FORMULA SAE AUSTRALASIA

FORMULA SAE-A

Business Presentation Concept 2026

September 2026

SAE

Concept

Your company management has identified that a market exists for an open-wheel motorsport car for the amateur competitor to compete in Autocross and closed track events.

As the Product Development team, you have been requested to investigate the potential market and develop a proposal to manufacture and sell a vehicle to compete in this market. Your team is charged with developing a profitable business proposal for such a vehicle and build a prototype and establish the key features and overall specification which will give a competitive advantage against vehicles from other manufacturers in this area of the market.

You must then present your proposal to the Company Operating Committee (OC) to convince them to invest in your concept and other resources in order to bring this vehicle to fruition in a 12-month time span from the date of approval by the OC.

In order to obtain the OC approval, you will need to consider and address the following aspects in your submission. You will need to show an integrated proposal which convinces them of your ability to successfully deliver the product and address the combination of business, logistics, design and development and production.

The prototype must embody all the characteristics inherent in your approval submission.

Deliverables

In presenting your business case and development plan, the following items should be addressed in the presentation.

Important aspects to consider in your presentation to the Company OC:

- Identification of consumer demands that you will incorporate into your design or ensure are addressed during the program.
- How well does your vehicle embody these customer driven aspects?
- Are there features of your car that address or solve an identified problem or need?
- What are the marketing and sales strategies for the vehicle?
- What is the economic viability of the vehicle and category?
- What is the total cost of the car and how does the variable cost and investment affect profit margin while keeping the price appropriate for your market?
- What trade-offs you may need to make or have made in order to obtain a value for money and affordable vehicle?
- How will you manage the program to ensure the desired outcome is achieved?
- What management tools will you use to maintain timing and meet your established objectives?
- How will you ensure the economic sustainability of the vehicle/category into the future?
- Discuss alternative approaches you may have considered but not adopted.
- Correlation between the Presentation Event and the Design and Cost Events.

Question Examples

***Note:** The questions provided are to provoke thought and are examples of typical questions which may be asked by the Judges but other similar questions beyond this list should be expected.*

- How does your one-make open-wheeled vehicle class cater to the specific needs and preferences of weekend racers?
- Can you elaborate on the consumer-driven insights that led to the development of your vehicle?
- How will your vehicle/series address any existing gaps or unmet needs in the current motorsport market?
- What strategies do you have in place to ensure effective marketing and sales for the vehicle?
- How have you evaluated the economic viability of your vehicle and the overall category in the long term?
- Can you break down the total cost of the car and explain how you plan to improve the profit margin while keeping the sale price competitive in the market?
- What measures have you implemented to ensure the economic sustainability of your vehicle and the entire category going forward?
- What are the unique selling points of your vehicle, and how do they differentiate it from other existing models in the market?
- Who is your major competitor and how do you know that your vehicle will be a fully competitive offering?
- How do you plan to manage the supply chain and ensure a steady production flow for your one-make class?
- Can you explain your team's approach to research and development and how it has contributed to the innovation of your vehicle?
- What organisation, decision making and control structure have you established for the design and development program?
- What strategies do you have in place to attract and retain any sponsorships or partnerships?
- How will your team ensure compliance with Motorsport Australia regulations and safety standards for the new vehicle?
- Can you elaborate on the potential environmental impact of your vehicle and how you plan to address sustainability concerns?
- How do you intend to establish a strong presence and brand identity for your one-make class in the motorsport community?
- What measures are in place to manage and mitigate risks associated with production, sales, and market changes?
- How do you plan to provide post-sales support and service for the customers who purchase your vehicles?
- Recognising the low volume, what approach have you taken to optimising investment in the production facilities and equipment. Have you introduced any innovative approaches?
- What contingency plans do you have if external factors or market conditions change during the development and production phase?
- How will your team measure the success of your one-make class, and what key performance indicators will you use to evaluate its impact in the market?

Addendum

The following Addendum clauses also apply to the administration of scoring for the Presentation Event for FSAE-Australasia. The Scoring Rubric used for the Presentation Event is shown on the following page.

S2 PRESENTATION EVENT		
US RULE	**PAGE**	**CHANGES AND CLARIFICATIONS**
S.2.2 **S.2.2.1**	**123**	**Presentation Concept** The Concept for the Presentation Event at FSAE-A 2026 will be available on the Formula SAE-A website and in the Event Handbook. All other sub-clauses of S.2.2 remain valid.
S.2.3	**123**	**Presentation Schedule** At the Australasian Event, teams are allocated a period of 10 minutes for the team's initial presentation. Teams should try to operate within this allocation and Points will be deducted for significant variations as follows; A presentation duration exceeding 10 minutes will incur a Penalty of 2 Points. A presentation reaching 12 minutes will incur a penalty of 4 Points and be terminated by the judges. Any content presented outside the allocated 10 minutes period will not be considered for judging. Note that the Q & A portion of the event is designed only to judge the team's ability to respond to questions and does not represent an opportunity to provide additional content to supplement the initial 10 minute presentation.
S.2.9 **S.2.9.2**	**124**	**Presentation Event Scoring** The initial scoring rubric may be marked to a maximum score other than 75 points. The final scores will be adjusted so that the highest scoring team(s) will be awarded 75 points and all other scores will be adjusted in the same ratio, according to the formula: Final Score = SR(your) x 75/SR(max), where SR(your) is your team's initial score from the rubric and SR(max) is the score of the team(s) achieving the highest initial score from the rubric. A scoring Rubric will be released concurrently with the Presentation concept. Teams which do not meet the concept as required by S.2.2.3, may be penalised up to 50% of the score available.
S.2.10		**Add additional clause S.2.10:** At the Australasian Event, teams must electronically submit a recording of their 10 minutes presentation to FSAE-A, within 2 hours of completion of their allocated time slot in the Event Schedule – Refer to Event Handbook. Non-compliance will incur a penalty of 2 points. FSAE-A will: • Share the recordings amongst Business Presentation judges to support standardisation of scoring • Upload the three highest scoring presentations to the Formula SAE-A website following the competition to provide transparency and guidance.

FSAE-A Business Presentation Scoring Rubric

Last updated: September 2026

Car Number: **University:** **Time Slot Start Time:** **Judge's Initials:**

Category	Inadequate	Below Expectation	Average	Above Average	Good	Excellent	Score
Content	No recognition of the proposed scenario; no clear connection to original vehicle targets. (0 points)	Little recognition of the proposed scenario; weak connection to original vehicle targets. (1 – 5 points)	Partial recognition of the proposed scenario; some connection to original vehicle targets. (6 – 10 points)	Adequate recognition of the proposed scenario; reasonable connection to original vehicle targets. (11 – 15 points)	Good recognition of the proposed scenario; strong connection to original vehicle targets. (16 – 20 points)	Excellent recognition of the proposed scenario; compelling connection to original vehicle targets. (21 – 25 points)	/25
Organisation	No logical order; presentation lacks coherence and structure. (0 points)	Disorganized progression; unclear flow between different thoughts. (1 – 2 points)	Partially logical order; some coherence in the progression of thoughts. (2 – 4 points)	Adequate logical order; generally clear and coherent flow between different thoughts. (5 – 6 points)	Well-organized progression; smooth and coherent flow of thoughts. (7 – 8 points)	Highly structured logical order; compelling and seamless flow of thoughts. (9 – 10 points)	/10
Delivery	Inaudible or monotonous voice; lacks enthusiasm and confidence in the delivery. No eye contact; appears disengaged and uncertain about the pitch. (0 points)	Uncertain voice with limited enthusiasm; lacks confidence in the delivery. Minimal eye contact; struggles to maintain engagement with the audience. (1 – 3 points)	Mostly clear voice with moderate enthusiasm; displays some confidence in the delivery. Some eye contact; occasionally conveys belief in the pitch. (4 – 6 points)	Clear and engaging voice with good enthusiasm; generally confident in the delivery. Adequate eye contact; maintains reasonable engagement and belief in the pitch. (7 – 9 points)	Dynamic and expressive voice with high enthusiasm; exudes confidence in the delivery. Good eye contact; consistently conveys belief and connection with the pitch. (10 – 12 points)	Commanding and captivating voice with exceptional enthusiasm; radiates absolute confidence. Excellent eye contact; establishes unwavering belief and connection with the pitch. (13 – 15 points)	/15
Visual Aids	No visual aids used; lacks visual support for the presentation. (0 points)	Limited or unclear visual aids; visual references are insufficient or confusing. (1 – 2 points)	Partially effective visual aids; some visual references are helpful and relevant. (2 – 4 points)	Adequate use of visual aids; visual references enhance the presentation. (5 – 6 points)	Good use of visual aids; visually supports and strengthens the presentation. (7 – 8 points)	Excellent use of visual aids; visually captivating and compellingly reinforces the presentation. (9 – 10 points)	/10
Questions	Poor understanding of questions; answers lack clarity and coherence. (0 points)	Limited understanding of some questions; responses are vague or incomplete. (1 – 3 points)	Partial understanding of most questions; responses are reasonably clear and coherent. (4 – 6 points)	Adequate understanding of questions; provides satisfactory responses. (7 – 9 points)	Good understanding of questions; delivers clear and thoughtful responses. (10 – 12 points)	Excellent understanding of questions; provides insightful and comprehensive. (13 – 15 points)	/15

Feedback Comments (use reverse for more space if needed):

Total: /75