

THE BUSINESS OF RACING X ESIC Business & Marketing School

SPRINT 1 — DEFINE TEAM IDENTITY

Participant Brief • 09:20 – 10:05

THE BRIEF

To begin your challenge, you must complete a brief External Analysis of the Motor Racing industry. Then you will assign your key roles and define who you are — your mission, vision, values and the visual identity that carries you through the day. Work fast, commit to a direction, and make sure every member can tell your story with confidence.

WHAT YOU NEED TO PRODUCE

Deliverables (PDF/WORD/PPT)

- **External Analysis** – PESTEL analysis of the motor racing industry.
- **Team Name & role Assignments** — confirm your Team Principal, Deputy Team Principal, and Heads of Finance and Marketing, Operations/design and Logistics.
- **Mission** — a single sentence stating what your team exists to do.
- **Vision** — where you aspire to be; the ambition that drives you.
- **Values** — three to five words or phrases defining how your team operates.
- **Team Identity Statement** — a short paragraph capturing *who you are* and *what you stand for*.
- **Visual Identity** — your team colours, logo concept or sketch, and a tagline.

How to Submit

- Go to business-of-racing.com/events PASSWORD: esic2026
- Find the entry **SPRINT 1 – Define Team Identity** and **upload your work** before the sprint deadline.

⚠ **Mind the deadline:** if you do not upload your work in time, your team receives a **Stop-and-Go** penalty. Watch the clock and submit it early.

AI on the pit wall: Use AI to brainstorm team names, refine your tagline, and pressure-test whether your identity is distinctive and consistent.

MARKING CRITERIA (OUT OF 10)

Criteria	Marks
External Analysis – factors affecting a new team entrant	2
Distinctiveness — a clear, original outstanding identity	2
Coherence — alignment of mission, vision, values and visuals	2
Clarity of Story — the team articulates who they are with confidence	2
Strategic Direction — mission & vision give the team clear purpose	2
TOTAL	10