



Baja SAE - 2026 Business Presentation Event Description and Guideline

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STUDENT LEARNING GOAL AND EVENT FORMAT

Business Presentation presents students with the opportunity to gain real world experience in developing a concept proposal and presenting it for support, be it funding or otherwise. This is an important skill as all students will eventually need to take their concepts from the drawing board to the board room for approval and will ultimately be competing against other entities.

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

The business presentation event will provide student teams with the opportunity to create a fictitious company which can meet the event prompt requirements. This company can share the name of your university and Baja SAE team, but otherwise can be structured as you see fit. SAE Baja competition vehicle safety and technical requirements should not limit your company's design. The business presentation event prompt is new for 2026. See page six.

JUDGE SCORING

- I. The team's Business Presentation must meet all the requirements outlined in this document and the rules available in the Series Resources section on Bajasae.net.
- II. The role of Business Presentation judges will change based on the premise, but what they are looking for in each presentation should be consistent. Regardless of the judge's actual professional backgrounds, it should be assumed they have experience in business case development with focus areas such as engineering, production, marketing, logistics, and finance. This means that judges are interested (but not limited to) the items below:
 - Vehicle design (consumer facing features specifically)
 - Manufacturing plan
 - Marketing plan
 - Sales & distribution plan
 - Aftermarket
 - Financials
- III. The judges will use the Baja SAE Sales Presentation Scoresheet available in the "Series Resources" section on Bajasae.net to guide their judging. Event scores and student feedback may be provided on the scoresheet form or digitally.

JUDGING CATEGORIES AND POINTS

Total points are accumulated over 3 rounds of judging. Round 1 is an initial assessment of a written response document. Round 2 is an assessment of a face-to-face live virtual presentation of your formal proposal. And Round 3 occurs on-site at the regional competition where there is an opportunity to get bonus points. A team's score for each round will determine whether the team will proceed to the next round.

- I. Round 1 scoring breakdown is as follows. We expect approximately 50% of submissions will move to Round 2 virtual presentations.,
 - a. 20 points for passing Round 1 and being accepted into Round 2
 - b. 15 points for a solid proposal that does not make the cut for Round 2
 - c. 10 points for a proposal lacking a few key items;
 - d. 5 points for submitting a proposal that is lacking in multiple items;
 - e. 0 points for not submitting a proposal.
- II. Round 2 virtual Business Presentation, each team presentation will be judged in four different categories and awarded from 0 to 20 points, as allocated below, for a total of 50 points. A perfect score on the judges' form will be 50 points, but overall scores will be adjusted to a 70-point scale including the Round 1 score. The end score for a team may also be affected by normalizing between judging rooms and the addition of bonus points.
 - a. **Presentation Content (20 possible points):** sufficient information is provided to convince the audience to invest in the company. Content includes, but is not limited to the following areas of a business case:
 - i. Unique value add proposition, business need

- ii. Vehicle design (consumer facing features specifically)
- iii. Manufacturing and supply chain
- iv. Marketing
- v. Sales & distribution
- vi. Aftermarket
- vii. Financials

The proposal should be centered around the vehicle but can include ancillary propositions to supplement the overall approach. All aspects of the business should integrate as an overall strategy and consider elements of location, costs, alternatives, and assumptions.

- b. **Presentation Organization and Effectiveness of Visual Aids (10 possible points)**
 - i. Information is communicated in a logical, consistent order
 - ii. Structure supports what the speaker is saying and includes clear, pertinent information that integrates well with oral presentation
 - iii. Distinct introduction and overviews as well as summary and conclusions given, with common theme throughout
 - iv. Manage time constraints by utilizing the available time without being rushed
 - v. Visual aids provide the audience with compelling supporting material at the appropriate level of detail and design
 - vi. A variety of mediums are used to reinforce the main message and are integrate seamlessly
 - c. **Speaker Delivery (10 possible points)**
 - i. Presenters clearly and concisely convey information in a manner appropriate to audience; speakers communicate in a focused and persuasive way at an appropriate pace
 - ii. Communicate clear message with impact
 - iii. Use appropriate language and adapt to audience
 - d. **Responses to Judges' Questions (10 possible points)**
 - i. Demonstrate thorough knowledge and understanding of factors associated with promoting their product
 - ii. Demonstrate comprehension of questions
 - iii. Deliver appropriate, concise responses with details, estimates where appropriate
- III. The Business Presentation organizers will determine which teams from round 2 will be asked to present their proposal for a final round in front of a live judge panel at each competition venue. Roughly, the top 10% of teams from each regional competition will be asked to attend the finals round. Teams selected for business final presentations will receive an automatic 70 point score, with an opportunity to be awarded bonus points based on presentation outcome.

- IV. The following sample questions should be used as a guide only. Students should not expect to be asked any or all these questions. Questions will be mostly derived from each specific presentation.
- How would the design of the vehicle change from the one-off prototype to a mass-manufacturable product?
 - How would you make your manufacturing process scalable for fluctuations in demand, changing macro-economic conditions, etc.?
 - How would a variety of consumer options affect the manufacturing cost of the car?
 - Highlight one specific part or assembly of the vehicle that has been designed for manufacturability.
 - What channels besides dealers would you use to market your vehicles?
 - How do you expect to compete in a marketplace full of well established, well-funded companies? What makes your car or plan so unique?
 - What is my return on investment? What is the investment period?
 - How did you ensure the safety of the occupant in the vehicle?
 - What feature of the vehicle do you expect consumers to be most excited about and why?
 - What testing has the prototype undergone?
 - How do you plan to sell the vehicles (independent/company-owned dealers, online, leasing, etc.?)
 - Highlight how cost was a factor in design decisions on one part or assembly.

PRESENTATION LOGISTICS

- I. Students are encouraged to provide judges with copies of the presentation or additional material to keep and use as reference when discussing teams.
- II. For the virtual presentations, each competitor will be assigned a minimum 30-minute appointment. The specific details on sessions will be provided at a later date, but layout is as follows. More time may be allotted for judge feedback and score deliberation pending the schedule:
 - a. 5 minutes for logging on and greetings
 - b. 10 minutes team slide presentation
 - c. 10 minutes judges Q&A and any verbal judge feedback
 - d. 5 minutes for judges to finalize scores and comments before ending session
- III. 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 the rules.

- V. 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.

2025 PRESENTATION SCENARIO/PROMPT:

For 2026, Baja SAE will use the following Business Presentation prompt:

Outdoor Adventure Holdings is a property management company that recently purchased a 600,000-acre ranch in Montana, USA. Our plan is to develop the ranch to include a large resort/hotel, ski lift area, and build lakefront infrastructure for boating activities during the summer. The resort would support various outdoor activities like mountain biking, fishing, hiking trails, as well as managing a herd of cattle and other livestock. The property is meant to be an immersive experience for the guests who visit.

Outdoor Adventure Holdings is seeking a vehicle to meet their needs for providing support for all the previously mentioned activities. The vehicles would be used heavily and a high level of operation without maintenance issues would be expected. Outdoor Adventure Holdings would like to test drive some of the vehicles prior to signing a purchase agreement.

Outdoor Adventure Holdings initial request would be for 20 vehicles to be provided six months from breaking ground to support the construction phase of the project. This would save overall costs by eliminating rentals. Once the construction phase is underway (18 months after breaking ground) another 50 units would be needed. These would be long term support vehicles for daily operations. We also request information on what infrastructure would be needed to support the vehicles in terms of storage, maintenance, spare parts, fueling etc.

Outdoor Adventure Holdings is seeking a proposal for the construction support vehicle purchase as well as the long-term daily use vehicles. Our firm would like to understand how your company will support our goals of long-term profitability with minimal downtime and overhead operating costs. An additional opportunity exists to develop part of the property into UTV trails. Outdoor Adventure Holdings is looking to see how this proposed land use could be marketed.

Round 1 is a written Request for Proposal (RFP) response. Your task in Round 1 is to convince Outdoor Adventure Holdings your vehicle design and manufacturing capability will meet their product demands. Successful completion will earn you a virtual presentation slot for Round 2.

Round 2 is a virtual, ten-minute presentation to a board of Outdoor Adventure Holdings product specialists to ultimately choose a single company to contract for design and manufacturing of a vehicle.

Your RFP response and live presentations should include, but is not limited to:

- Snapshot of your company including (but not limited to) location, size, market share, employee diversity, past product designs and financial performance

- Cost projections and timelines around purchased parts, manufacturing layout, and production goals for ongoing manufacturing should the design be selected
- Proposal for prototype testing/validation of vehicle design to meet client needs
- Marketing plan to acquire materials and manufacturing to facilitate robust, but cost effective solutions and customer growth opportunities

SUBMISSION REQUIREMENTS

All teams will submit a RFP response in the form of a written presentation, delivered in PDF format, containing no more than 10 pages.

Note: Only the first ten (10) pages of the submission will be used by judges. Any additional pages will not be included.

SUBMISSION DEADLINES AND PRESENTATION DATES

- Round 1 Request For Proposal response is due on December 12, 2025. Any submissions received after this date may be considered for partial points.
- Round 2 Virtual BP Judging Date: The virtual presentation schedule and event date will be released February 20, 2026.
- Teams who are selected to advance to Round 3 Business Presentation Finals will be judged on the first day of each individual event and will be notified 10 days in advance of the event.
 - Oregon finalists announced April 6, 2026
 - New York finalists announced May 14, 2026
 - Ohio finalists announced September 24, 2026