

RIMAC GROUP
FORMULA STUDENT
ALPE ADRIA

DEEP DIVE
TOPIC 2022





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You are running a small racing team (50 employees) which deals in designing and manufacturing of racing prototypes. Two thirds of your campaign fundings comes from an established business relationship with 2 major sponsors (energy company and a company that produces carbon fiber composites) and government incentives. You are 33% short of your needed budget (1.150.000,00 euros). Companies are reluctant to invest their money in motorsports because of the emerging economic crisis and extreme inflation which has taken a toll on their businesses. Nevertheless, you need to procure all of the required funds for which you should resort to other types of fundraising strategies. You need to amass the rest of the funds to be able to finish your car and compete at the European F4 racing series.

Having in mind that the world is shifting towards digitalization more than ever, you are tasked to come up with funding strategies that must consist of innovative and modern digital financial tools.

Key points include in your research and presentation:

- What is your strategy?
- Which platform do you plan to use?
- How do you attract potential investors from the digital market?
- What are the benefits that digital financial resources bring over conventional financing?
- Analyze the potential risks of such a venture.
- What are your predictions for the future of digital types of funding?

DDT Deadline

Date: Friday, 24th June 2022

Time: 13:00 CE(S)T

Location: FSAA Website

Teams have 1 week to complete this task. Write a report in a form of a 5-7 pages long essay.

The point of this exercise is to examine how well the teams are informed about modern financial systems and how well they can exploit its potential benefits.