

S P E E D A T O M

ENTERPRISE PORTFOLIO



**Team Manager:
SARVPRIYA ADARSH**

***This program brings out
the best part of me
which is Physics.***

**Cad Engineer:
ABHAY PRATAP SINGH**

***FI in schools brings out a
very good platform to
showcase our talent.***

**Sponsorship Manager:
AYUSH UPADHYAYA**

***FI in schools make my
dream come true of
making a car.***

**Chief Engineer:
SHASHWAT GUPTA**

***Being a part of this
competition gives me
great pleasure and
responsibility.***

Why this logo?

***The logo explains the intensity of speed and stress with the speedometer.
The color Red indicates speed and black represents dominance.***

Our Tagline

HERE COMES THE PAIN

Team at a Glance.

WE ARE TEAM SPEED ATOM.
WE ARE A TEAM OF 4 REALLY HARD WORKING AND VERY ENERGETIC BOYS.
WE DON'T COME WITH ANY INSTRUCTIONS SO YOU CAN NOT COPY US.

BEWARE OF OUR NEVER GIVING UP HABIT THAT CAN MAKE YOU LOOK LIKE A FOOL.

Why this name?

This name symbolizes the most important part which is SPEED.
ATOM says that we are united and no one can break us.

Our motto

Our motto is to give our best and make this competition harder for others.

Team communication and collaboration.

For most file sharing we used GOOGLE MAIL and WhatsApp.
We also had voice calls and video calls to explain and discuss terms and ideas at home.

We study in a same school so communication was very easy. After school hours we mainly used WhatsApp (most famous messenger in India) to discuss.

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We are team speed atom and we are from Lucknow India. WE STUDY IN THE SAME SCHOOL AND ARE VERY GOOD FRIENDS.

F1 IN SCHOOLS was known to us by our esteemed counsellor. F1in schools is a great platform for us to hone our skills and showcase our talent. This competition was announced in our school assembly and we thought that it is a great opportunity for us to prove to everyone that we tenacious from the rest.

Our team has members who are perfect for this job like we have our team manager and content manager make very good partnership in making the design because of their love in physics and maths. Our sponsorship manager is a YouTuber and he is also good at making videos so he teamed up with the team manager for making the video. Our Graphic designer and team manager have done exceptionally well in the computer field till now so that makes our team very perfect for this job.

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Responsibility:
SARVPRIYA ADARSH
(Team Manager)

The marketing and digital management is one of the important things for getting the sponsorship. So, this task was taken up by the team manager himself.

CHALLENGES:
We got our team name changed after the registration. That is why we have to recreate our email and all the social media and digital media accounts which already had a number of followers.

Marketing:
We asked many accounts to share our account and we announced it in our school assembly.

Responsibility:
SARVPRIYA ADARSH
(Design Engineer)

Having two heads on the same project helped a lot for making the design. He helped making the car's dimensions and every angle very precise.



Responsibility:
AYUSH UPADHAYAYA
(Resource Manager)

He is the resource manager of our team and he has taken up this responsibility with great pleasure. He made sure that every equipment is available to us with ease.

CHALLENGES:
Getting money out of people in India is pain and another is sponsorship, but he managed well.

He had links with local businesses that helped him a lot with printing the merchandise etc.

Responsibility:
AYUSH UPADHAYAYA
(Sponsorship Manager)

He is also the sponsorship manager of our team who tried really hard for sponsorship and able to get at least one sponsor.



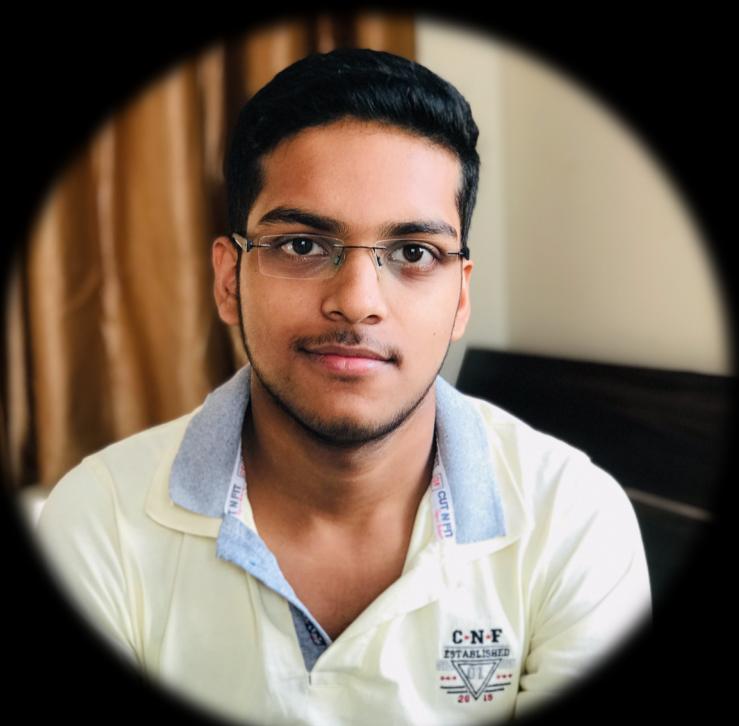
Responsibility:
SHASHWAT GUPTA
(Chief Engineer)

He is one of the finest among all the members of our team. He helped making the overall model of the car.

CHALLENGES:
We haven't studied at that level of physics where aerodynamics is explained that is why we had to study from different methods like taking extra classes from our school teachers.

Responsibility:
SHASHWAT GUPTA
(Content Manager)

He made sure that every showcase of team weather it is written or verbal is up to that level which he considers the best (Impressing him is very hard).



Responsibility:
ABHAY PRATAP SINGH
(Graphic designer)

He is the one who has made our logo and fulfilled all the graphic needs for posters and flags.

Responsibility:
ABHAY PRATAP SINGH
(CAD Engineer)

He made our all prototype and final designs in 3d and tested it for us that the engineers can study and improve all mistakes.

INSPIRATION

We took the inspiration from MAG-LEV bullet train from Japan and other inspiration is from the bolt action bullet because both of them have a negligible drag coefficient and are very aerodynamic. In order to design this car we used many principles of physics (aerodynamics). The design is very sleek, streamlined and every bit is designed keeping in mind the wind tunnel test.

we used Autodesk fusion 360(CAD software) for making this design in 3D. we also used flow design to check the air flow and design aesthetics. Our car's dimensions and angles are fit precisely keeping in mind Bernoulli's principle and newton's laws of motion.

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platform to
showcase our talent.*

**The
experience
was very
competitive
and the
challenge
gave us an
outlook what
it takes to
run a
company and
work in an
institution.**

For advertisement we used social and digital media platforms like Instagram and YouTube. Using Instagram has resulted a great decision because attracted one of our sponsors.

We used YouTube mainly for marketing, sponsored videos and our introduction to the world.

Instagram:

https://www.instagram.com/speed_atom_/

Facebook:

<https://www.facebook.com/speed.atom.581>

Twitter:

<https://twitter.com/SpeedAtom>

YouTube:

<https://www.youtube.com/channel/UC5-LQaY1QB2-AEG3J2EXzig/>

For further advertisement we advertised it in our school assembly. We asked many Instagram accounts to give us a shoutout on their accounts.

ADVERTISEMENT.

FACES

We asked the local business Faces to sponsor us and they agreed. They made our merchandise for free and paid us around 5000 bucks.

SPONSORSHIP.

LENOVO PROBLEM

We were offered a sponsorship by Lenovo Lucknow. We did everything that they wanted like posting their posts on social media and posting sponsored video on YouTube of their suggested product. At last they started ignoring our mails.

SPONSORSHIP PROBLEM