



Baja SAE - 2023 Business Presentation Event Description and Guideline

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STUDENT LEARNING GOAL

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.

CHANGES FOR 2023

- I. Given the unique challenges that COVID-19 is imposing on both industry and academia, this year's Business Presentation will center on a realistic scenario that all teams must use, to allow for better comparison of team's efforts and abilities.
- II. For 2023, Business Presentation (BP) will operate in a hybrid model compiled of both document submission, virtual and live presentations. Points will remain at 70 for this event with bonus points available in BP finals.
- III. All teams will respond to a **Request For Proposal (RFP)** with a written document in PDF format. A panel of judges will score these submissions. Approximately the top 50% of these submissions will proceed to Round 2.
- IV. Round 2 will be live, virtual presentations, using conferencing software specified by SAE International, to a panel of judges. The score from this event will apply to all onsite competitions the team is attending and ranked only against teams attending the same competition. The virtual presentations will take place before any onsite events.
- V. Based on virtual scores, the top scoring BP teams for each onsite competition will then present to a live judge panel in-person at the respective event, for the opportunity to earn bonus points.
- VI. The change to a hybrid presentation lessens the burden on student teams at onsite events, while still providing an educational and real-world learning experience, as today's business is handled more and more in a digital and virtual format.

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](https://www.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](https://www.bajasae.net) to guide their judging. Event scores and student feedback may be provided on the scoresheet form or digitally.

JUDGING CATEGORIES AND POINTS

- I. For Round 1 RFP, scoring will be 20 points for passing Round 1 and being accepted into Round 2 (where your final score will be based on Round 2 virtual presentation yet not lower than 20); 15 points for a solid RFP that does not make the cut for Round 2; 10 points for a RFP lacking a few key items; 5 points for submitting an RFP that is lacking in multiple items; 0 points for not submitting a RFP. Approximately the top 50% of submissions will move to Round 2 virtual presentations.
- II. For 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. 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 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 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 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.
- IV. 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.

2023 PRESENTATION SCENARIO/PROMPT:

For 2022-23, Baja SAE will use the following Business Presentation prompt:

CORE International (California Off Road Enthusiasts) is looking to establish another entry level class of rock crawling around the new 4x4 spec Baja vehicles. For 2023 an exhibition desert rock race will be held during the 2023 Queen of Rocks (QOR) week in Placerville, CA on the famous Rubicon Trail. The goal of this race is to highlight the capabilities of a 4x4 Baja SAE car in tackling some of the most challenging and severe terrain in North America while maintaining a lower cost position to competitors.

To execute a successful exhibition race in 2023, CORE has partnered with SAE International to create the race based around the current Baja SAE rules to minimize startup costs and share best practices.

Your company has been designing and manufacturing Baja vehicles for many years at a rate of 3500-4000 units per year for off-road enthusiasts. Your Business Presentation focus this year is to develop a complete business plan for why your company should be selected as the sole supplier of vehicles and complete race logistics for CORE to host this new class based on Baja SAE vehicles during the 2023 Queen of Rocks.

Round 1 is a written Request For Proposal (RFP). Your task in Round 1 is to convince CORE that your proposal is worthy of proceeding to the virtual presentation in round 2. See Submission Requirements below for details on this RFP submission.

Round 2 is a virtual, 10 minute presentation to a board of CORE officials to ultimately choose a single Baja team to contract for manufacturing, race logistics, and marketing partner for the Queen of Rocks desert rock race.

Your RFP 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 sales, and financial performance
- Cost projections and timelines around creating a 25 car grid for the QOR Desert Race where racers arrive and compete in a fully prepped vehicle (aka arrive and drive).
- Proposal for race logistics (overall distance, lap length, etc.) to meet current Baja rules
- Marketing plan to attract new racers to CORE and grow their organization through this new Baja spec class.

SUBMISSION REQUIREMENTS

All teams will submit an RFP response in the form of a written presentation, delivered in PDF format, pertaining of 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 is due on 15 March 2023. Any submissions received after this date may be considered for partial points.

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- Round 2 virtual BP Judging Date:
 - Teams will be scheduled a specified time to present April 6, 2023
 - SAE has reserved April 7, 2023, if additional time is needed for judging

- 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.
 - Wisconsin: Thursday, May 4, 2023
 - Oregon: Wednesday, May 31, 2023
 - Ohio: Thursday, September 7, 2023