

Welcome to Business

Thursday, August 14, 2025 5:41 PM



Summer 25

Thursday, July 31, 2025

4:06 PM

Summer Work

Sunday, June 29, 2025 7:13 PM

NEED:

- list of sponsors with contributions
- Make a form for leads and members for talking to sponsors
- Branding Package
- Sponsorship Package

Need for Recruiting for Business:

- Fliers for specifically business majors
 - o Who to ask to put fliers around campus
- Specific meetings for Business on Kennesaw Campus
- GroupMe for interest versus Discord
 - o Discord is hard to engage with

Notes:

- Hand out fliers for people on Kennesaw Campus
- Market the opportunities for people in Business
- Contact the department heads for CS and Business for specific recruiting
- Social media timeline and event timeline need to match

Roles on the business team:

- Lead
 - o Presentations
- Graphics/Media
 - o Posters
 - o Flyers
 - o Merch Design
 - o Livery/Logo
- Marketing
 - o Social Media
 - o Photography/Film
 - o Recruitment
- Outreach
 - o Sponsors
 - Intermediary between design leads and sponsors
 - o Event planning
 - Team socials
 - Inter-team socials (Hytech x KSU)
 - Team bonding events

To Do:

- Recruitment
 - o Flyers
 - Change body text
 - Another Business flyer
 - o Distribution
 - Find emails for department heads
 - Give flyers to them and ask them to send students our way
 - Identify best places to put posters
 - Higher level classes (i.e Statics)
 - o Events
 - Club Fair
 - Create posters targeting non-STEM majors
 - Could use flyers scaled up
 - Doing a separate event?
- Sponsors
 - o Create sponsorship package
 - Get in contact with NDT and ATS
 - Schedule a visit for the fall
 - Possible presentation for important sponsors
 - Get list of previous sponsors with contributions
 - o ~~Sponsor form for leads and members~~
- Media
 - o Create Branding package/guidelines
 - Font
 - o Social Media

- EV Comp Post
- IC Mem Post
- Sponsor thank you post
- Meet the leads
- Update website

Recruitment Email Tracker

Thursday, July 31, 2025 4:06 PM

The purpose of recruitment this year is to alleviate personnel issues within specific subgroups, namely LV, Firmware and Business.

Flyers need to be finished first, then emails will be sent out to department chairs to hopefully redistribute and send people our way.

Mona Sinha - Department of Marketing and Professional Sales (msinha1@kennesaw.edu)

- Email sent
- Responded, agreed to send out flyers in October newsletter.

Dr. Benjamin Klein - Electrical and Computer Engineering Department Chair (bklein8@kennesaw.edu)

- Email sent

Yong Pei - Computer Science Department Chair (ypei@kennesaw.edu)

Geo Sipp - School of Art and Design Director (gsipp@kennesaw.edu)

- Email sent

Christopher McCulloch - School of Communication and Media Director (cmccol20@kennesaw.edu)

- Email sent

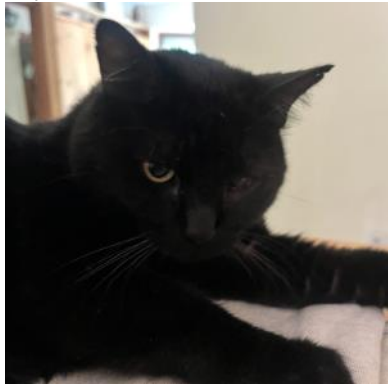
7/29/25 Business Meeting

Tuesday, July 29, 2025 1:10 PM

Roll Call:

Varun Devidas

Stupid Idiot who sat on my keyboard



Objectives for this week:

- ~~Finish Sponsorship Package~~
- Finish Flyers
 - o QR Codes
 - o Last flyer design
 - o Print
 - o Create Business GroupMe and Link tree
- Send emails out to department heads of targeted majors
- ~~Confirm date for NDT Tour~~
 - o ~~Confirm with Richard~~
- ~~Send ATS Email regarding tour~~
 - o Richard wants to hold off
- EV COMP POST
 - o Need more photos, I think

Lower priorities

- o NMM Kennesaw PowerPoint
 - Personalized for the Business subgroup
- o Sponsor Thank you post
 - Need comprehensive list of sponsors to thank, along with pictures of us
- o Meet the leads post
 - Need to take photos of leads/admin
- o Website Update
 - Need edit access to the website
- o Kennesaw Recruitment Fair posters
 - Will probably be alternate version of recruitment flyers
 - Will print with flyers

Other:

- People seem to like the Owl Logo design, want to create a circular seal (Similar to a state or

university seal) incorporating the owl.

- Georgia Flag on the sleeve? Perchance?
- Need to create KS9 graphic for T-Shirts
- Canva kinda sucks balls at creating T-Shirt Designs, should look at a different website
 - o Very small section on the front and back that you can design, no sleeve option
 - o Could be skill issue

8/5/25 Business Meeting

Sunday, August 3, 2025 8:05 PM

To do for the week:

Needs

- ~~Finish flyers~~
 - o ~~QR Codes~~
 - o ~~Final touches~~
 - o Finish that last poster
- Send emails out to department heads
 - o Can only happen after flyers are finished
 - o Use email tracker in OneNote
- Create Sponsor Interest Form
- Get flyers printed out
- NMM Kennesaw PowerPoint
- Sponsor Thank You Post
 - o Need list of sponsors to thank
- Meet the Leads photoshoot
 - o Need to get a photographer otherwise I'm using my iPhone
 - o Need to organize the leads
- ~~EV COMP POST~~
 - o My god please please please

Wants

- Update Website
 - o ~~Need edit access~~
 - o Needs to be done for incoming newbies

Flyers

- 6 total posters

Owl Illustrator Club
Bulletin Board in art building

Summer work to review:

- Flyers
- Sponsorship Package
- Branding Package

Fall Work/Projects:

Marketing

- Mid-Design Season Video
- Alumni Night Post

Outreach

- Rivian Resume Night
- Rivian x Motorsports Night
- ATS and NDT Facility tours
- Faculty EoS Design Review

Media

- Merch

Sponsorship Focus:

Keep

- Focus on maintaining key partners
- Tend to them and often visit and market the car
- Visit NDT and ATS during the Summer and Fall
 - o Regrow and display car for them

Build

- Create infrastructure for business members to get involved
- Effectively create pathway for people to get involved
- Create sponsorship packet
- Consolidate sponsorship for the team that we want to target into one sheet / survey for members and leads

Grow

- Turn into sponsorship growth
- Boost outreach for engagement with sponsors on the team
- Media
- Calling and creating connections across

No consolidated sponsorship strategy can exist without either of these steps

8/12/25 Business Meeting

Tuesday, August 12, 2025 5:09 PM

- Send emails out to department heads
 - o ~~Can only happen after flyers are finished~~
 - o Use email tracker in OneNote
- Create Sponsor Interest Form - Varun
- Get flyers printed out - Varun
 - o Talk to Richard
 - o Expanded printing privileges bc of RSO Status?
 - Contact KSU Print Shop
- NMM Kennesaw PowerPoint - Varun
- Involvement Fair Flyers for insta
- Sponsor Thank You Post
 - o Need list of sponsors to thank
 - TeXtreme
- Meet the Leads photoshoot
 - o Need to get a photographer otherwise I'm using my iPhone
 - o Need to organize the leads
 - o Possibly ask the school to rent photography equipment for photoshoot
 - Ximena needs a tripod
 - UITS
- Reach out to the Owl Illustrator Club
 - o Animation Club
 - o For Film Sake Club

Things that need to happen for the recruitment fair:

- Flyers need to be printed and distributed
- Posters?
- Website should get updated
- NMM PowerPoint for Business needs to be made

StickerMule Extension
Vestis Uniforms
Heat Press Patches

Meeting Itinerary

- Sponsor tracking with David
 - Intake with a Sponsor Interest form, keeping Composites Outreach form structure and applying it to whole team
- General overview of Business goals for the upcoming year
 - In-Person Sponsor Day
 - ARCT Outreach – Something to model our outreach on
 - Post pictures of subgroup classes on LinkedIn
- What needs to get done for Recruitment Fair and NMMs
 - For the posters, look into getting stands for the RFs from media center

GET FILM PICTURES FROM PREZ

Summer 2025 Debrief

Wednesday, August 27, 2025 3:17 PM

Recruitment

- Needs to start much earlier
 - o NMMs was rushed, so was the involvement fairs
 - Need to make NMM presentations MUCH more professional
 - o Flyers need to be finalized at least two weeks before putting them up
 - o QR codes need to be non-expiring, either pay for a subscription or find another way
 - o Reach out to Coles College of Business to attend their involvement fair (card attached to the OneNote)
 - Talked to Mercy (ARCTs marketing lead), told me that event is not worth the time, no one really cares about the clubs
 - o Emails to department heads need to be sent out at least 3 weeks before school starts so we can send follow-ups
 - o Need to create schedule for posts over the summer (EV Comp, recruitment, meet the leads, etc.)
 - Playing catch up currently, everything is behind when I want it to be
- Design Proposals need updating to current logos

Fall 2025

Monday, August 18, 2025 1:49 PM

Honda

Wednesday, October 22, 2025 8:53 AM

Subgroup	Item(s)	Cost	Reason
EV Powertrain	Battery Cells (...)	~\$10,000	By the end of this season our current cells will have 2 years' worth of cycles on them. A high cycle count begins to affect a cells ability to perform, specifically the amount of charge the cells can hold and deliver decreases over time. We have seen a couple failures already and are due for some new components.
EV Powertrain	Inverter (Cascadia CM200DZ)	\$9,000	Converting DC current from the tractive battery pack into 3-phase AC current for the motor.
Suspension	CM4 Rod End	\$32.80	Rod ends for suspension linkages
Suspension	HIN4T Spherical Bearing	\$217.68	Spherical bearings for suspension linkages
Suspension	Control Arm Tube	\$515.79	Steel tubes for control arms
Suspension	Tie/Toe Rod Tube	\$72.30	Steel tubes for tie and toe rods
Suspension	Push/Pull Rod Tube	\$84.92	Steel tubes for push and pull rods
Suspension	Wheel Hub	\$1572.9	Wheel hub stock for machining
Suspension	Wheel Insert	\$681.20	Wheel insert stock for machining
Suspension	Upright	\$1020.91	Upright stock for machining
General	1/4-28 x 0.5" Bolts	\$10.74	Grade 8 1/4-28 x 0.5" bolts
General	1/4-28 DT Nuts	\$12.71	Grade 8 1/4-28 deformed thread nuts
Suspension	Strain Gauge	\$93.68	Strain gauges for experimentally analyzing dynamic linkage loading
Suspension	Slick Tires	\$1139.99	6.0/18.0-10 LC0 slick tires for dry track driving
Suspension	Wheels	\$1040	Wheels for tires to mount to for driving on
Manufacturing	Waterjet replacement parts and Consumables	~\$15,000	The cost to get our Omax 1515 waterjet running again with 600 hours of consumables. It includes all needed components for a full rebuild of the High pressure pump as it is highly recommended by Omax based on the number of service hours on the machine. History: The machine was moved but never properly set back up and sat for about a year and a half. I has now been moved to it's final resting place and needs to get set back up, but that requires significant investment as the pump needs rebuilding
Manufacturing	Assorted Stock	~\$5000	Stock for machining and waterjet for all manufactured components
Manufacturing	Machine Tooling	~\$6000	Various Inserts for CNC Lathe tools, Tool holders, various Mills (Ball, Flat, Bullnose), specialty tooling (reduced neck mills, high flute count tools for Cast Iron Rotors), Router tooling for making composites molds, Drill sets, Chamfer and Round tools
Manufacturing	Layup Consumable	\$5267.88	Layup consumables include 100 yards of Breather, Peel Ply, Bagging, release film, and a case of 40 25' rolls in order to complete a season of production and test parts in a season.
Manufacturing	Carbon Material	\$2749.50	75 yards of plain weave carbon fabric for a season of test and production parts.
Manufacturing	Air Hose	\$80	4 50' air hoses to power venturi's which draw vacuum for our composite layups. 4 being the limit as that is what space and allows for.
Manufacturing	PPE	\$288	4 60923 3M air filters and disposable paint suits to protect against particulates and harmful aerosols.
Manufacturing	Tooling board	\$8,000	High Density Urethane tooling board allows for composite components to be manufactured at a higher quality at a low man hour cost.
Manufacturing	Mold Prep items	\$1,500	Mold Primer, Sandpaper, filler material, nitrile gloves and application tools for HDU tooling prep
Manufacturing	Resin	\$872	High Strength Epoxy Resin Composite Layups
Manufacturing	Nomex Honeycomb	\$365.60	Nomex Honeycomb for strengthening composite parts.
General	Tents	\$840	4 10 x 10 Tents to protect components and team members at testing and competition events.

General	Vehicle Tents	\$515	Custom 10' x 20' to cover vehicle and components from weather during competition, testing, and events.
General	Vehicle Trailer	\$30,000	24' Trailer which will facilitate transport of the vehicle, extra components and tools during testing and competition. Outside of the shop the trailer is meant to be a mobile workshop in order to repair any issues that may arise when we are away to get completed to the best of our ability.
Frame	Chassis	\$5250	Steel tubes from VR3.
General	Registration for competition	\$2900	Registration for the International FSAE EV competition held at the Michigan International Speedway in June .
Manufacturing	3D Printers	\$3200	5 Bambu P1S 3D printers allow for rapid production of test and final components along with the ability to manufacture urgent components/composite tooling.
Manufacturing	Filament	\$500	Filament cost for a season of 3d printing components and composite tooling
General	Computer Components	\$2,500	Components to get computers in proper working order to run CAD and simulations
General	Toolset	\$400	Refreshed set of automotive focused tools for vehicle assembly, repair, and manufacturing
Combustion	Pneumatic Regulator	\$80	The current regulator does not work. This component is required for our vehicle to be able to upshift/downshift gears.
Combustion	Shocks	\$2860	The current shocks for the vehicle are below the desired standard, and are many years behind, making the vehicle harder to drive/corner.
Combustion	Clutch Cable	\$80	The vehicle currently does not have a clutch cable. This component is required for the vehicle to get into first gear and start driving.
Combustion	Engine	\$6000	This engine allows our vehicle to get an upgraded "fresh start" and would allow a 2-4 year cycle of a competitive, reliable engine.
Business	Canva Pro	\$120	To build our graphics/marketing material
Business	Poster/Flyers	\$300	To create physical recruitment and promotional media
Aerodynamics	Pressure Taps	\$550	Used to validate aerodynamic simulations by dynamically testing pressure around aerodynamic elements.
Aerodynamics	Vinyl	\$200	Used to showcase sponsors on the aerodynamic elements and display our car number to distinguish it at competition.
General	Walkie Talkie/ Radios	\$300	Communication for team while driving to competition, at competition, and during testing days to streamline communication and prevent any miscommunication.
General	Calipers	\$400	Precision measuring tool used for manufacturing, welding, and general measurements.
Welding	Consumables	1200	Tungsten, Argon, Filler rod, Cups Blue Lanthide Tungsten for both Steel and Aluminum, 3/32 ER 4043 for 6061 aluminum 10lbs, ER80s-D2 for steel 10lbs, argon for a year, and money allotted for cups
Welding	Hoods	1600	3 Welding Hoods so 2 welders can run on the chassis and the person jiggling doesn't get flash banged
General	Driver gear	3000	4 new drivers suits to comply with safety regulations. 4 new helmets in different sizes to allow for more drivers and to stay in compliance with rules as the current ones are out of date for competition. 4 pairs Nomex driving gloves, 4 pairs nomex driving shoes, 4 nomex head socks.
General	Seatbelts	500	New seatbelts for safety and to comply with rules.
Aerodynamics	Cloud Computing	2000	Allows us to run simulations on a computer cluster. Would reduce simulation time by about 75%, allowing us to study 3 times more in a design season.
Aerodynamics	Wind Tunnel Time	2000	About 4 hours of wind tunnel time. Enables us to correlate simulation data with very controlled testing data and improve simulation accuracy.
Aerodynamics	Carbon Fiber manufacturing supplies	5,000-10,000	Resin infusion consumables and tools, carbon fiber, resin, adhesives, and misc gear. Having these items already procured enables the team to control the manufacturing timeframe, and not rely on school funding timelines.
Drivetrain	Axles	600	Allows us to be able to make sure our drivetrain has New component's unsure of age of our current axles.

Drivetrain	Tripods	280	Cost of 2 sets of tripods 1 set for the car and 1 set of spares
Drivetrain	Drexler seals	25	New seals for Drexler maintenance
EV Powertrain	2 sets of HV Gloves 1000V	239.74	Required by FSAE and for any hot-work. Essential PPE for an electric vehicle.
EV Powertrain	2 sets of HV Glove Protectors	84.04	Required by FSAE and for any hot-work. Placed over the HV gloves to protect the soft rubber from being punctured.
EV Powertrain	Polyimide Tape	65.98	High temperature dielectric tape for HV application
Low Voltage	Wire Assortment	567.79	Color assortment of M22759 Mil-Spec wire suited for our 600v accumulator and automotive application.
Low Voltage	Deutsch DTM Connectors	318	All our harnesses, sensors, and test harnesses use DTM connectors.
General	99% Isopropyl	29.99	PCB cleaning, oil removal, etc.
Low Voltage	Digikey	450	Cumulative estimate of electrical components costs for our Vehicle Control Unit, Tractive Control Unit, GPS unit, and other mission-critical PCBs.
Low Voltage	JLCPCB	150	Estimate of the costs of PCBs for low voltage. JLCPCB is a PCB manufacture.
General	Zip Ties	20	Used for securing wiring harnesses, shields, data acquisition components etc.
General	Gaffers Tape	80	Used for sealing our aerodynamic elements and protecting unavoidable sharp edges from contact without leaving a sticky residue.
Low Voltage			
Data Acquisition	Teensy microcontroller	100	The extremely versatile microcontroller used in any data acquisition application.
Data Acquisition	Hall Effect Sensors	50	Used to measure wheel speeds accurately. Required for active traction control.
Data Acquisition	Shock Potentiometer Sensors	100	Sensors that measure displacement in our suspension. Required for active traction control.
Data Acquisition	Tire Temperature Sensors	100	Sensors on each wheel that measure surface temperature, similar to how an infrared camera would.
Data Acquisition	Water-resistant rugged Laptop	2000	For the numerous events that occur during light rain. Having a dedicated FSAE laptop helps those who do not have a personal laptop and ensures the required software are available.
Data Acquisition			
Testing	Cones	\$600	6" traffic cones to prepare full testing track for dynamic events
Testing	Timing Gates	\$1280	Timing gates for timing laps and tracking times between runs Laser guided timing gates to accurately time car during events and testing
Testing	Pressure Gauge	\$20	Tire pressure gauge for reading and setting tire pressures
Testing	Infrared Scanner	\$62	Handheld infrared thermometer for checking tire and brake temperatures
General	Milwaukee M18 Inflator	\$199	Inflator for car tires as well as competition transport vehicle & trailer tires
Business	Polo & T-shirts	\$3000	Team merchandise to wear at competitions

Project Tracker Fall 2025

Thursday, October 2, 2025 2:31 PM

Project	Members	Status	Status
Machining Sponsor Outreach	Breanna	- Has list of potential sponsors, but missing contact information for few. Tried cold-calling, got flat out rejected by Kylie Fabrication in Marietta. (10/2) - Looking to get sponsors for Waterjet (10/22)	Ongoing
Firmware Sponsor Outreach	Lonnie, Josh	- Emails sent, VectorNAV wants to call with Chance regarding specifics on Monday (10/2)	Ongoing
LV Sponsor Outreach	Mahi	- BMRS offers 30% discount (10/2)	Ongoing
Aero Sponsor Outreach	Jaden	- Looking for a wind tunnel, only options are GT and Lockheed. Richard will be reaching out to the dean about Lockheed. Seth also wants a supercomputer, unsure where to source that resource. (10/2) - Looking into cloud computing software to run aero sims on (10/16)	Ongoing
Stickers and Seal	Mila	- Sticker and seal designs are still being developed, still needs access to Canva Pro and an external memory to complete work. (10/2) - Can be sold on team store (10/16)	Ongoing
VHS Pit Viper	Jaden, Andrew	- Main themes of video will be country, racing and Pit Vipers. Moving to storyboarding and key elements for video (10/2)	Ongoing
Merch Designs	Team	- Developing KS9 Logo, looking to review during Thurs meeting. (10/2) - Josh/Lonnie provided KS9 logo, needs some adjustments (9 needs to line up with text, add dash onto 9), but overall design is what we are moving forward with. (10/3) - Waiting to clear out old team store, looking to push hoodies and sweaters immediately (10/16)	Ongoing
Branding Package	Breanna, Aulani	- Looking to develop templates for posts, along with starting to piece together general guidelines for the package. Canva Pro is required to push this further. (10/2) - Found old branding package, Breanna and Aulani starting to develop new one. (10/16)	Ongoing
IISE Collab	Jaden	- IISE wants to do a tour of Porsche plant, need to determine whether that will be beneficial to us. Need to determine whether a manager or just an intern will be guiding tour, looking for either a connection to for recruitment or sponsorship opportunities. (10/2)	Ongoing
Sponsor Newsletter	Manya	- Developing a newsletter to send to sponsors monthly, that covers all the things that we have done in the past month. Looking to increase visibility of our activities with the sponsors. (10/2)	Ongoing
Design Season Photography	Joel, Mila, Stephen, Manya, Ximena	- Scrapping idea of doing a video, no videos were shot of meetings to compile a video. For the post, no photos have been taken of subgroup meetings, or CAD spins, or design reviews. Hard to make a design season post without those. Can make a post about classes, great photos of that. (10/2) - Pushing back deadline on this project, we can honestly wait till end of design season. Tasked Joel with getting pictures of design meetings. (10/3)	Ongoing
Meet the Leads Post	Varun	- Subgroup slide designs are done, waiting on Combustion (10/2) - All slides finished and ready to post (10/16) - Gotta write captions Imao	Complete
Combustion Sponsor Outreach	Jaden	- Reached out to Hkarmy for air regulator, but they only sponsor airsoft/paintball teams. Looking into alternatives (10/16)	Ongoing
Website Update	Jake	- Looking to change layout and update leadership list and car list. Looking into how to place specific items into the password protected store. (10/16)	Ongoing
Grad Thank You Posts	Aulani	• Building template to use (10/16)	Ongoing
Barnesville Media	Team	• Aulani is making the promotional graphic, hoping to get that by the Friday the 17 th . Need informational graphic by the 31 st (10/16) • Informational graphic assigned to Mila. Missing actual information, looking to build graphic then fill in info when Richard gets it (10/22)	Ongoing

8/18/25

Monday, August 18, 2025 1:49 PM

- ~~Sponsor Interest Form~~
- ~~Flyer Distribution + Printing~~
- Involvement Fair Poster Design and Printing
- Michelin Post (Ximena)
- Meet the Leads Post (Ximena)
- NMM Kennesaw PPT
- Email Kennesaw about Logo
- Get Dean's Permission to put posters
- Reserve a room for Kennesaw NMM

Flyer Distribution:

Marietta:

- W.Clair Harris Textile Center
 - o Cars Run on Cash (Industrial Engineering Dept.)
 - o Engineers Cant Draw (Greer Art and Design Department)
- ETC
 - o 600V, 12V (Electronics Labs on 3rd Floor)
 - o Scrappy Team, Companies (1st Floor near shop, sitting area on 2nd Floor)
- Student Center
 - o Scrappy Team
 - o Companies
- Library
 - o Any engineering poster

Kennesaw

- Coles College of Business
 - o Cars Run on Cash
 - o Companies Ver 2
- Academic Learning Center
 - o Cars Run on Cash
 - o Companies Ver 2
- Norman J Radow Communications and Social Services
 - o Cars Run on Cash
 - o Companies Ver 2

8/28/25 Business Meeting

Monday, August 25, 2025 11:41 AM

Itinerary:

- Brief review of NMM slides
- What the next week looks like
- Review of Fall Schedule
- Handing off work

Work/Projects:

Evi Newbie Test Excel Task (Mahi and Stephen)

Marketing:

- General Sponsor Post
 - o Need to get list
 - o Hand off to a newbie
- Meet the leads post (Ximena + Camden)
 - o *Deadline:* Next Wednesday at latest
- TeXtreme Post
 - o *Deadline:* TOMORROW
 - o Needs caption
 - o Thank you David
- "Testing" Post (Ximena)
 - o Waiting on film photos from Michelin
 - o *Deadline:* Mid-Sept, depends on testing planned by Chief
- Updating Website (Will)
 - o Incredibly old, last car on the website is the KS6
 - o Want to update with new fonts and logo, and hopefully new videos
 - o *Deadline:* ASAP
- Other avenues for online presence
 - o Do we have a YouTube? If not, it's time to start getting media out there.
 - o TikTok? What does the Facebook look like?

Outreach

- Rivian on Campus (Richard)
 - o What went into getting them here last year? How do we get them back here?
 - o Resume Night?
 - o Richard emailed them I think

Big Sponsor Push starts TODAY. Groundwork needs to be laid out.

- Consult leads with which parts and resources they want/need sponsored
 - o Time to start enforcing sponsor tracking tools
- Start looking into potential sponsors
 - o RTDs
 - o Polo sponsor?
 - o Pit Vipers
 - o Travel Companies
- NDT Tour coming up
- ATS and NDT potentially sponsoring Barnesville, have newbies tag along

Graphics

- Merch
 - o Will
- KS9 Graphic (Eric)
- Team Seal

Business Meetings 9/3-9/4

Wednesday, September 3, 2025 1:20 PM

Itinerary:

- Updates from Varun
 - o Michelin Shootout confirmed for Sept. 27th
 - Stay posted, unsure how many members I can bring
 - o Email writing practice
 - o Subgroup assignments
 - o Website
 - o Merch
- Any updates from members

Canva Pro Acct
Adobe Premier

Ximena and Stephen - Design Season Photography

Meet the Leads (Assigned to Breanna and Aulani)

- Admin
 - o Chief (Sam Yang)
 - o Project Managers (Garrett Zaher & Adi Turlapati)
 - o Prez (Richard Serrano)
 - o Vice Prez (Varun Devidas)
- Vehicle Dynamics
 - o Suspension (Wasim Alam)
 - o Driver Interface (Emil Schulz)
 - o Frame (Micah Pullen)
 - o VD (Sam Yang)
- Electric
 - o Powertrain (Dominic Klenik)
 - o Drivetrain (David Thomas)
 - o Low Voltage (TJ Lu)
 - o Firmware & Data Aq. (Chance Sapp)
- Aero/Manufacturing
 - o Aero (Seth Cornman)
 - o Composites (David Olmo)
 - o Machining (Sam Forrester & Cameron Potter)

Email Writing Exercise: varundevidas@gmail.com

You will write an email to me, a prospective sponsor. You will need to give a brief but descriptive explanation of what the team does, who you are, and how my company can help you.

Some things to think about:

- What we can do for companies? Don't let the dialogue feel like we are looking for a handout.
- We have developed packages to deliver this information to sponsors. I mentioned it in the first meeting.

The purpose of this exercise is to give me a good indication of where our email writing skills are at, and to give you guys to get feedback on said skills.

Subgroup Assignments:

- Next week, I want a report on what each leads needs sponsored, and what each thing getting sponsored does in relation to the subsystem.

9/10-9/11 Meetings

Tuesday, September 9, 2025 7:13 PM

Updates:

- Email Writing Updates
 - o Feedback
- Subgroup Sponsor Lists Updates
- Why Kennesaw

Projects:

- Branding Guidelines
- Meet the Leads
- Design Season Documentation
- Merch/Logos

Powertrain (Dominic Klenik):

- Camden Burns

Drivetrain (David Thomas):

- Camden Burns

Low Voltage (TJ Lu):

- Mahi Karim

Firmware & Data Aq. (Chance Sapp):

- Lonnie Gibson
- Josh Aicher

Suspension (Wasim Alam):

- Andrew Mondelus

Vehicle Dynamics (Sam Yang):

Driver Interface (Emil Schulz):

- Jake Dubos

Aerodynamics (Seth Cornman):

- Jaden Huckaby
- Joel Louise

Machining (Sam Forrester & Cameron Potter):

- Breanna Bradford

Composites (David Olmo):

Frame (Micah Pullen):

Projects Assigned:

Breanna + Aulani - Branding Package Research
Mila - Merch/Sticker Research
Jake D. - SKB Sponsor Outreach

Mahi - Blender guy
Michelin - Andrew Mondelus



IMG_0438

9/18 Meeting

Sunday, September 14, 2025 12:40 PM

To do:

- LinkedIn Post - Steven CAD Class
- NDT Post - Insta
 - o Mila
- Sponsor Newsletter
- Update on Branding Package
- Update on Logo/Merch
- Update on Design Season Photography
- Update on Sponsor Outreach
- Car Show on Saturday

General Sponsor Outreach:

- Pit Vipers
 - o Josh and Lonnie
- SKB Cases

9/24 -9/25 Meetings

Sunday, September 21, 2025 1:44 PM

Sponsors:

- SAE Atlanta
 - o Talk to Sam
- Porsche
 - o Need to reach out and ask what Porsche offers by way of sponsorship/recruitment
 - o IISE is also going, loop them into any updates.
 - Jaden will handle communications

Sponsor outreach updates:

- Machining
- LV + Firmware
- Whats happening with Aero?
 - o Jaden will finish that up over the weekend

VHS Project - who wants it?

- Andrew
- Jaden

Videoring for design/testing season

- Joel
- Stephen

Excel task (necessary)

- Stephen

KS9 Logo Project

- Stephen
- Lonnie

Barnesville Logistics

- Stephen
- Mahi
- Joel

For Varun

- Look into getting smaller room for K meetings
- Ping Business channel when events are happening (testing, dyno nights, other events)
- Check-in with people on discord
- Have a general business meeting on Wednesday, have people working on the same project meet.

We're Sponsoring... Sometimes.

Due to a high volume of weak-a*s proposals, Pit Viper is now ONLY accepting physical Sponsor Me tapes. All Sponsor Me videos MUST be exported to VHS and mailed to:

Sponsor Me
Pit Viper Big Loads
159 W Haven Ave
Salt Lake City, UT 84115

ALL submissions received in the proper format WILL be reviewed by our team and responded to. All others will be ignored. Please keep videos to less than FIVE minutes of ACTION and ONE minute of INTRO. NO HDV or miniDV tapes accepted. All DVDs, Blu-Ray, MP3s, or other non-VHS formats will be forwarded to Suxlottica brands.

NO OTHER SPONSORSHIP FORMATS WILL BE ACCEPTED. NO FURTHER QUESTIONS WILL BE ANSWERED ON THE SUBJECT.

10/1-10/2 Meetings

Monday, September 29, 2025 1:21 PM

- Combustion Sponsors (Jaden)
 - o Looking to put someone on this subgroup
 - o Currently asking for an air regulator, more info in sponsor interest spreadsheet
- GoPro (Andrew)
 - o from Valerie - "should porably start with an email to them and see how to get stated or even apply. can meneton the series we compet in the car the evnts we do . getting more media coverage for events would just be good over all , and also not having to barrow a gopro from members anymore"
- Canva
 - o Look into getting the pro subscription for a discounted rate or for free.

When sending out sponsor emails, try not to send it from your phone. The formatting gets fucked. Also, let's make sure we are proofreading our responses to emails.

Updates

- VHS Project (Andrew, Jaden)
 - o Storyboarding, balancing racing, pit vipers, and country focus.
- KS9 Logo (Stephen, Lonnie)
 - o What designs could we go with? How are we going to get these drawings digitized?
- Website Redesign (Jake)
 - o What needs to change?
- Machining outreach (Breanna)
 - o Kyles Fabrications told us not to call again
 - o Need contacts for online companies.
- Videoing design season (Stephen, Joel)
 - o Do you two have a schedule set up for which events y'all are going to cover? Does UITS rent video cameras?
- Branding Project (Breanna, Aulani)
 - o Looking for notes on ARCTs branding package. What do they do well? What can we use/learn from them?

Things to look into:

- Sponsor Newsletter
 - o Monthly newsletter detailing what the team is up to, the competitions we attended, the deadlines we are up against, with pictures.
- Competition Teams Career Fair?

Varun Notes:

Look into wind tunnel stuff - Lockheed, GT

- Richard will ask the Dean about Lockheed, and reach out to Hytech about GT Wind Tunnel, british car show guy said he had a contact at Lockheed for their wind tunnel.

Branding

- Need Canva Pro to build Branding Package
 - o Templates for Insta
 - Events, results, etc.
 - o Videos do better than posts, and posts with people do better than graphics

Drone Shots

- Drone Sponsorship?
- Drone pilot

Barnesville Trophy?

Barnesville Media Push

- What do we want to send out?

Merch Options

- What types of clothes does printful offer?
- Sponsor shirt, Subgroup shirt, throwback shirt
 - o Unofficial shirts

10/8-10/9

Wednesday, October 8, 2025 11:34 AM

Projects:

Wednesday:

- Combustion Sponsors (Jaden)
 - o Ben stills needs a regulator, contact him about what needs to be done
- Branding Package (Breanna, Aulani)
 - o Whats the update with AMA/Canva Pro
 - o What can we do without Canva Pro
- VHS Pit Viper (Jaden, Andrew)
 - o Storyboarding update?
 - o What resources will we need from the team?
- IISE Collab (Jaden)
 - o Any updates?
- Website (Jake)
 - o What changes are you looking to make?
 - o What changes have you made?
 - o What do you need from me?
- GoPro Sponsor (Andrew)
 - o Any updates?
 - o Look into DGI

Thursday:

- Merch Design
 - o KS9 graphics done
 - o T-shirt design
 - o Look into what printful offers by way of options
- Stickers (Mila)
 - o Are designs finalized
 - Not sure if Snoopy is public domain
 - o Get a price estimate for how much it will cost to print them
- Design Season Photography (Joel, Mila)
 - o What events have we covered?
 - o Which events do we plan on covering?
 - o I saw a video of composites in the discord, have started taking videos?
- Firmware Sponsor Updates
- LV Sponsor Updates

Other:

Sponsor Newsletter

- I will be picking up this project
- Anyone who wants to work on this is more than welcome
- Template needs to be created

Barnesville Media Push

- Two graphics before
 - o Promotional Flyer – Oct 17th
 - o Informational Flyer – Oct 31th
 - Look how Michelin did theirs for the Michelin Shootout, information was nicely formatted
- One post, maybe a video
 - o Showcasing people at the event

- Drone? AJ Durkee, Chance?

Petit Le Mans Vendor Showcase

- Too late this year, but we should look into getting a spot at PLM to showcase the car.
- Lots of rich people with expendable income

Flyers :(

- Well, at least we know people liked them
- Over 100 scans, but the QR codes didn't work
- Need to get those taken down
- New ones for next semester? With functioning QR Codes

10/15-10/16

Monday, October 13, 2025 1:45 PM

TO-DO

- Barnesville Promotional Graphic
 - o Need by 17th
- Barnesville Informational Graphic
 - o Need by 31st
- Touch-a-truck Event this Saturday
 - o Would like some business people there
 - o Get used to promoting/talking about the cars
 - o Richard will be primary contact for this, I will not be there
- Halloween Post
 - o Pumpkin Head?
 - Deans request
 - Need someone to plan this out (what do we want to see/achieve from this, then execute)
 - o Main Meeting costumes
 - Need photographer for this
- Senior grad posts (Aulani)
 - o Want to start a habit of giving graduating seniors a thank you post
 - o Looking to develop template for these posts.

Varun Tasks:

Sponsor Outreach

- OXOS

- Joby

Meet the Leads

Sponsor Newsletter

Merch Options:

Need to get move on, start clearing out other options from website

Universal T-shirt

- All sponsors listed on back
- KS9 Graphics on chest
- KM Logo and Georgia Flag on sleeves

Subgroup T-shirt

- Same as universal, except subgroup name on back with representative CAD Drawing

Throwback T-shirt

- In SPSU colors, with color-swapped KM Logo on front
- Custom graphic on back, showcasing our racing history

Sweater

- Gray Sweater with KM Logo on Breast, SAE and Georgia Flag on sleeves
- Super simple, can be added within the week
- Maybe try to see if we can add option to color swap logos from yellow to white and vice versa

Hoodie

- Black hoodie with same design as sweater

Unofficial Shirts

- Funny T-shirts for people on the team
- Non-official tshirts, cannot be worn at official events
- By Chief's request

F1 style pit crew shirts?

Wednesday:

- Combustion Sponsors (Jaden)
 - o Ben stills needs a regulator, contact him about what needs to be done
 - o HKArmy wont sponsor, looking at alternatives
- o Seniors who were former leadership and are still helping on the team will be prioritized
- Aero Sponsors (Jaden)
 - o Still looking into Lockheed Air tunnel nonsense
 - o Aero is looking for contact for cloud computing services
 - Reach out to Aneesh for more information
- Branding Package (Breanna, Aulani)
 - o What's the update with AMA/Canva Pro
 - o What can we do without Canva Pro
- VHS Pit Viper (Jaden, Andrew)
 - o Storyboarding update?
 - o What resources will we need from the team?
- IISE Collab (Jaden)
 - o Any updates?
- Website (Jake)
 - o What changes are you looking to make?
 - I want to see an updated leadership list, with pictures.
 - Also, updated car list with photos
 - Look into how we separate merch and connection with printful
 - o What changes have you made?
 - o What do you need from me?
- GoPro Sponsor (Andrew)
 - o Need a list of what
 - o Look into DGI

Thursday:

- Stickers
 - o Find distributor, get quote (sticker mule is your best bet) -richard
- Merch
 - o Will get you the required login to start working
 - o Clear out all previous merch design from the online store
 - o Start designing universal T-shirt
 - Don't have all company logos, put ones that we know alr
 - o Start pushing out sweaters/hoodies
 - Simple designs, people have been asking for this for a long time
- Design Season Photography
 - o Update
 - Link to photos and videos: [KENNESAW MOTORSPORT](#)
 - Weekly documentations:
 - ☑ General Meeting (Mon 8pm)
 - ☑ EV & Drivetrain (Tue 8pm)
 - ✗ Manufacturing (Tue 7pm)
 - ☑ Vehicle Dynamics (Wed 7pm)
 - ☑ LV (Wed 8pm)
 - ☑ Team Design (Thu 7pm)
 - ☑ Welding (Fri - Waiting for Project)
 - ✗ Car Testing (Last Minute)
 - ☑ Candid Shots
 - Videography in progress
 - If there are people interested in photography, I could set up a meeting and get camera equipment (no experience needed)

Other sponsor updates

10/21 - 10/22

Tuesday, October 21, 2025 4:43 PM

To-do:

Cobb Future Fest/Pumpkin Launch Post

- Highlighting our community outreach
- Selecting photos and writing a caption

All photo albums from team google photos are now in the Teams

Barnesville Informational Graphic (Mila)

- Create template, can fill in information later

Meet the Leads rolling out posts

Sponsor Newsletter

Physical Media Redesign (Thiago)

- Team Tent
 - o Well...
- Table Covers for events

Need to look into the event box and start removing shit

- Bunch of moldy crap, half finished projects, and un-impressive items.

New Shop Computer Sponsor (jake)

Sim Rig out of KS7 Chassis (jaden)

Wednesday:

Branding Package

- Update
- What do you need from me

Pit viper video

- Ideas
- What is the next step

Website Update

- Changes made
 - o Make simplified logo, just KM for tab bar logo
 - o Put other simplified logo into teams
- Online Store clearing
 - o Talking to Steven/Alumni about printful-store connection
- Look into reliability of printful store, some issues with products shipping

Aero Sponsor

- Update

Combustion Sponsor

- Update
 - o No real companies to get the air regulator sponsored. Looking for the best option to purchase.

Machining Sponsor

- Update

Thursday:

Design Season Photography

- Update

Merch

- Pending on the store, want to push out non-sponsor merch ASAP
 - o Varsity jackets?

Cost and Business

Interested Members:

- Jaden
- Thiago
- Michael

- To-do:**
- Make sure we are following up with sponsors after they send in their parts
- This means keeping track of when parts come in, and sending a thank you email
 - This also means telling me what we need to do in order to properly thank them
 - o ie. Insta post, vinyl, etc.
 - o Logging on sponsor tracking form

Honda Sponsorship done

- Instagram
- Fun Posts?
 - Highlight updates

Halloween Post

Barnesville

- Posted a poll for merch: Quality vs Cost
- Team overwhelming voted for quality over cost.
- Collab w football team? - Varun task
- Going bowling
 - Talk to Dean Whitman

Wednesday:

Grad Recognition Post Template (Aulani)

- Update

Sponsor Updates

- Combustion
- Aero
- Machining
- Tent

Website

- Updates
- Simplified Logo created
- Add Sponsor page to website

Branding Package

- Update
- Branding Voice

Keizer Sponsor?

- **Andrew**

Thursday:

Barnesville Informational Graphic Update (Mila)

Sponsor Updates:

- **Make list of partnered sponsors**

Sponsor Newsletter (Manyu)

- Update

Merch

- Update on designs



Backpack	\$5/day	\$250
Sleeping Bag	\$5/day	\$200
Tent* (2 Person/4 Person)	\$6/day	\$200
Ground Pad	\$3/day	\$25
Backpacking Stove w/ Fuel	\$4/day	\$100
Cook Set	\$3/day	\$50
Hammock	\$3/day	\$75
Headlamp	\$3/day	\$60
Camp Chair	\$3/day	\$25
Crash Pad	\$5/day	\$150
Stand Up Paddle Board*	\$20/week or 2 for \$25/week	SUP \$825 SUP Paddle \$150 PFD \$80
Kayak	\$20/week or 2 for \$25/week	Single \$300 Tandem \$400 Kayak Paddle \$100 PFD \$80
Helmet	\$2/day	\$45
Lock	\$0/day	\$25
Bicycle - Short Term	\$0/3 days	\$500-\$2,200
Bicycle - Long Term	\$50/semester	\$350

For tabling, look into printful options for tablecloths and flags

11/5 - 11/6

Wednesday, November 5, 2025 3:54 PM

Barnesville
Barnesville
Barnesville

Leadership Georgia Event
- Nov 15th

What do we want to see out of Barnesville from a media perspective?
- Stories

Wednesday:
Sponsor Updates:
- Combustion
- Aero
- Machining

Informational Graphic :{

Website Update

VHS Pit Viper Update

Thursday:
Sponsor Newsletter Update
Design Season Photography
- Time to start building post


#00043 Pending fulfillment

October 22, 2025 at 10:42 PM

Tracking updates

 Your order is confirmed. You'll receive an email when shipping information is available.

Order summary

	Kennesaw Motorsports Sticker 68F975494D8C7_5.5"x5.5" Qty: 1 Size: 5.5"x5.5"	\$4.00
Subtotal		\$4.00
Shipping		\$5.00
Tax		\$0.00
Total		\$9.00

11/12 - 11/13

Monday, November 10, 2025 5:35 PM

FORMULA SOUTH!!!!!!!

Car Reveal Ideas

- Football Stadium Photoshoot?

VHS Pit Viper Video

- Need to schedule
 - time for shoot with team
 - The sooner the better
 - If we can get it done before KS8E teardown, we can have both cars in the vid
 - Who is going to be shooting the video

Car Photoshoot

- Saturday, after Leadership event
- Braeden
- Idk whats happening, itll happen around 12

Barnesville Post needs to happen

Thank you to all who came to Barnesville!

- Thoughts?

Wednesday:

- Website Update
- Machining Updates

Thursday

- Sponsor Newsletter
- Merch...
 - My bad, been putting this off

End of Semester Business Debrief



Varun To-Do

- Talk to Chief and PMs about scheduling a day for pit viper video shoot
- Tear down posters

Fall 2025 Debrief

Monday, October 13, 2025 4:26 PM

Varun Semester Notes:

Flyers

- They worked
- Over 100 scans
- Unfortunately, need to have QR codes that don't expire
- Will remake and put up flyers for spring semester

Recruitment:

- We should look into classroom visits
 - o Brought in a bunch of new members for ARCT
- Need to have diverse group of people at involvement fairs
 - o Driving people away from joining by only having one demographic (dudes lmao)

Sponsorship Package

- Needs to highlight IC car better
- Formatting and alignment can be improved
- Also, include more events that we attend, not necessarily racing related

General Sponsor Stuff

- Gift for Sponsors
 - o Sponsor Recognition Plate with sponsor names and vehicles 3-view as end of year gift
 - JLPCB Product, similar to one in event box

Barnesville

- Invest in marketing the event well before hand, showcasing the other teams at the event in previous years

Spring Ideas

- Goodbye post for shop
 - o Pretty iconic space, had it since I think 2005

Outreach

Friday, August 22, 2025

7:14 PM

LV Sponsorship List

Thursday, September 18, 2025 8:07 PM

Current Sponsors:

- BMRS (wire)

Potential Sponsors:

- Soft-book (Currently use: Panasonic) and Tough-book (Currently use: Dell)
- Wire harness connectors (Deutsch DTM)
- Laptops ???
- PCB (JLC PCB) [Based in China]
- Suppliers on components with boards (**Digikey**, Mazour)
- Soldering stuff (Hakko) (Display Unit)
- Battery Companies For LV Battery? (Currently use chinese brand)
- Wago connectors (new)
- First Aid Kit (Safety stuff)
- Crystallfontz LCD (Pettrus working on a new dashboard) (plans on using this company)(driver interface)

Ambitious Potential Sponsors:

- Microcontrollers??? (Unlikely)
- Radiator (Out of reach)
- 3D Printer?? (Qidi – has sponsored University of Illinois last year) (BambuLab) (UltiMaker)
- Multimeter? Quality of life (Fluke) (Clientools) Looking for: High Voltage and Accurate
- Upgraded Telemetry items (ubiquitous)
- Chick fil a? (Georgia Tech Does it)

• Contact List:

- BMRS (wire)

Christina Snead

scnead@bmrsusa.com

wired@bmrsusa.com

Companies that need shoutouts

Friday, August 22, 2025 7:13 PM

Micro-epsilon - Temperature sensors for metal brakes and tires
EDGE - Gave us welding cups

IISE Collab

Wednesday, September 17, 2025 10:46 AM

Porsche best option

- Data Analytics
- Possible track use?
- We could have connections thru members
- Look into what Porsche can offer use, send to IISE
- Look in Mercedes-Benz as backup
- KIA as backup

Looking at Oct 24th

IISE will handle reach out.

Marketing

Monday, August 25, 2025 11:35 AM

Merch

Thursday, October 30, 2025 6:34 PM

KS9 Subgroup Tshirts

Basic KM Hoodie

- Add graphic on back
 - CAD/3View?
 - Yellow Logo
 - White Logo

Throwback T-shirts

Hats

- Trucker Hats
- Baseball Hats
- Bucket Hats
- Beanies

Blankets

Business Fall Schedule

Monday, August 25, 2025 11:35 AM

Aug:

- Leads Post

Sept:

- Testing Season Post
 - o **Michelin**
- Michelin Shootout Post

Oct:

- Design Season Post
 - o **Preliminary Design Review**
 - o **Barnesville**
- Barnesville

Nov:

- o **Critical Design Review**

Dec:

- o **Build Season Start**

Jan:

- Sponsor Post
- Build Post

Spring:

- Alumni
- Car Reveal
- Formula South
- Comp

Sponsor Push:

- Starts end of August - After recruitment
- Ends December, culminates with Sponsor thank you post
- \$20,000 Sponsorship Goal
 - o \$10,000 from ATS (Assumed from last year)
 - o \$5,000 from NDT (Assumed from last year)
 - o \$5,000+ from other sponsors
 - OXOS
 - Henssler Financial
 - SEA ATL
 - Other

Crowdfunding:

- Starts in December, ends in Jan
- Take advantage of Christmas cheer

Merch:

- Options should be defined by October latest
- Should be available for purchase by March at the latest

Design Season Photography Schedule

Saturday, September 6, 2025 6:29 PM

Purpose of this project is to document our design season to create a post and video for our online socials.

The deadline for this is October 16th, a Thursday. By this date, we should have a post ready along with an edited video.

I want photos from each subgroups internal design reviews, so at each subgroups meetings. You don't need to photograph/video more than one meeting per subgroup. I am not going to tell you which meetings to attend, that is up yalls availability. Subgroup meeting times are in the outlook calendar. If you need access, let me know and I'll add you.

Composites and Machining don't have design reviews, so no need to photograph those meetings.

One of teams design reviews on Thursdays need to be documented.

One main meeting needs to be documented. Does not matter which one, just coordinate for one of them.

I also want candids of people working around shop. At least once a week, someone should hang out there and photograph and video people in shop. After Monday meetings is generally a good time. After subgroup meetings, you will typically get that subgroup working in shop.

I have also included a list of the classes and other events that need to be photographed.

This list will expand as the leads start to define their class schedules.

List of events to document:

Steven's CAD Class - Wednesday, September 10th in the ETC at 9pm - Done
Valerie's EV 101 Class - Wednesday, September 17th in the ETC at 7pm - Done
VD + Aero Preliminary Design Review - Thursday, October 9th (Time TBD) Done
Powertrain + Low Voltage Preliminary Design Review - Friday, October 10th (Time TBD) Done
Introductory Composites Class - Monday, 9/15 after main meeting - Done
Welding Class - Fridays, time unknown

Composite Classes - Weekly at 7pm on Wednesdays
LV Subgroup Meeting - Weekly at 8pm on Wednesdays
VD Subgroup Meeting - Weekly at 7pm on Wednesdays
Powertrain Meeting - Weekly at 8pm on Tuesdays
Aerodynamics Meeting - Weekly at 8pm on Tuesdays
General Meeting - Weekly at 8pm on Mondays
Team Design Review - Weekly at 7pm on Thursdays

VHS Pit Viper Storyboarding

Wednesday, October 15, 2025 8:09 PM

VHS Pit Viper Sponsorship Video Shot List

Location: Shop Date: ?						
SHOT TITLE	SHOT SIZE / ANGLE	MOVEMENT	INT/EXT	TIME	SHOT DESCRIPTION	NOTES
Outside of Shop	Medium Shot or Wide Shot	N/A	INT		Main Character walks by the shop, as they walk by they hear country music playing from the shop. (Country music plays in the background)	Actor Notes: Walk by the camera and stop abruptly and look around confused
Curious	Close Up	N/A	INT		This will be a close up shot of Main Character face showing their facial expression that their confused	
Door Handle	Extreme Close Up	N/A	INT		Shot shows Main Character hand grabbing the door handle and opening the door slowly.	
Vibing	Wide Shot				This shot will show everyone in the shop vibing to the country music.	Actor Notes: Thoughts on the actors bobbing their heads to the music?
Pit Viper #1	Medium Shot				This shot will show a group of people working on the car with the Pit Vipers on	Editor Note: Maybe we should make it where the Pit Vipers shine/reflection effect, or an aura around them. Just to make them noticeable.
Amazed	Close Up				Main Character will quickly turn his head the opposite direction. This shot shouldn't be too long.	

VHS Pit Viper KSU Shot List

Pit Viper #2	High Angle				High angle shot of someone working on the pc vibing to the music. After a few seconds he'll turn around and give a thumbs up to the camera with a smile on his	
Join us.	Over the Shoulder				Someone will put their hand on Main Character shoulder and Main Character turns around slowly.	Editor Note: Music in the background muffles and random dramatic music intensifies??
Join us. #2	Over the Shoulder				Someone says "you wanna join us?"	Editors Note: All music stops and shot cuts to a black frame for a few seconds
Vibing #2	Close Up				Close up of the Pit Vipers on Main Character face. (This shot shouldn't last too long)	
Vibing #3	Medium Shot				Main Character works on the car with the boys as he vibes to the music with them.	
Vibing #4	Wide Shot	*Camera pans from into the shop to the outside of the shop?*			Shot of Everyone working on stuff in the shop and vibing to the music.	Movement Notes: As the camera pans toward the outdoor of the shop the door slowly closes. Editor Notes: Frame fades black
Slogan	Wide Shot				The camera will be in the same position as the previous scene, Pit Vipers logo will slowly show up on screen and then their slogan slowly after, below the logo.	Actor Notes: Pit Vipers Slogan is " Pit Viper is here to party. " Should we have someone say the slogan in a deep dramatic voice, or just say it normally, or just display it on screen?

VHS Pit Viper KSU Shot List

Andrew's Idea:

We could have someone walk by the shop and they hear country music playing inside (Country music would play in the background)

They look curious (shot cuts to them with a curious look on their face) so, they walk into the shop and they see the engineers working on the car vibing to the country music (maybe their heads could be bobbing to the music) with the pit vipers on listening to country music living their best lives.

And then he (the guy who walked in the shop) turns around and sees someone else (or a group of engineers) doing work on the computer with the Pit Vipers on, also vibing to the music. The guy on the computer turns around and gives a thumbs up to the camera with a smile on his face. (Maybe not this angle but I hope you get what I mean)



Then someone (maybe a lead) taps on the guy's shoulder like this



Then he turns around

And says "you wanna join us"

Then the shot cuts to him wearing the pit vipers working on the car vibing to the music with the boys.

At the end of the video we can say or display Pit Vipers slogan on the screen.

I just found out that there slogan is "**Pit Viper is here to party**", so that would fit well with the video.

If you want me to I can edit the video since the thoughts are in my head. (Also should we wear cowboy like outfits or something country to add to the theme?)

What do you guys think?

Stuff we would need:

- Pit Vipers
- Volunteer for Main Character
- ?

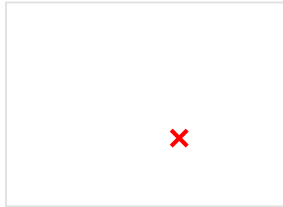
Whose who

Tuesday, September 9, 2025

11:20 AM

- Admin

- Chief (Sam Yang)



○

- Project Managers (Garrett Zaher & Adi Turlapati)



Garrett

○



Adi

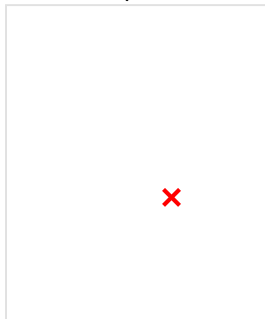
○

- Prez (Richard Serrano)



○

- Vice Prez (Varun Devidas)



○

- Vehicle Dynamics

- Suspension (Wasim Alam)

-



- Driver Interface (Emil Schulz)

-



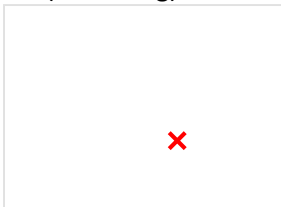
- Frame (Micah Pullen)

-



- VD (Sam Yang)

-



- Electric

- Powertrain (Dominic Klenik)

-



- Drivetrain (David Thomas)

-



- Low Voltage (TJ Lu)

-



- Firmware & Data Aq. (Chance Sapp)

-

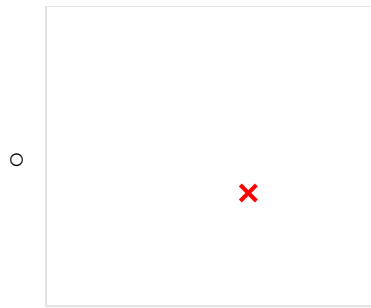


- Aero/Manufacturing
 - Aero (Seth Cornman)

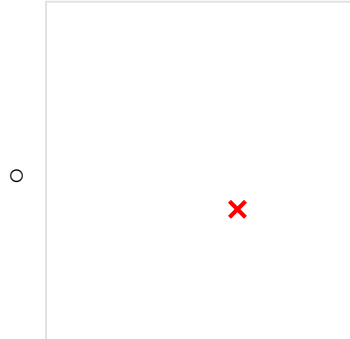
-



- Composites (David Olmo)



○ Machining (Sam Forrester & Cameron Potter)



Sam F.



Cameron

Branding

Thursday, September 11, 2025

9:34 PM

49ers Racing - UNC Charlotte

- They do an Alumni spotlight, would be nice for last years alumni



- 5000 follower post had a nice graphic, like how they integrated the livery into the graphic design.



- Not a fan of their font choice, especially on the about subgroup posts

Branding Research

Thursday, September 11, 2025

9:34 PM

(Breanna)

- Videos seem to do better than pictures for promotional purposes (UGA, GA Tech)
- A pic with scrappy sitting in a car could be very good for the Instagram (UGA did something similar last year and post did well.
- Keeping school colors concise on the thumbnails of posts so that the whole account keeps a theme (UGA and GA Tech have theirs the same)
- Some videos/pictures of how we design/create parts of the car can be interesting as well as promotional, like a behind the scenes post. (GA Tech has one of these)
- Posts with students included in the thumbnail seem to get more traction than posts that resemble more of an advertisement poster.

Aerial Robotics Branding Guild line:

- I liked that they made note of what the term Branding means to them and how it defines the team
- I liked the imagery and photography slide, it allows for inspiration as to what the team's goals and guidelines for pictures as well as marketing
- I also liked that they had a "do's and don'ts" portion in regards to guidelines for social media posts, I think it provides more structure for the marketing team.

Bronco Motorsports

Like the "Thanks to the Sponsors" posts

nice touch listing what they were able to accomplish with the help. Gives some real context.



They've been doing comp recaps for each event
 flashy first slide, then pics after. Clean but feels a bit empty. Could elevate it by adding the team logo in the corners or some graphic consistency



Aulani

- Could create more structure for the page. Right now, it feels like a collection of posts instead of a cohesive brand.
- Behind-the-scenes content tends to perform well. Things like team collaboration, part fabrication, design processes. Makes the team feel more relatable
- Would be cool to integrate the car livery or team branding into the IG templates (like borders,

overlays, etc.) to keep things feeling unified.

- Introduce consistent themes or series (e.g. Tech Tuesday or Build Updates) to give followers something to expect.

Aerial Robotics Branding Guideline

- Liked the imagery and photography slide, especially the focus on team-building and problem-solving moments. That kind of content feels real and engaging.
- The photo with the transparent yellow overlay stood out . It made the graphic pop compared to most other orgs on Owl Life. Something similar could work on the IG
- Would be helpful to add a “Messages and Visual Watch-outs” section like avoiding overuse of certain icons or colors, or making sure all visuals align with the team's tone.
- Appreciated how they defined what “branding” means to their team helps set a clear direction for anyone creating content and would be useful when new members join

Brand Voice

Sunday, October 26, 2025 3:47 PM