 One or more team members may participate in the presentation. **Teams are reminded to maintain their country's or region's social distancing rules during the preparation of the presentation.**

S5 All team members who will give any part of the presentation, or who will respond to the judges' questions during the subsequent Q&A via Microsoft Teams, must be listed on the first slide. Team members who are part of this "presentation group" may answer the judge's questions even if they did not speak during the presentation itself.

- S6 Presentations are limited to a maximum of ten (10) minutes. Penalties will be imposed if the presentation is less than nine (9) minutes or exceeds eleven (11) minutes.
- S7 Only team members who are part of the “presentation group” may answer the judges’ questions during the Q&A via Microsoft Teams.
- S8 The Q&A judging sessions will be recorded by BPP judges.

S4 Evaluation Criteria

S1 The presentation will be evaluated against the following categories:

- Content
- Visual Aids
- Delivery
- Q&A

S2 The criteria are applied only to the team's presentation itself. The team that makes the best presentation, regardless of the quality of their car, will win the event.

S3 Content marks will only be awarded for the information presented to the judges. Printed material to support this is allowable but must:

- Be submitted in a PDF format before 30th June.
- Be referred to within the presentation
- Be limited to a maximum of eight (8) sides of A4 paper. Decorative covers are excluded from this page count.

S5 Scoring Formula

S1 To ensure judging allows an acceptable separation between teams, the BPP event is marked out of 460 marks. A team's mark out of 460 will be converted into a maximum of one hundred and twenty (120) points that count towards the Formula Student competition as described below.

No live BPP final is planned for 2020. Instead a single judging panel will review the presentations and Q&A session recordings of up to the 5 highest scoring teams who will be considered finalists. The number of teams included in the final is at the discretion of the BPP Event Captain and will not be eligible for appeal. Points will be allocated to the top six teams as shown in Table 1 below.

Number of teams in the Final	Points assigned					
	1st	2nd	3rd	4th	5th	6th
2	120	110	105*	pro-rata	pro-rata	pro-rata
3			105	103*	pro-rata	pro-rata
4			105	103	101*	pro-rata
5			105	103	101	100*

Table 1 - BPP Finalist Scores

S2 The BPP scores for non-finalists will be normalised and awarded on a pro-rata basis using the following formula:

$$\text{BUSINESS PLAN PRESENTATION SCORE} = \text{HNFS} \times \text{P}_{\text{your}} / \text{P}_{\text{max}}$$

Where:

- "HNFS" is the highest non-finalist score (as indicated with a *) shown in Table 1
- "P_{max}" is the mark achieved out of 460 by the highest non-finalist
- "P_{your}" is the mark achieved out of 460 by your team

S3 The BPP Event Captain may at their discretion; normalise the scores of different judging teams.