B03 Guidelines for the Business Presentation

São Paulo, April 02, 2025.

Guidelines for the Business Presentation Event – 21st FSAEB Competition 2025

Environmental impacts are directly affecting the world we live in. Governments and companies are seeking alternatives and solutions to reduce these global impacts.

In the last board meeting of your company, it was determined that, for this new period, the pursuit of reducing environmental impacts is the main directive within the corporate strategy.

Due to your past project results and your expertise, you have been appointed as the person responsible for this strategy. You must consider the following premises:

- Structuring the team that will participate in this project;
- INNOVATION must be your guide throughout this journey;
- The project must contribute to your company's business and be related to Formula SAE;
- The first MVP (Minimum Viable Product) prototype must be validated within 4 months and presented in August 2025 at the in-person project follow-up meeting with your company's board. At a minimum, the project plan and MVP must be presented. (Note: The cost for pre-development has already been approved and released.)
- You have full autonomy to consider partnerships to achieve the project's time and result objectives (startups, suppliers, collaborations, internal or external research and development, etc.), as long as they align with the company's business and proposal.
- The project must demonstrate tangible and intangible benefits for the company, along with its relevance to the business and market in which it operates.
- If possible, consider scaling the proposal and assess its feasibility as an independent business or as an extension of the current business.

As the leader of the project implementation process, you and your team must, at a minimum, follow these implementation guidelines:

1. Clearly define the project's objective;
2. Define the project's scope;
3. Describe how the project aims to address or minimize environmental impacts;
4. Provide a detailed project plan, including proposal reviews and

considerations. (Note: If revisions or adjustments to the proposal are necessary, these changes must be presented and justified.)

5. Conduct a market competition analysis and define strategies for specific gains and overall business leverage.
6. Define the expected outcomes of the project (results, market impact, benefits, KPIs, etc.);
7. Assess the environmental, social, and governance (ESG) impacts on the organization;
8. Develop an implementation plan with a project timeline, key phases, and associated risks;
9. Design the implementation process;
10. Define investment values and allocated resources (team workload, equipment, etc.) for each project phase;
11. Establish coexistence with the current market and business, including interaction, organizational structure, roles, and involvement in various project phases (implementation, ramp-up, execution, and market sustainability);
12. Define financial gains and the expected sustainability of the business structure to ensure long-term viability;
13. Conduct sustainability studies for the proposed project;
14. Provide final results and conclusions.

Remember: The company is connected to the Formula SAE project.

Additional Information:

All information must be clear, consistent, and described in the required form, in addition to being included in the in-person presentation in August 2025.
The proposal must be feasible.
The competition guidelines may be adjusted at any time based on new developments in the global landscape. The world is uncertain, and many new situations may arise or require adjustments before the meeting date. Therefore, stay alert to official FSAEB 2025 communications. New demands may be introduced by the board to better adapt to the changing scenario.
Be prepared for all possible business-related questions.
Regardless of the proposal presented, it must provide some benefit and return to the company, and this must be made clear. The advantages for the company must be explicitly stated and demonstrated.
Prototypes or similar resources are welcomed to bring the proposal closer to investors/board members (represented by the judges). An MVP may be demonstrated/presented at the competition.
Consider the business viability as a whole and its impact on the current organization/company, its operations, and results. Maximize its applicability in all

relevant dimensions.

Important: In this event, you are no longer a team member but must assume the role of the designated character from the beginning of this document. You have graduated and are responsible for implementing the project at the company you work for.

Deliverables:

1. **The first submission** must be completed using powerpoint presentation, considering the requiments:
   - There is no standard for the slide template. Use the one that best represents your proposal
   - Maximum of 5 slides – the 1st slide must be the cover of the presentation
   - Font: "Arial" OR "Neue Haas Grotesk Text Pro"
   - Size: minimum 18
   - Slide size: Widescreen (16:9)
   - Visual material (images, graphs, etc.)
   - Illegible material or excessively small text will not be evaluated. Please evaluate and test the material and its formatting before submitting via the designated link
   - Materials that do not meet the standard will be disqualified

   Slide content
   - Presentation cover: Project title, company name, university name and team number.
   - Project Description: Briefly describe the proposed project, product, or service, its alignment with the current business, and its contribution to the company's overall results.
   - Project Objective: Define the project's purpose, expected outcomes, relevance to the business, and environmental/societal impact.
   - Implementation Timeline: Key milestones, delivery dates, MVP validation in 4 months, and integration strategy.
   - Technical Knowledge and Skills: Specify the expertise required to achieve the project goals.
   - Business Growth and Sustainability Curve: Define return expectations, scalability, competition analysis, and market strategy.
   - Financial Aspects: Investment values per project phase, financial sustainability, and long-term viability.
   - Conclusion: Summarize the key outcomes, objectives, and main guidelines.

2. **In-person competition presentation**: The presentation must include at least one slide for each of the following:
   - Project description

- Project objective and expected outcomes
- Required investments and funding sources (including investment management and returns, if applicable)
- Expected environmental impacts of the proposal and estimated time for the solutions to contribute to reducing global impacts.
- Project timeline and key phases
- Team structure and interaction with the current business (organizational chart and interfaces)
- Business growth and sustainability curve
- Financial data, costs, revenues, investments per phase (if applicable)
- MVP (minimum viable product or service – simulation, sample, prototype, etc.)
- KPIs and monitoring metrics to track project goals

Note:

The above requirements are the minimum requirements to be presented. The presentation should include additional information according to the proposal, so that the evaluators can understand the expected gains and market positioning, including the gains for the company and actual impacts on the environment.
The presentation must not be submitted in advance.

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Tips:

- Specific tools may be presented, ensuring correct application and data consistency (e.g., 5W2H, SWOT, project management tools such as PMBOK, Agile, SCRUM, Kanban, etc.).
- Logical and coherent reasoning.
- Clear presentation with readable and relevant data, avoiding cluttered visuals.
- Functional organizational chart, if relevant to the proposed innovation.
- Current and proposed scenarios with the projected changes.
- Project timeline with key milestones and dependencies.
- Supporting materials (spreadsheets, data books, prototypes) are optional but may be presented to judges for evaluation.
- Consider carbon credit analysis, business ecosystem integration, and scalable solutions.
- Relevant KPIs and strategic management tools (BSC, Hoshin Kanri, etc.).
- Solid financial concepts.
- Business efficiency and sustainability principles.
- Storytelling.
- A realistic and viable business, product, or service with actual deliverables.

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Scoring:

The event scoring consists of two stages:

- 10% of the score is based on the first submission material.
- 90% of the score is based on the in-person presentation, including Q&A sessions.

Only teams that submit the material in the first submission will participate in the event.

A built vehicle is not required for this event.

Wearing the competition T-shirt is mandatory during the event.

Best regards,

Comitê FSAEB 2025

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