

# FSG 2024 – Deep Dive Topic

Dear Formula Student Germany Competitor,

Thank you for submitting your Pitch Video to present your business to us. To understand how you are preparing for current challenges and opportunities, we would like you to focus on this year's Deep Dive Topic: Artificial Intelligence within your respective business.

AI can significantly impact business models, products, and operational processes. Start-ups, in particular, are in a great position to leverage the benefits of this technology.

**Please describe your strategy for integrating AI within your company, focusing on how you will benefit from the technology to enhance your operations, products, or services.**

Please include this topic in your 10-minutes pitch on August, 14th or 15th in Hockenheim.

We are looking forward to your presentation!