

Vehicle Innovation Competition Finals

SAE Detroit Section
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Dear Brian Greviskes,

The SAE Detroit Section and MIT Enterprise Forum of the Great Lakes appreciate your participation in the 3rd Annual Vehicle Innovation Competition.

Congratulations! Your company has been selected as one of the final competitors.

The top five finalists will have an opportunity to present at the Vehicle Innovation Competition Finals on the evening of **Monday, December 6, 2010** at the **San Marino Club located at 1685 East Big Beaver Road in Troy, Michigan** to a full audience including a number of automotive OEMs and suppliers. Finalists will also receive coaching advice and an opportunity to display their products/processes during the Social Hour (sponsored by AVL) prior to the meeting.

You may bring up to two additional team members with you, and we ask that you please arrive **no later than 4:30 p.m.** in order to ensure proper set-up.

The Social Hour will begin at 5:15 p.m., followed by the Presentations and Q&A sessions from 6:15 – 8 p.m. **You will have 10 minutes to present and 5 minutes to answer questions from the judges.** Networking will immediately follow the presentations from 8-9 p.m.

The winner of the competition will be announced at the conclusion of the evening.

Each candidate must submit a slide deck targeted for a **10-minute** presentation addressing the issues listed in the following bullets (confidential information cannot be accepted):

Company profile

- Who we are – company and leadership team
- How to contact us (mail, telephone, e-mail, website)
- Brief history and description

Vehicle Innovation Competition - Continued:

What we offer

- Our product/technology
- What it does and how it works – science/testing supported
- Why it is better than what is available
- Potential economic value to end consumer and to OEM
(how much need is in the marketplace)

Where we are today

- Product Development
 - Prototyped, field-tested, manufactured
- Who else says it's good
 - Customer or expert testimonials
- How we have protected the technology
 - Patents issued, patent pending, patent planning, other

The marketplace

- How are companies solving this problem today?
- Who are our competitors?
- Key assumptions around success
- What is high level of market/revenue/profit potential of this innovation?
- What are our obstacles & where do we need help?

Background information

- Presenter/primary contact person
 - Name, phone number, e-mail address, fax number
- Company information
 - Company name, years in operation, address, city, state, zip/postal code, country, website

Executive summary

In addition, we request an executive summary which can range anywhere from one to three pages. If you have something that has worked well in the past, that should be sufficient for this event. This will be shared with the judges in advance so that they are better prepared to listen to your presentation.

Please submit the revised, final versions of your slide deck in Power Point format and executive summary to Tara Hasouris at events@sae-detroit.org by no later than noon on Friday, December 3, 2010. Also, please state whether you will be utilizing the opportunity to display your product and confirm your company website when submitting your presentation.

Vehicle Innovation Competition - Continued:

Primary judging criteria:

1. Market Opportunity & Value Proposition
(Understanding the market, its needs, and how your company can fill those needs)
2. Quality of the Science & Technical Robustness
(Level of testing, your manufacturing intent, etc.)
3. Quality of your Business Plan
(Your team, your ability to follow-up when you find interested parties, etc.)

The winner of the final round will receive \$50,000 worth of automotive commercialization acceleration services including:

- Business Commercialization Acceleration Consulting & Introduction Leads: AutoTech and Technology Highway
- Patent Strategy Consulting: Quinn Law Group
- \$5,000 Cash Award from General Motors Product Operations
- Automotive Marketing and PR Strategy: Eisbrenner PR
- OESA Innovation forum membership
- One Year of Online Collaborative Web Meeting Tools: Conveneweb.com
- SAE 2011 World Congress Poster Presentation at reduced cost (30,000+ attendees)
- ACE 2011 (Annual Celebration of Entrepreneurship) Table Top Display – January 31, 2011 in Ann Arbor, Michigan (1,000+ attendees)
- Additional PR and market awareness from participation

Best of luck!

SAE Detroit Section & MITEF