



# BUSINESS PLAN

## What is the Business Plan?

In Formula Student, the competition is divided into dynamic and static disciplines. In the static disciplines, the team presents the vehicle to a panel of experts and is evaluated based on design, financial planning, and business strategy. These disciplines include the Engineering Design Event, the Cost Report, and the Business Plan Presentation.

For the Business Plan Presentation, a business concept is developed and presented to a jury of experts in a 10-minute pitch. In this fictional scenario, the team markets the Formula Student vehicle as if it were to be produced in series. A successful business plan not only includes a strong and innovative business idea but also a detailed financial concept and a compelling presentation.

If you enjoy being creative, thinking entrepreneurially, and presenting your ideas convincingly at competitions across Europe, we'd love to have you on board!

## Your Tasks:

- Get familiar with start-up development and entrepreneurship
- Analyze and evaluate previous business plans
- Create a comprehensive business plan
- Present the business plan at summer competitions
- Collaborate with other subteams
- Research and work on current economic and financial topics

## Requirements:

- Preferably studying Industrial Engineering or a related field
- Confident in using MS Office
- Very good English communication skills
- Strong teamwork and collaboration abilities
- Creativity and a confident appearance
- Independent, structured, and reliable working style
- Commitment and enthusiasm for the project



**APPLY HERE!**

