

FORMULA STUDENT **EAST**

20<sup>TH</sup> TO 23<sup>RD</sup> JULY



elringklinger

handtmann  
Ideen mit Zukunft.

**DEEP DIVE  
TOPIC**

WHO IS READY?

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## DEEP DIVE TOPIC 2017

In the business world most of the new products and services fail to deliver on expectations and this is the idea which gives us the Deep Dive Topic for this year.

Your task is to include and talk about the Value Propositions in the presentation, what product and/or services are you offering and why customers will buy it, in minimum 1 minute. The Value Proposition is the crunch point between business strategy and brand strategy and sits at the pivot point of your entire business model.

### KEEP IN MIND:

- you should check value proposition canvas ideas,
- think broadly, there is no best answer,
- minimum 1 minute,
- be prepared for possible questions from the judges on the deep dive part too

### CHANGELOG

Version	Date	Modification	Page
1.0.0	3rd July, 2017	Original document	-



Engineers for the Automotive  
Higher Education Association

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