



## **Baja SAE - 2025 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 2025. 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](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

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 2025, Baja SAE will use the following Business Presentation prompt:

SAE Systems is a multinational defense company providing some of the world's most advanced, technology-led defense and ground support solutions. Our clients have requested to expand our ground vehicle sector with a new vehicle platform to support covert operations across the globe.

The client has extreme location requirements which include remote and harsh environments that will only be accessible by air. Due to the nature of client's needs self-sufficiency and reliability is a must because re-supplies will be non-existent after vehicles are deployed.

Vehicles with multiple fuel sources and high efficiency are requested for sustained use in remote environments with no infrastructure. The client also requested a vehicle system to improve air delivery capability to ground units in various remote areas such as jungles, deserts, and mountains. Vehicles should be designed to carry a single operator. Please include any other additional optional features you may deem necessary for our clients given the proposed use case.

SAE Systems will provide \$18,000,000.00 USD in funding to the company (Baja team) winning the contract for the applicable vehicles paid in four installments: \$3,000,000 upfront for research, development, and engineering/prototyping, and \$5,000,000 per calendar year paid for ongoing production, starting on the first of year two.

SAE systems would like to review a prototype and upon acceptance, receive 50 production units within year one for their own testing and development. Your company would scale production according to the provided payment installments thereafter. The contract will terminate at the end of the fourth year with consideration for renewal with adequate performance.

Maximizing quantity and quality of vehicles produced while meeting the customers requirements will play a critical role in company selection. Your business presentation for the 2025 competition year is to demonstrate to SAE Systems your company's ability to enter the defense market sector with a low cost, robust vehicle able to meet the demands of SAE System's clients.

Round 1 is a written Request for Proposal (RFP) response. Your task in Round 1 is to convince SAE Systems 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 SAE Systems product specialists to ultimately choose a single Baja team 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 improved materials and advanced manufacturing to facilitate robust, but cost effective solutions

## **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 13, 2024. 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 21, 2025.
- 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.
  - Arizona Finalists announced April 10, 2025
  - Maryland Finalists announced May 22, 2025
  - South Carolina Finalists announced September 11, 2025