



BUSINESS PLAN DEBRIEF

FORMULA STUDENT PORTUGAL 2023



CLASS II BPP DEBRIEF

DEBRIEF FOR TEAMS COMPETING IN CLASS 2

Congratulations to all Class 2 teams on participating in the Business Plan Competition! The purpose of this competition is to provide you with a platform to showcase your team's accomplishments, present your plans for the future, and prepare for real-world scenarios. In this debrief, we will focus on the specific requirements of Class 2 for this competition, which involve **preparing a potential sponsorship meeting with a European steel manufacturing company.**

To effectively convey your team's value proposition and capture the attention of potential sponsors, we recommend following a 10-slide approach inspired by the Kawasaki Method, combined with an elevator pitch style. This approach allows you to present your ideas concisely and make a strong impression on your audience.

Here's a suggested structure for your presentation:

Slide 1: Introduction and Team Overview

Provide a brief introduction to your team, highlighting key members and their roles.

Clearly communicate your team's mission and values.

Slide 2: Achievements and Highlights

Showcase your team's notable accomplishments, awards, and recognition.

Highlight any innovative solutions or breakthroughs you have achieved.



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Slide 3: Future Plans and Objectives

Present your team's vision for the future and outline strategic objectives. Emphasize how you plan to stay ahead in the competition and continue improving.

Slide 4: Sponsorship Need and Investment Opportunities

Clearly articulate the financial and/or resource requirements of your team. Highlight how sponsorship can help you overcome challenges and achieve your goals.

Slide 5: Added Value Proposition

Showcase the benefits and unique opportunities of sponsoring your team. Demonstrate how the sponsoring company can gain brand visibility and access to talented individuals.

Slide 6: Expectations from the Company

Clearly communicate what you expect from the sponsoring company, such as financial support or technical expertise. Highlight specific areas where you seek guidance or assistance.

Slide 7: Return on Investment

Demonstrate the tangible benefits the sponsoring company can expect from the partnership. Showcase how their support will contribute to your team's success and offer long-term value.

Slide 8: Collaboration and Partnership Opportunities

Showcase potential areas of collaboration and how the sponsoring company can benefit from your team's expertise. Highlight opportunities for joint projects, research, or technology transfer.



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Slide 9: Team Skills and Expertise

Showcase the diverse skill sets within your team and how they contribute to your success.

Highlight any relevant technical or industry-specific expertise.

Slide 10: Conclusion and Call to Action

Summarize the key points of your presentation.

Conclude with a strong call to action, inviting the sponsoring company to further explore the partnership opportunity.

This structure is a guideline and not mandatory, so feel free to adapt and change it to fit your narrative.

Remember, during your presentation, adopt an elevator pitch style: concise, impactful, and engaging. Practice your pitch to ensure clarity, professionalism, and confidence in delivering your messages. Pay attention to non-verbal cues, active listening, and effective engagement with your audience.

Embrace this opportunity to showcase your team's value proposition, make a lasting impression, and secure potential partnerships. Best of luck, and make the most of this opportunity to shine!