

2014 Formula SAE Michigan - Presentation Event

Helpful Suggestions for Competitors

Do:

1. Be sure to read and understand the 2014 FSAE Rules for the Presentation Event. (This sounds simplistic, but some past presentations strongly suggest that teams either didn't read or understand them).
2. Check out your group's equipment for proper operation prior to arriving at the competition. Perform a trial run of your presentation using the equipment you plan to use at the event.
- 3. Be on time.**
4. Introduce yourself and your co-presenters to the judges.
5. Your business case needs to cover all appropriate areas. See the Formula SAE rules for clarification.
6. Sell your FINAL product, not the specific prototype (if you're confused about what the difference is, reread the intent of the Formula SAE competition: it's listed in the rules).
7. Speak to the content on the slide(s).
8. Maintain eye contact with your audience.
9. Include an outline of the presentation and pictures of the product.
10. Remember; the judges are acting as officers of a company and they are trying to decide if they want to invest its capital in your product. Don't forget about their ROI.
11. Be confident. Rehearse. Then rehearse again. And again. And again.
12. Use backup slides (if necessary) to address potential questions.

Don't:

1. *Don't* spend most of the time on one specific topic – this is not a design presentation, nor is it a finance presentation, nor is it a marketing presentation. It is all of these (and more).
2. *Don't* talk too quickly. If you feel that you need to; rethink how you'll present the information in order to allow yourself to speak at a nominal pace.
3. *Don't* fill each slide with tons of data. Remember; a picture is worth a thousand words. Choose your pictures wisely.
4. *Don't* read each slide from top to bottom. Your primary focus is your audience.
5. If have more than one presenter, don't bounce back-and-forth between them with every other line. Choose a transition point(s) that make sense.
6. *Don't* be apologetic during questions from the judges. Speak with confidence.
7. *Don't* be afraid to deflect questions to other team members if you are the primary spokesperson. You are not expected to know all the answers.
8. *Don't* forget that any person who will be speaking must be identified per the FSAE rules.
9. *Don't* exceed the 10 minute time limit; you will be cut off. Don't make the presentation too short, either. Your goal should be to make the most of the 10 minutes that you have to present.