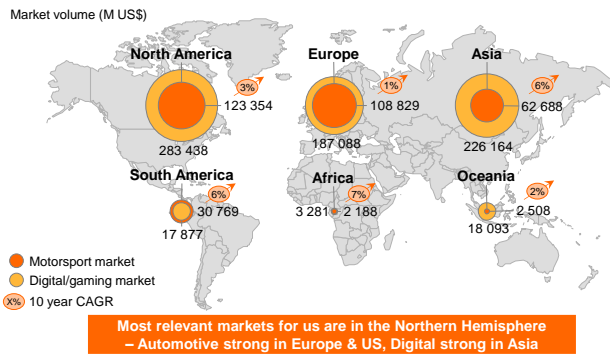


eForce FSE.07 Business Plan Executive Summary

Our strategy is to revolutionize automotive racing by improving it with augmented reality. By staging regular events on many famous racetracks of the world, we will appeal not just to traditional automotive enthusiasts, but also to other groups, such as gamers. By offering extensive customisation options and encouraging competition through online leaderboards, we will create an addictive concept.

Market analysis

Through our research, we found out that the markets to target are in the northern hemisphere.



Visualisation of concept

View from helmet

1 Simulated opponents 2 Projected ideal apex 3 Projected GUI



Business strategy

Our strategy is split into three phases:

First promote our concept in Western and Central Europe, then to create a fanbase in the rest of Europe, before moving on to the rest of our focus regions.



Car strategy

In line with our business concept, our car is in the upper price tier – made of parts focusing on safety and performance. A modular scheme is used for long-term sustainability of production.

Financials

Our steady aim is to produce 50 formulas annually, making US\$300K in profits. With an investment of US\$950K, we'll reach an ROI>1 in less than 4 years.

Technical highlights

- ⚡ Four electric motors, each powering one wheel – two 47kW at the back and two 9kW at the front, giving a total performance 112kW
- ⚡ Low weight (approximately 190kg) attained by composite components such as rims, aerodynamic packet, monocoque and other parts.

Anticipated vehicle cost

	Materials	Processes	Fasteners	Tooling	Total
Brake System	\$779.78	\$205.01	\$4.68	-	\$989.47
Engine & Drivetrain	\$5 054.66	\$499.48	\$30.62	\$6.00	\$5 590.76
Frame & Body	\$3 087.01	\$6 228.83	\$14.95	\$40.84	\$9 371.63
Instruments & Wiring	\$8 503.88	\$509.20	\$1.56	\$0.44	\$9 015.07
Miscellaneous, Fit & Finish	\$558.99	\$269.98	\$2.22	\$3.92	\$835.11
Steering System	\$116.00	\$352.77	\$2.54	\$0.08	\$472.45
Suspension & Shocks	\$1 451.50	\$554.58	\$7.74	\$22.67	\$2 036.49
Wheels & Tires	\$2 103.42	\$488.09	\$5.76	-	\$2 597.26
Total Vehicle	\$21 655.24	\$9 107.94	\$70.07	\$73.94	\$30 908.23