

MARKETING CHEAT SHEET

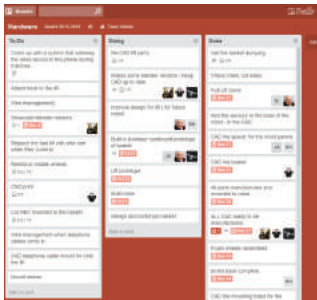
GETTING STARTED

Setting Goals- Business Plan

The first thing you should do is sit down as a team and develop a business plan that **outlines** the upcoming season through your **goals** for the year, **challenges** you might face, your team **budget**, etc. It should be a plan of action for your year, and is an important factor in winning the **Inspire award**.

Product	Total Price	Quantity
Section 01		
Generator and Steamwater Set, 425	5303	
Generator, Includes and Service Set	531	
425 Including Sump		
425 Plus	19	
425 Plus	72	
425 Plus		
425 Plus	224	
425 Plus	41	
425 Plus	65	
425 Plus		
425 Plus	186	
425 Plus	600	
Total Materials Costs	12,341	
Section 02		
Generator, 425	531	
Generator, 425	19	
Generator, 425	72	
Generator, 425	224	
Generator, 425	41	
Generator, 425	65	
Generator, 425	186	
Generator, 425	600	
Total Materials Costs	12,341	
Section 03		
Generator, 425	531	
Generator, 425	19	
Generator, 425	72	
Generator, 425	224	
Generator, 425	41	
Generator, 425	65	
Generator, 425	186	
Generator, 425	600	
Total Materials Costs	12,341	
Section 04		
Generator, 425	531	
Generator, 425	19	
Generator, 425	72	
Generator, 425	224	
Generator, 425	41	
Generator, 425	65	
Generator, 425	186	
Generator, 425	600	
Total Materials Costs	12,341	

Setting Deadlines- Trello



To set and maintain deadlines, we use Trello. Trello is a free project management based application used to promote **team organization** and

track our progress. With the team divided up into different “boards” each lead can assign specific tasks to each member.

ENGINEERING NOTEBOOK

Your EN is an in-depth detail of everything you've done from the beginning of the season to the present day. It's not a pretty list of stuff you've done, but an actual tool you should use to **brainstorm** new robot designs, **take notes** at team meetings, and **reflect** on your progress.

Pro Tip: You should be able to give your EN to a stranger, and have them completely rebuild your robot.

PHYSICAL EN VS ONLINE EN

Can take notes directly within.

Increases accessibility to all team members

Holds members accountable for contributions and doing it on time.

Text is more legible and organized.

Clearly shows the contributions of each team member.

Can easily add photos and sketches.

Emulate an EN that professionals would use.

Allows for animations and links to external media.

Easy to create sketches and diagrams.

Tangible measures of progress and member contributions.

Steps to An Effective EN Entry

1. Identify exactly what you did- not "I worked on the robot." More along the lines of "I fixed the chain for the drive system."

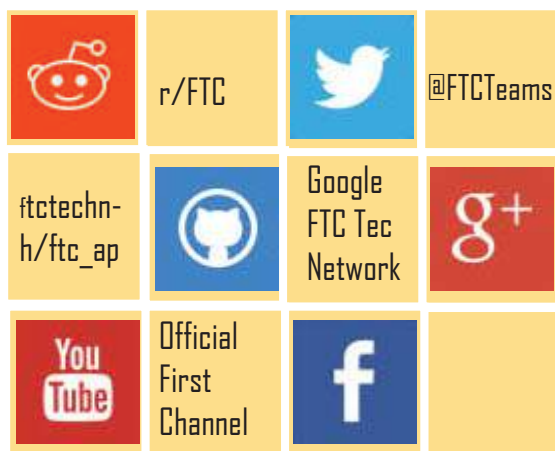
2. Justify your actions- Why did you do it? How does it help the robot/team? Include technical explanations and calculations whenever possible.

3. Sign your name- show to the judges that everyone is contributing and analyzing their work.

4. Add Pictures- Not only do they give the reader a reference to your progress, but shows that you did what you claim to have done.

USING SOCIAL MEDIA

In order to connect with other teams and with the community, Participate in as many social media outlets as possible! There are many communities of robotics teams to help each other out, and tons of promotions and deals from suppliers!



SHOWING OFF YOUR TEAM

It's one thing to market your team online- you also want to have physical marketing products for your team to show off in your pit or leave with the judges. Some good examples are:

1. Wrist bands, buttons, and other wearables:

Teams dig this up! The cooler the handouts you give, the more memorable you are.

2. Business Cards:

These help you get your name out there in a more professional manner.

3. Team Portfolio: This is essentially a whole booklet that shows off the less technical parts of the team, (such as team cohesion and outreach) as well as highlights important aspects of the robot.



**Viperbots Quad X
Team #6299**

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COMPETITIONS

PIT Set up

The pit is where you make your team's name known, meet up with your team, and show off your robot. Usually the pit space will be 10x10 feet. Your pit should be plastered with your teams' colors

and really stand out. You should include:

- **Visually Interesting Displays** such as infographics and slideshows
- TVs & Computer Monitors showing **CAD animations**
- Interesting Team Facts



Team Spirit



While your team is in the arena, it is important to show team spirit by creating posters and dressing up. Give your team supporters posters and related props to wave around in the stands. The more spirit, the better!

Pro Tip: Your goal at qualifiers is not just to have the whole team stand out, not just the robot.