

DEEP DIVE TOPIC 2023

Dear Company Representative,

Based on your Pitch Video we find your business proposal intriguing, and we are looking forward to meeting you soon at Hungaroring. Before we decide if we can move forward together as business partners, we would like to make sure you know your business inside and out, and you are prepared for whatever the future holds. To convince us, please incorporate the following details into your presentation:

- Create an analysis that contains positive and negative aspects of your business. This can be any kind of analysis, from a competitor analysis to a SWOT, through PESTLE, BMS etc.,
- Present the process of creating the analysis,
- Show us how you plan to use the findings that the analysis provides you.

Best regards,

FSEast Business Team