

THE BUSINESS OF RACING X ESIC Business & Marketing School

SPRINT 3 — CAR BUILD, DEVELOPMENT & TEAM BRAND

Participant Brief • 11:05 – 11:40

THE BRIEF

Where concept becomes reality – from scratch, against the clock, build and develop a scale-model racing car. Success is measured by balancing three competing pressures — build quality, performance, time.

The car you build here is the car you race later, so build it to compete. [Useful Car Build video link](#)

WHAT YOU NEED TO PRODUCE

Deliverables

- **Build Concept** — Build a car that is robust enough for rigorous testing and racing.
- **Within Spec** — the car must can only be completed using the resources provided in your team pack.
- **Team Brand** — your previously agreed Team Brand must be applied to the white bodywork.
- **On Time & Budget** — delivered by the deadline, consistent with the allocated resources in **SPRINT 2**.

How to Submit

Present your finished car to the facilitators for scrutineering.

Submit clear photos of your car on word/PDF or PPT.

- Go to business-of-racing.com/events PASSWORD: esic2026
- Find **SPRINT 3 – CAR BUILD, DEVELOPMENT & TEAM BRAND** - upload your design photos before the 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 research design principles, weigh trade-offs between speed and stability, and troubleshoot build problems fast.

MARKING CRITERIA (OUT OF 10)

Criteria	Marks
Design quality — thoughtful, well-reasoned design decisions	3
Build & craftsmanship — a sturdy, well-constructed, race-ready car	3
Meets specification — complies with the rules, on budget	2
Innovation — creative problem-solving and original ideas	2
TOTAL	10