



EVER V



BUSINESS EVENT RULES

Under the auspices of:



The Arab Republic Of Egypt
The Cabinet

Owned by:



أكاديمية البحث العلمي والتكنولوجيا
ACADEMY OF SCIENTIFIC RESEARCH
AND TECHNOLOGY

Organized by:





BUSINESS EVENT DETAILS

This event is comprised of two (2) parts.

1. Business Case (BC)
 - The preparation and submission of a report (the “BC report”), which is to be sent to the business judges prior to the competition.
2. Presentation and Discussion
 - A presentation followed by a discussion at the competition with the business judges. This evaluates the ability to develop and deliver a comprehensive business plan.

BUSINESS CASE (BC)

The main objective is to focus on developing a study related to a product/service that can be categorized in the market sectors serving electrical vehicles or autonomous vehicles.

- **The steps in developing the case generally will consist of**
 - Benchmarking (analysis of previous competition results, competitor vehicle specifications and costs etc.).
 - Short listing preferred concepts.
 - Assessing your team’s (company) capability to deliver different concepts recognizing the budget and team that you have.
 - Selecting your initial concept and developing features/targets to be achieved by the product/service to be offered by your business venture.
 - Deciding on how to break down the total product/service cost into different areas, recognizing the performance targets you have set.
 - Commencing your design to deliver a mockup/proof-of-concept and related targets recognizing that the ensuing process will often be iterative, and trade-offs will be necessary but if you have never defined the overall concept and what you plan to achieve, you will not be able to control your program and measure your progress.
- **Instructions**





أكاديمية البحث العلمي والتكنولوجيا
ACADEMY OF SCIENTIFIC RESEARCH
AND TECHNOLOGY

- Complete the information request fully but the submission is to be only a single A4 page (BC – template).

PRESENTATION AND DISCUSSION

• The Scope and objective

- The main purpose is to focus on the scope of developing your product.
- This requires you to provide a product overview of your idea and another product overview on how actually this idea is transformed to a product/service that can be introduced into the market.
- Each team needs to provide an explanation of their product/service, its associated revenue streams, and also associated development and production costs.
- Teams are encouraged to submit a presentation as well as a printed handout.

• Presentation slides/content:

- All teams should cover in the presentation basic information of these general points about their company's.
 1. Mission, vision, value proposition.
 2. Market research.
 3. Competitor analysis.
 4. Marketing strategy.
 5. Product.
 6. Product development.
 7. Sales and leasing chart.
 8. Operational plan.
 9. Environmental sustainability.
 10. Risk management.
 11. Business sustainability.
 12. Finances.
- Make sure that under each main point mentioned above you have clearly presented the subpoints for each of them. For example, under the general point of market research you need to clearly state the most important points about: your Egyptian market analysis as a location - your segmentation and your target market. All other points follow the same sequence.





أكاديمية البحث العلمي والتكنولوجيا
ACADEMY OF SCIENTIFIC RESEARCH
AND TECHNOLOGY

- Bear in mind that what makes a team distinctive than the other is the depth of information given related to each and every point, a distinctive team is able to provide bulk of information however communicated in a clear and engaging manner, the more a team puts effort and presents more reliable content in each point the better chance you are given to be a distinctive presentation.
- In the finances part, every team is subject to provide any financial information within 3 years duration and mention the Breakeven point, the needed capital, return on investment the two exit plans.
- The financial ratios and expenses distribution of the capital on how the money is to be spent in which areas are both differentiating efforts.
- Having extra slides for the discussion questions about any additional financial information is a differentiating effort as it is supportive of a strong answer with less words being said.
- Adding more subpoints in any of the above points including finances is a differentiating effort. However, it should still be within the frame of the theme and the storyboard for a smooth transition.
- The product development section should include all business aspects related to developing your product and introducing it into the market, using projections, justification and presenting it clearly as a concept of potential. The team's ability to be creative and to communicate such scaling as a profitable product for your customers is a differentiating effort such scaling should be introduced to be available to the market 3 - 5 years after the original product launch date.
- Providing a visualized photos of your potential product development is a differentiating effort.
- Providing an expected sales chart for the expected sales or leases out of the product development is a differentiating effort.
- An additional product proof-of-concept to be introduced and presented is a plus and raises the differentiation of the team.
- The presentation duration is 10 minutes, that's the ideal however an extra 30 seconds are allowed. Shorter than such duration or exceeding it might result in a deduction of points as it is a sign of strong rehearsals and preparation.
- After the 10-minute presentation a ten minute or less discussion is subjected to each team. The answers to any questions are supported by a justification and evidence in your plan or information related. In other words, it is not a right or wrong answer, however a logical one. Moreover, extra slides for expected questions with answers can be displayed in case a team wants to support an answer to a question, such extra slides are a differentiating effort.





- Your presentation slides need to have a specific flow of your presentation structure and it has to be mentioned before you start presenting. At the end of your presentation provide a creative short summary and a closing statement.
 - A storyboard needs to be constructed for your presentation; meaning you have to create a theme for your presentation to ensure that your content is coherent and all integrated together. The more your theme is creative, novel and clearly presented the more distinctive your presentation is among other teams.
 - Any points that will not be thoroughly discussed, the team has to state a glimpse about such point and mention that they are ready to answer any question regarding this point and mention the handout page that tackles such point for further explanation.
 - Being determined to present Charts, Graphs and/or Diagrams/ inventor shots of your product is a highly defibrinating effort as it is a sign of visualizing the content and making it sound realistic.
 - Extra flyers/brochures for your product and/or your product development is a differentiating effort.
 - Displaying a factory layout using any visualization tool is a differentiating effort.
 - Provide a soft copy for your slides.
 - All points above are only for a team's ability to provide a standardized presentation. However, each team is free to add more content, present their content the way they wish to, while trying their best to check all these guidelines.
 - Discussion questions might not be only restricted to the presentation and handout, some questions might require more information that weren't clearly displayed, as a result; it is very important to take into consideration every part discussed in the business planning lecture to expand your knowledge.
- Handout:
 - The handout is only 8 pages in total (no less and no more).
 - A cover page should include your company's name and your logo as a team.
 - Font used is Times new roman and size 12 for paragraphs.
 - A neat handout where parts are arranged in an understandable manner is a differentiating effort.
 - Teams should provide not more than two extra sources such as a survey, location of factory, maps, brochures, flyers or any type of extra printed sources.





- However, separate from the Handout itself is a differentiating effort and not a must.
- Each team should have SWOT, PESTLE, Risk assessment graph they created in their handout.
 - Having a Financial statements & ratios booklet separate from the handout and providing it during discussion or giving hints about its existence in form of a hard copy is a differentiating effort but not a must.
 - Handouts should include page numbering to be displayed in your slides in case of a team wanting to refer for their handout for further information.
 - Make sure to use external sources given as a guide to what should be in your presentation/handout in detail.
- The grading scheme is based on these factors:
 - Content of presentation.
 - Scaled up product transformation and strategy.
 - Market analysis, target market and positioning in the industry.
 - Presentation flow.
 - Presentation skills and techniques.
 - Storyboard of the content presented.
 - Hand out and mention the handout within slides.
 - Questions and answers handling.
 - Presentation theme.
 - Finishing on time.





GET READY TO BE CHARGED



www.electricvehiclerally.org



[electricvehiclerally](https://www.facebook.com/electricvehiclerally)