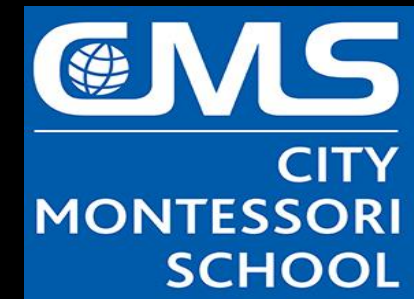


ENTERPRISE PORTFOLIO



"The secret of getting things done is to act"

By Dante Alighieri



ABOUT US

We are Team Inferno from City Montessori School, Cambridge Section. A group of highly enthusiastic people came together to accomplish a common goal.

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ABOUT OUR TEAM



UJJWAL GAURAV - TEAM MANAGER

Ujjwal is an exceptionally hard working and enthusiastic person who has put in a lot of effort in managing the team; checking the deadlines and ensuring everything is fulfilled before the due dates; abiding by all the rules and regulations mentioned in the rulebook and also keeping the team spirit high as we come across any challenges in our path. Although coming from a science background, Ujjwal has a good taste of business and management skills which was quite impressive in keeping the team together along with persuading companies to invest in our team.



AREEBA HASHMI - RESOURCE MANAGER

Being a resource manager is a hard task, but Areeba's work towards our project was remarkable. She is extremely good with numbers and statistical data, and that's how she planned the necessary resources with good quality at an affordable price for our team. She brought new innovative ideas and materials suitable for our car's design and manufacturing, which was totally impressive. Also, she worked with our sponsorship manager to look after the costs of the project.



SHASHANK GUPTA - MANUFACTURING ENGINEER

Shashank is an extremely talented person with a great background in science and mathematics. He researched on various areas regarding the manufacturing of our car keeping in mind that the designs are perfect and ready to be manufactured and does not lack anything that would make it less efficient. He learned the ways of how CNC machine and 3D printing works, which helped our team to move faster and be thorough through the technical terms. He also helped in designing the car.



VATSALA SINHA - GRAPHIC DESIGNER

With years of experience in art and design, Vatsala outshines her impressive talent in making of our logo, t-shirt designs and other elements of the project. She knew perfectly what graphics and color schemes are needed to make our project look outstanding and unique. She also worked with our marketing manager to decide the layouts and designs of our social media sites and other outlets.



KRISH SINGH - DESIGN ENGINEER

Car design was the vital part of our project. Krish made it very sure that the designs of our car are aerodynamically perfect and fast. He put in a lot of effort and innovative ideas to model a utopian framework, at last achieving the ideal design. He worked with our manufacturing engineer and resource manager to discuss on the materials and the requirements of the car design. Apart from this, Krish also takes keen interest in aviation and air force, and want to make a future of it.



ARYAN SRIVASTAVA - SPONSORSHIP AND MARKETING MANAGER

We passionately needed someone who could handle our marketing sites and get sponsorship for our team. That's where Aryan came in. We saw that potential and the glint of an economist in his eyes, and he did impress us by his work. Keeping records of the cost and planning out ways to approach companies, he all managed it diligently. Also, he made sure that our social media sites are being updated regularly with quality posts for our targeted audience.



TEAM NAME

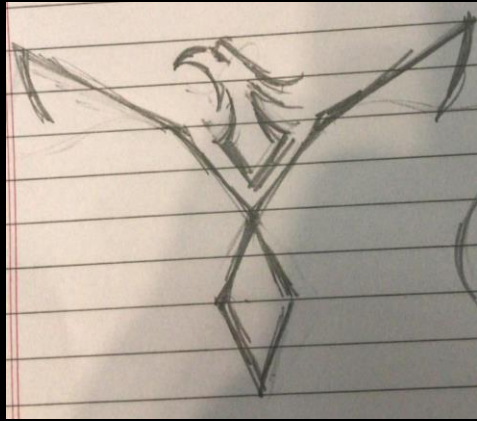
After so many thoughts and days spent, we finally agreed to call ourselves as TEAM INFERNO. Initially, we named it as Team Vector but it didn't suit our purpose and, as a matter of fact, only few members of our team voted for it. Well, we all know that a team name is as important as gold because it represents your overall identity and people remember you by that. And to shine that out, Inferno, a huge everlasting fire with passionate flames, was being chosen to represent the energy and zeal this team has. Also, it is an adaption from the book 'Inferno' by famous authors of their time – Dante Alighieri and Dan Brown.



TEAM LOGO

A logo is an epitomical part of a team which signifies many things. Our logo is also unique in its own way. Since, we declared that our team name has to be INFERNO: a raging fire, we needed a logo that showcases that passion and zeal instilled in us. So, to stand at our point, we created a logo representing a phoenix with his head held high and feathers designed in a way that represented the F1 race track. We chose phoenix because it is a symbol of rebirth from ashes, and to be more unique we colored it with shades of blue to exemplify tranquility and thunder both at the same time.

EVOLUTION OF OUR LOGO



These were the original concepts of the logo that we sketched. We wanted to make a phoenix but with a different style which can add creativity and uniqueness.



So, we added feathers and made some areas of the logo bold to highlight and give out a minimalist look.



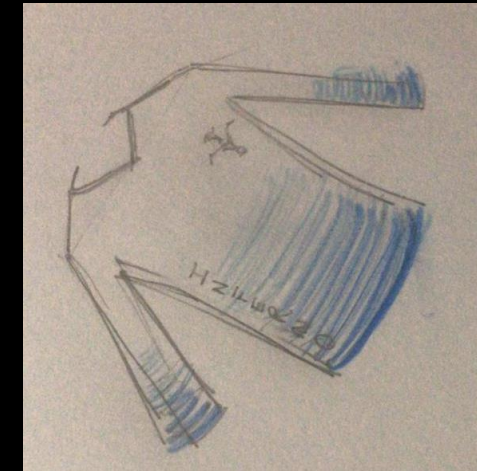
We decide that we will add six feathers on both side of the wing to represent the six members in our team.



But then we decided that adding lots of feather on each wing will represent the F1 race track and in this way our 'raging' motto will be accomplished.

TEAM IDENTITY

T-SHIRT DESIGNS



The more the simplicity, the better it looks. Vatsala, our graphic designer, made sketches of these t-shirts keeping in mind that color and theme of our team is been followed. We also took some ideas from our classmates and implemented in our designs.

EVALUATION

We learned a lot through this experience of putting out a brand-new company out there in the town. It's a major part of life where you learn how to deal with things and take big decisions that will impact your life in a better way. We made implementations to our designs taking feedback from our mentors and fellow mates so that there is no chance of mistake being done. Although, we agree we are not the best but we are unique and that stands us out from the crowd.

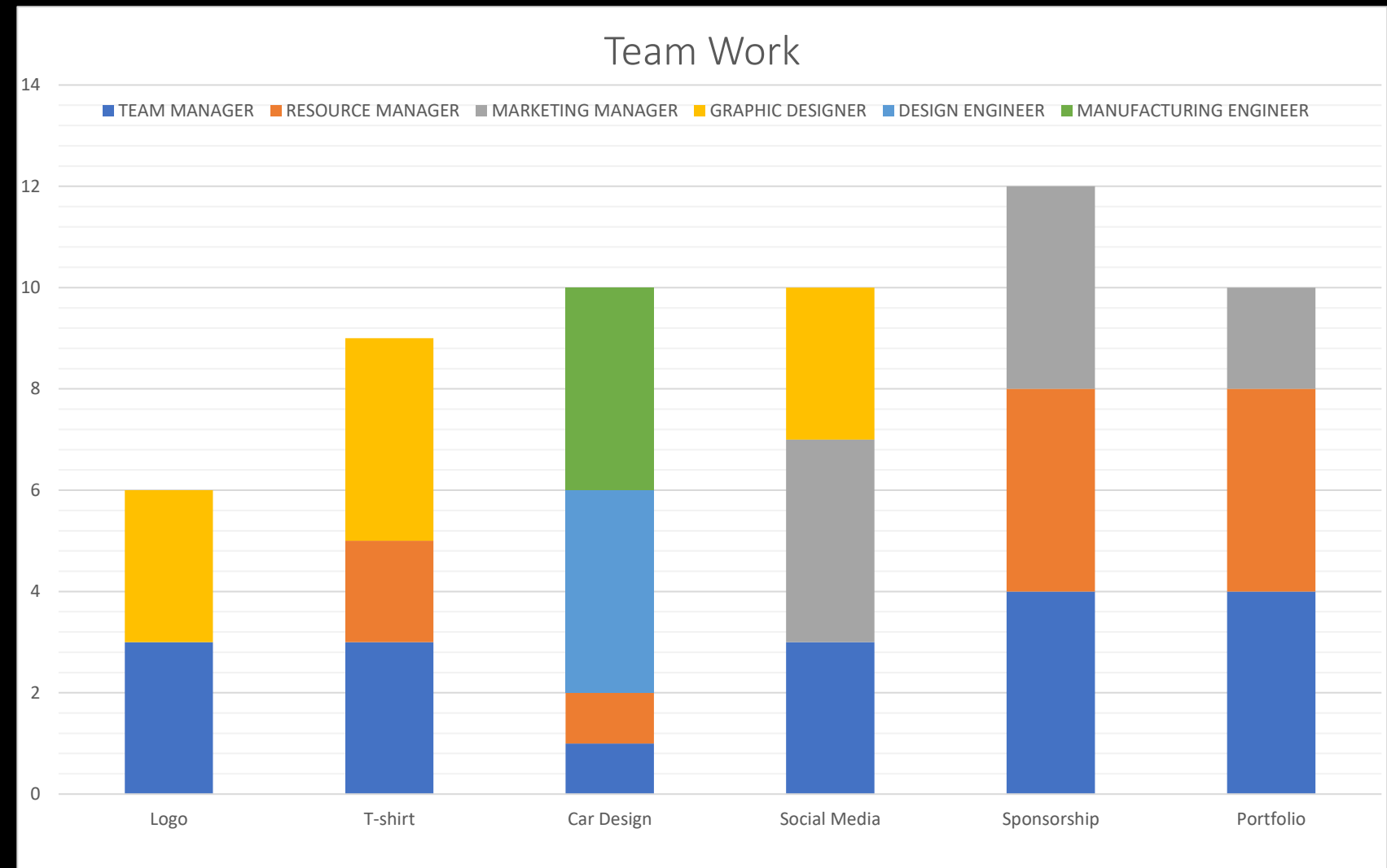
TEAM WORK

JOB ALLOCATION

Every member in our team was well-aware of his job and the tasks he/she had to do in that time limit. Not only they followed the rules sincerely, but also made sure that the work is done within the due dates. In this way, most of the work that had to be done was quicker than expected. Members were called for meetings in the school and outside when necessary and each progress in that field was being discussed.

COLLABORATION

Members not only completed their allocated tasks, but also helped other members in the team in areas where they faced difficulties. This created a collaborative environment within the team making the tasks seem easier and fun job to do. Moreover, a scientific study says that this is an effective way of doing work because it helps you put out innovative ideas on the floor and also makes a stronger friendly connection between team members. We exercised this effective technique on daily basis in the team to bring out the best of ideas possible to accomplish our goal for this project.



A graph showing collaborative work and how each member contributed to the task discussed in our daily meetings.

EVALUATION

Team work is utmost important element in putting a successful business out there. Our experience in this area was quite incredible. We learned how to organize ourselves so that we can reach to the best potential we have. Helping other members in the team with our own task in hand was a little tough but we managed it really well and also enjoyed this whole new experience.

TEAM EVOLUTION

OUR JOURNEY

We are not perfect beings, but we are capable of incredible things. We started this journey few months ago when our school announced about this enthralling competition. It was something that drove all of our attention. We were really excited about this STEM Competition that has such a huge influence around the world and also it shares us a common platform for all our talents to reach out to the world. We are all classmates and really good friends for a long time and getting together as a team was even more exciting. This was the very first step that brought us all to a whole new adventure.



OUR FIRST CHALLENGE

Since we were participating in this event for the first time, we had no idea of how things are done here. It was like a new language for us. It did created hassle in the start but we didn't give up. We attended all of the workshops conducted but were still quite clueless on many things. So, to solve this problem, we posted our queries to F1 in school and also visited many portfolios to gain experience and see how other teams have done their work. There was a lot of research work involved and in the midst of all these, we had unit tests and quarterly exams coming along. So, there was very less time and lots of work to do which became a tough challenge for us.



EVALUATION

We learned from our challenges and mistakes and tried to inculcate that learning in our project. It was tough in the start but with everyone's help we managed it really well. We also took a great advantage of internet in research and development of our project.

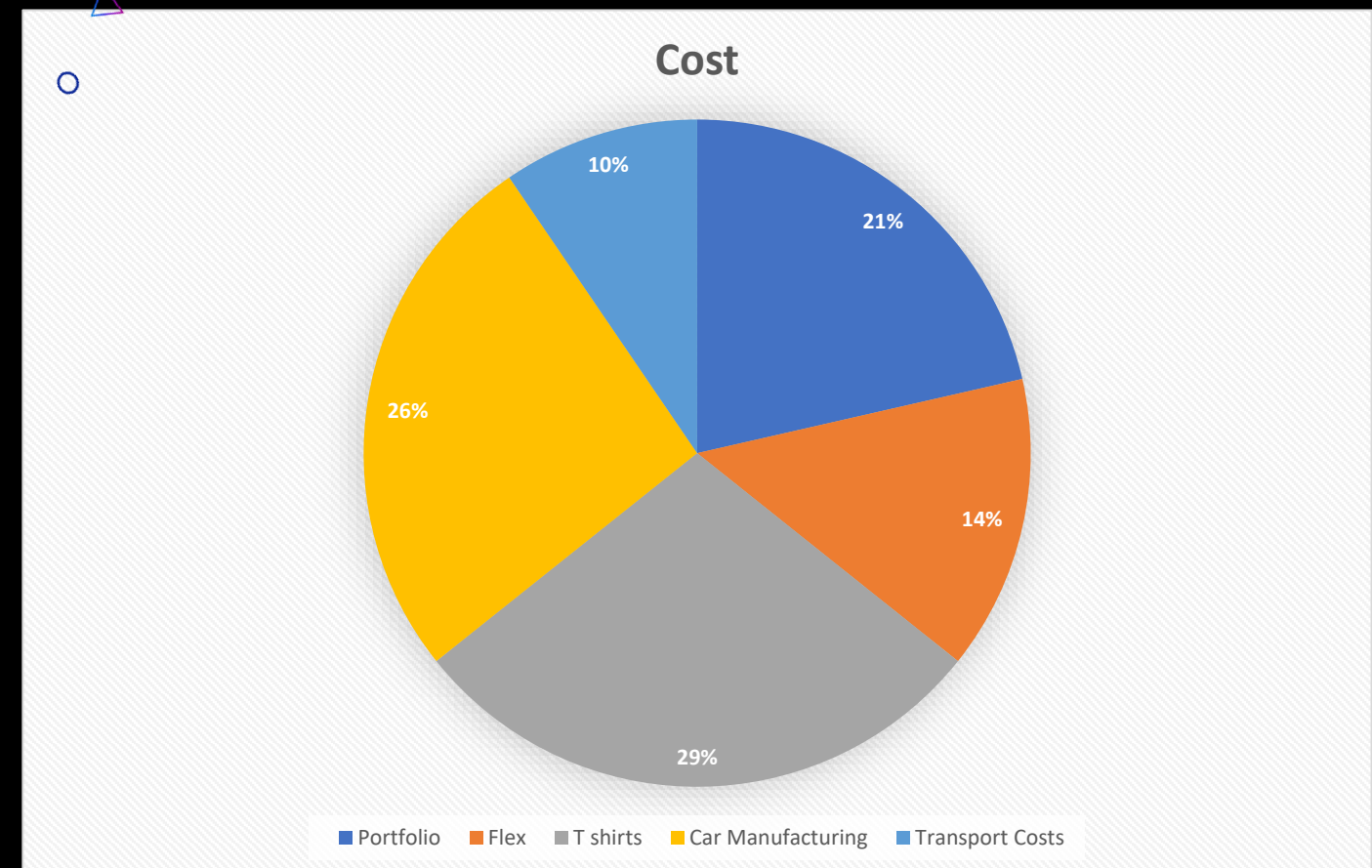
PROJECT MANAGEMENT

OVERVIEW

- Getting all the work done within the due date assigned to each member
- Making sure that no member of the team is lagging behind or facing any difficulty in his/her task
- Keeping a record of the cost of the whole project and making sure it was under our budget
- Organizing an effective business plan that can be executed properly.
- Keeping a strict policy of time management. Every member should complete the task handled to them before due dates.

COMMUNICATION

One of the important aspects of the project was contacting each member of the team at times when we didn't have any meetings. Most of the discussion was done on WhatsApp group created for our team members. Sometimes, we also had phone conferencing for any important discussion. For business chats, Instagram and Facebook were the mediums being used. Facebook and Instagram were only used for contacting other team members and interested sponsors.



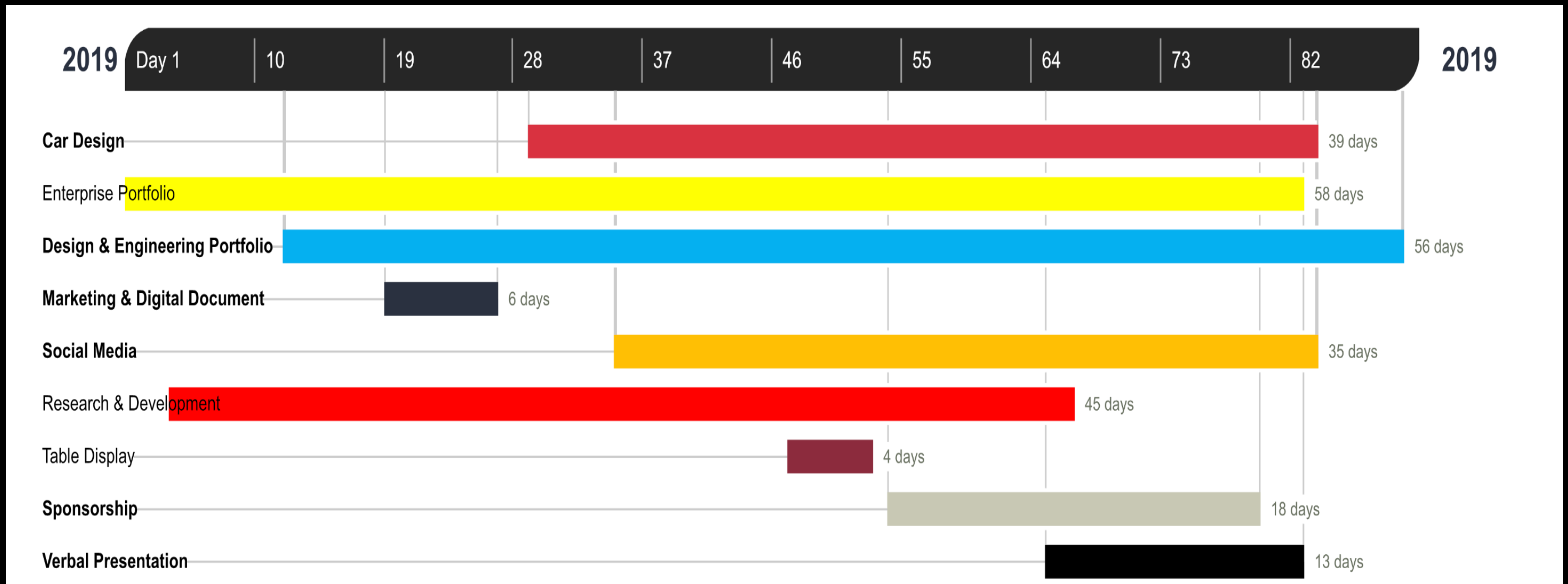
Pie chart showing the overall costs of the project.

PROJECT RISKS

- 1) SPONSORSHIP – We went to various businesses for sponsorship but they did not sponsor us because of the fact that we are participating in the Sub Regional Level for the first time and they thought there is a huge risk investing in money.
- 2) EVENTS – There were events going on in our school like student-led entrepreneurial event and International Environmental Olympiad and because of that we ran short of time to complete our project.
- 3) EXAMS – We had to prepare for our unit tests and exams along with the F1 project, and taking both of them at the same time was a difficult task.

TIME MANAGEMENT

PROJECT MANAGEMENT



Gantt Chart showing the time period of each task been completed.

MANAGEMENT EVALUATION

We used Wrike application on our devices to assign work to each member of the team and getting it done within the time limit. We used techniques like Complete&Reward in which if a each member completes a major task within or before the due date, we will award them with chocolates. Also, there were many challenges faced in completion of the tasks such as few members had sudden events came along due to which they had to delay their project. But, in the end, we geared up and completed our tasks as soon as possible.

MARKETING STRATEGY

MARKETING

One of the major aspects of getting your brand across your audience is through successful marketing. Marketing, in modern day era, has become a golden spoon of every business now and then. So, to get our team across this bridge, we created our own marketing strategy and followed it sincerely.

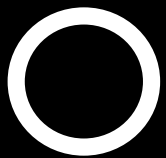
- Creating awareness around our neighborhoods, relatives and school about F1 in schools and how we are taking part in it.
- Distributing flyers and brochures to local areas around Lucknow.
- Marketing our team and F1 in Schools through different social media platforms such as: Instagram, Facebook, Twitter etc.
- Organizing fun games and activities for school and local children and teaching them about this STEM Competition.
- Creating art pieces of cars and promoting F1 in Schools through that.

TARGET AUDIENCE

Realizing who your target audience is, is actually one of the most important parts of marketing. Without it, there's no meaning of investing money and time into it. We were very clear in the beginning that our target audience will be: students, parents, teachers, school and even companies who have been sponsoring other F1 in Schools teams for a long time and also few start-ups that are seeking a global exposure. So, we focused all our attention mainly on this list and, as a surprise, it came out to be the best possible target audience for this championship.

DIGITAL MARKETING

Our main areas of marketing was social media platforms which these days has billions and billions of people connected to it. So, to gain as much attention as we could, we published posts and stories regularly across all major media and used tags like #F1inSchool, #STEM #Championship, #TeamInferno #F1cars, etc.



AREEBA HASHMI - RESOURCE MANAGER

It was an incredible experience being a part of F1 in Schools. I didn't just learn how to manage things but I learned how to overall work with others in a team. I also learnt how to handle expenditures and manage them responsibly.

VATSAL SINHA-GRAPHIC DESIGNER

I'm very happy working together as a team. I learned how to put my art digitally and give freedom to my designs. My role as a graphic designer perfectly suited me.

SHASHANK GUPTA - MANUFACTURING ENGINEER

I'm very interested in STEM related things and also wants to pursue a career as a software engineer. This competition has helped me realize my true potential.

KRISH SINGH - DESIGN ENGINEER

It was an amazing experience learning how to use Autodesk Fusion 360. It gave me a whole new platform to test my innovative ideas.

PROJECT EVALUATION

ARYAN SRIVASTAVA - SPONSORSHIP & MARKETING MANAGER

I had an amazing experience working together as a team where I can show my full potential. I contacted companies and held meetings with their managers.

UJJWAL GAURAV - TEAM MANAGER

There comes a huge responsibility with this post and at the time when I joined, I guess I was not ready for it. There were lots of thing that I had to learn in this journey. I knew there was this potential in me but I never got a platform to showcase my talent. Being a team leader does not always mean giving orders to your members. It is something that everyone differs to realize. A leader is one who works with their members like a friend and helps them realize their own potential. F1 in schools has taught me how to work in a team, take responsibility, make a change in this world and many more. This experience will always be there with me for lifetime

