



Team 2648

2013 Business Plan

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1.0 Executive Summary













1.1 Mission Statement

Our mission is to develop a self-sustaining, student lead robotics program to provide team members with the experience of conceptualizing, designing, constructing, and programming solutions to a challenge in a safe and competitive environment. We strive to uphold the FIRST values of gracious professionalism and cooperation both on and off the field. We work to inspire each other to be critical thinkers and problem solvers using STEM, all while having fun!



1.2 Date the Team Began

-  Fall 2007
-  Overdrive

1.3 Team Founders:

-  Jamee Luce: Programming Mentor
-  Mark Bourque: Mechanical Mentor
-  David Kent: Programming
-  Kirstie Grenier: Spirit
-  Blake Bourque: Mechanical/Electrical
-  Trent Luettich: Mechanical/Electrical/Driver
-  Eloise Douglas: Mechanical
-  Reid Brechner: Mechanical/Electrical
-  Spencer Churchill: Electrical/Driver
-  Kyle Warren: Spirit
-  Zach Nielsen: Programming/Mechanical
-  Tom Littlefield: Mechanical

1.4 Number of Team Members

-  20 members in the 2013 season
-  12 female members, 8 male members

1.5 Team Location

-  Messalonskee High School in Oakland, ME

1.6 Current Sponsors

1.6.1 Major

-  Fairchild Semiconductor, Maine State Credit Union, RSU #18, and Wrabacon

1.6.2 Manufacturing/Material

- NRF, Hammond Lumber, EAM, and Kodiak Steel

1.6.3 Fundraising

- Bath Iron Works, Brook Family Foundation, CMP, Days Real Estate, goodsearch, Maine Eye Care Associates, RLC Engineering, Sappi, TRC, Margaret Chase Smith Library, and Weeks and Sons

1.7 What you do/services rendered

- Assisted/started new teams in the 2012 and 2013 seasons
 - ∞ 3930, 4041, 4042, 4555, 4564, 4473
- Training Days for our team members and other teams
- Host the Mainely SPIRIT offseason event
- Attend, host and demonstrate at community events
- Mentor and fund 2 FLL teams each year
- Provide financial aid money to help students attend competitions if necessary
- Host robot track meet sponsored by Maine Robotics

1.8 Sponsor Relationships

- Each year we visit Fairchild and Margaret Chase Smith Library
- Wrabacon grants us build space and assists with welding
- Sponsor recognition night
 - ∞ Sponsors get to drive our robots
 - ∞ Sponsors receive gifts to show our appreciation

1.9 Team Growth

- Female members: now 60% team members are female
- Alumni: in 2012 100% of alumni went into a STEM field
- Increased our participation in community service projects
- Increased the amount of mentors
- Student Leadership Positions: added and changed positions to fit the needs of the team

1.10 Future Plans

- FLL: increase the number of teams we mentor
- Continue to bring our robot to as many events as possible in order to excite the community about FIRST and STEM
- Strengthen our relationship with the engineers and other professionals in our community by presenting and demonstrating at several events
- Training Days: we will increase the size, number of sessions, and number of teams in attendance. We will also invite more engineers and other professionals to training days.
- We would like to start at least 3 more teams before the 2014 season

2.0 Team Summary

2.1 History and Background

2.1.1 Overdrive:

In the fall of 2007, Reid Brechner, a freshman at Messalonskee High School, went to Miss Luce, a math and computer science teacher who worked at Messalonskee High School, and asked if she wanted to help him start a FIRST Robotics Competition team. Of course, she said "YES!", and that was just the beginning.

The team started with less than 10 students and two mentors, all of whom had a lot of enthusiasm. At their very first game reveal in Manchester, NH, there were some notions about being overwhelmed. Mostly the team was just excited to finally get started. Two things became very apparent in the first few design meetings: One, they needed some engineers and two, the next six weeks were going to be a challenge.

However, the team had a very positive experience at its first Regional Competition for FIRST Overdrive in Manchester, NH, competing in the quarterfinals and winning the Rookie Inspiration Award!

2.1.2 Lunacy:

Starting the second year meant new challenges with fundraising, community service projects, and recruiting more members. The team decided to attend a different Regional Competition to play Lunacy, and chose Boston, MA.

Wanting more, we went to several off-season events. BattleCry at WPI, Mayhem in Merrimack, and Bear Brawl all provided the team with an opportunity to make new alliances and introduce more team members to the competition arena.

2.1.3 Breakaway:

Breakaway was our "Break Through" year. Community support and increased fundraising allowed us to attend seven events including our first trip to the World Championship held in Atlanta, Georgia.

At the Boston Regional Competition, we won our first Finalist Award! We were the third pick of our alliance, and we made some great friends and partners in FIRST Robotics Competition Team 1511, Rolling Thunder.

This year also marked our first of many Spirit Awards. At Battlecry 11, our PA-POW cheer was born and became a tradition. In the off-season events that followed, we were recognized as a spirited, competitive team.

This year we continued with our community service efforts, assisting members of our team receive their Eagle Scout Awards. We participated in the Beta Day hardware test competition in September and won the coveted Best Team Costume at River Rage 2010.

We also stepped up our FIRST responsibility in spreading the FIRST message in our community. We mentored an FLL team, demonstrated our robot for elementary students, and represented FIRST at our local engineering expo.

2.1.4 Logomotion:

The Logomotion season saw our team roster soar to almost 40 members! We set a goal during Opening Weekend of building a more competitive robot. We attended five events this year, including two Regional competitions. The mini-bot really taught our team a lot about the importance of the endgame. We definitely underestimated its importance in the beginning of the season and learned from our misjudgement.

About half way through this build season, we realized we had enough resources (time and money) to build a twin robot. This project really elevated our team to a new level. Not only did it allow more student involvement, it also provided us with a robot that we could demonstrate to other interested teams.

Logomotion also proved to be another award-studded season for us, including a second Finalist award at the Boston Regional competition. We also were recognized three times with the Team Spirit Award, as well as our first Coopertition Award at the Boston Regional, which we received for loaning two of our minibots to other teams. We were finalists at all 3 off-season events we attended: Battlecry 12, Beantown Blitz, and River Rage. We were recognized at River Rage with the Legacy Award.

With our twin robot, we had an opportunity to invite a pre-rookie team to compete with us at off-season events. It only took one meeting for us to find our perfect match at Spruce Mountain High School. They were already a competitive Vex team, so taking the jump to First Robotic Competition made sense! They came with us to Beantown Blitz to get a taste of First Robotic Competition, and then kept our twin robot all summer to learn everything they could. They attended two offseason events using our twin robot, so they were ready to roll when Kickoff 2012 came around.

Our team really wanted to find a better way to spread the FIRST message, so when the opportunity appeared to host Maine's FIRST off-season event, we jumped at the chance! Mainely SPIRIT was held on Saturday, September 24th. At this event, we had 3 pre-rookie teams participate, all of which were able to use our twin robot to compete. All 3 of those teams participated in the 2012 season, and this event provided them with the opportunity to learn all about FIRST.

2.1.5 Rebound Rumble

The Rebound Rumble season was definitely our best season yet! It started with the excitement of 3 rookie teams in our area: First Robotic Competition Team 3930 at Spruce Mountain High School, First Robotic Competition Team 4041 at Gardiner High School, and First Robotic Competition Team 4042 at Erskine Academy. We wanted to

welcome our new pre-rookie friends to the season, so we hosted a Team Training Event in December 2011 to prepare. We provided training on electrical design, mechanical design basics, and programming. We also introduced the other teams to the Kinect Software.

All four teams spent many of the Saturdays during build season working together at our workspace. We worked together fixing design challenges, practicing on our team's field, and troubleshooting programming problems. We even decided to attend the WPI Regional together, and all four teams had a strong showing. It was so much fun for us to be able to share our love of engineering with new First Robotic Competition teams! For the first time, we got to share our knowledge, as well as learn from other teams in person. This really challenged us to be at our best all season.

Our most proud moment of 2012 came at the WPI Regional Competition, where we won the Engineering Inspiration Award. We were very excited about this award, as it represented the commitment we constantly make to inspire others, from other First Robotic Competition teams to Boy Scouts to young girls interested in robotics. We worked hard to spread the FIRST message.

At the Boston Regional, we took our biggest risk. After the WPI regional, we were unhappy with our robot performance. Once that regional was over, we re-designed our robot to better interact with the field elements (the bridge and the balls), as well as improve maneuverability. When we arrived at the Boston Regional, we completely rebuilt our robot within eight hours.

The Engineering Inspiration Award included an invitation to the World Championships in St. Louis. After the Boston Regional, we worked on creating a PID control for our shooter. At the World Championships, all the pieces came together, and we finished in 3rd place in the Archimedes division.

The off-season included 4 more events for us. We attended Battlecry 13, Mayhem in Merrimack, where we won the Cotton-Eyed Joe Award, Mainly SPIRIT, and River Rage, where we were Finalists and had the Best Robot Costume for our chicken.

Mainly SPIRIT was another exciting time, as we increased our participation from 11 teams at Logomotion to 16 teams at Rebound Rumble. This included 3 pre-rookie teams, 2 of which started FRC teams in 2013. We are so excited to continue to inspire new teams in our region, and we hope to continue this growth. To this end, we remain in almost constant contact with our neighboring teams to share resources.

2.2 Team Organization

2 Team Leaders

- ∞ Meet with the lead mentor on a weekly basis to discuss and manage team issues
- ∞ Write agendas and run team meetings
- ∞ Assist in deciding on drive team(s), judging groups, etc.
- ∞ 1 Senior and 1 Junior, who will be the senior leader the next year

Secretary

- ∞ Take and Distribute weekly minutes
- ∞ Write and send prompt thank you cards/letters/notes
- ∞ Organize shipping of the robot
- ∞ Update sponsorship letters
- ∞ Update FIRST TIMS system, including updating the writing portions

Treasurer/Financial Assistant

- ∞ Count money after fundraising events
- ∞ Prepare reports for team
- ∞ Update team budget on a weekly basis to show current income and expenses

Historian

- ∞ Ensure pictures are being taken at every event and collect them after each event
- ∞ Work closely with the webmaster to get the pictures on the website

Blogger

- ∞ Ensure blogs get written on a timely basis
- ∞ Work closely with the webmaster to get the blogs on the website

Webmaster

- ∞ Update all aspects of the website

Fundraising Organizer


- ∞ Create sign up sheets for events
- ∞ Ensure there are parent volunteers at fundraising events
- ∞ Organize supplies and logistics for events
- ∞ Be the contact person for any new fundraising ideas

 Event Manager

- ∞ Research and organize all travel logistics, including food, lodging, and travel
- ∞ Create a budget for each event and break down the costs on a per student basis

 Mechanical Captain

- ∞ Organize build sessions
- ∞ Assist treasurer with robot budget
- ∞ Work with team captains to create pit crew schedules
- ∞ Ensure that training is always available
- ∞ Update inventory

 Programming Captain

- ∞ Organize the programming group
- ∞ Ensure training is always available
- ∞ Keep accurate record of what code is being used
- ∞ Ensure there is always a driver's station working

 CAD/Design Captain

- ∞ Keep Autodesk software up-to-date and available to all members of the team
- ∞ Ensure training is always available
- ∞ Understand how to access/share files among team members

 Recruitment Captain

- ∞ Organize events to interest new members
- ∞ Make sure veteran members work with and train rookie members
- ∞ Ensure new members are included in all team activities
- ∞ Keep communication lines open among veteran and rookie members

 Scout Captain

- ∞ Create system for effective scouting
- ∞ Organizing scouting team
- ∞ Ensure that data is recorded during matches

 Spirit Captain

- ∞ Develop and organize new team spirit ideas
- ∞ Encourage members to be excited and engaged at competitions
- ∞ Create new cheers/songs
- ∞ Make things for other teams at competitions

2.3 Location and Facilities

Infinite Loop is fortunate to have two facilities:

1. Room 310 at Messalonskee High School, RSU #18

The school has graciously allowed us to use this room for storage, a location for meetings, and a home-base for communications by mail or phone. We are also allowed to host and attend many events there, such as Mainely SPIRIT, our training day, sponsor recognition night, spring fling, our craft fair, and our many bake sales.

2. Access to the machine shop at Wrabacon Inc.

We are granted access to all of the machines and space at Wrabacon, a machine shop that makes automated systems for the food industry. Wrabacon has also given our team space upstairs to store robots, parts, and tools. At this facility, we build and store our practice field, as well as host practice and build sessions for other teams.

2.4 Our Mission Statement

Our mission is to develop a self-sustaining, student lead robotics program to provide team members with the experience of conceptualizing, designing, constructing, and programming solutions to a challenge in a safe and competitive environment. We strive to uphold the FIRST values of gracious professionalism and coopertition both on and off the field. We work to inspire each other to be critical thinkers and problem solvers using STEM, all while having fun!

2.5 Seasonal Calendar

January

- Italian Dinner
- Build after school and Saturdays
- Cub Scouts come see us build
- Team meetings every Thursday night

February

- Continue building
- Bake sale at CMP
- Team meetings every Thursday night

March

- WPI Regional
- Pine Tree Regional
- Team meetings every Thursday night

April

- World Championship
- Team meetings every Thursday night

May

- Robot Track Meet
- Visit to the Margaret Chase Smith Library
- Visit to Fairchild
- BattleCry @ WPI
- Oakland Memorial Day Parade
- Team meetings every Thursday night

June

- Messalonskee Awards Ceremony
- Build Milfoil Awareness Float for the Belgrade Lakes Association
- Team meetings every Thursday night

July

- Fundraising restarts
- 4th of July Parade
- Bottle drives
- Team meetings every Thursday night

August

- Bottle drives
- Freshman orientation day
- Team meetings every Thursday night
- Demonstrate at the Windsor Fair

September

- Bottle drives
- Mainly SPIRIT
- Kickoff Fun for Freedom Fighters
- Team meetings every Thursday night

October

- Oktoberfest
- Bake sale at Sam's Club
- Tag Days in front of various stores
- Bottle Drives
- RiverRage offseason event
- Team meetings every Thursday night

November

- Teach elementary students about simple machines
- Hardy Girls Healthy Women
- End Fun for Freedom Fighters
- CAD Training
- Team meetings every Thursday night

December

- Belgrade Stroll
- Programming/Wiring Training
- Multiple Team Training Day
- Volunteer at the FLL State Championship
- Team meetings every Thursday night

3.0 Customer Analyses and Strategies

3.1 Customer Segment Characteristics and Needs

Here, we are discussing the four communities we serve: students, mentors, other FRC and FLL teams, and our community.

3.1.1 Students

- Characteristics of students that join our team:
 - ∞ Willing to learn
 - ∞ Interested in developing business and engineering skills
 - ∞ Interested in making new connections
- We instill in our members:
 - ∞ Gracious professionalism
 - ∞ Coopertition
 - ∞ Experience in business, organization, and engineering
 - ∞ Interest in STEM
 - ∞ Pursue higher education
- Students receive:
 - ∞ Training opportunities
 - ∞ The option to be part of any group they are interested in
 - ∞ Financial assistance to pay for hotels at competitions
 - ∞ Mentor guidance

3.1.2 Mentors

- Characteristics of our mentors
 - ∞ Willing to guide team members
 - ∞ Share their knowledge and expertise
 - ∞ Generous and caring
 - ∞ Form a support system for students
- We instill in our mentors:
 - ∞ Insight into the younger generation
 - ∞ A sense of accomplishment
 - ∞ Connections to FIRST and our team members
- Mentors receive:
 - ∞ Recognition for their hard work
 - ∞ Freedom to help whenever they want/are able

3.1.3 Other FRC/FLL Teams

- Characteristics of the teams we assist:
 - ∞ Dedication
 - ∞ Understanding that it is hard to be a new team

- ∞ Willingness to learn
- ▶ We instill in other teams:
 - ∞ Gracious professionalism
 - ∞ Coopertition
 - ∞ A love for FIRST
- ▶ Other teams receive:
 - ∞ Guidance and advice
 - ∞ Training
 - ∞ Dedication from our members and mentors
 - ∞ Use of our facilities and practice field
 - ∞ Volunteers at FIRST events
 - ∞ Funding for FLL teams

3.1.4 Our community

- ▶ Characteristics of our community:
 - ∞ K-12 Students
 - ∞ Local Businesses
 - ∞ Many events and organizations
- ▶ We instill in our community:
 - ∞ A sense of pride
 - ∞ Knowledge about the FIRST organization
 - ∞ Knowledge about STEM
- ▶ Our community receives:
 - ∞ Volunteers at many events
 - ∞ Recognition from our team
 - ∞ Support
 - ✘ Soldiers from our community receive gifts and letters
 - ✘ We assist in the Milfoil Awareness campaign

4.0 Key Partner Analyses & Strategies

4.1 Partner & Resource Analysis

4.1.1 Mentors

Build Mentors

- ∞ These mentors assist with designing, programming, wiring, and building the robot. They also provide training for team throughout the year.
- ∞ Our build mentors are Jon Mittelman, Bob Klein, Jamee Luce, Lou Ferguson, Dwayne Bickford, Fred Fontaine, and Boyd Snowden

Non-engineering Mentors

- ∞ These mentors provide assistance with fundraising, writing awards, event planning, creating team spirit items, managing finances, and keeping track of team history.
- ∞ Our non-engineering mentors are Lisa Klein, Sheila Nielson, Scott Nielson, Sarah Ferguson, Tracy Snowden, Theresa Savage, Jim Belanger, Liz Fontaine, and Michelle Lambert

4.1.2 Sponsors

Major

- ∞ These sponsors provide our team with \$1000 or more each season. Some also provide with resources such as building space, materials, buses, etc.
- ∞ Fairchild Semiconductor, Maine State Credit Union, RSU #18, TRC, and Wra Bacon

Manufacturing/Material

- ∞ These sponsors provide us with materials for field elements and building the robot.
- ∞ NRF, Hammond Lumber, EAM, and Kodiak Steel

Fundraising

- ∞ These sponsors provide us with money each year.
- ∞ Bath Iron Works, CMP, Days Real Estate, goodsearch, Maine Eye Care Associates, RLC Engineering, Sappi, Margaret Chase Smith Library and Weeks and Sons

4.2 Partner Recruitment and Retention Strategies


Each year, we reach out to local businesses to attempt to get new sponsors, as well as to maintain our relationship with past sponsors. We send out letters describing our team and monetary needs. We also visit many of our sponsors. Each year, we reach out to new sponsors to get more people involved in our team.


The team thanks each of our sponsors every year with our mentor and sponsor recognition night. At this event, we say a few words recognizing each sponsor and then present them with a gift. It is also a night for fun with our sponsors, who get the chance to drive our robot and meet individual members of our team.


5.0 Fundraising Analyses & Strategies


5.1 Past Fundraising Methods and Results


Each year our team members fundraise around 40% of our total income outside of sponsors and rollover money. In years past we have experimented with several different types of fundraisers, but these are the ones that work best for our team:

 **Bottle Drives:** Small groups of team members disperse around the community and ask for bottles and cans for donations. Within the few towns we visit, we are recognized often in our team shirts and asked about our program and FIRST. Often, we get small cash donations, as well.


 At least \$2000 a year in profits

 **Candles:** We sell Scentsy and Yankee candles before Christmas time so that people will be able to give them as gifts, and we make a profit in the process.


 At least \$500 a year in profits

 **Tag day:** Small groups of students stand outside of businesses and ask for donations.


 Almost \$2000 in profits from tag days each year


 **4th of July:** Every fourth of July our team attends the 4th of July festivities in Belgrade. We host a yard sale, bake sale, and a hot dog sale. We also have our own float in the parade, as well as a float to spread Milfoil Awareness.


 At least \$700 in profits


 **Belgrade Stroll:** In the beginning of December, we go to a community holiday celebration in downtown Belgrade called the Belgrade Stroll. We have a bake sale and help community members set out 2 miles of homemade lanterns along the sidewalk. This event helps small family-owned businesses get business and we love participating in it.

 At least \$500 in profits

 **Oktoberfest:** Every year during Columbus day weekend the town of Belgrade hosts Oktoberfest, which is a nice way for the local businesses to end the tourist season. Our team attends this event and have a bake sale and yard sale, as well as a robot demonstration at the community center.

 At least \$500 in profits

 **Italian Dinner:** Our team has a dinner spaghetti dinner that we sell tickets for to celebrate the FIRST kickoff. At the dinner we also have entertainment and a raffle, that local businesses donate items for.

 At least \$4000 in profits

- **Marathon:** This year, one of our mentors and a family member collected pledges for the team and completed a marathon.
 - ✂ At least \$600 in profits
- **Car wash:** During the warmer months we set up and wash cars for donations. The team members in turn will take shifts to wash and dry cars for a day.
 - ✂ At least \$400 in profits
- **Bake Sales:** We often host bake sales or hotdog sales at school and businesses.
 - ✂ At least \$700 a year in profits
- **Raffle:** We sell close to 700 raffle tickets each year and draw names in the beginning of December to win many different prizes we get donated from local businesses.
 - ✂ Almost \$1000 in profits
- **Mainly SPIRIT:** At our offseason event, we sell shirts and concessions.
 - ✂ At least \$2500 in profits

5.2 SWOC Fundraising Analysis

5.2.1 Strengths:



- Our members are highly motivated to help with fundraising because they will benefit from sharing extra money for hotel costs
- We have many connections to different businesses through parents and members
- The diversity of students and mentors helps us come up with new ideas for fundraising
- We are willing to try new fundraisers and engage in a variety of fundraising events
- Many parents are willing to attend and assist with fundraising events

5.2.2 Weaknesses:



- We had a smaller team this year, which made it hard for us to have enough people for some of our larger fundraising events
- Some of our events, such as the Belgrade Stroll, did not bring in as much money due to circumstances such as weather and lack of advertisement

5.2.3 Opportunities:

- We were invited to attend the Windsor fair to demonstrate our robot and received many donations

-  The cheerleaders at our school asked us to sell water at the Homecoming Dance
-  The Belgrade lakes association asked us to create an animated Milfoil Awareness float for the 4th of July Parade and as a result we received monetary donations from members of the association

5.2.4 Challenges:






-  The current economy has made getting new sponsors difficult
-  Some local sports teams fundraise or have events at the same time as us so we have a hard time booking certain events

6.0 Financial Plan








6.1 Goals

As our team has grown in the past 5 years the financial goals increased.

Our current goals:

-  Build up our savings account
-  Rely more on team-raised money
-  Get more sponsors
-  Fundraise more throughout the year
-  Have more scholarship money to help students in financial need

6.2 Key Financial Indicators

-  Our fiscal year starts in July at the end of competition season.
-  The majority of our Fundraising budget 34%, is during the Summer and fall.
-  A large portion of our budget, 57%, comes in from Sponsors.
-  The remaining 9% comes from money put aside toward start up money.
-  The largest part of our expense budget, 31%, is dedicated to help pay for travel and hotels at competitions, which team members must earn by participating in a minimum of 30 hours of fundraising time.
-  While 28% goes toward the registration for 2 regional competitions and world competition.
-  The remainder of the expenses go for robot parts, off-season events, and various operating expenses.

6.3 Projected Balance Sheet

Our team bases their fiscal year from July 1 to June 30. The team has determined the following as this years budget.

Income

Sponsors	30,000.00
Fundraising	18,000.00
Rollover money (from last year)	5,000.00
Total for income	53,000.00

Expense

Business Expenses	
Reg. for In season	
Reg. fee Maine Event	5,000.00
Reg. fee extra Regional	4,000.00
Reg Fee World Championship	5,000.00
Total Reg. for In season	14,000.00

Total Reg. fee for 3 Off season events	725.00
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Vex	1,000.00
Lego League	500.00
Total Business Expenses	16,225.00

Total Fundraising Fees	3,330.00
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Facilities and Equipment	
Robot parts	3,500.00
Twin Robot	1,500.00
Tools	2,500.00
Total Facilities and Equipment	7,500.00

Total Operations	1,250.00
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Other Types of Expenses

Scholarship for students	500.00
Roll over \$	5,000.00
Team spirit purchases	300.00
Apparel	200.00
Gifts for Mentors	200.00
Gifts for Sponsors	300.00
Total Other Types of Expenses	6,500.00

Travel and Meetings

Travel	
Maine Reg Travel expense	200.00
Extra Reg Travel expense	2,500.00
World Competition travel exp	13,000.00
Total Travel	15,700.00
Total Expense	50,504.99

6.4 Long Term Plan

In order to achieve our goal of becoming more self-reliant our team will start fundraising as soon as build season is over. We are also going to fundraise more throughout the summer and fall. We will get eighth graders that will be joining the team the next year involved in fundraising as early as possible to enable them to reach their required thirty hours of fundraising sooner. This year we will ask each student to contact a new business to try and get more sponsors. Another thing we will continue to do is have scholarship money for students unable to afford travel or hotel costs for competitions. We will also continue fundraise more than our necessary budget to save money each year to build up our savings account.