

Bachelor-Thesis Business Engineering | Innovation **Business plan for the Formula Student vehicle "dufour" of the Academic Motorsport Club Zurich**

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Purpose

Formula Student is one of the **world's biggest competitions for engineers**. Every year the events are held across the globe. At present there are more than 600 teams from universities all over the world competing with their self-constructed race cars. The **winner is not necessarily** the team with the **fastest car**, but the one with the **best package** regarding construction, performance, cost and sales arguments. This package also includes the design of the **business plan**, which accounts for **7.5% of the overall score**.

The aim of this thesis was to create the framework for the **business plan** for the event season of the race car **dufour** of the Academic Motorsport Club Zurich (AMZ), which will be used at the Formula Student Events 2024. The result is the **Start-Up "PeakStop"** who reuses old and damaged parts of *dufour*, which are transformed into adornments. Those can be customized and bought by customers and additionally serve as an entry ticket to exclusive events like workshop-brunches or hiking, where a like-minded community gathers.

Applied Competencies



Double Diamond and
Design Thinking



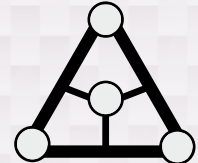
Workshops



Market Positioning



Financial Planning



Business Model Evaluation

The **double diamond and design thinking processes** were employed to develop the product idea, the target group and its evaluation. These were refined through the development of the **value proposition and business model**. The techniques were primarily utilized in group **workshops**. A **market entry strategy and an advertising plan** for "PeakStop" were then formulated to bring the product to market. **Financial planning** was also conducted, primarily for pricing and investment calculations.

Results

The **preliminary framework of the business plan** was devised, so that in the remaining seven weeks between the submission of the thesis and the first competition, only the more intricate details of the business plan require further attention. The **product is ready for its inaugural field test** and the **branding** has been established. The **market entry strategy and the advertising** have been formulated. The **financial planning and the pricing** of the products have also been determined. A **pitch video** was created and already submitted for two competitions. In one competition "PeakStop" already passed stage one and is admitted to take part in stage two. The **finalization of the environmental analysis** and the **detailing** of the aforementioned points remain outstanding.



First Prototype of the adornments
(Own representation)



Logo of "PeakStop"
(Own representation)



Formula Student Car *dufour*
(Own representation)