



 ROCKET SQUAD

# ENTERPRISE PORTFOLIO





# OUR TEAM



**MARYAM ALI**  
TEAM LEAD



**Fatima Tanveer**  
Project Manager



**Syed M. Hussnain Shah**  
Technical Lead



**Fatima Kashif**  
Project Manager



**Nabeera Siddiqui**  
Car Simulator



**Esha Sirai**  
Aerodynamics



# INTRODUCTION

We are **Rocket Squad**, a passionate, performance-oriented, and dedicated team of students from Al Khair Secondary School. We are brought together by innovation, teamwork, and a competitive spirit. We are a team that combines creative thinking, technological skills, and strategic plans to produce high-quality results that meet competitive standards.

In our role as young engineers, problem-solvers, we emphasize excellence in design, efficiency, sustainability, and improvement. For research and development, testing, and presentation, our application of analytical thinking, engineering concepts, brings our ideas from conception to implementation. Every member of Rocket Squad is essential to our success, with diverse skills joining together for a common goal.

We learn by challenge, by stretching our boundaries, by transforming problems into opportunities. Led by our leadership, sense of management of time, and sense of responsibility, we are proud to be representatives of our school with professionalism, confidence, and integrity.

Rocket Squad signifies discipline, determination, innovation, and foresightedness, who are ready to take on challenges, compete on a different level, and reach for the sky.

## TEAM MEMBERS AND ROLES

### **Team Leader (Maryam Ali):**

The Team Leader provides overall direction and leadership to the team. She assigns tasks, defines responsibilities, and ensures that work is completed efficiently and on time. In addition to managing workflow, she motivates team members, maintains team morale, and keeps everyone focused on achieving the team's objectives.

### **Aerodynamics Design and Optimization (Nabeera Siddiqui & Esha Siraj):**

This role focuses on applying aerodynamic principles to optimize the car's design for maximum efficiency. Nabeera Azeem and Esha Siraj work on improving speed and stability while minimizing air resistance through careful analysis, testing, and continuous refinement to enhance overall performance.

### **Project Manager (Fatima Tanveer):**

The Project Manager is responsible for planning and scheduling all project activities. She develops timelines and deadlines, manages documentation, and oversees the creation of the team portfolio. She also plays a key role in sponsorship outreach and coordination, ensuring the team has the necessary resources to support the team's success.

### **Graphic Designer (Fatima Kashif):**

The Graphic Designer is responsible for creating the team's visual identity. She designs the team logo, branding elements, portfolio layout, and presentation graphics. Her work ensures a consistent, professional, and visually impactful appearance across all team materials.

### **Technical Lead (Syed M. Hussnain Shah):**

The Technical Lead is responsible for the overall technical development of the car. He oversees the design process, resolves technical challenges, and ensures that all work strictly follows the competition rulebook. He collaborates with the team to implement effective engineering solutions and maintain technical accuracy.



# OUR MISSION AND VISION



## VISION

**Our team** is passionately committed to achieving success in the **Formula Pakistan** competition, with a particular focus on clinching the prestigious Best Engineered Car award. We are determined to reach this goal by harnessing state-of-the-art CAD design and innovative manufacturing techniques. Our vision is to create a highly sophisticated, miniature F1-style vehicle that embodies excellence and precision. With every member contributing their expertise and dedication, we are driven by the thrill of innovation and the pursuit of perfection.



## MISSION

**Our mission** in the **Formula Pakistan** competition is to push the boundaries of design and engineering, maximizing aerodynamic performance while maintaining the highest technical standards. We aim to build the fastest CO<sub>2</sub>-powered car. The team is dedicated to achieving this through innovative solutions and unwavering commitment to excellence, striving to create a vehicle that embodies speed, efficiency, and cutting-edge technology.



# STEPS OF OUR WORK



## PLANING

We start by setting clear goals and understanding the competition rules. The project is divided into phases: research, design, manufacturing, testing, and preparation. Tasks are assigned based on team members' skills to ensure accountability. A timeline tracks progress and deadlines. Regular reviews help evaluate performance and make adjustments. This organized approach helps us manage time, reduce mistakes, and stay on track for competition readiness.



## WORKING

Our working approach is based on collaboration, discipline, and continuous improvement. Each team member actively contributes according to their assigned role while maintaining clear communication within the team. We follow our planned phases closely, working step by step on research, design development, manufacturing, and testing. During the working process, we focus on precision, quality, and problem-solving, making adjustments whenever required to improve performance. Through teamwork, regular practice, and consistent effort, we ensure that all tasks are completed efficiently and to a high standard, leading to a strong and competitive final outcome.



## TESTING

Our testing process is carried out in a systematic and controlled manner to evaluate the performance, reliability, and efficiency of our car. We conduct multiple test runs to analyze speed, stability, and overall design effectiveness. Data and observations from each test are carefully recorded and reviewed by the team. Based on the results, necessary improvements are made to the design, alignment, and assembly to enhance performance. This repeated testing and refinement process helps us identify weaknesses early, optimize our car's performance, and ensure it meets competition standards with confidence.



# OUR LOGO CHANGES

## WHY DO WE REFUSE THESE LOGOS?

This logo was initially designed to represent speed, power, and innovation. However, it didn't align with the Formula-style branding standards. It was more symbolic of aerospace themes than motorsport engineering. To better connect with Formula racing, we decided to redesign the logo to reflect our vision and competitive focus.



This logo was created to present a cleaner visual identity using a rocket symbol to suggest speed and motion. However, it felt too generic and lacked the sophistication needed for a Formula-style motorsport. It didn't convey the precision and engineering excellence we wanted. To better align with competition standards, we opted for a more refined, performance-oriented logo.

## OUR FINAL LOGO DESIGN ROCKET SQUAD → ROCKET SQUAD



During the logo development process, we initially experimented with combining the letters R and S to represent Rocket Squad. However, after multiple iterations, we felt that the R-S combination did not appear visually balanced or strong enough to reflect our team's identity. After extensive research and design exploration, including studying professional logos and typography references, we discovered a more impactful concept by integrating the letter "T" from Rocket with the letter "A" from Squad. This combination formed a sharp, dynamic, and symmetrical structure that closely resembles a rocket and symbolizes speed, power, and upward motion. Based on this concept, we finalized the font and logo design, as it best represents our team's performance-driven mindset, engineering focus, and strong racing identity.

## LOGO COLOR PALETTE & JUSTIFICATION

Our final logo uses a warm gradient of orange and amber tones on a black background to reflect speed, energy, and a strong racing mindset.

### Primary Colors Used

#### 1. Bright Orange : #FF7A00

##### Meaning:

Energy, Speed, Enthusiasm, and Innovation. It symbolizes our team's active mindset, competitive spirit, and passion for racing and engineering.

##### Why we chose it:

We selected this color to visually communicate motion and performance, which are core elements of Formula-style racing.

#### 2. Deep Amber / Burnt Orange : #E65C00

##### Meaning:

This deeper shade reflects strength, determination, and technical focus. It adds depth and seriousness to the design, balancing creativity with professionalism.

##### Why we chose it:

The darker tone helps emphasize precision and engineering excellence, showing that our team values performance and discipline.

#### 3. Golden Orange Highlight: #FF9F1C

##### Meaning:

This shade represents achievement, excellence, and forward progress.

##### Why we chose it:

It enhances visual contrast and highlights the upward rocket form, symbolizing our ambition to move forward and excel in competition.

#### 4. Black (Background): #000000

##### Meaning:

Black symbolizes power, focus, and professionalism.

The orange gradient was intentionally chosen to represent speed, heat, and momentum, closely linked to both rocket propulsion and Formula racing. These colors help create a strong visual identity that reflects our team's energy, ambition, and competitive drive, while maintaining a professional and modern look suitable for an international competition.

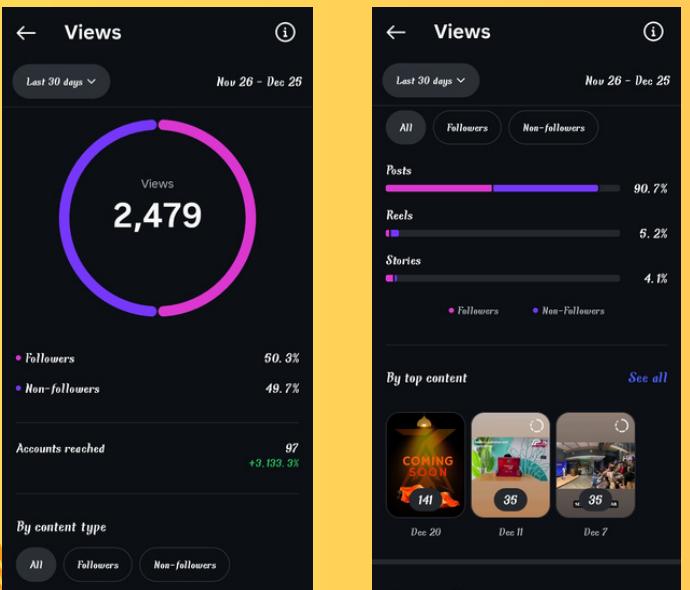


# ye sahi hein na?

## OUR SOCIAL MEDIA



INSTAGRAM

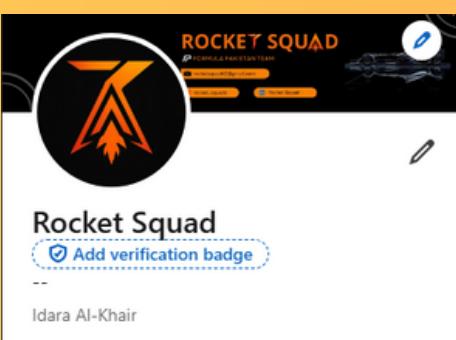


Rocket Squad | Instagram  
(click here to visit)



LINKEDIN

Rocket Squad | LinkedIn  
(click here to visit)



FACEBOOK



X (TWITTER)

Rocket Squad | Facebook  
(click here to visit)



Rocket Squad | X (Txitter)  
(click here to visit)



# OUR SUPPORTERS

## SUPPORT FROM OUR SCHOOL

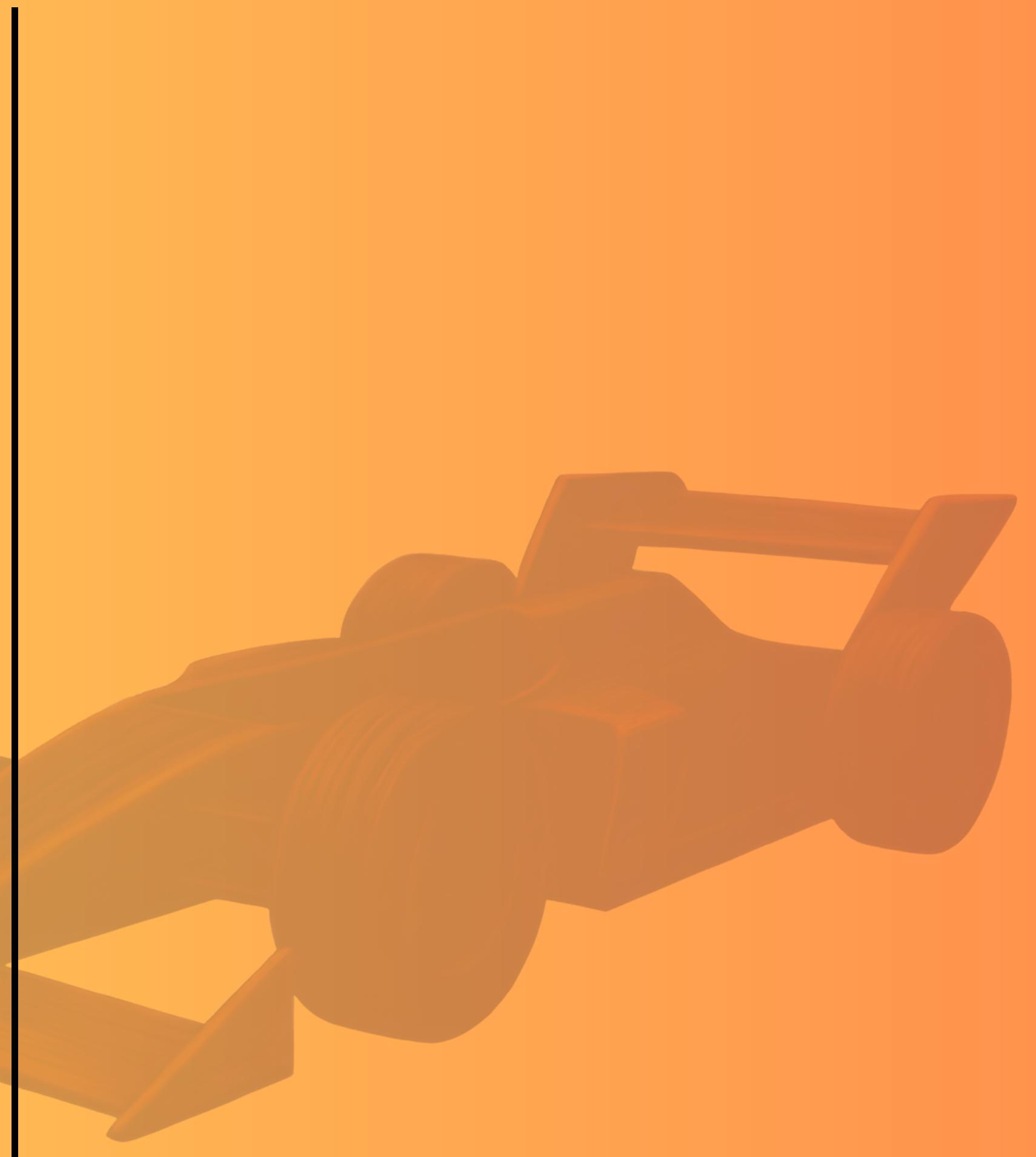
Al Khair Secondary School has been supporting our team, Rocket Squad, since the very beginning of our participation in the competition. From the initial planning stage to ongoing development, the school has consistently encouraged and guided us.

Al Khair is a non-governmental organization (NGO) founded in 1987, with a strong mission to support individuals and communities who lack resources and opportunities. The organization focuses on empowering people through education, welfare, and long-term development. Today, Al Khair operates through 8 campuses, reflecting its growth, trust, and wide social impact.

Our school provides continuous academic, technical, and moral support. Teachers guide us in research, planning, and problem-solving, while the management offers flexibility to help us balance academics with competition work. The school also provides space for team meetings, design discussions, and collaborative work.

In addition to education, Al Khair actively contributes to the health sector, further demonstrating its commitment to community welfare and social responsibility. The school environment promotes discipline, innovation, teamwork, and STEM-based learning.

Overall, Al Khair Secondary School's support has played a vital role in building our confidence, skills, and professionalism. With their constant encouragement, we proudly represent our school on competitive, academic, and professional platforms.



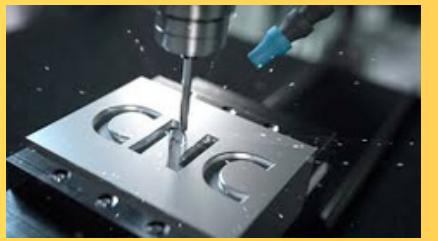


# WHY WE NEED SPONSORSHIP?



## Manufacturing

We need sponsorship for the manufacturing of car .because the manufacturing of car is very expensive so we need the sponsorship for to participate in F1 in school car competition.



## CNC

We need sponsorship for the CNC of car .because theCNC of car is very expensive so we need the sponsorship for to participate in F1 in school car competition.

## Planning

## 3D Printing

We need sponsorship for the 3D printing of car .because the 3D printing of car is very expensive so we need the sponsorship for to participate in F1 in school car competition.



## Competition Costumes

We need sponsorship for the uniform for team member. Because the stiching of uniform is very expensive so we need the sponsorship for to participate in F1 in school car competition.



## Competition

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