MOGUL

ABOUT US

At **Mogul** we learn from our **failures** not just our successes. We started Mogul in the 2023/2024 season, competing in the northwest regional final. We joined the competition completely blind and did not know much about it. Expectably we did not make it far, and lost at the first hurdle. Our season did not make it past regionals. However, since then, we have learned from our failures and have come back refreshed with new team members, knowledge and experience.

Our team has come far in the last six months, developed our skills, reshaped our attitudes, and are proud to have worked together. We have **really enjoyed** ourselves too. Working for Mogul is something that our team looks forward to instead of seeing it as a burden. We are excited to see what the 2024/2025 season has to offer us.

WHO ARE MOGUL

Formerly known as **Mogul Motorsport**, we embraced a **new philosophy and mindset** this season. We now focus on **consistency and marginal gains**. Last year, we dedicated **too much energy into our car's performance** and design, leaving other aspects underdeveloped. This **limited our overall potential**, prompting a strategic shift.

To reflect this new balanced approach, we **rebranded as Mogul**, removing "Motorsport" to signify our newer broader vision. This transformation is also embodied in our **car's colour scheme**—a **fresh white canvas**, symbolizing **our renewed mindset and the beginning of a new era** for Mogul.

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WHAT IS MOGUL

Or more accurately - **Who is Mogul?** Our name originates from a real racehorse, introduced to us through the diverse backgrounds of our team members. But Mogul is more than just a name; it represents a **legacy of perseverance and ambition** that we strive to embody.

One of our teammates first saw Mogul racing in **Hong Kong** next to his home. During a challenging time in his life, moving through Covid, the horse's journey resonated deeply - **starting with humble beginnings, overcoming setbacks, and ultimately winning the prestigious Hong Kong Vase**. Mogul's success was built on **resilience, determination, and relentless improvement**, qualities that we hope will define our own journey in **F1 in Schools**.

We aspire to **mirror that same spirit** copied from Mogul, pushing boundaries in engineering and innovation while **inspiring the next generation** to chase their ambitions, just as Mogul did.
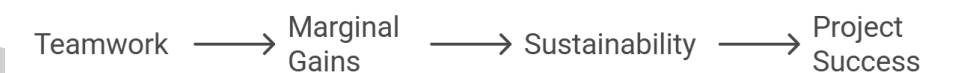
PHILOSOPHY

We claim to have three main philosophies for success: **teamwork, marginal gains and sustainability.**

Project Success Flowchart

Teamwork → Marginal Gains → Sustainability → Project Success

Teamwork – Good teamwork forms a trust within our team, without it, we would collapse.

Marginal Gains – Following research by **James Clear**, we realised that more success is achieved through consistent **small wins** and **system change**, rather than larger aspirations which lead to failure and demorilisation

Sustainability – Sustainability is not a top down problem, if our team can't be sustainable, then we do not want to compete.

MOGUL

MANCHESTER/ SUSTAINABILITY

Our identity as a **Manchester-based team** is deeply embedded in everything we do. It shaped our **uniforms, logo, and overall visual identity**. The **Manchester worker bee** has been an emblem of the city for over 150 years and symbolizes **relentless innovation and progress** - values which we aim to embody. From its origins as the world's first industrial city to its role as a modern hub of technology and sustainability, Manchester continues to inspire us.

This influence extends also to our **design philosophy**, including the **graffiti art** that defines the city's creative spirit. Manchester's graffiti, a fusion of **bold, modern and expressive street art** inspired many elements of our **pit display and merchandise**, reflecting the city's dynamic energy in our team's visual identity.

Inspiration From Graffiti
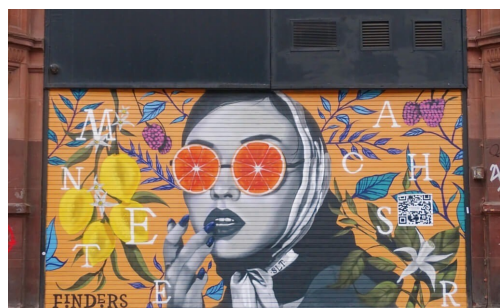
While our final design does not directly replicate graffiti imagery, it served as **the foundation for our creative process**. It guided our **brand identity** and visual experimentation through development. Graffiti embodies our **boldness, creativity, and individuality**. These are all essential elements of an impactful and memorable brand.

By drawing inspiration from this art form, we explored **innovative design concepts** in our logos, refining our visuals to ensure they captured the same sense of **energy and uniqueness**. This influence remains embedded across our identity, reinforcing a **modern** and **expressive** aesthetic which is unmistakenly **Mogul.** We have stuck to the rigid guidelines of our brand identity including the iconic orange and yellow gradient which is seen across all elements of our team from the pit display to the portfolio to the kit.

LOGO CREATION

Our logo takes inspiration from **Manchester's iconic worker bee**, a symbol of industry, resilience, and innovation. We streamlined the traditional bee imagery into a more modern and minimalist design, allowing it to be used across social media, merchandise and our pit display. Beyond representing the city, the logo also incorporates a **clever double meaning**, subtly forming an **"M" for Mogul**, reinforcing our team identity.

Throughout its development, we refined its visual impact, introducing a **spray-paint-inspired gradient** to replace the original plain yellow circles. This addition not only made the design **more visually dynamic and engaging** but also reflected **Manchester's bold and expressive street art**, seamlessly integrating the city's vibrant character into our branding.

Alternative Logos

BRAND CONSISTANCY

We recognised how essential maintaining **consistent visuals** across all our content was, as it provided numerous benefits to the team. These included: **establishing a professional identity, building strong brand recognition**, and ensuring our target audience could **easily identify and connect with Mogul**. Additionally, it created a **clear and unified team identity**, fostering a sense of **belonging and professionalism** within our group. By aligning our visuals, we strengthened our overall impact, ensuring Mogul remained **memorable, distinctive, and visually compelling** throughout the competition.

SOCIAL IMPACT

At Mogul, our mission extends far beyond building the fastest car—we are committed to **engineering a lasting impact** on our community. Inspired by Manchester's legacy of innovation and progress, we aim to pursue this on and off track.As passionate engineers, we believe in **nurturing the next generation**. To achieve this, we delivered **talks and demonstrations to primary schools**, sparking curiosity and inspiring young minds to explore **STEM, technology, and sustainability**—crucial for shaping a better future.

Our commitment to social responsibility also drives our involvement in **community initiatives**, including **litter-picking efforts and sustainability awareness campaigns**. For us, success isn't just measured in **technical achievements**, but in the **positive change**
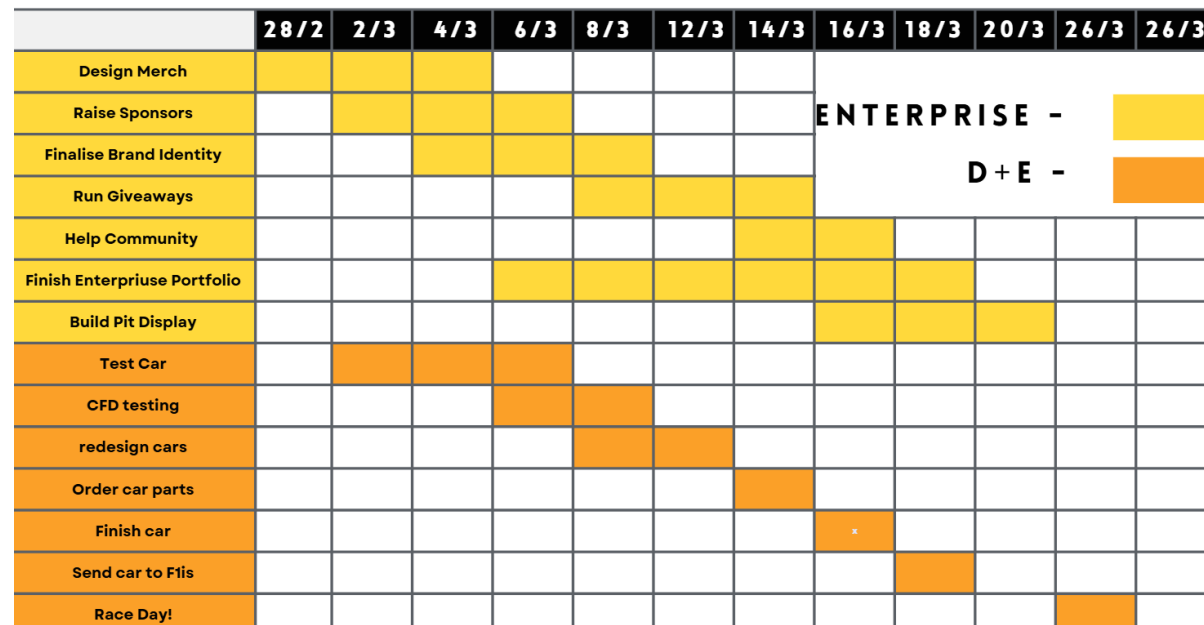
UNIFORM AND PIT

To maintain a **sleek** and **professional look**, we designed **business-casual polo shirts**, featuring sponsor logos scaled based on contribution levels. Our colour scheme balanced our **iconic orange-yellow** gradient with some negative white space representing a minimalistic and professional look.

Beyond aesthetics, our uniforms embodied our **core identity**. We custom-designed **Mogul overalls**, inspired by **F1 driver suits** and **Manchester's industrial heritage**, symbolizing **speed and hard work**. To enhance uniqueness, we heat-pressed **sponsor logos** in key areas. Wearing them half down reflected F1 tradition while ealso ensuring that we stood out from the rest of the teams.
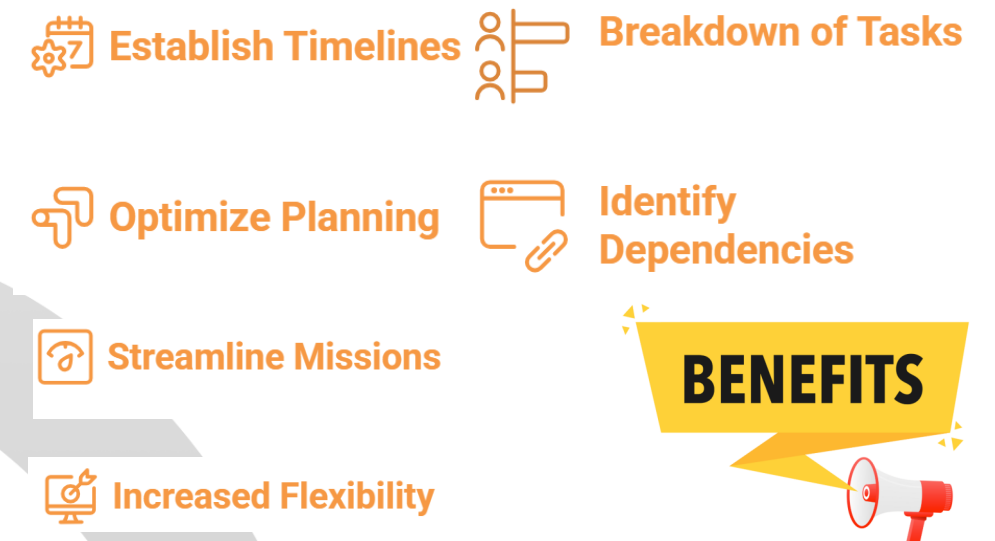
NATIONALS GANTT CHART

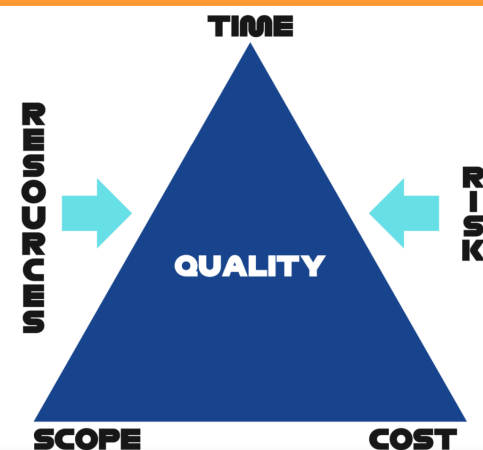|	28/2	2/3	4/3	6/3	8/3	12/3	14/3	16/3	18/3	20/3	26/3	26/3
Design Merch												
Raise Sponsors												
Finalise Brand Identity												
Run Giveaways												
Help Community												
Finish Enterpriuse Portfolio												
Build Pit Display												
Test Car												
CFD testing												
redesign cars												
Order car parts												
Finish car												
Send car to F1is												
Race Day!												

ENTERPRISE –

D+E –

Following regionals, we had limited time to prepare for nationals, making an **efficient and structured Gantt chart** essential. This tool streamlined our workflow, minimized complexity, and defined key decision points, ensuring a well-organized approach.

By leveraging the **Gantt chart**, we improved **coordination, task management, and overall efficiency**. Our **Project Manager, Daniel**, incorporated these principles when drafting weekly **Responsibility Assignment Matrices (RAMs)** to maintain clarity and accountability. Besides is our **Gantt chart**, which played a critical role in ensuring a smooth and structured preparation process leading up to nationals.

Key Benefits of a Gantt chart

- Establish Timelines
- Breakdown of Tasks
- Optimize Planning
- Identify Dependencies
- Streamline Missions
- Increased Flexibility

BENEFITS

THE THREE CONSTRAINTS OF PROJECT MANAGEMENT

TIME
RESOURCES
RISK
QUALITY
SCOPE
COST

The Project Management Institute defines **time**, **scope**, and **budget** as the three primary project **constraints**. With 30 days until nationals and a clear **objective to win**, time and scope were already established. This made budget our primary focus in project management. To mitigate financial constraints, we prioritized early fundraising. This allowed us to reduce deadline anxiety to a minimum, as we knew that if we ran behind schedule, we could just use our remaining budget to manage things on time.

PROJECT CHARTER

After achieving our regional goal of reaching nationals with the "Fastest Car" award, we needed a new aim. In a pre-nationals kick-off meeting, we revised our Project Charter, aligning it with the Project Management Institute guidebook, endorsed by F1 in Schools. It has one new adjustment:

New Project Scope— 'Win Nationals'

While our goal **was ambitious**, it was made more achievable through our **Project Charter**, which helped identify our main goal and ensure the teams commitment to achieving it. Following the **kickoff meeting,** the entire team signed it, reinforcing accountability. During regionals, the charter proved invaluable—whenever productivity declined, we reaffirmed our commitment by **re-signing** it as a team, strengthening our dedication to the Project Scope. This fortunately only occurred once, and was a major catalyst towards increased productivity.

THE MAGIC OF THE CHARTER

Nationals Project Charter

Project: F1 in Schools

Team Name – Mogul

Daniel Dable – responsible for ensuring that each of the project's goals and objectives are completed

Frank Lin – responsible for the optimisation of the car design

Mariano Gruszka Balthazaar – responsible for the optimisation of the portfolios

Semi Nehan – responsible for the optimisation of the cars engineering

Ahmed MD - responsible for the optimisation of arts and design

Project description – we aim to design and produce the fastest car to win nationals 'fastest car' award

Project role – To develop crucial skills which will be useful for our future careers

Major milestones – building final car, receiving team Kit, achieving £800 sponsorship

Acceptance criteria – winning Nationals

Assumptions – we have the best team

Constraints – Our school doesn't let us order anything without permission.

Risk – if there is a lack of cooperation and coordination we will be slowed down a lot.

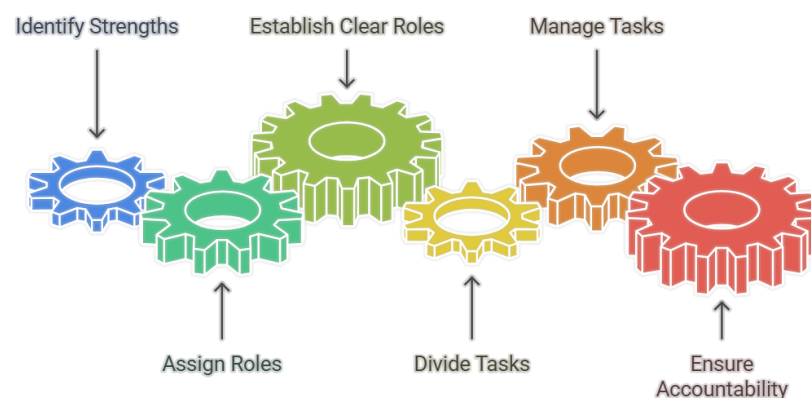| Project start	28/2/2025	End date	27/03/2025
Project manager	Daniel Dable	Date	28/02/2025
Approved by	Frank Lin	date	01/03/2025

MOGUL

TEAMWORK

Collaboration is at the heart of Mogul. We quickly realized that any discord among team members could derail the entire team. To strengthen our ability to **work together effectively**, we engaged in multiple team-building exercises. One example was tackling escape rooms with our sponsor, **Breakout Manchester**. With our team members living over 30 miles apart, across different counties, maintaining regular contact, holding team meetings, and fostering trust were essential to our success.

ASSIGNING ROLES

Assigning roles based on each Mogul's **strengths**, **skills**, and **abilities** was crucial to ensuring a smooth workflow. From the start, we established clear team roles, allowing missions to be efficiently divided and managed. Each role had specific responsibilities outlined on our Gantt chart, ensuring accountability and structure.

We tailored these roles to each team member's experience—for example, Ahmed's artistic talent made him the perfect choice for our **graphic designer,** a decision that has greatly benefited our team. Weekly task tables and a **Responsibility Assignment Matrix (RAM)** further helped each team member stay on track with their assigned duties, as shown below.

Task	Role	Deadline
Get quote for CNC milling	Manufacturing engineer (Mariano)	10.12
Design a banner	Graphics designer (Ahmed)	17.12
Order Pit display cloth	Pit Display head (Semi)	15.12
Order Bearings	Design Engineer (Frank)	21.12
Write monthly status reports	Project Manager (Dan)	25.12

Identify Strengths — Establish Clear Roles — Manage Tasks

Assign Roles — Divide Tasks — Ensure Accountability

RESPONSIBILITY ASSIGNMENT MATRIX

We used responsibility assignment matrices (**RAM**) to enhance team **efficiency** and ensure **clarity** in task allocation. Each week, our project manager, Dan, distributed updated matrices, **eliminating ambiguity** and streamlining collaboration. The RAM helped us quickly identify **workload imbalances**, reassign tasks as needed, and maintain accountability. By clearly defining roles and responsibilities, it minimised confusion, reduced delays, and improved overall **productivity**. This structured approach was essential for our team's functionality, enabling smooth coordination and **efficient decision-making**. Ultimately, the RAM played a crucial role in keeping projects on track and ensuring everyone contributed effectively to our shared goals.

|	Daniel	Mariano	Frank	Semi	ZJ	Ahmed
D+E Manufacturing 1	a	r	i	i	i	i
general overview page	a	i	i	r	i	i
D+E testing process	a	i	i	i	i	r
Enterprise portfolio 3 pages	r	a	i	i	i	i
design process D+E page	i	a	r	i	i	i
rehearse verbal presentation	r	r	r	r	i	r

🟥 **Responsible**

🟨 **Accountable**

🟩 **Informed**
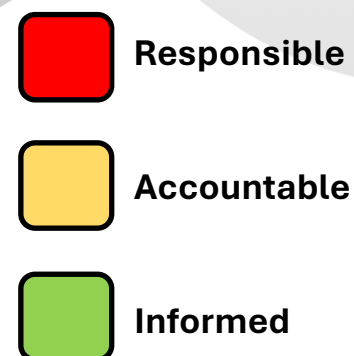
Effective role assignment has been key to the success of our team. By having faith in each others individual talents at a specific role, we are happy to entrust each other with the responsibility of producing consistent **high quality work.** This clear cut role designation also removed confusion and any overlap between different peoples work

TEAM ROLES

Mariano Gruszka Balthazaar
Design Engineer
'I have designed the aerodynamic performance of the car, maximising speed and efficiency'
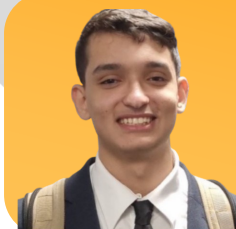
Ahmed Manssour Dahbi
Graphics Designer
'I design the graphics, this means the livery, the portfolio, visuals and the pit display'

Frank Lin
Manufacturing Engineer
'I make sure that our car ends up on the track made with precision, and using the best materials possible.'

Semi Nehan
Design and Brand Support
'I have helped with the design of the car and the teams Brand Identity, ensuring that it remains consistent across our Project.'

Daniel Dable
Project Manager
'I manage the team, keeping a close eye on deadlines to make sure that everything is ready for the competition.'

ZJ Yuen
Testing Engineer
'I have curated and designed all the tests for our car, making sure that we achieve the omst useful results which fuel a faster car.'

COMMUNICATION

Recognising past challenges with poor communication, we prioritised consistent and **structured interactions**. Last year's delays and resource mismanagement taught us the importance of clear, timely communication. Specifically regarding the distance between the Moguls, we really put a priority this year on **effective communication**. To streamline collaboration, we designated specific platforms for different types of communication:

Teams — File sharing and document collaboration

Whatsapp — daily updates and important announcements

Calls— quick discussion for urgent tasks

Discord - longer online meetings, which can be used for design sharing and coordination

Effective communication planning involves identifying key stakeholders, determining the frequency of interactions, and ensuring the exchange of relevant information. To streamline this process, we developed a **Communication Matrix**, which systematically outlines: **Stakeholders** (Who needs to communicate) **Information Flow, Communication Method** and **Communication Frequency.**

Who To Contact	To Communicate	Communication Method	When
Manufacturer	When Does Kit arrive	Whatsapp	14.3.25
Mr McGarry	Finals accomadation	Email	8.3.25
Quooker	When Sponsorship	Email	8.3.25
Les	How To Pay	Email	13.3.25

STATUS REPORTS

Each week, we compiled a **status report** during our team meetings, serving two key purposes:

1. Maintaining Goal Focus – Regular updates kept our objectives top of mind.

2. Tracking Progress – Reviewing completed tasks from the previous week allowed us to identify productivity gaps and take corrective action.

Status report week 20 – 03/03/2025

Project: *F1 In Schools*

Team name: *Mogul*

Date: *March 3rd 2025*

Project status: in motion

Tasks accomplished
- QUALIFIED FOR NATIONAL FINAL!!!!
- Acquired £300 in nationals sponsorship
- Designed merch

Tasks in progress:
- Get more nationals sponsorship
- Re-design car

Planed tasks:
- Order merch

Goals for the week:
- Write portfolios and verbal presentations

Goals for the week:
- get another £200 of sponsorship
- order merch

Issues:
- We do not have enouh sponsorship and very little time.

Questions for discussion:
- Should we bring in an additional member for nationals

Additionally, we distributed **monthly status reports** to sponsors and other stakeholders. This helped **sustain strong relationships** and ensured transparency regarding our team's progress. The status report provided an effective way to monitor and report the **progress of our project and** allowed us to easily communicate this to others. This was also a source of motivation for the team, as we could clearly see progress happening. Here is an example status report from the week after we qualified for nationals.

MONITORING

Monitoring/controlling is an ongoing process throughout our F1 in Schools campaign. It is the process of tracking goals and missions and ensuring that the project scope is being followed while minimising scope creep.

What is Scope Creep and how do we combat it?

Scope creep occurs when project tasks deviate from the defined **acceptance criteria** seen in our **Project Charter**, either by introducing unnecessary work or requiring adjustments to the project schedule and resources.

To prevent this, our team regularly reviewed the acceptance

Criteria of **"winning nationals"** to ensure all tasks aligned with our objectives. Early on, we clearly defined what fell within scope and what was considered **"out of scope."** By setting these boundaries from the start, we effectively mitigated scope creep.

Additionally, our **weekly meetings, status reports, and Responsibility Assignment Matrix (RAM)** helped keep our missions focused, ensuring every effort contributed directly to our goal.

'If something can go wrong it will' - Murphys Law

Adjust for the unexpected—Murphys law

Murphy's Law 'If something can go wrong it will' - guided our monitoring process. One case of this is when our manufacturer unfortunately suffered a heart attack. As we are human, we supported him through his recovery and also helped him with design and deliveries. Fortunately, our **foresight paid off** as we had ordered our merch two weeks earlier, allowing for Mark to have a safe and healthy recovery before continuing to help us. This experience reinforced the importance of **proactive planning** and **adaptability**.

SPONSOR - BREAKOUT

Thanks to **Breakout Manchester's** sponsorship, our team strengthened collaboration through a **team-building escape room** experience. It challenged us to **think critically, communicate effectively, and work under pressure**—skills directly applicable to our work with Mogul. This experience improved our teamwork and efficiency, and we are grateful to **Breakout Manchester** for the opportunity.

MOGUL

CREATING A BUDGET

Creating a budget was crucial for our team. With just **30 days** to secure sponsorship for nationals—after **raising only £600 for regionals**—we initially **projected £800** in sponsorship and planned to cover the rest ourselves. However, we **secured £1,235,** allowing us to invest in higher-quality products.

Expense	Projected Cost	Actual Cost	Difference
Accomadation	£150	£0	-£150
Travel	£0	£0	£0
Merch	£120	£372	£252
Pit Display	£100	£366	£266
Chassis	£50	£100	£50
3d Printing	£180	£0	-£180
Entry	£250	£300	£50
Contingency	£80	£97	£17
Total	£930	£1,235	£305

When making a budget, there are **multiple considerations** to take into account. To streamline the process, we created a **3 step plan**. **First** We **identified all items required** through a **Work Breakdown structure** and estimated their cost. **Second,** we had to identify where we **planned to acquire money from**, this was through designated sponsorship pitches to chosen companies. And **third**, we had to agree who is **responsible for the budget**, assigning **ZJ as our Financial Manager.** He oversaw all spending and **approved all purchases** to make sure that were keeping on track

3. Managing Budget

2. Sourcing Money

1. Estimating Cost

Asset Type	nationals
cash	0
recievables	350
inventory	585
Total Assets	850

(Total assets Balance Sheet) - 15.3.25

RISK MANAGEMENT

Our financial management process included identifying risks such as **budget overruns, unexpected costs**, and **funding shortages.** Addressing these risks early allowed us to **implement effective strategies, preventing financial instability and reinforcing sponsor confidence**. Key measures included:

Identified Financial Risks

Budget Contingency Allocation

Expense Tracking

BUDGET CONTINGENCY

We allocated **£100** for our **budget contingency**. We realised how **crucial a contingency** was at regionals which helped us to account for unforeseen costs. However for nationals so far. The Budget Contingency has been an **effective use of financial risk management** however as we have been able to cut £200 from our budget due to a **3DPRINTUK sponsorship**, we are massively under budget.

EXPENDITURE TRACKING

After partnering with our s**ponsor and financial advisor Arlingclose,** we were advised that the best way to track expenditure was through the implementation of **Balance Sheets** which followed **International Financial Reporting Standards (IFRS).** We **sent these balance sheets to our sponsors each month** along with our status reports to ensure that they were up to date with our movements and were **confident** that their money was being used properly.

PLANNING AND MONITORING FOR RISK

For our project we categorised all risks into two different categories. **Risk to the Triple constraints** and **safety risks.** We developed a 3 step plan to risk management which helped us to overcome all risks to our project.

Risk Identification

Risk Assessment And Analysis

Risk Response

Risks can **affect timing, scope, quality and safety**. This is why it was crucial for us to **spot and mitigate any risk** long before it occurred. We created a **Risk Assessment Matrix** to **identify all risks** ahead of them happening and generate a plan to deal with them. This was incredibly useful, and worked multiple times. One case is when our car manufacturer couldn't manufacture our cars but we already had an **alternative thanks to the risk assessment Matrix.**

What Might Go Wrong	Risk Level L = Low M = Medium H -= High	Area of Impact R = Resource T = Timing S = Scope Q = Quality	Preventative Planning
Delays with kit manufacturing	M	R – New kit will need to be manufactured T – We may not have time to manufacture the kit before the final	• Make sure that kit is to arrive two weeks early • Find alternative manufacturer with shot notice

MOGUL

GOAL

Our Goal for sponsorship was for all parties involved to **benefit from the partnership with Mogul**. This involved **active ROI**. For this to happen, we made sure to **sustain a long lasting relationship** with our sponsors, this included **monthly emails** containing **status reports** and **financial reports** to reassure them that their money was being spent wisely. Our relationship with all our sponsors and stakeholders are incredibly valuable to us, as without them, we wouldn't have made it to the competition.

ROI

The most important part of the sponsorship process for us, was **the satisfaction of the sponsor**. We aim to make sure that the sponsor feels like their money is going a long way and is worthwhile. One way which we did this was by giving our most valued sponsors **'Official Sponsor' T shirts.** Through our interaction and research, we discovered that our sponsors were invested for three main reasons: **Goodwill, Enhanced Brand Awareness** and **Corporate Social Responsibility.** We will break down the

GOODWILL

Many companies sponsor us out of **goodwill**, believing in our team's potential and the values we represent. We deeply appreciate these sponsors and strive to **give back** through brand promotions. One example is **Hayley Bops Cakes**, a Liverpool baker we met during a **Children in Need** fundraiser. Expecting nothing in return, she was simply excited to support aspiring engineers.

BRAND AWARENESS

Some companies sponsor us to boost **brand awareness**, leveraging our **social media, events, and competitions** to reach new audiences. We ensure strong **ROI** through **posts, shoutouts, and branded giveaways**, as seen with **Breakout Manchester and Burger Box**.

CATEGORIES

To encourage increased sponsorship, we created **distinct sponsorship categories**, each one offering varying **returns on investment (ROI)**. The highest package was designed as a **premium offering**, which was just for show and made the other options appear more affordable by comparison. This table was useful for sponsors when deciding whether to sponsors us or not, as different companies sought different benefits and could easily decide which package to choose from which would be best for them.

Corporate Social Responsibility

Companies also sponsor us as part of their **CSR efforts**, supporting **education, innovation, and youth development**. By backing our team, they invest in future engineers and showcase their commitment to social impact—like **Porsche**, which allocates a budget for such initiatives.

WHY WE NEED SPONSORS

Sponsorship was essential for our **Formula 1 in Schools** journey, providing the **funding, equipment, and expertise** needed to compete at the highest level. The competition involves significant costs, from **registration and travel** to **manufacturing and testing**, making financial support crucial. Sponsors also gave us access to high quality manufacturing such as **3DPRINTUK** who gave us £200 worth of parts for free. Beyond resources, many sponsors offer **mentorship and technical expertise**, such as our mentor Hussnain Khan from **Bentley**. Their support not only fuels our success but also strengthens their reputation through our wins. We have been grateful to all of our sponsors and the invaluable information and skills which they have given to us on our F1 journey.

	Name on Shirt	Social Media Post	NFC tag on PIT	Official Sponsor Merch	Name large on Shirt
Tier 1 Sponsor >£200	✓	✓	✓	✓	✓
Tier 2 Sponsor >£100	✓	✓	✓		
Tier 3 Sponsor <£100	✓				

SPONSORSHIP STRATEGY

Effective **marketing and networking** are essential for securing sponsors. We found that **face-to-face interactions** and **networking** were far more successful than cold calling or emailing. Sponsors tend to show more interest when they can personally meet and engage with the team they are considering sponsoring.

Our approach was straightforward: **Book a meeting from a meeting (BAMFAM)**. We made it a point to initiate conversations about our **F1 team** during professional encounters and schedule a brief follow-up call. In the initial meeting, we focused on introducing the team, avoiding any mention of financial details. Following this, we arranged another meeting to discuss sponsorship opportunities, ROI, and present our **sponsorship packages**. This strategy proved highly effective.

Some of the slides from our Sponsorship Proposal
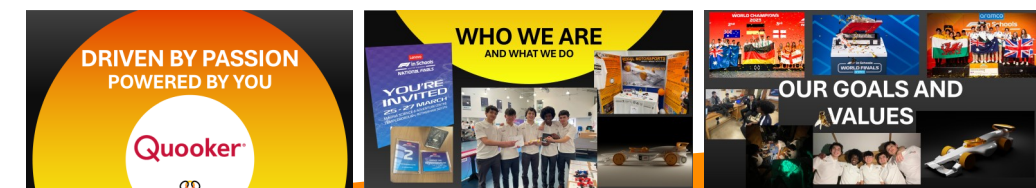
OUR USPS

Locality:

As the only remaining team from the **North West**, we became the only team local companies could sponsor. This **unique selling point (USP)** significantly aided our sponsorship acquisition, as we were the only team for Formula 1 in schools in which companies **could support local talent.** Our exclusivity as the region's last-standing team attracted interest from multiple regional branches in and around Manchester, including aid from Porsche and Quooker.

### Strong Social Media Presence/ Brand Identity

Our Locality to a sponsor is only useful as long as it is coupled with our **strong brand identity and social media presence**. We may be a source of **local talent**, however if we cannot prove our talent through our social media, then potential sponsors will not be willing to collaborate with us. This is **why consistent Brand identity and** social media uploads has been crucial for our teams success in sponsorship acquisition, as it affirms our **sponsors trust and faith** in our **capabilities to succeed.** This is why we have been posting regular content updates on our **Instagram and linkedin** to make sure our audience can keep up to date with the teams progress.

RETAINING SPONSORS

It is also important for us to **retain new sponsors for the** long term, this is because it is much easier to **renew sponsorship with a current supporter than** to find new ones. We saw this from our funding for nationals. Over **60% of our funding came from previous sponsors**. We had two methods to retain sponsors:

Regular contact and updates - We have made sure to maintain **regular contact** with all sponsors **sending monthly status reports** and balance sheets ensuring that they are confident in our teams capabilities. We also sent goodie bags with Mogul Memorabilia following the regional final

Discounted Sponsorship—following regionals, we immediately held another round of fundraising, and offered our previous sponsors a 50% discount on **the new nationals sponsorship to show that we valued their initial support**. This was met warmly by all sponsors, and we received a sponsorship renewal rate of 100%

#ffd900 Bee yellow

#fe9e02 Orange

#000000 Pure Black
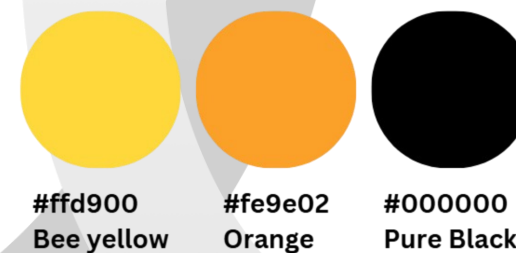
Bee Yellow—this warm colour radiates feelings of warmth and positivity

Orange— this mix of hues brings a joyful and playful tone to our design and brand identity

Pure Black - black represents sophistication and professionalism, mixing perfectly with our brand.

SPONSOR HIERARCHY

Tier 1 Sponsor

Tier 2 Sponsor

Tier 3 Sponsor

Porsche Centre Preston

KMD INVESTMENTS

3DPRINTUK

HAYLEY BOPS Cakes

BREAKOUT MANCHESTER

BURGER BOX

THE BLAIR PROJECT

nue

latcreative

arlingclose

Porsche Preston Centre

Porsche Preston Centre, was the **very first company** that we reached out to. Situated round the corner from our project manager, it was an obvious decision. We were put in contact with one of the nicest external managers Amy Lancaster, who believed in us from the start, and immediately gave us £200. For **return on investment,** we have offered incredible bra**nd promotion on our social medias**. They sponsored us as part of their **corporate social responsibility budget,** which we have been grateful for and look forward to working with them further.

Arlingclose

Arlingclose, a **financial advisory firm** for UK town and parish councils, may seem unrelated to a Formula 1 in Schools team. However, its **CEO, a passionate F1 fan**, eagerly sponsored us when given the opportunity. Our project manager, Dan, first met CEO Mark on a train from an **Edinburgh open day**. Since then Arlingclose has been one of our closest sponsors. They have been one of our best industry collaborations and have offered us invaluable knowledge on budgeting, finance and risk management which we have taken with us and used for all of our portfolio work.

The Blair Project

The Blair Project (TBP) is a social enterprise which is focused on reshaping the sustainable engineering of the future. **TBP** brings together teenagers within Manchester and challenges them to convert petrol go karts into fully **electric e-karts**, before racing them on a track. We have partnered with the Blair Project, and for return on investment we are currently arragning educational sessions for children in and around Manchester to further understand the intricacies of engineering and the importance of sustainability through renewable energies.

MARKETING STRATEGY

Goal

Our primary marketing objective was to **increase brand awareness, acquire sponsorships, and engage our audience**. To achieve this, we leveraged social media to provide **daily content**, **attracting, engaging, and retaining a community invested in our journey**. Marketing was essential to our team. It established our brand identity to the public and made sure that our team was well known to others.

The Three Pillars

We **structured our marketing strategy around three core pillars**, which were essential to our Formula 1 in Schools journey:

Brand Awareness | Audience Engagement | Sponsorship Acquisition
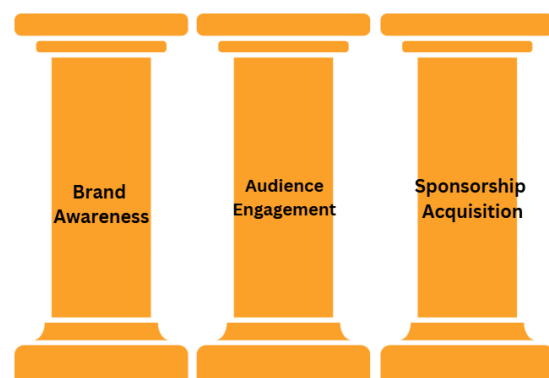
Brand Awareness - By following a consistent **Brand identity, we were instantly recognisable with** the iconic **orange-yellow gradient.** We pushed our brand to new audiences through marketing.

Audience Engagement—it was also important for us to **engage with our audience**. We did this through interactions such as polls and Q and A sessions.

Sponsorship Acquisition— another main aim of marketing was **attracting potential sponsors.** Through building a brand reputation, and posting our consistent progress, we brought in more sponsors

Target Audience

We identified a few set of main demographics that we wanted to target in our outreach. This involved **students, competitors, professionals and sponsors**. By defining our audience, we were able to **strategically adapt content across different platforms**, ensuring maximum reach and engagement. Each platform served a specific purpose: Instagram for engagement and storytelling, LinkedIn for professional networking and YouTube for in depth team insights. By **identifying our target audience** we were able to enhance our audience reach through curated content targeted at specific audience demographics. This proved great for our marketing strategy.

BRANDING/DIGITAL PRESNCE

Social Media strategy

Our marketing strategy optimised the use of multiple **different social media platforms** to maximise our **outreach** and **audience engagement**. We targeted mainly **fellow competitors,** engineers and sponsors. Through Insta**gram we were able to establish a brand image**, while through platforms such as LinkedIn we were able to hook sponsors and then emailing monthly status reports, we made sure to keep our sponsors **informed** on all our actions. Direct marketing through email, helped us to reach the majority of our sponsors before sealing the deal with a convincing pitch via phone call. The table below shows

Instagram – Our primary marketing strategy involved **regularly posting** reels to keep our audience updated and engaged, ensuring they felt involved in our journey. We gained a lot of followers through a series we did called 'very short interviews.'

Linkedin – We utilised LinkedIn to connect with a **professional audience**, sharing posts that detailed the specific tasks we undertook, highlighting both their complexity and significance. Sponsorship and **partnership announcements** were made on here, to make sure that Mogul gained a professional audience too.

YouTube – We **leveraged YouTube to share** in-depth interviews with our team members and sponsors, offering a behind-the-scenes

COMMUNITY ENGAGEMENT

The Mogul Honey Brand

As part of our sustainability efforts, we partnered with a local beekeeper at Ashton Apiary to produce our own **Mogul Honey Brand**. We sold small jars of honey under the Mogul Brand. This had two purposes for us. **First** it was **Raising awareness** and educating the local community about the **Declining Bee population** due to pesticides and environmental harm. **Second** it was **supporting Sustainability** and this **enhancing our brand identity at Mogu**l by using responsibly and sustainably farmed honey from indigenous bees while promoting ethical and environmentally friendly practices.

IMPORTANCE OF MARKETING

As mentioned in our previous sections pages our **sponsorship acquisitions strategy relied heavily on marketing and networ**king. However this approach relied heavily on maintain a strong **brand identity** and a **professional reputation**. Establishing a credible and recognisable presence across multiple platforms **enhanced our appeal to potential sponsors.**

Every **phone call, email and face to face meeting** was reenforced **by our social media presence,** which allowed sponsors to verify our claims and progress, engagement levels and potential success. By maintaining our online brand, we knew that our claims were supported by clear and visible evidence. This approach was crucial in helping us raise our sponsorship to reach nationals.

GOAL AND STRATEGY

Digital Media is simply just the **digital form of marketing from the previous page**. We had the same goals (the three pillars) in mind to **acquire sponsorship, increase Brand awareness and engage with our audience.** The one small twist being that we are restricted to simply social media campaigns. This page will show our **trial and error** approach to finding the most effective use of digital media in marketing to achieve our three pillars.

Strategy Development:

Niche Research—Before starting, our **digital media campaign**, it was essential for us to determine our content niche and following sub-niches. We determined for our niche to be **STEM and Formula 1.** This then allowed us to see what kind of content we should be posting through **viral hacking**

Viral Hacking— this digital media strategy helped us gain the most views. **Viral Hacking** is the idea of replicating other content within your niche which **has previously gone viral. The idea being that if it has gone viral before, it will go viral again.**

ENGAGEMENT AND GROWTH

Enhancing **Community Interaction** was also incredibly important to our team. We did this through **leveraging polls, Q and A sessions and direct messaging.** We always replied to our direct messages as quickly as possible to ensure that our **audience felt valued by the team**. We also took parts in collaboration and partnerships with local companies and influencers. We **partnered with a local social media influencer** who modelled for our merch and also collaborated with Burger Box, Breakout Manchester and Jood restaurants during our giveaway campaigns. **This generated traction to both ours and our collaborators social medias.** The Giveaway campaigns were an incredibly successful digital media move by Mogul

GIVEAWAYS

We hosted multiple campaigns leading up to the finals, giving away over **£200** worth of Gifts. These giveaways were **sponsored by two of our prime sponsors**: Breakout Manchester and Burger Box. We fortunately gave away **one free escape room** to raffle off worth up to £120. We also held multiple Burger Box giveaways. These were raffle based competitions with hundreds of entries each time. These giveaway campaigns were great for our Digital Media, we had hundreds of entries per campaign and they massively increased audience interaction

Upload Schedule

We heavily (and shamelessly) used **massive aid from AI** in developing a **digital media strategy**. As social media is merely AI based algorithms, we decided it best to take guidance from the source. After researching our **niche of F1 and STEM** and its relevant sub-niches, we tasked **ChatGPT to develop a content schedule including a rota of viral hooks and** Content ideas. This can be seen below

Date	Viral Hook	Content Format
Feb 26	"Behind-the-scenes: What really goes into building an F1 in Schools car? 🏎️🔧"	Reel – Time-lapse of car assembly & design process
Feb 27	"Would you race this? 👀 Drop a 🔥 if you would!"	Reel – Cinematic close-up shots of car details
Feb 28	"F1 in Schools Myth-Busting! 💡 (You won't believe #3)"	Carousel – Debunking common misconceptions about the competition
Feb 29	"Meet the Team: Who's behind the speed? 🏎️🔥"	Reel – Team introductions with fun facts & personality

AI was great in helping us generate fresh fun and exciting content to keep our audience engaged and active.

DIGITAL MEDIA SUCCESS

We realised that **short form content** and **specifically Instagram** reels were the most successful use of digital media to achieve our goals of brand awareness, sponsorship acquisition and audience enlargement. Our strategy was centred around **Viral Hacking** which we analysed to have **nearly doubled** our followers between regionals and nationals in just **30 days.** We were able to maximise our outreach through optimising **Posting Schedules** aided by AI, **engagement timing and content relevance.** This is a data driven approach which proved to be successful for us and boosted our brand identity and audience interaction, thus ensuring a strong digital impact leading up to the finals

'I really appreciate the Collaboration with Mogul and cant wait to get my next T shirt after they have won nationals' - Burger Box CEO