

Business Presentation Judges

In the FS Business Presentation Event the student teams try to convince a panel of judges to invest in their race car business proposal. In this role play, the judges typically act as representatives of an imaginary manufacturing company, although other role plays are possible. The presentation is expected to last 10 minutes followed by a Question and Answer session. The judges then score the presentation against predefined criteria, including the presentation content, quality of the presentation, its delivery, and the ability to defend the business proposal in the question and answer session. It is the quality of the presentation and business proposal that is being judged, not the quality of the car.

The judging panel generally comprises three judges so there are opportunities for new judges to learn without any pressure. We also have a small team of roving Moderators who monitor presentations and scoring sessions to help ensure that consistent scoring is applied across all judging teams.

What experience is required to be a Business Presentation Judge?

There are many aspects to the Business Presentation scope. As such there is no one area of experience that is required by the Business Presentation judges.

Our Presentation Judges have very diverse backgrounds and experience which helps cover the broad range of topics that are explored in this part of the competition. These include knowledge of automotive / motorsport markets, automotive engineering, race team operation and management, business finance and management, product design and development, production engineering, manufacturing, project management, quality, commercial distribution and product support. We also have industry practitioners and lecturers from universities and specialist colleges who cover topics far outside of these fields. We also have a number of Formula Student alumni who have competed in the past competitions.

So in summary there is no one type of experience that you require to be a Business Presentation Judge. We welcome judges from with a broad range of skills and diverse backgrounds.

Pre-Event Preparation?

Unlike the Design and Cost events, there is no pre-submitted material to review or mark. The first viewing of the Presentations is on the day of the event and they are marked immediately afterwards.

New judges may wish to familiarise themselves with the format of the event. The Head Presentation Judge will provide guidance notes in advance of the event and can answer any queries or concerns that you may have.

An experienced team leader is allocated to each judging team. You will be advised of which judging team you are allocated to in advance of the event and will also know the judging timetable.

At the Event

The judging will take place on the Thursday and Friday of the event. Historically Friday has been the busiest and longest day for judging. We recognise that not all judges may be able to stay late, especially if they have long journeys to make afterwards. We ask the judges in advance how much time that they can commit so that we can arrange the judging teams accordingly. We try to maintain a minimum of 3 judges per team.

Each Presentation time slot is 45 minutes which has to include student preparations/ PC set-up, the presentation (10 mins), Q&A session (5 mins), scoring by the judges, feedback to the students. The scoring session is confidential and the students are asked to temporarily leave the room. The feedback should be constructive but leave teams in no doubt of their weakness and potential for improvement. The numerical score is not revealed to the student teams. To do all this in 45 minutes takes discipline and conciseness. The experienced team leaders will guide new judges in this area.

At the end of each day the Head Judge, Moderators and other stalwarts check and collate the scores so that the winners can be determined and the normalised scores calculated. To minimise the length of the day we try to progressively process scoring sheets during the day as the judging teams release their score sheets. The Head Judge also deals with queries from teams, some seeking extra feedback and some disappointed with their score. The depth of notes made by the judges on the scoring sheets becomes important because the Head Judge will probably not have seen the presentation first hand.

The Business Presentation Judging is normally completed by Friday evening. There is no Presentation Judging on the Saturday and Sunday, although judges are free to attend on these days to view the cars in the Dynamic Events.