



TEAM NOVA RACE ALONG



बैंक ऑफ़ बड़ौदा
Bank of Baroda



LUCKNOW
HOSPITAL



JAWED HABIB
... HAIR & BEAUTY ...

MEET THE MEMBERS:



SHREEYA SAKHUJA- PROJECT MANAGER & MANUFACTURING ENGINEER:

"I had to manage the team, and ensure that all the work had been ready in a limited time while being in a perfect manner. I also had to advise the design engineer about the machining constrains."



ADITYA TIWARI- DESIGN ENGINEER:

"I was responsible for designing the car in an aerodynamic way and had to give my best to get the minimum drag co-efficient. I also had to do the manual testing of the car (along with the manufacturing engineer), for which I came-up with different ideas."



ASMIT KUMAR- RESOURCE MANAGER:

"I had to find the best and most reliable resources for my team and had to ensure that we did the optimum utilisation of these resources. I was also responsible for the team budget. I was also given the task of the pit-display design."



RIDDHI KHETAN- GRAPHICAL DESIGNER

"I was responsible for the team logo, banners, templates, rendering and orthographical images of the car, pamphlets for the marketing purposes and other presentations and graphical works."



YASHVI GOSWAMI- SPONSORSHIP MANAGER

"I was responsible for the marketing of the team and for obtaining sponsors who could provide us with sponsorships for the maintenance of the team."

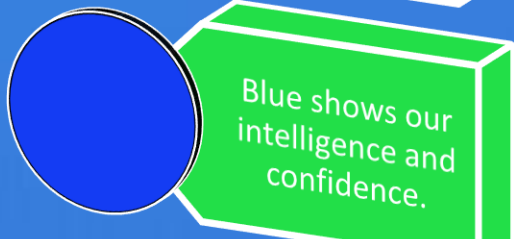
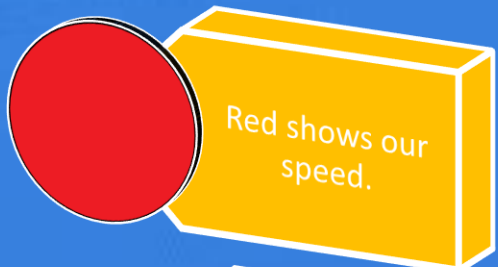
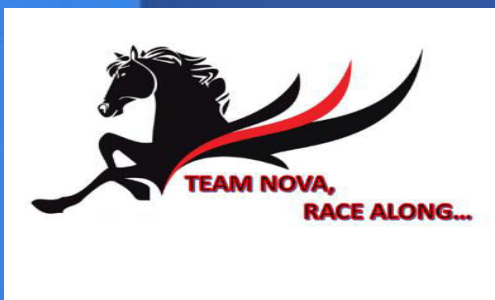
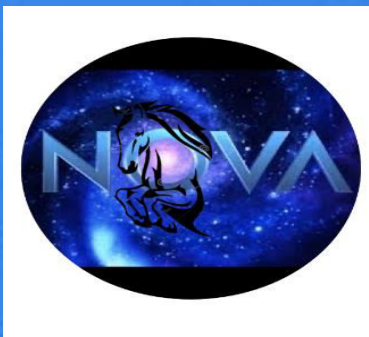
TEAM IDENTITY:

OUR LOGO JOURNEY-

THE LOGO- Our logo was designed by our resource manager along with the graphical engineer. It is in an emblem shape with a horse in its centre. The horse symbolises our speed and strength.



The name- TEAM NOVA, RACE ALONG was suggested by the sponsorship manager of our team. We chose this name to represent the gaming world. (through the game NOVA) A nova in the space is an explosion on the surface of a white dwarf. So this says- that we are going to be the explosion and this competition will be our



OUR PROJECT MANAGEMENT:

Project management means completing the given task or project in the given limited time and in a perfect manner. This includes- risk management, managing the team budget, prioritizing the tasks, distributing the work according to the fields.

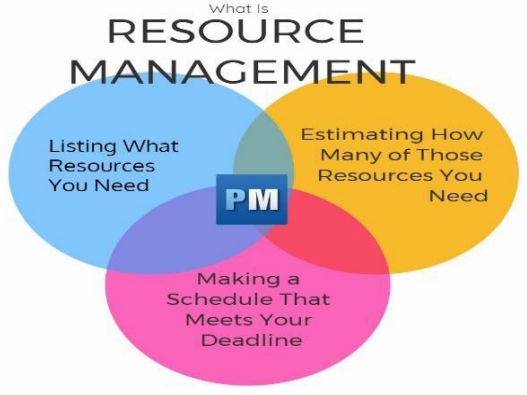

Project management is best summarized by an Australian project manager, Ray Prince; who states that:

“management is about getting results”







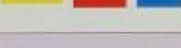





| S. NO. | PRIORITY | WHY?? |
|--------|--------------------------------------|--|
| 1. | THE DESIGN OF THE CAR | THE MAXIMUM POINTS WE COULD WIN WERE THROUGH THE RACES. WINNING THESE POINTS COULD ONLY BE POSSIBLE WITH AN AERODYNAMIC SHAPE OF CAR. |
| 2. | ATTRACTING SPONOSRS | THE SPONSORS WILL BE PROVIDING US WITH FUNDS FOR THE COMPETITION. SO, THIS WAS A VERY IMPORTANT PRIORTY AS WITHOUD FUNDS, OUR TEAM NEEDED RESOURCES. |
| 3. | THE DESIGN AND ENGINEERING PORTFOLIO | THIS HAD TO BE VERY PRESENTABLE TO GAIN GOOD POINTS. THUS, WE HAD TO PUT A LOT OF EFFORT. SO, IT BECAME OUR 3 RD PRORITY. |
| 4. | VERBAL PRESENATION | THIS WAS AN IMPORTANT FACTOR IN THE COMPETITION. IT WAS EASIER TO DO AND THUS WAS DONE SIMULTANEOUSLY WITH THE 3 RD PRIORITY. |
| 5. | ENTERPRISE PORTFOLIO | THIS HAD TO HAVE ALL THE INFORMATIONS; SO IT COULD BE DONE AFTER COMPLETING TASKS. THUS, IT WAS OUR 5 TH PRIORITY. |
| 6. | ORTHOGRAPHICAL & RENDERED IMAGES | THESE WERE ALSO IMPORTANT IN SCORING POINTS BUT WERE EASIER. THUS, OUR LAST PRIORITY. |

the priorities table, which helped us in doing the t importance and the points we could score on them.

Shreeya and Aditya.

| | | |
|---|---|---|
| <p>Time management- the time was managed through a time table. This was a plan of the durations and resources required. We had also made a priorities list which we followed strictly. This had also helped in managing the time.</p> | <p>FINANCIAL RISK- for managing this risk we had to lay out a sponsorship strategy, to raise sufficient funds. Our initial budget for the sub-regionals was Rs. 9,000/-. We could collect enough funds to survive in this level from the strategy we had laid.</p> | <p>What is RESOURCE MANAGEMENT</p>  |
| <p>The team budget- was a difficult thing to manage. To manage this, we decided to spend as less amount as we could. We decided to use cheap but efficient things and resources. Not only the resource manager but each member got different ways to manage the budget.</p> | <p>MATERIAL RESOURCE RISK- we had to obtain the best and useful materials and a low and reasonable price. If we failed in getting the materials required at a reasonable price then our budget could have got imbalanced, creating problems. To solve this risk, we asked for 'in-kind' sponsorships and this was managed efficiently.</p> | <p>RISK MANAGEMENT PROCESS</p>  |









Regulations risk- Following all the rules and regulations to not get disqualified was a very tedious task. We had to know the importance of even a little difference which could end up in us giving away points. In order to avoid this, the design and manufacturing processes were care observed and done with great cation.

| TASK | | ROLE COLOUR |
|---|---|---|
| Making Logo |  | Shreeya Sakhuja- Project Manager and Manufacturing Engineer  |
| Desciding tagline , Team name and verbal presentation |  | Aditya Tiwari- Design Engineer  |
| Design and Engineering Portfolio |  | Asmit Kumar- Resource Manager  |
| Attracting Sponser and Enterprize Portfolio |  | Riddhi Khetan- Graphical Engineer  |
| Design , Painting and Testing of the car |  | Yashvi Goswami- Sponsorship Manager  |
| Orthographical and rendered image |  | |
| Marketing – QR code , pamphlets etc. |  | |

Shreeya, the project manager of the team- had divided the tasks amongst ourselves and helped us, so that we could complete the task in the given limited time and in a perfect manner. This had helped us a lot, and had increased out team spirit, collaboration and also our team work.

This table shows the work done by each member according to their role. ←

This table shows the task that were done and in which month. This was followed keeping in mind the priorities table. ↓

| WEEK MONTH | 1 ST WEEK | 2 ND WEEK | 3 RD WEEK | 4 TH WEEK |
|---------------|---|---|---|---|
| JULY |  |  |  |  |
| AUGUST |  |  |  |  |
| SEPTEMBER |  |  |  |  |
| OCTOBER |  |  |  |  |
| NOVEMBER |  |  |  |  |
| DECEMBER |  |  | THE COMPETITION was held at this time | |

INDEX

| | | | | | |
|---|---|---|---|---|---|
|  |  |  |  |  |  |
| Table display design | Team structure | Team identity (research) | Team identity (development) | Car design (research) | Car design (development) |
|  |  |  |  |  |  |
| Uniform designing | Verbal presentation | Portfolio (research) | Portfolio (development) | Obtaining sponsorships | Marketing and promotional |
|  |  |  |  |  |  |
| Practice | Registration | Manufacturing | Finishing | Painting | Testing |

SPONSORSHIP AND MARKETING SUMMARY:

MARKETING SUMMARY:



Our team pamphlet was designed by designed by Riddhi and Asmit. Our resource manager got these printed in a very less cost which helped us in managing our budget. We distributed these pamphlets in malls, in our neighbourhood and other shops. This helped us a lot in the promotion of our team. And through this, we got a sponsor- Jawed Habib, Alambagh.

The marketing of the team was done with two main purposes- first, for the promotion of the team to gain sponsorships and second,

Our team's marketing included making of pamphlets, social media pages, visiting malls and other public places, etc...

QR Codes were also very helping to us. We had put the QR Codes on some shops so, whenever a customer came to those shops, they could scan these and get to know more about our team. These Codes directly jump into our Instagram, Google and Facebook page. Through these pages one can also contact us to provide some sponsorships if they want. They can also share our page to promote us.



Facebook QR code



Instagram QR code

SPONSORSHIP SUMMARY:

“Ambitious Goals Need Ambitious Sponsors”- thus, to achieve our dream, we needed sponsors. Sponsors- to get sufficient funds to reach to this level of the competition. Our initial budget was Rs. 9,000/-, but expenses were more than we had realized. It turned out to be around Rs. 11,000/-. But we could manage this risk efficiently without much problem. Here is our sponsorship proposal (email) below. This was written by our sponsorship manager with the help of our team manager. we had mailed this to various companies and brands who could sponsor us. We also mailed a power point presentation, which contained the details of our team and our design-

We are looking for sponsors who can help us in this competition. Have a look at what category you will belong by supplying us with a sponsorship:

1. BRONZE: Rs. 500-1,000/-
2. SILVER: Rs. 1,000-2,000/-
3. GOLD: Rs. 2,000-3,500/-

Our budget:

Our total budget is around Rs. 10,000/-. Kindly go through our requirements below.

1. Car- 3,000/-
2. Uniform-2,000/-
3. Team identity – 500/-
4. Marketing and promotional- 1,500/-
5. Table-display- 2,000/-
6. Others- 1,000/-

Our team will be highly obliged if you could sponsor us. We would be helped even from a little sponsorship you provide us with.

Dear sir/ madam,

We thank you for sparing your precious time to read this mail. We are sharing this mail with you as we are seeking sponsorships. We are one of the teams that will be participating in the F1 in Schools Competition (sub-regional level) and we will be requiring sponsorships for the competition purposes.

Firstly, Let's make you familiar with the competition:

F1 in Schools is an international STEM (science, technology, engineering and mathematics) competition for school children (aged 9-19), groups of 5 students design and manufacture a miniature car out of the official F1 in schools Model Block, which is made up of balsa wood, using CAD/CAM design tools. These cars are powered by CO² cartilages and are raced against the cars of the other participating teams.

Know about us:

Our team name is “Team Nova, Race Along”. Our team comprises of 5 members: Shreeya Sakhuja (the team manager & manufacturing engineer), Aditya Tiwari (the design engineer), Asmit Kumar (the resource manager), Yashvi Goswami (the sponsorship manager) and Riddhi Khetan (the graphical designer). Each of the members in our team plays a vital role for its growth.

Deliverables:

If you are kind and helpful to provide us with a good sponsorship, we promise to promote you in return. We will display your logo on our car, uniform, pit display, social media website, etc... We will also encourage people to use products of your company by representing your company on regional platform. We will be highly obliged if you can do so.

Thanking you for your help. We look forward to your reply or a contribution.

You may contact us at: 6387477004 (APURV MISHRA- THE TEAM MENTOR)

Yours sincerely,

TEAM NOVA

Yashvi Goswami

Sponsorship and marketing manager (TEAM NOVA)

Mob: 7388733077/ 8840307583

E-mail: yashvigoswami01@gmail.com / apurvmishra44959@gmail.com



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DELIVERABLES:

| S. NO. | PROMOTION THROUGH: | TYPE OF SPONSOR: | | |
|--------|--------------------|-------------------------|--------|------|
| | | BRONZE | SILVER | GOLD |
| 1 | TABLE- DISPLAY | | | |
| 2 | CAR | | | |
| 3 | PAMPHELET | | | |
| 4 | UNIFORM | | | |
| 5 | SOCIAL MEDIA | | | |
| | | LOGO WILL BE DISPLAYED | | |
| | | LOGO WON'T BE DISPLAYED | | |



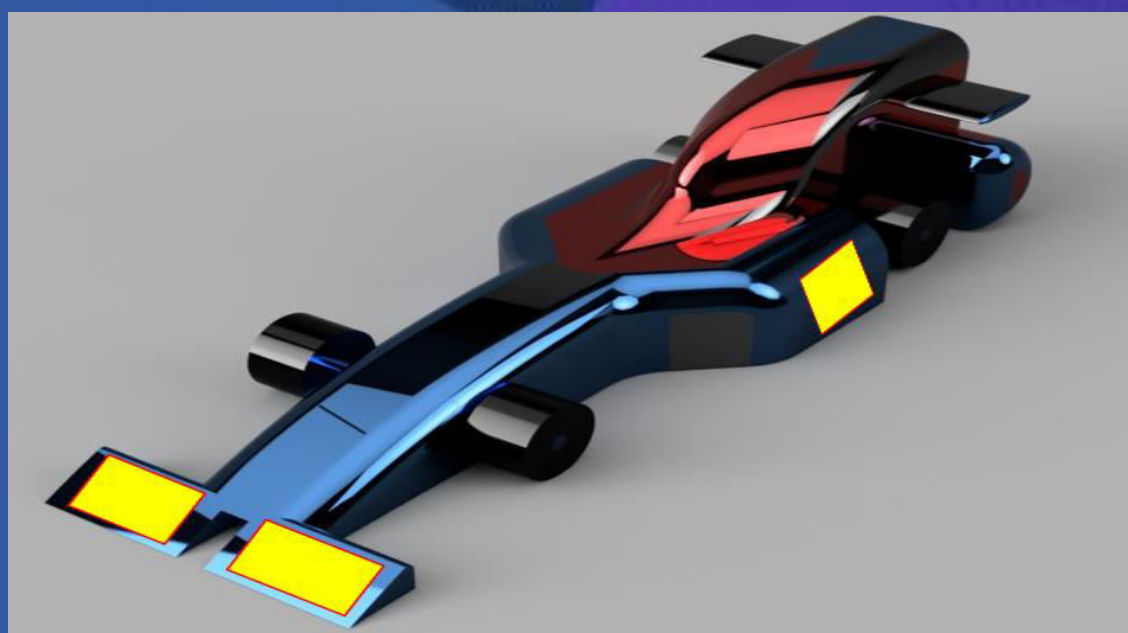
WHY TO SPONSOR US?

NEW IDEAS - BE PART OF A NEW GENERATION FULL OF INNOVATIVE IDEAS.

OPPORTUNITY - FOR YOUR COMPANY TO BE ON A WORLD STAGE.

VISUALIZE - THE FUTURE FOR THE Z GENERATION.

ADVERTISE - MONETARY AND PHILANTHROPIC RETURNS FOR THE ADVERTISING.



To promote our sponsors, we used their logos on our team uniform, car, pamphlets, etc... We displayed their products on our table-display. We also created social media pages on our account for the promotion of our sponsors. We shared, liked and followed their social media accounts and pages to increase the word-of-mouth of their brand or companies.

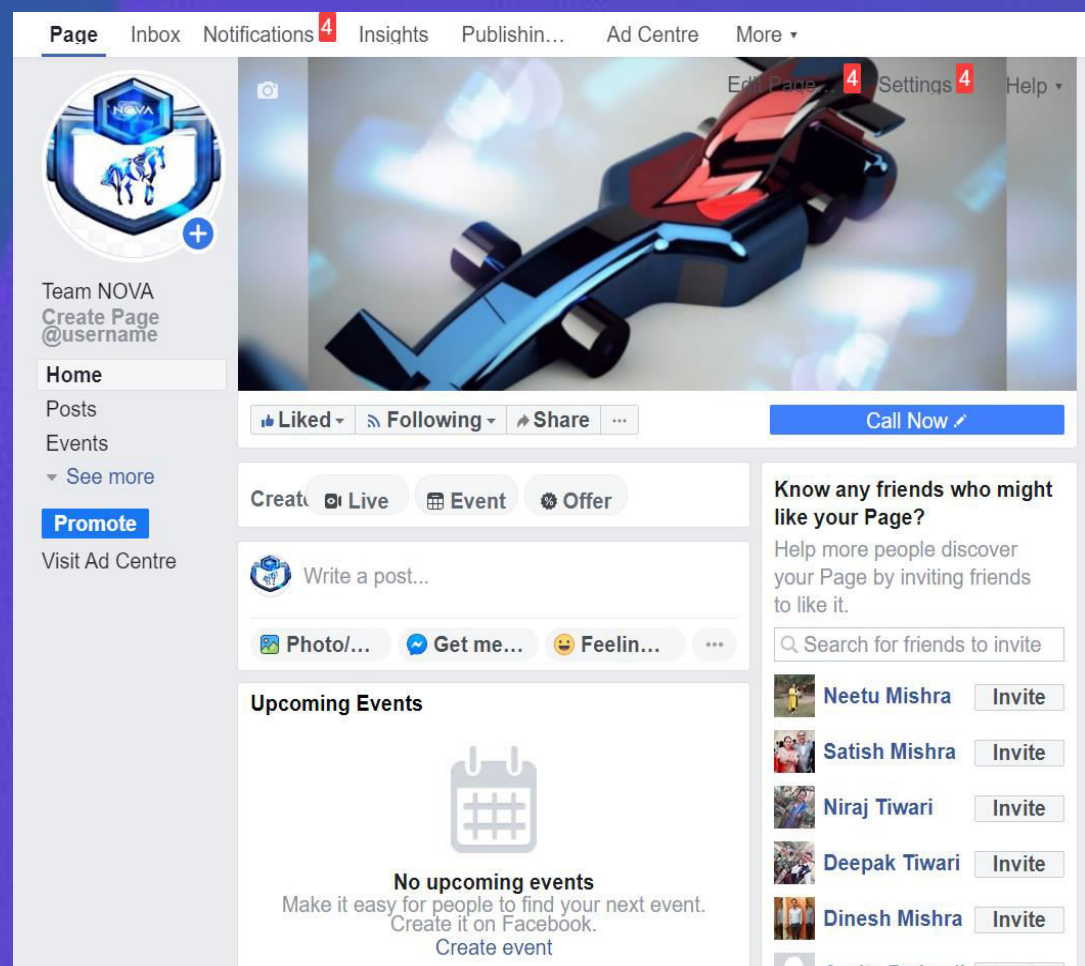
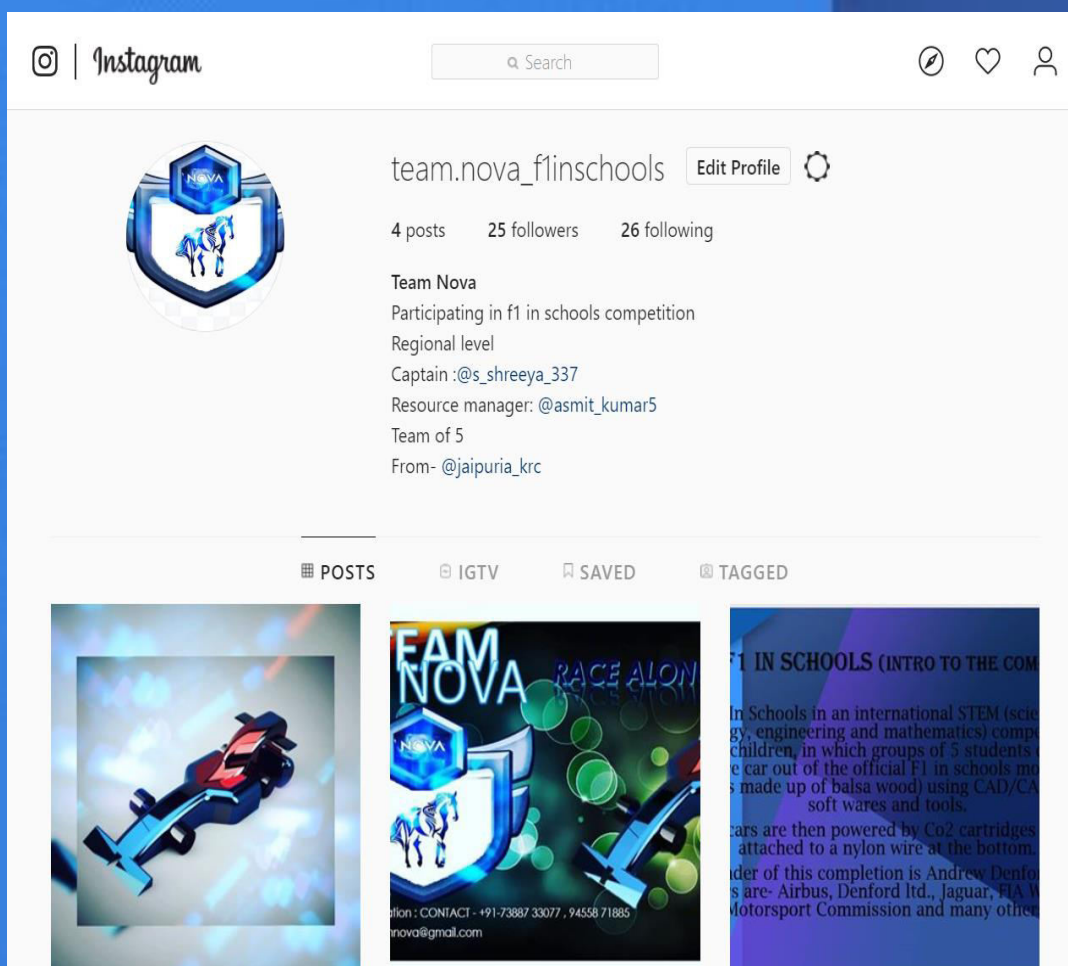


TABLE DISPLAY:

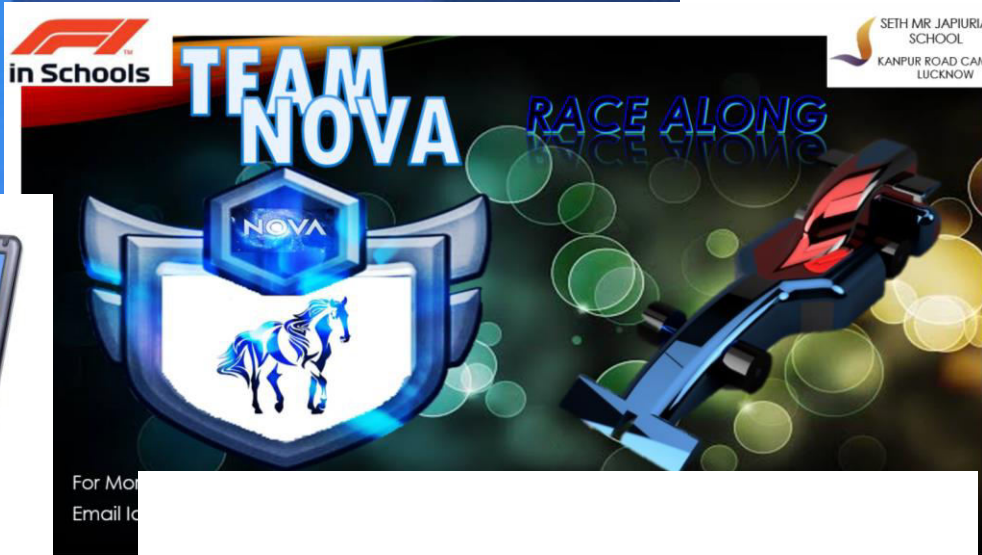
“If you can’t *make* it good, then make it *look* good” – BILL GATES....

Our table display had to be simple but presentable and marks scoring. So we decided to place charts on the wall behind us and many other ideas.

Table display content:



- A stand to display the car model.
 - The car.
 - Pamphlets.
- A small Christmas tree. for the remarks.
- A laptop.

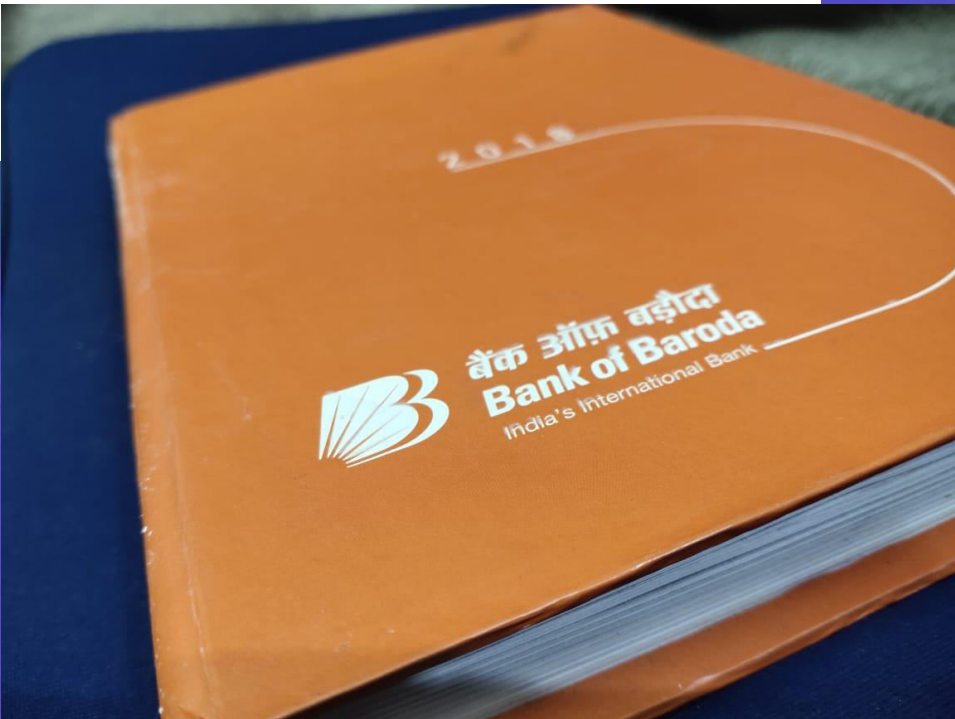


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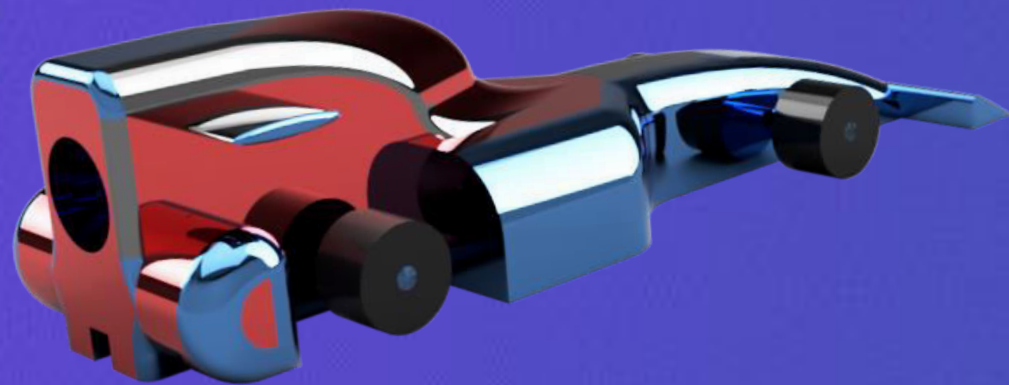
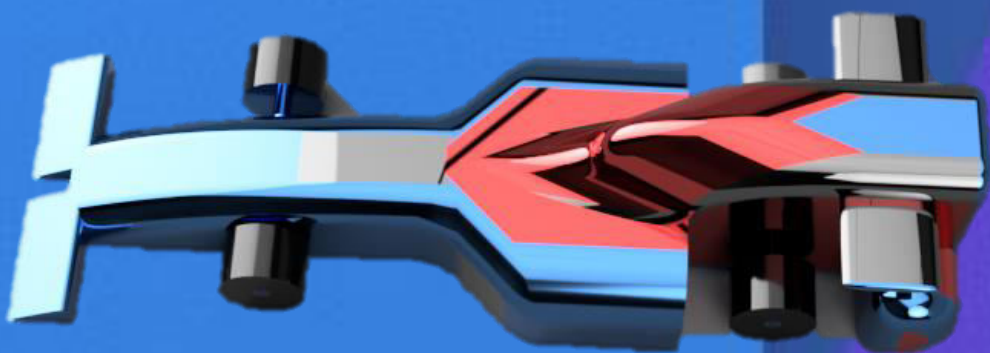
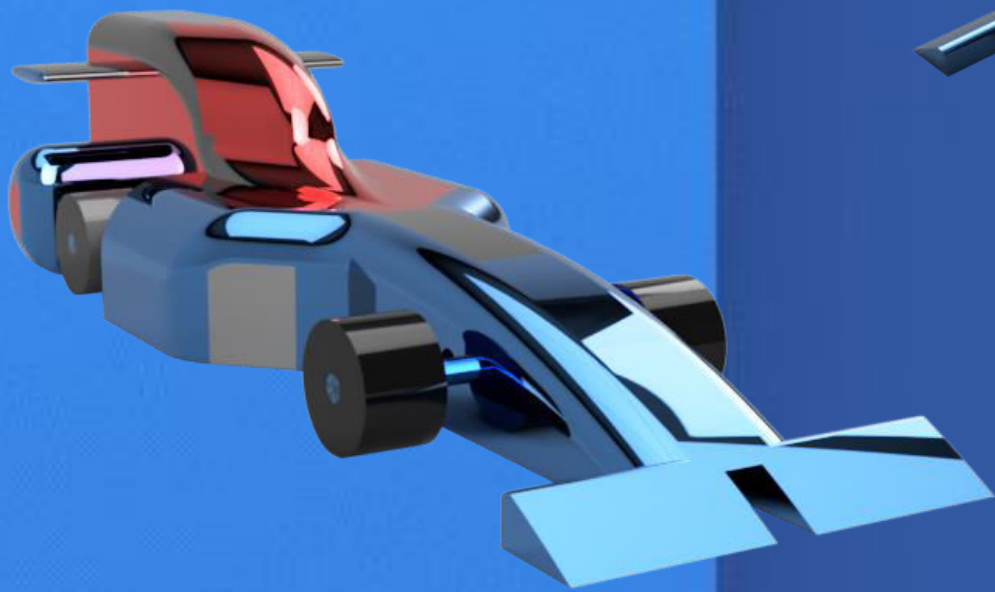
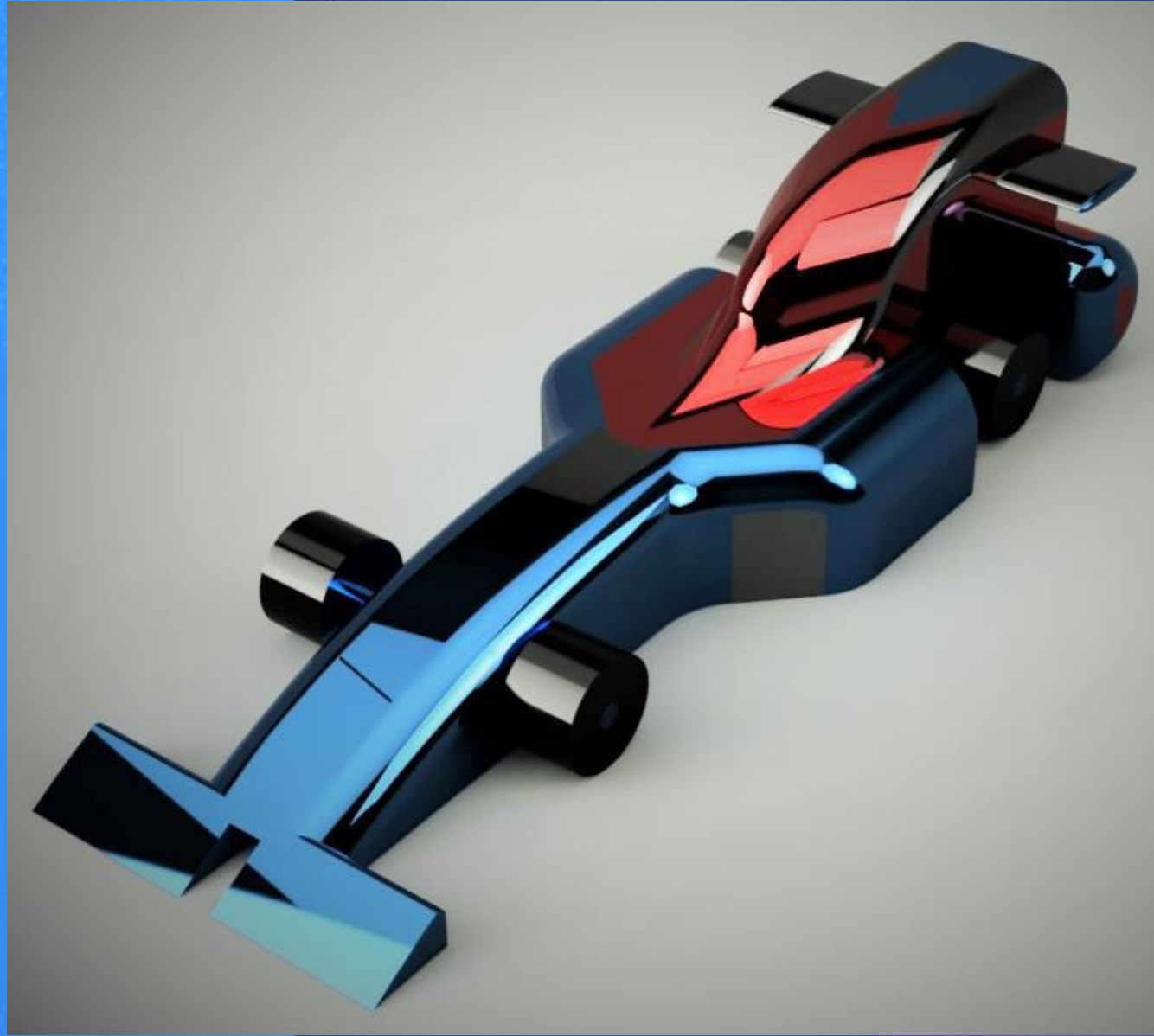
JAWED HABIB-



BANK OF BARODA-



DESIGN:



OUR GOALS:

“A goal without a plan is a daydream.”

Our goal is to qualify to the F1 in Schools Regional Competition. Qualifying our getting some award will be great achievement to all of us at a young age. This is our main aim for this competition. To achieve this goal, we have given our best efforts. Not to mention we will have a spectacular time with all the team members with our mentor and the trainers.

Fundamental goal is the ultimate process, underlying objectives behind every step and decision one makes.

In accordance with this definition, the team manager assigned each and every one the roles to be played during the competition. We initially don't know what would the result be but we didn't step out thinking of the other teams whose members are older to us.

The second step after deciding the goal is to make proper plan for the same. Now we decided to market our own manufactured car and have the sponsor's eye on us. To do these things we made a sponsorship proposal to make it more loud and say to the crowd that inspite of being younger in age we can do wonders.

