

BUSINESS PRESENTATION FEEDBACK

Formula SAE-A 2018

19 December 2018

Thank you to all the teams for yet again putting in a top effort for Business Presentation this year.

I noticed a distinct improvement in the quality of presentations this year.

With 31 teams going through Business Presentation this year, it was imperative we were able to find enough judges with the appropriate skills and experience, as well as create a judging environment that mitigated any scoring bias or trends.

To do this, we had 11 judges and three stream captains, with judges rotating between the three streams all day. No group of judges sat and judged together for more than three presentations.

This made it logistically difficult but meant that judging remained as personal and uninfluenced as possible.

Between every presentation the judges would convene and discuss their judging approach, and the entire group of judges got together three times over the course of the day to ensure robust discussion was had and the entire team was happy with their decisions.

Of course, every judge will come at this event with their own experiences, thoughts and judging style and there will always be subjectivity, but rest assured we strive to create a fair, transparent and encouraging environment for you to learn.

As with the other two stream captains, I was only able to see one third of the overall presentations delivered yesterday, but I've compiled some high level feedback from the judging group to pass on.

WHAT SCORES WELL:

- Memorisation of presentation and not needing to read slides/notes

- Looking relaxed and more animated body language
- Presentations that show great imagery and/or video – BUT – using it effectively. Video that runs too long and/or without sound is a problem, equally, talking over a dynamic video may lose the focus of judges.
- Answer the brief. You're trying to sell a group of investors an opportunity to invest in a car based product for motoring enthusiasts.
- Articulate and thoughtful answers to questions. Some teams absolutely nailed this.
- Knowing your finances! Be able to answer questions on them.

- Props!
- Remember, you're selling a product. Things should look good!
- Tell us what you want from us straight up. How much do you want? Then tell us why.

WHAT DOESN'T WORK

- Too much technical information/irrelevant car detail that doesn't answer the brief.
- Handouts that aren't used and or referenced. Don't bother if it's of no use.
- A lack of realism. Business cases that don't make sense or are too far outside the realm of possibility. Have a think if you'd be okay handing over 2 million dollars for only 15% of a company,

etc. Justify your requests. Watch some shark tank!

- A lack of direction/contents at the start. Tell us what journey we're about to go on.
- Financials don't have to be complicated, they just need to make sense.
- Omitting key information from the presentation.
- Not being able to answer questions/not having a good understanding of your material. Judges might ask curly questions, not to trick you, but to test your knowledge of the material.

SUMMARY

- We didn't see any teams who didn't put in the effort, but it's important to reiterate that this event is really important from a real world perspective. It's a great chance to challenge yourself and build the skills that will truly serve you out in the wild. We really love to see your work and wish you all the best for 2019.