Scope of Presentation Experience: (75 points)

The team's presentation must meet all the requirements outline in the concept document (available in the Series Resources section on www.fsaeonline.com and within this document).

Given the unique challenges that COVID-19 is imposing on both industry and academia, this year's business Presentation will be a "one-off" unique topic; one that will hopefully provide useful feedback for competitors in future years.

Remember: The purpose of Formula SAE is not to identify the best race car. The purpose is to build educational learning experiences for talented students.

The presentations will be conducted virtually using conferencing software specified by SAE International. Each session will host multiple judges in addition to the student team members participating. Each competitor will be assigned a 30-minute appointment. The specific details on sessions will be provided later date.

The judges will use the Business Presentation Scoring Rubric form available in the "Series Resources" section on www.fsaeonline.com for event scores and feedback. This form breaks the scoring down into four unequally weighted categories: Content, Organization, Delivery and Visual Aids, and Questions. A perfect score on the judges' form will be 50 points.

The rules and layout to the team presentation process will consist of the following:
Teams will be assigned a 30-minute time slot.
- 30-minute session will break down as follows:
  - 5 minutes for logging on and greetings
  - Presentation segment 20 minutes with approximate time distribution of session
    - 10 minutes team slid presentation
    - 10 minutes judges/team Q&A plus feedback
  - 5-minute final comments before ending session

The question and answer period wherein only judges may ask questions and only presenters may answer still applies; therefore, be sure to introduce all participants up front. It is allowable for a presenter to only participate in the question and answer section; however, he/she must be a member of the 'presentation group,' as defined by S.2.5.2 of the 2021 Formula SAE rules. Teams are encouraged to have all business-related material for their business presentation readily available on their computer to share on-screen with judges. Judges encourage student team members to consider using video feed to view live presenter in addition to PPT slides.

The Presentation Scenario:

This year, Formula SAE's business Presentation scenario will be focused on the business plan for a Formula SAE program. In year's past, the Presentation scenario was a function of the car, but this year, competitors will be asked to present on their overall program.

Competitors should think of what makes a team successful from financial, resource, and talent standpoints; the cycle of how a team plans, executes and recycles a Formula SAE vehicle project; how knowledge is transferred; how team members are recruited and successfully retained. Competitors should also be prepared to discuss what the hurdles are in all these aspects, and where they have not been successful.

This year's Presentation scenario is no different from years' past in the sense that a presentation can include aspirational program goals; meaning that competitors are not limited to what is happening within their team today. Competitors are encouraged to think big; just remember to keep your presentation focused on your Formula SAE program.

Specific things to consider:

How does your team market your program to at least the following audiences?
- Current students
- School administration
- Future employers
- Your local SAE sections
- Other (describe)

How does your team create and manage the following?
- Team organizational structure
- Schedule
- Budget (overall program budget)
- Leadership and knowledge transfer from year-to-year
- Other (describe)

How does your team measure success?
- Individual milestone success
- Overall program success
- Why did you select those metrics?
- What do your metrics provide to the improvement of your Formula SAE program?

Submission Requirements:

Teams will be required to submit a single four (4) page PDF document.

The Team Program Overview document should include information in the following format:
Page 1 – Team Organizational Chart
Page 2 – Annual Schedule and Tools for managing it
Page 3 – Program Budget and Tools for managing it
Page 4 – Any additional information the team would like in advance

Note: Only the first four (4) pages of the submission will be used by judges. Any additional pages will not be included.

Submission Deadlines:

Documents will be due on January 14, 2021 before 11:59 PM EDT

Static Presentation Judging Date:

Teams will be scheduled a specified time to present and participate in Q&A on Thursday, February 4, 2021. SAE has reserved Friday, February 5th if additional time is needed for round 1 judging.

Teams who are selected to advance to Presentation Finals will be judged on Friday, February 5, 2021