

**University Name:** Czech Technical University in Prague  
**Team/Business Name:** eForce FEE Prague Formula  
**Class (delete as appropriate):** Class 1

## Analysis of Market Data

We have analysed the current motorsport automotive market and are basing our strategy off of data indicating that Europe and North America are the largest markets, each around net worth of US\$100 M, however they are expected to plateau, with long-term growth forecasts at around 0.7%. Asia on the other hand is approaching the \$80 M net value, with steady yearly growth at around 2%. Africa and South America are expecting turbulent growth, however with a considerably smaller total value. With our concept, we believe we can also penetrate new Tech&Gadget markets, unlocking additional US\$30 M value especially in Asia. Our research suggests that we focus on overall service quality, as this is being prioritised by automotive customers.

## Company Strategy

Our general strategy is to reimagine commercial automotive racing by improving it with augmented reality all the while leveraging blockchain technology in business execution. We intend to stage regular events on many famous racetracks of the world, reaching out to appeal not only to traditional automotive enthusiasts, but also to non-traditional target groups, such as gamers and casual adrenaline-seekers. Using a fully digital social network to instantly compare results with the ability to challenge friends, we believe, we can make our solution highly addictive, and attractive both to race track owners and to individual customers. The initial pitch to investors will be made by both an IPO and an ICO (Initial Coin Offering), potentially creating double value – not just through the conventional share in the company, but also using the deflating tendency of the tokens released through the ICO.

Target Selling Price	US\$ 35,999
Target Vehicle Production Cost	US\$ 30,000 (approximate)
Target Production Volume (from Table 1)	50
Target Annual Profit	US\$ 299,950 (from conventional retail)
(Any other targets team has identified as critical to achievement of strategy success)	Revenue CAGR at least 60% during first 3 years 20 promo events done by 2020

## Vehicle Strategy & Performance

Our newest vehicle FSE.07 concentrates on high quality technology. Using our 4x4 drive with motor in every wheel, we are able to measure every aspect of the driving very responsively and accurately. This is especially important when combined with the rest of the sensors attached to the car, all making the augmented reality projected to the driver's helmet possible. With a total power of 94kW, our formula is also very competitive and promises to deliver the desired thrill to the driver.

## Plans for Efficient Design (and Manufacture)

Our concept is to create a modular vehicle assembled out of high quality components and with a long term replacement potential of individual parts. This approach allows the vehicle to be relatively cheap to manufacture and efficiently brings down maintenance costs while creating a possibility of a dynamic aftersales market – the gradually developed improved parts will give our vehicle highly modifiable characteristics. The modular concept is attained by relying on mass production, with older parts gradually being outsourced to save capacity. Such parts are also reliant on some widely-spread pre-manufactured parts that are already available. Using this efficient logistics scheme, we will be able to keep our maintenance costs low and have comparatively short repair turnaround times.

## Key Design Features

## Key PerformanceTargets

Chassis/Body Type	Carbon fibre monocoque	Accn. 0-75 Metres	3,2 s
Power train type	Electric 4x4	Lateral Accn, (g)	1,8 G
Power / engine	2x9kW front,2x38kW rear	Fuel Economy	35 kWh/100km
Target weight, kg	190 kg	<i>Other critical performance targets (Team decides)</i>	Traction control and vehicle dynamics control
<i>Other Key Feature (Team decides)</i>	4 wheel independent drive, 790 Nm torque		