

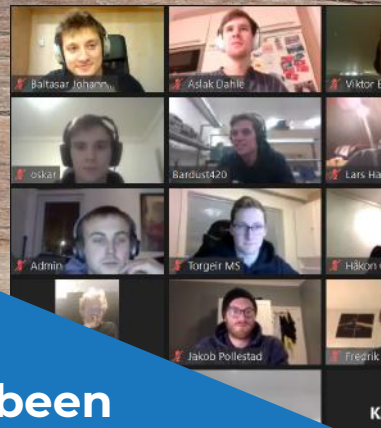
SHIFTIN' TIMES

—SHIFT HYPERLOOP NEWSLETTER—

JANUARY
2021



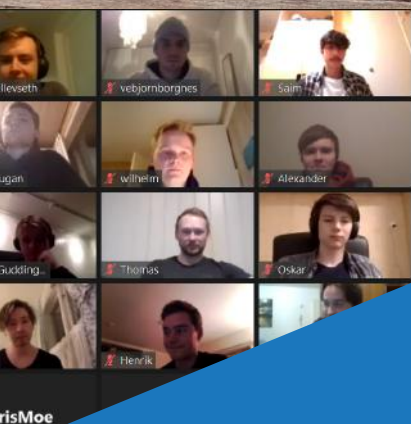
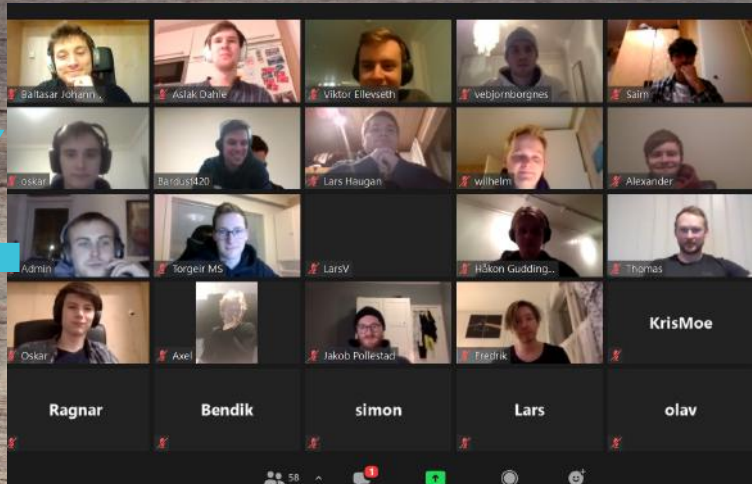
JANU ATS



So far in 2021 there have been quite strict rules regarding social gatherings, however Shift has work to do.

All meetings and workshops that have been possible to arrange online have been done so. The tasks that can't be done digitally have been done in accordance to the local and national guidelines.

JANUARY SHIFT



**Even though we can't meet
physically we are still on schedule.**

**Shift has also held an
extraordinary general
assembly where a new
CTO and CCO were chosen.**

TWO YEARS SHIFT HYPERLOOP



**February 1st 2021 we
celebrate Shift Hyperloop's
second anniversary!**

**In just two years we have
grown to be more than 80
members, and by the end of this
semester we will have our first
functional pod!**

YEARS OF PERLOOP



**We look forward to more years of
working on this amazing project!**



Words From the Founder



Jonathan Selnes
Bognæs
Founder


**Imagine that,
two years of
Shift Hyperloop!**

**It felt like yesterday that
we sat around a little
conference-table at
Gløshaugen in Trondheim,
pledging to make the world
a greener, safer and more
convenient place to be.**

**February 1st 2019, that's when
it all began for real.**

**I never thought it would
grow and catch the interest
that it did and it's amazing to
see so many people united
around the idea of a better future!**





Shift is filled with some of the most ambitious, nice and talented people I know.

It's truly incredible to look back at what the teams of 2020 and 2021 have achieved so far, I have to say I feel proud.

It hasn't always been easy, and it will continue to give us hurdles, but I am confident that Shift will throttle on and do great things for the future!

Shift is something else, and it's been a hell of a ride so far!

Thanks for two amazing and exciting years, and here's for the future and all the amazing years left to come!

Happy Birthday Shift Hyperloop!

MEET CMO



Viktoria Shulga
CMO

Full name:

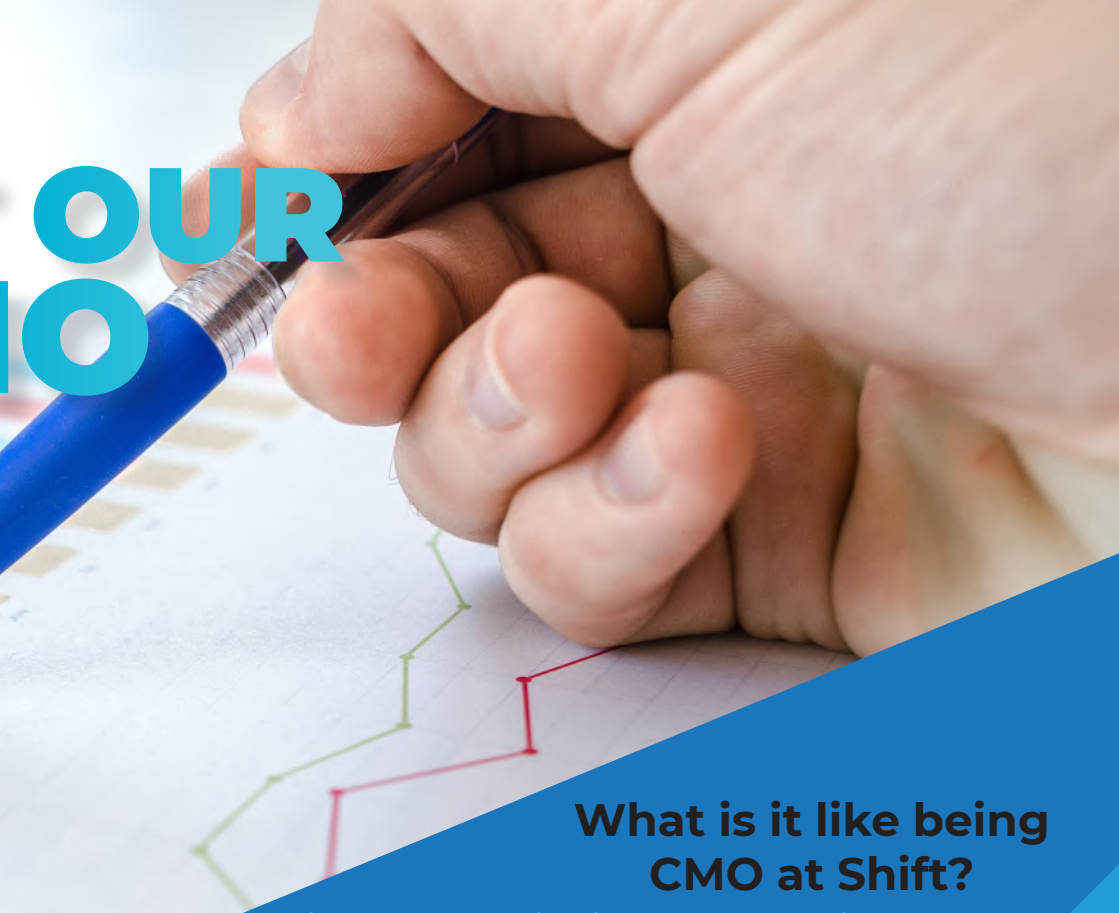
Age:
21

Viktoria Shulga

Line of Study:
Business Administration
(2nd year)

Hometown:
Odessa, Ukraine

The Chief Marketing Officer (CMO) is a member of the board and is responsible for all marketing matters. The CMO of Shift is also head of the Relations group.



OUR
IO

What is it like being CMO at Shift?

Being a CMO is like a Brownian motion: I never know what my day will look like at the end.

What previous experiences are you bringing into Shift?

Last year I was a marketing manager in a student tourism organization. The experience I got there has helped me a lot with my tasks as a CMO.

Is there a clearly stated goal for the relations group this year?

Our goal is to make the hyperloop concept better known in Norway as well as reaching out to NTNU students.

How will you achieve this goal?

Due to the global pandemic we haven't been able to attend conferences and other events where we can reach out, however we will continue to spread knowledge about hyperloop in other ways.

What is the biggest difference between this year and last years team?

This years relations group is much bigger than last year and we have recieved much support and experience transition. This has given us the opportunity to try out new things as well as improving work last years group did.





**What is the biggest challenge
for the relations group in general?**

**The biggest challenge is time, we only
have nine months. Therefore we need
to work very effectively to reach our
goals, but with such an amazing
team there is no doubt we can do it!**



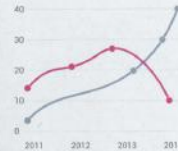
**Going forward, what are you
most excited about for the
year to come?**

**Of course I am very excited for the
unveiling of the pod here at NTNU!
However I am also really
looking forward to the first
ever European Hyperloop
Week in Spain!**

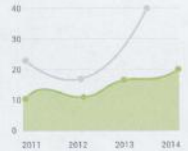
GROUP OF RELAT

Morris Charts

Line Chart



Area Chart



Bar Chart



Sparkline Charts

Line Chart



Bar Chart

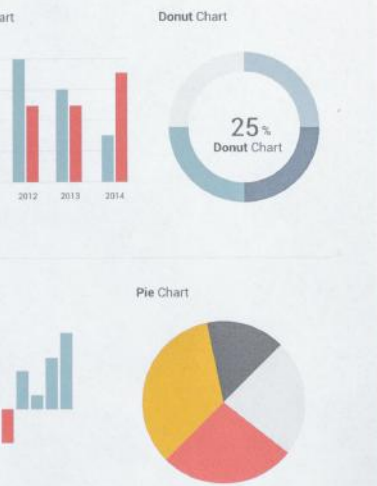


The relations group has several responsibilities.

The most important of those are contacting potential partners to assure funding for the entire organization.

Other responsibilities are social media, promotion, writing the newsletter, operating the website and to arrange social events within Shift.

THE MONTH TIONS



Viktoria Shulga
CMO

"The relations group has had a huge growth since last year, from 3 to 8 members. This has made us able to focus more on social media and events, while maintaining the constant work to get partners."

"What I love most about Shift is that I, as a political science student, am able to get in touch with people from different lines of study and get to learn more about the technical aspects of the project."



Sturla Storemyr
Newsletter Editor



One of the biggest challenges for relations is time and coordination. Since relations group is working at several projects at once in an enviroment that always changes they have to be able to adapt quickly and always be on alert.



Ådne Børresen
Marketing
Coordinator

**"To get to work,
talk and hang
out with other
motivated and
dedicated
students that are
invested in the
same project
makes the work
well worth it."**

**Due to the different projects
within the group, tasks have to
be prioritized, which sometimes
can make it difficult to coordinate
with the technical groups.**

**Viktoria Shulga states
that this years group has
been very productive and
they have yet to encounter
a problem they won't be able
to solve.**



Hevold
Group



We transport
your values.

RAMBOLL

Bright ideas. Sustainable change.



Jernbane-
direktoratet



NTNU

Kunnskap for en bedre verden

Altium



STAPLES



SIMPRO

