

B03 Guidelines for the Business Presentation Event - V0

Business Presentation Event Guidelines – 22nd FSAEB Competition 2026

Overview

The automotive industry is undergoing a profound transformation driven by technological advancements, digitalization, and rapid changes in market dynamics. In this context, companies must operate in increasingly complex and unpredictable environments, characterized by volatility, uncertainty, and fast-paced technological evolution.

At the same time, the advancement of Industry 4.0 technologies – such as Artificial Intelligence, data analytics, connectivity, and advanced automation – is creating new opportunities to improve operational efficiency, develop new products, and create new business models.

Given this scenario, the company's Executive Board has decided to accelerate its digital transformation strategy, leveraging data-driven technologies and Artificial Intelligence to strengthen competitiveness and prepare the business for future challenges.

What is Expected from Teams

Teams should present a structured and realistic business proposal, demonstrating the ability to:

- understand a strategic business challenge
- propose a viable and innovative solution
- justify decisions using technical and financial data
- communicate clearly to an executive audience

Challenge

Teams will assume the role of an internal strategic team responsible for proposing an initiative that uses Artificial Intelligence and Industry 4.0 technologies to improve business performance and competitiveness.

Companies must make faster, data-driven strategic decisions.

Team proposals should demonstrate how AI and digitalization can enhance decision-making in this environment, delivering clear and measurable business gains.

Teams must convince the executive board that their proposal represents the best investment decision for the company.

Minimum Content Requirements

Strategic Context Understanding

- current industry challenges
- opportunities related to digital transformation
- consideration of VUCA and BANI concepts within the business context
- clear definition of the business problem or opportunity being addressed

Proposed Solution

- initiative description
- application of AI and/or Industry 4.0 technologies
- justification for the selected approach, including consideration of alternatives and trade-offs
- clear explanation of why the proposed solution was chosen over other alternatives

Business Impact

- expected benefits
- competitiveness gains
- value creation
- quantification of expected results, including financial impact where applicable (e.g., cost reduction, revenue increase, productivity gains)
- definition of key performance indicators (KPIs) to measure success

Note: Teams must define key performance indicators (KPIs) to measure the success of the proposed initiative.

Feasibility Analysis

- required investment (CAPEX and/or OPEX)
- expected return (e.g., ROI, payback period, or equivalent metrics)
- key financial assumptions used in the analysis
- associated risks (technical, financial, and operational)
- evaluation of solution feasibility considering real-world constraints

Note: Financial estimates may be based on assumptions but must be clearly explained and logically supported.

Implementation Plan

- key implementation steps
- deployment timeline
- required resources (technical, financial, and organizational)
- identification of main risks and proposed mitigation actions

Note:

The company must have a connection to the Formula SAE project (e.g., auto parts manufacturing, engineering services, vehicle manufacturing, or any related business). A fictional scenario may be used, provided it is realistic in terms of market conditions, data, ecosystem, and geopolitical influences.

Deliverables:

Submission 1 – Preliminary Presentation:

The first submission must be completed according to the date defined in **B01 Submission Deadlines**.

The preliminary proposal will be used for an initial evaluation by the Company Board (judges) and to provide guidance for improvements before the onsite presentation.

Minimum Content:

1. Strategic Context Understanding
2. Proposed Solution
3. Business Impact
4. Feasibility Analysis
5. Implementation Plan

Format Requirements: PowerPoint presentation with **6 slides:**

Slide 1: Cover slide (University name, car number, team name)

Slide 2: Strategic Context Understanding

Slide 3: Proposed Solution (problem to be solved or expected improvement)

Slide 4: Business Impact

Slide 5: Feasibility Analysis

Slide 6: Implementation Plan

Important: Illegible materials, including excessively small fonts or unclear information, will not be evaluated. Teams must review formatting and readability before submission.

Submission 2 – Onsite Final Presentation

The second submission consists of the onsite presentation of the final proposal to the Board/Executive Team (judges).

Format:

- 10 minutes presentation
- 5 minutes Q&A session (contributes to the team's score)

Supporting materials may be provided to judges and/or used during the Q&A session.

Additional Information:

All information must be clear, consistent, and included both in the submitted material and in the onsite presentation (August 2026).

The proposal must be feasible and implementable.

The guidelines may be updated at any time based on evolving global conditions. Teams must stay attentive to official FSAEB 2026 communications, as new requirements may be introduced by the Board to better reflect real-world scenarios.

Teams should be prepared to address a wide range of business-related questions.

Regardless of the proposed solution, it must clearly demonstrate business benefits and return.

Expected gains must be explicitly presented and supported.

Teams must consider overall business feasibility and the impact on the organization, its operations, and results. The proposal should maximize value across all applicable dimensions.

Important Note

For this event, participants are no longer acting as students or team members. They must assume the role described in the challenge: a professional responsible for implementing the proposed initiative within the company.

Guidelines and Tips:

The proposal may include, but is not limited to:

- improvement of existing processes
- operational efficiency increase
- cost reduction
- enhanced decision-making
- development of new products
- creation of new business models
- expansion into new markets or segments

The use of Artificial Intelligence must not be superficial. It should act as a core enabler of the solution, providing a clear and measurable advantage compared to traditional approaches.

AI must act as a core enabler of the solution, not as a secondary or superficial element.

Teams are expected to present a logical and consistent line of reasoning throughout the proposal.

The proposal must be clear and well-structured, with readable and relevant data. Teams should prioritize key information and avoid visual clutter. Slides must use appropriate formatting and colors to ensure readability for the judging panel.

An organizational structure (functional chart) should be available or presented when relevant to support the proposed solution.

Teams must clearly present both the current scenario and the proposed scenario, highlighting the changes introduced by the solution.

A project timeline must be included, with key milestones and dependencies.

Supporting materials (e.g., spreadsheets, data books, technical documents, drawings, prototypes) are not mandatory. However, if provided, they may be reviewed by the judges, used to guide questions, and considered in the evaluation.

These materials must be well-organized, easy to access, and clearly formatted, including proper structure, indexing, and data presentation.

Teams are encouraged to consider the broader business ecosystem and propose scalable solutions.

Performance indicators (KPIs) must be relevant and aligned with business objectives.

Financial concepts must be applied in a consistent and structured manner.

Teams should aim to improve business efficiency and sustainability (in a business context), demonstrating proper understanding and application of these concepts.

The use of storytelling is encouraged to enhance clarity and engagement.

The proposal must represent a realistic and viable business, product, or service, with clear and effective deliverables.

Only teams that submit the required material in accordance with B01 Submission Deadlines will be eligible to participate in this event.

It is not required to have a completed vehicle to participate in this event.

The use of the official competition team shirt during the presentation is mandatory.

After the presentation, each team will receive 5 minutes of structured feedback from the judges.

Scoring:

The event score is composed of two stages:

- **10%** – based on the submitted material (according to B01 Submission Deadlines)
- **90%** – based on the onsite presentation, including the Q&A session

Final Round

The top two teams from each category will present again on Sunday, according to the official competition schedule.

Onsite Evaluation Criteria

During the onsite evaluation, judges will consider:

- Clarity of communication (verbal clarity, knowledge of the material, subject mastery)
- Quality of the presented material (accuracy, organization, readability, and overall presentation quality)
- Adherence to the guidelines provided in this document
- Clarity of the problem definition and the proposed solution
- Consistency and feasibility of the proposal
- Quality of decision-making and justification of choices
- Financial impact and expected return
- Value generation for the business
- Timeline, including key milestones and investment phases

Judges may challenge assumptions, financial estimates, and strategic decisions, simulating a real executive board environment.

Best regards,

Technical Committee FSAEB 2026