



Business Presentation Concept 2022

Concept

You are the product team working on your company's next generation of its existing open-wheeled race car, geared towards the weekend racer market. You've been asked by senior management to develop the next iteration of your flagship open-wheeled car.

You must take into account how your overall design will enhance its appeal to the target market. Specific updates to improve the vehicle may be included as needed. As per the Cost Report, please also pay close attention to part design with ease of replaceability in mind, sourcing of parts and materials, alternate parts/materials, staffing considerations for fabrication, manufacturing and construction when developing your pricing model.

Deliverables

You are to develop a business case to present to senior management to convince them your next-gen car is a viable product to design, manufacture and sell.

Important aspects to consider in your presentation to senior management:

- Identify a market-driven need for any new features, functionality or other design changes between iterations.
- What's changing and why is this important? Will it drive sales, improve manufacturing efficiencies or deliver some other tangible benefit?
- What are the benefits to your customer? Why will they want to upgrade their existing car, or why would a new customer switch from a competitor to your car?
- What is the total cost of the car and how will any costings improve profit margin while keeping sale price appropriate for your market?
- What is the go-to-market strategy for the next-gen car?

***Note: The presentation will have to refer to any focus areas or specific requirements of the Design and Cost Reports.**

Format

The presentations will be conducted in person at Winton Motor Raceway. Teams will present themselves in the judging area at the time designated in the static events schedule. Each team will be assigned a 40-minute slot that includes time for Q&A and deliberations between judges.

The presentation itself is not to last any longer than 10 minutes, with up to 10 minutes for set up and up to 10 minutes for Q&A with the judges. The audience cannot ask questions, answer questions or make any comments. Teams that miss their scheduled time slot will receive zero points.

The 40-minute session will break down as follows:

- Up to 5 minutes set-up and greetings
- Presentation segment up to 20 minutes with approximate time distribution of session:
 - Up to 10 minutes team presentation
 - Up to 10 minutes judges/team Q&A
 - Up to 5 minutes of judges' deliberation
 - Up to 10 minutes feedback session

Teams will be asked to leave the presentation room during the judges' deliberation and will be called back in when ready.

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 upfront. It is allowable for a presenter to only participate in the question and answer section; however, they must be a member of the presentation group and identified as such.

Teams are encouraged to have all material for their presentation readily available on their computer to share on-screen with judges. If teams wish to share any supporting materials with the judges, please give this to the judges when you begin your presentation. Keep in mind that supporting information should only provide additional details.

Judging

A group of up to five judges will score each team. This form breaks the scoring down into five equally weighted categories: content, organization, visual aids, delivery and questions. As the Business Logic Case will not be used this year, judges will use your presentation to assess the appropriateness of the market and business strategy chosen by the team. The combined scores of the judges may be adjusted to account for variations between different judging groups. There will be up to four streams of judges at this year's event. The judges will rotate through the various streams throughout the day.

The judges will also convene periodically throughout the day to discuss the presentations they have seen so far and discuss any outliers in the scoring. This system has been developed to ensure fairness in judging and to help eliminate bias.

Each judging panel will have a stream leader who will collate scores and feedback and run the session. While this person will not be scoring, they will be able to ask questions during the Q&A period.

Scoring

The judges will use the standard score sheet for event scoring feedback. This form breaks the scoring into five, equally-weighted categories:

- Content (10 points) – is the material included in the presentation sufficient to support the business case and meet all requirements?
- Organization (10 points) – does the content flow and does the presentation make logical sense?
- Delivery (10 points) – have presenters dressed appropriately and do they have a thorough understanding of the topic?
- Visual Aids (10 points) – do accompanying slides or other media add value without taking away from the overall?
- Questions (10 points) – are questions answered without too much hesitation and do answers demonstrate a deeper understanding of the topic?

A perfect score on the judges' form will be 50 points. Judges will be rotated throughout the event and scores will be normalised to ensure there are no outliers or biases within the scoring.

21/7/2022