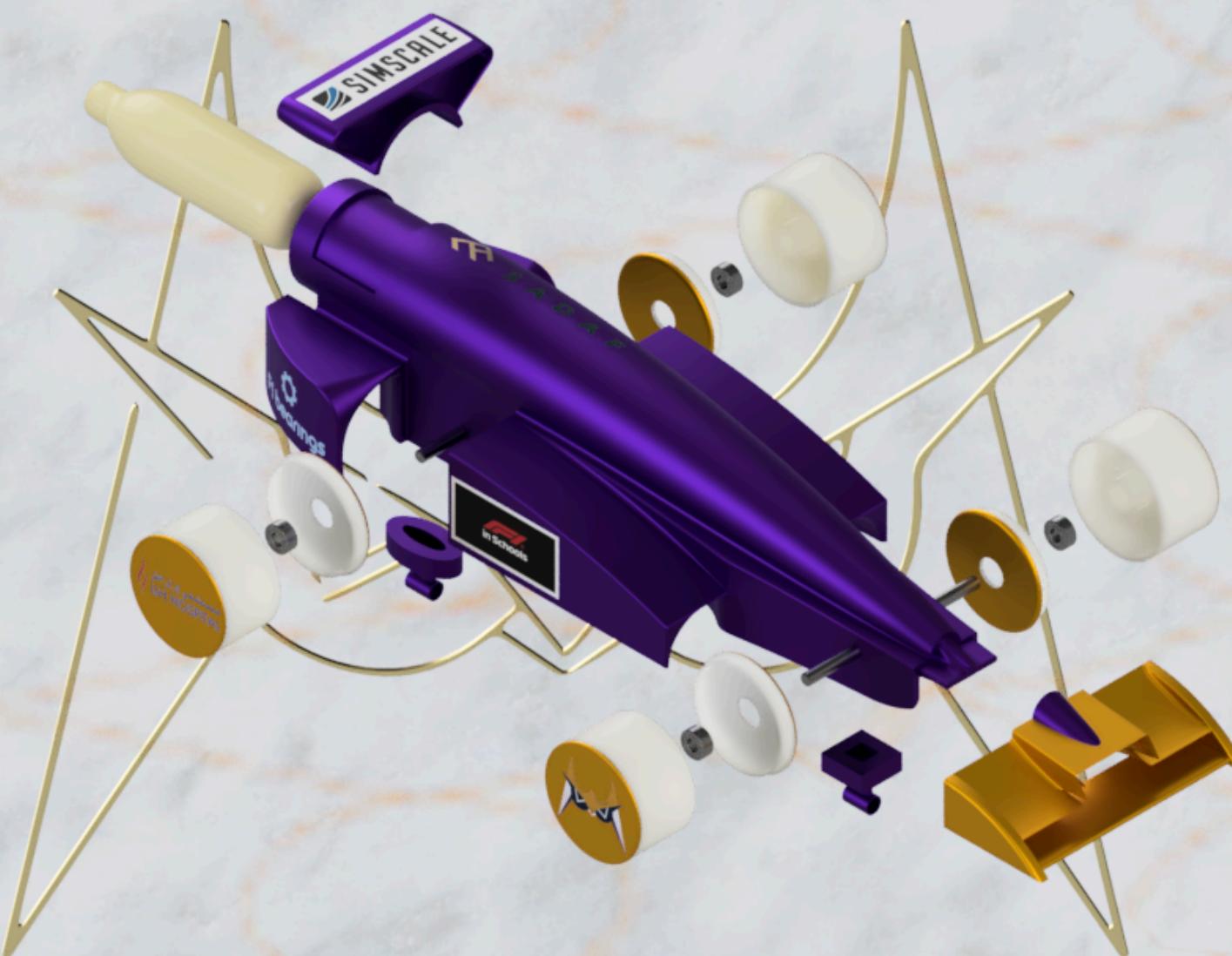


ENTERPRISE PORTFOLIO



# ENTERPRISE PORTFOLIO



SADAF  
PREMIUM INTERIORS

F1 bearings

Tecpro Solutions  
SYSTEMS INTEGRATOR

# PROJECT MANAGEMENT

## TABLE OF CONTENTS

- » Project Management
- » Sponsorship Prospectus
- » Team Identity
- » Pit Display
- » Team Marketing
- » Sustainability

## PORTFOLIO GUIDE

F1 in schools is not just about making a car or being the fastest. It gives us the opportunity to begin a brand and create an identity from scratch. We began with nothing and here we are now, at the national round, representing not just ourselves but the dreams and aspirations of everyone who has helped us get here. This portfolio isn't just a professional document, but a show of progress, a story. The Story Of Minerva.

To ensure the reader's understanding and maintain smooth flow of the content, the portfolio tackles each deliverable one at a time in detail.

## DELIVERABLES

During the initiation meeting on 26th November, 2023; our team realized the following as our final products in the competition:

1. An aerodynamic car (*Refer Engineering Portfolio*)
2. A sponsorship prospectus
3. A pit display
4. Logo and team graphics
5. Uniform and merchandise
6. Verbal presentation
7. Engineering and Enterprise portfolios

## PROJECT SCOPE

To produce all the deliverables on time, prepare ourselves to present them on the race day and qualify for the international level.

### ABHAY HATHWAR *Team Manager*



The embodiment of an efficient Team Manager, Abhay is systematic, compassionate and focused. He keeps up team morale and coordinates all aspects of Minerva's inner workings. His principles of accountability and responsibility, helps the team stay track ready.

### SHUBHANKAR NATU *Design Engineer*



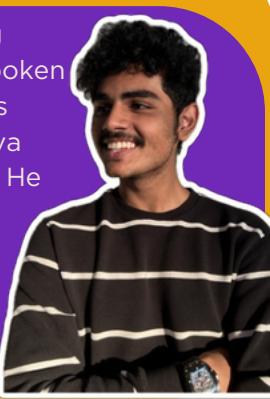
Picking up entire softwares within weeks and materializing impressive designs, Shubhankar is a tireless worker and an innovative engineer. He approaches problems with logic and resolves them with his ingenuity.

### SIDDHARTH DUBEY *Manufacturing Engineer*



With his lively presence and upbeat mindset, Siddharth makes every moment of Minerva's journey one to remember. He's a quick thinker and has an eye for the sharpest details. He's an optimistic visualiser and is keen to stay on top of all matters.

### SHABARINATH PRAVEEN *Resource Manager*



With his charming personality and outspoken ways, Shabarinath has gathered team Minerva support like no other. He is an efficient communicator and draws the full potential of the team and its resources.

### MINHA HARIS *Graphic Designer*



Minha's dynamic skill set and out of the box thinking brings our team's visions to life. Her drive for perfection and collaborative abilities holds our team image up to the highest standards.

### SHRADHA MANIMOOLE *Media Director*



Her colorful imagination and creative ideas propels Minerva to a whole other level. She's the sunshine of the team, amplifying the team's presence across platforms. Her cheerfulness and support keeps the team on a steady track to victory.

### JAYASURYA *Mentor*



As the previous year's team manager of Celestial Racing, he guided Minerva by sharing expertise in manufacturing processes and providing invaluable tips. His experience and encouragement significantly improved our strategies and motivated us for the competition.

## GOALS

Our goals spanned multiple levels: Competitive, Corporate & Community, Team and Personal.

**Competitive:** To perform our best and qualify for the World finals.

**Corporate & Community:** To create a positive impact within our school and local community. To inspire more kids to participate in such STEM driven programs and show them that it is possible to win. To prove to them it's worth stepping out of your comfort zones and taking risks.

**Team:** To strengthen our collaborative and teamwork skills. To build strong connections and form a unified identity.

**Personal:** To develop our soft and hard skills such as planning, problem solving and innovating. To utilise the opportunity to prepare ourselves for our future careers.

## RISK MANAGEMENT

### Risk Identification

Each team member thoroughly studied the processes related to their assigned tasks, proactively identifying potential risks and scenarios. Collaborating with peers in their respective departments, we compiled a comprehensive risk registry. This collective effort not only educated all team members about the project's overall risk landscape but also facilitated informed decision-making.

DEPARTMENT	MAJOR RISKS	
Car designing	Incompetent model	Breaking the regulations
Manufacturing	Poor quality build	Damaged Parts
Marketing	Lack of reception	Poor social media growth
Resource	Failure to obtain funds	Losing confirmed sponsors

RISK	PREVENTION
Unable to get sponsors	Find effective ways to approach sponsors offering adequate return on investment.
Low team productivity	Make team members accountable
Accidental loss of files and previous progress	Backup files in a team drive accessible by all members
Poor quality of products	Ensure using high quality products
Decreased Team morale	Occasional team building activities
Time constraints	Developing and implementing a detailed project schedule.
Resource constraints	Allocating resources efficiently by prioritizing different expenses over the others.
Design changes	Minimizing changes and adhering to one final design agreed upon by all members

Very High

High

Medium

## Risk Response

To tackle the risks that accompanied through various aspects of the project, we comprehensively analysed the level of threat the risk caused and the deliverables it affected to devise an effective response.

Risk	Deliverables affected	Response
Missing work deadline	All deliverables	Extend deadline and prioritising completion
Unaffordable budget	Car and uniform	<b>Cost-cutting:</b> Cut inessential expenses and reprioritize expenditure
Lack of resources (sponsorships)	Car and uniform	<b>Cost-cutting:</b> Cut inessential expenses and reprioritize expenditure
Delayed deliveries	Car	<b>Alternate Supply:</b> Switch to back up supplier and ensure punctual delivery
Damaged car	Car	Manufacture a backup model
Violation of car regulations	Car	Continuously proof check the model with the regulations after each alteration.

## QUALITY CONTROL

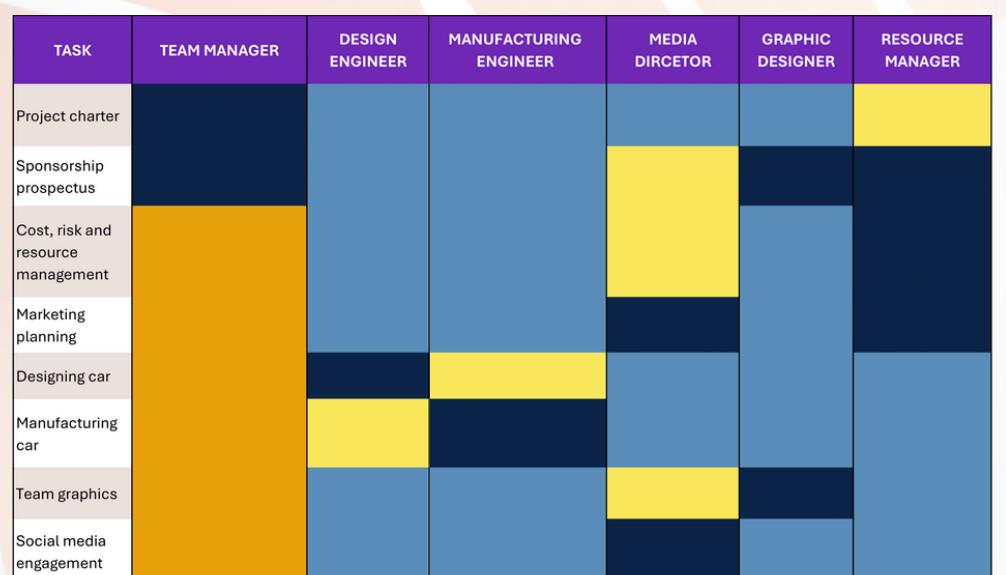
Ensuring quality of work and exceeding expectations is our utmost priority. Our structured workflow involves integrating various processes seamlessly. Every team member was mandated to submit a status report regarding their progress, expenditure and work-due every week to ensure punctual delivery of work. Regular face-to-face meetings were held to enhance collaboration and seamless workflow while also doing team building activities to maintain morale and motive. We were extremely particular on staying informed on the latest regulations while also learning from experience of past entries. Decisions on product quality are collective and have a two-thirds approval threshold. To make sure that we were well aware of all our options we mandated it to commit to intense research and consume as much knowledge, us as a team could to be affirmative of our choices. Continued prototyping refined the designs and led to consistent improvements. Any damages to the model/designs were immediately prioritized and addressed promptly. All this ensured not only excellent quality outcomes but also sustained efficiency.

## Team Management

RACI matrix stands for responsible, accountable, consulted and informed matrix which is a very widely used data representation in project management. It identifies the stakeholders in each task and emphasises their involvement in it.

- » **Responsible:** indicates that the task was directly assigned to this person/ department and is responsible for the creation of the deliverable or the end-to-end completion of the task assigned.
- » **Accountable:** the person accountable supervises or oversees the flow of work and ensures that the person/department responsible understands the expected outcomes and task deadlines. The person held accountable in all tasks is the team manager.
- » **Consulted:** people/departments consulted are stakeholders in that particular task as they provide inputs and feedback and the task being completed directly affects their work. The person responsible for the task must consult these stakeholders prior to task initiation for any inputs and planning, throughout the work and then after the completion of the work to obtain feedback on the outcomes.
- » **Informed:** other members of the team that are part of the departments that are not directly affected by the outcomes of the task. They must be informed and kept in the loop but do not require the details of the task rather just know the timeline so as to better understand the overall progress of the team and the stage of the project.

Responsible		Consulted	
Accountable		Informed	



## TEAM COMMUNICATION

Virtual and face-to-face meetings were our team's primary forms of communication.



### Virtual

We used standard applications such as google meets for all conference calls while using WhatsApp for file sharing and texts. All these being free services, we were able to take full advantage and remain cost effective.

### Face-to-Face

Our most productive communication method was face-to-face meetings, held bi-weekly at Warehouse 421—a free art gallery and workspace conducive to focused work and team discussions. These regular meetings allowed us to meet individual deadlines and plan subsequent tasks effectively. During school breaks, we utilized our increased availability to hold meetings every five days, further enhancing our productivity. To maintain team spirit, we combined meetings with outings, contributing to high morale and motivation.



### File Sharing

We created a team Gmail which unlocked us access to other google services. Google drive enabled us to save our individual files in a common location for all the team members to access while services such as google docs allowed each team member pen down their points and add in inputs or alter the draft of any document in real time. We used google calendar to set reminders on individual deadlines.

## TIME MANAGEMENT

To ensure all deliverables meet project deadlines, we developed personalized timelines for each team member. This careful planning allows us to track individual responsibilities and ensures tasks are completed punctually. Additionally, these timelines are designed to be flexible, accommodating any unforeseen changes or challenges. This approach not only enhances our time management but also supports a balanced workload for everyone, ultimately contributing to the successful and timely completion of our project.

# SPONSORSHIP PROSPECTUS

2023 Week 1 | 2 | 3 | 4 | 2023



Sponsorship  
Prospectus

## RESOURCE MANAGEMENT

We identified the resources necessary to meet our deliverables on time and gained a deeper understanding of them by creating a table outlining their purpose and availability. This helped us streamline and prioritize our tasks.

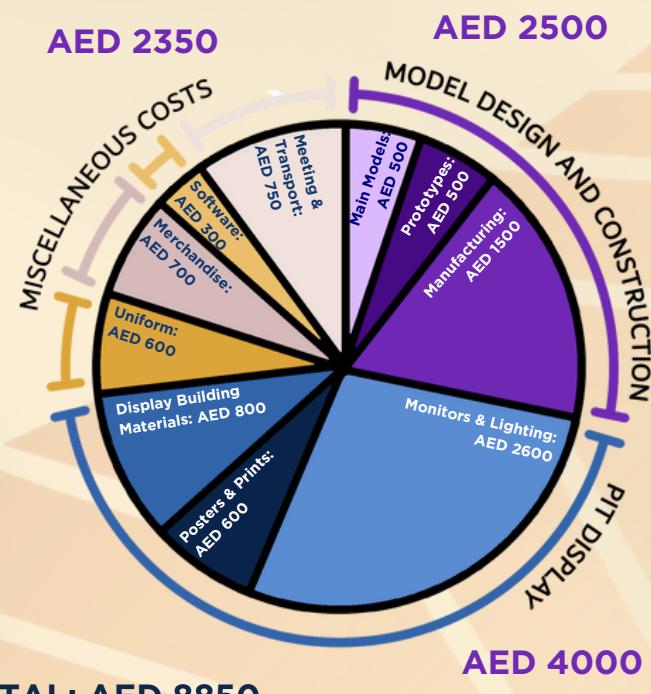
RESOURCE	PURPOSE	AVAILABILITY
Tools and equipment	Designing and manufacturing of model	High
Hardware (bearings and axles etc.)	Car components apart from model	Medium (subject to budget and sponsorships)
Devices and software	Modelling and simulation	High
Meeting locations	To collaborate work and make decisions together	High
Financial resources	Cover expenses	Medium (subject to sponsorships)
Marketing	Promoting team and sponsors	High
Advisors	Guidance and technical recommendations.	Medium (subject to availability)
Time management tools	Scheduling and meeting deadlines	High (Google calendars and other alternatives)

## Cost Estimation

Estimating the total cost of the project from the beginning is very crucial to have an idea about how resource efficient we become throughout the different stages. We conducted research on the various expenses that we expected to encounter so that we were always prepared. For each expense we found a price from 3 different major suppliers and found the mean price and finally summed it up for our total estimated cost.

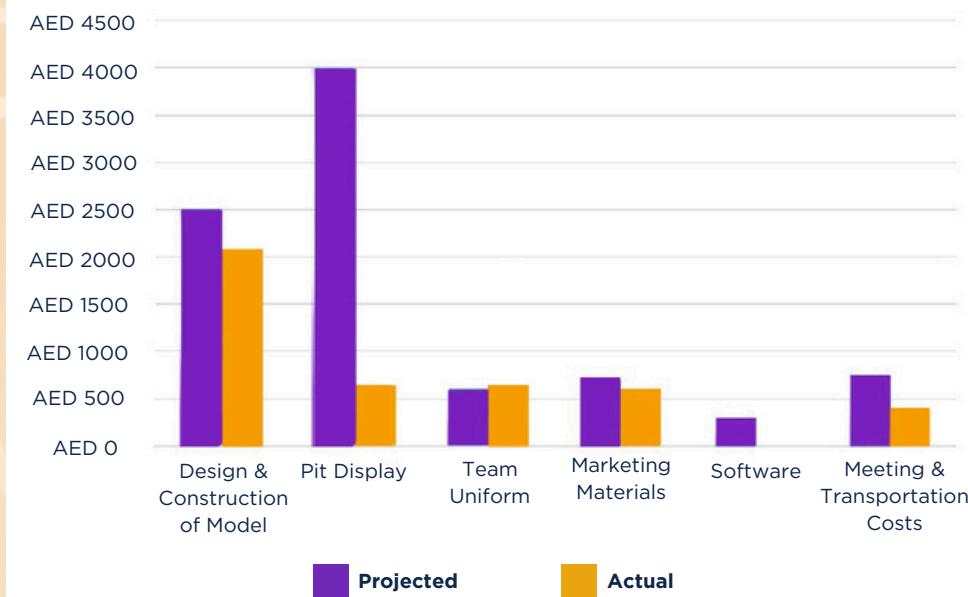
## Budget Management

After a strategic cost estimation, we drafted an accurate project budget accounting for every expense from the different aspects of the competition that we may encounter so that we remain prepared. The estimated budget also acted as a spending limit on each expenditure.



We even created another spreadsheet of the tasks that we had completed and made a comparison between the allocated budget and the actual spending so that we could easily keep track of the places where we were being the most resource efficient. We also calculated our net savings/ loss to compare with our actual project budget.

## PROJECTED VS ACTUAL EXPENDITURE



From the data we can evidently depict our economic sustainability and this is mainly due to the change in demands from sponsorships, rather than focusing on obtaining cash and funds we diverted to targeting sponsors that provided services that our team required and provided equivalently valuable marketing thus offering adequate return on investments. This not only helped us reduce our actual expenditure by significant margins but also proved to be more cost effective for both parties.

## Resource Procurement

After planning out our total costs we allotted specific budgets for different stages (engineering, designing and graphics, manufacturing and marketing). We filtered different suppliers for our requirements based on a variety of factors such as cost, quality, sustainability and convenience (location proximity, delivery times etc.). We also selected a secondary supplier of equivalent standards as a backup.

Resource	Primary Supplier	Secondary Supplier
Design Software	AutoDesk	Ansys International
Bearings and axle rods	F1 bearings	Abec357
Prints and Posters	Arabian printing style	Callprints
Uniforms	Arabian printing style	merchlist

## Expenditure Planning

The deliverables constituted the most resource-intensive aspect of our project. We allocated specific budgets for each deliverable and pinpointed the costliest ones. Our supplier selection process prioritised obtaining the highest quality at reasonable rates.

For deliverables that might require last-minute alterations, we strategically timed their purchases toward the end of the project deadline to minimise unnecessary expenses. Additionally, all expenditures followed a structured approval process: consultation with relevant department members, review by the team manager, and final approval.

## MARKETING PLANNING

### Identifying stakeholders

A stakeholder is a person or a group that is directly or indirectly affected/impacted from the actions or progress of our team.

In a project like this involving multiple groups and companies throughout various stages we identified three main types of stakeholders:

- » **Sponsors-** Through investments of funds or services they are directly impacted by our team's performance and progress ensuring adequate return of investment (ROI) and ensuing publicity for their services and products.
- » **School-** The achievements of any team from our school not only enhance the school's extracurricular reputation but also contribute to its overall success. Moreover, these accomplishments encourage greater involvement and act as a source of motivation for upcoming students interested in the F1 in Schools program.
- » **Team members-** Every member of the team is impacted by the success of the team as well as adds on vital project experience in different aspects such as management, financing, designing and manufacturing helping to enhance student portfolio crucial for further studies.

Initially, we deeply explored our team identity and objectives, recognizing that we fall within the exact age group that constitutes our target demographic. This perspective enabled us to uncover a multitude of possibilities. By understanding what products and services resonate most with our audience, we strategically approached sponsors who offered these offerings. For sponsors in other domains, we analyzed the most effective and engaging methods to market their products and services to that specific demographic. Essentially, we stepped into the shoes of our audience, allowing us to tailor our marketing approach accordingly.

## Sponsors

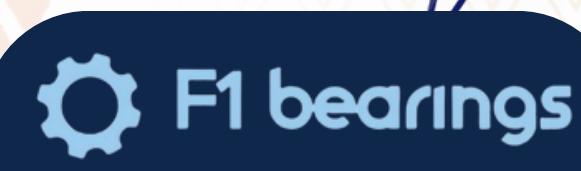
Initially, we compiled a list of potential sponsors and filtered them based on their company profiles. Our criteria included both the likelihood of their willingness to sponsor and their ability to provide services essential for different stages of our project. Additionally, we gathered information about sponsors who supported previous year teams from our school. After further filtering based on our specific requirements and goals, we expanded our list. To attract sponsors, we crafted a comprehensive and appealing sponsorship prospectus. This document provided concise and accurate information about the event and our team, while presenting various sponsorship packages with distinct benefits. The value of each package allowed potential sponsors to make informed choices.



As one of our primary sponsors, SADA Premium Interiors—a leading interior fit-out company—played a crucial role in creating our pit display. Given its intricate design, they assisted us in sourcing sustainable recycled materials and creatively repurposed their own waste materials for various components. Their commitment to environmentally conscious practices aligned perfectly with our project's ethos.



Our second sponsor, Techpro Integrated Solutions, shares our vision for innovation. Their expertise spans diverse fields, from smart buildings to educational solutions. By supporting ambitious students like us, they not only provided financial backing but also mentored us on professional work culture and efficient workflows. Their guidance was invaluable throughout our journey.



F1 Bearings, our third sponsor, holds a prestigious position as a global supplier of wheel bearings and axle rods for F1 in Schools teams worldwide. Their partnership enabled us to access critical components—such as wheel bearings and axle rods—at a significantly discounted rate. This collaboration directly impacted the performance and reliability of our racing car.



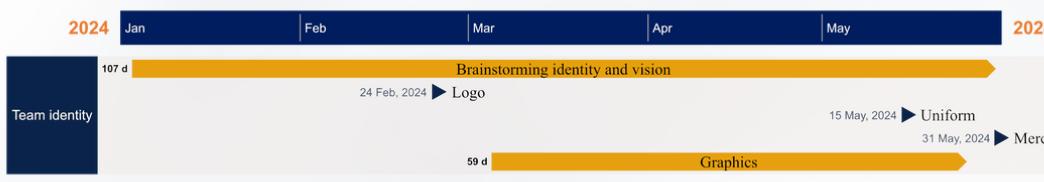
Our fourth sponsor, Simscale, provides cloud-based simulation software for Computational Fluid Dynamics (CFD) analysis of CAD models. Leveraging their services was pivotal during the prototype design phase. CFD simulations allowed us to optimise aerodynamics and performance, ensuring our car's efficiency on the track.



LLH Hospital, our esteemed fifth sponsor, collaborates with our team as the vital health partner for all significant projects and events. Their commitment extends beyond mere sponsorship; they are dedicated to fostering the advancement and enrichment of the STEM field. This partnership reflects a shared vision of promoting health and education as cornerstones for innovation and progress within the community.

# TEAM IDENTITY

To build a brand from the ground up, it was important to define exactly what and who we would be as a team. Hence, we conducted multiple meetings at the beginning of the preparation process purely intended to determine these key aspects of our identity before moving forward with any other task.



## TEAM VISION

**"Fueled by wisdom, Driven by strategy."**

Time and again we are marveled by the inspiring tales of Minerva —her unwavering resilience, formidable strength, and unmatched intellect. Our aspiration is to carve a legacy of our own. Beyond the pursuit of mere knowledge, this competition embodies the art of discerning when and where to apply it. Key to our mission is not just achieving success but fostering personal growth through unwavering support for one another. Embracing the past to write our future, we, Minerva, envision our triumph in the races that lie ahead.

## TEAM NAME

Our team derives its name from Minerva, the Roman Goddess of wisdom, strategy, and patronage of the arts. Embracing our status as newcomers in this track, we draw a connection to the origins of such sporting contests, tracing our inspiration back to Ancient Rome. Minerva's bold presence and attributes resonate with our aspirations, as we endeavor to bring fresh perspectives into the realm of student Formula 1 racing.

## THE COLOUR SCHEME

Early on, our team diligently convened meetings to discuss our objectives and principles, aiming to cultivate a distinctive identity. Our motives were boiled down into four cardinal values: Perseverance, Strategy, Wisdom, and Integrity. These principles inspired the development of our vibrant and versatile color palette, reflecting the essence of our ethos.

### PURPLE HEART

Primary  
Hex: #7029B6  
Value: Nobility, Ambition

### BURNT YELLOW

Complementary  
Hex: #E9A40F  
Value: Triumph

### NAVY BLUE

Primary  
Hex: #0E274B  
Value: Wisdom, Power

### LINEN PEACH

Complementary  
Hex: #FOE2DE  
Value: Goodwill, Purity

## THE LOGO

Recognizing the pivotal role of a logo in defining a team's identity, we embarked on a journey to craft a symbol that is not only instantly recognizable but also reverent of our team's core beliefs and goals. Our vision crystallized around the fusion of two key elements: the owl, symbolizing swiftness, stealth, and prowess—attributes emblematic of the patron animal of Goddess Minerva—alongside distinct features of our racing car. We strived to reach our objective throughout the iterative process, discarding ideas that did not align with our vision while enhancing upon those with potential.

PROTOTYPE	DESCRIPTION	IMPROVEMENT	ISSUE	PICTURES
Prototype 1	Car wheels integrated into the Owl Eye	Provided strong starting point	Too generic, not easily recognizable	
Prototype 2	Eye + Wheel & Modified letter V	Stands out more and more recognizable	Too similar to an owl face itself and lost the uniqueness of team	
Prototype 3	Owl wings, letters M & V, texture	Sharp lines and curves that well represented speed and agility	Still missing team uniqueness	
Prototype 4	Combination of previous prototypes	Unique symbol and easily identifiable for an audience	Too abstract and not coherent	



To pair with the primary logo, we also designed a secondary logo. This was a direct derivative of our main design. It is used both as a graphical element across our deliverables but also represents our team in a more subtle manner, as seen in the uniform design and portfolio pages. (Refer page 7)

## TEAM ASSETS

With the team name and logo in place, the next step in forging our identity was the development of custom graphics to establish consistency and reflect our brand's personality across all deliverables. Mindful of our audience's preferences and the thematic resonance of blending ancient Rome with contemporary aesthetics, we created a suite of visuals characterized by sleekness and impact. Among these are:

For the fonts, we opted for a dual approach, matching the timeless elegance of Times New Roman with the contemporary allure of Gotham. This fusion strikes a delicate balance, pairing the classic sharpness of Times New Roman with the modern, rounded contours of Gotham. The synergy between these typefaces not only ensures legibility but also harmonises seamlessly with our custom font, reinforcing our brand's identity across diverse applications.

The array of graphics above feature patterns and symbols, carefully tailored to align with our vision and personalise all our assets. The vector and repeating form ensures seamless versatility for various uses. In addition to these custom graphics, we decided to adopt a team number to be used as an asset too. Being considered the lucky number of the Romans and the number of letters in 'Minerva', picking the digit 7 was only natural. To keep it in theme, it was used only in its roman numeral form 'VII'. These graphics played a key role in creating the aesthetic for our social media platforms. (Refer page 7 & 9)

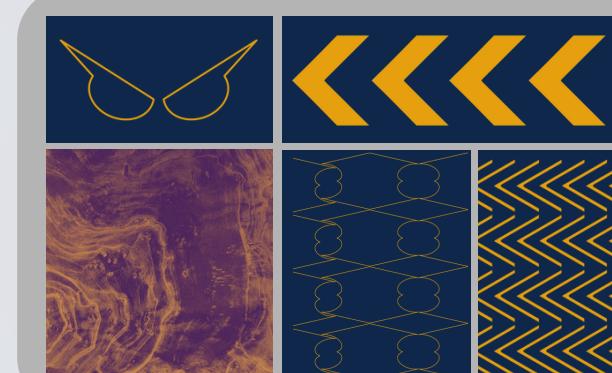
## Typography

**TIMES NEW ROMAN**  
*timeless elegance*

**GOTHAM**  
*contemporary allure*

**MINERVA**  
*authentic charm*

## Graphics



## TEAM UNIFORM

Considering the array of options for our team uniform, we meticulously evaluated the pros and cons of each before arriving at a decision. It's essential for us to maintain a balance between practicality and style while ensuring that our chosen uniform reflects our team's essence effectively.

TYPES	PROS	CONS
HOODIES	Comfortable, Modern	Possibly Unprofessional, Not suitable for UAE climate
POLOS	Professional, Standard, Versatile	Generic/Not unique
RACING JACKETS	Unique, Professional, Relevant, Aesthetic	Expensive, Difficult to source

Our team has chosen racing jackets as the primary option for our uniform. The relevance to a real F1 crew and aesthetic appeal of the jackets align closely with our team's identity and objective to try things outside the norm. However, to ensure flexibility and adaptability, we also explored polos as a backup option. While polos offer a traditional and versatile alternative, our preference for racing jackets remains strong due to their unique attributes.

The hoodie was deemed unsuitable due to concerns over professionalism and climate unsuitability. Our efficient planning and success in budgeting enabled us to proceed with the initial choice. However, rather than opting for traditional racing jackets, we switched to a more tracksuit type approach. This would keep the aesthetic appeal of the racing jacket while being more suitable for the hot climate and increase feasibility.

The design on the other hand underwent major changes. The previous graphic which would have been both complicated to print and also deviate from our main purpose, that is, displaying team identity and sponsors. Instead, we opted for one that was modern, unique and simple.

The new design features the different aspects of our logo: its sharp angles, minimal texture and solid colouring alongside the team graphics. The front prioritised the team name and logo with a simple geometric design to tie it together. The long sleeves of the jacket were put to good use as well by displaying all our sponsors across it. This way, the sponsors were given the most prominent placement, one that can be seen from all angles whether front, back or side. The team number 'VII' was added to the left sleeve to even out the spacing.

The back solely includes each member's identity, to maintain a personal connection with viewers and to display our individual strength. Once again, it is bound by team graphics, namely the secondary logo and golden arrows. Each iteration of the uniform was reviewed in the project hierarchy and alterations were made to advance towards our goal of simplicity while remaining visually attractive and stunning.



## TEAM MERCHANDISE

All team merchandise propositions were kept simple and thoughtful, taking in sustainable and ecological considerations. We settled for a basic pairing of recyclable tote bags and reusable steel bottles.

The designs were approached in a similar manner, all kept simple and minimal. This was done as to reduce the printing required for it. The main designs include the team name, logo, number and car.



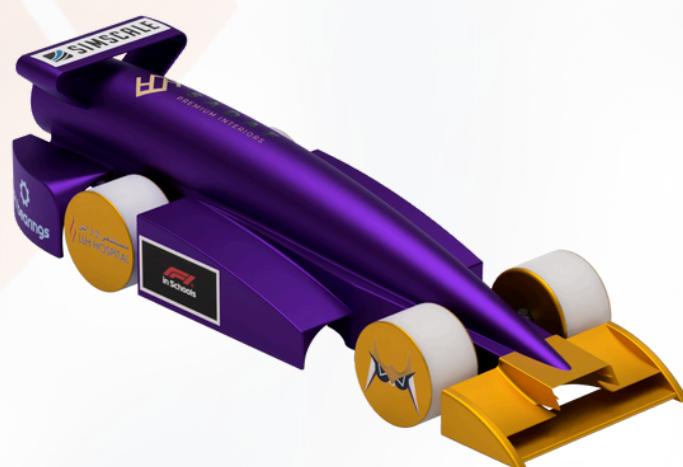
**TOTE BAGS**

**STEEL BOTTLE**

## CAR DESIGN

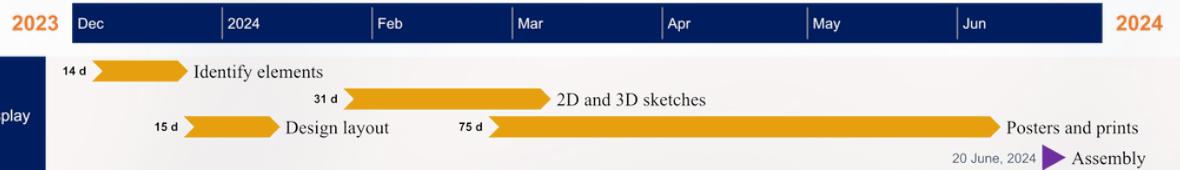
As our deliverable number 1 and most exposed item, our car had to be the culmination of our identity. It had to intimidate our competition and be a testament of our hard work and achievements. Its design represents our team through the use of our branded designs. Colours were used to highlight our primary colours. Sponsor logos were meticulously placed to ensure maximum exposure.

To start with, we decided that the color of the main body and nose cone should be Purple Heart as it displays royalty, power and ambition. As we have named it Prototype Noctua after the Owl of Minerva, we liked the idea that the model would signify the luxury of having an owl as an archetype. We chose Burnt Yellow for the front wing to signify the divinity that Minerva possesses. With the overall design decided, we had to choose a color for the wheels that would go with the rest of the body and not overpower it. We settled upon Burnt Yellow for the insides and outsides of the wheel. This was sensible as we did not want to create too much friction on the rolling surface.



Purple also symbolizes mysteriousness and depth which represents the idea of wisdom being a deep intuitive understanding of matters which sometimes is puzzling. Gold represents enlightenment and triumph. The placement of gold on the wheels and front wing represents the driving force of wisdom to triumph. Along with gold, leaving the rolling surfaces white, we acquire a new interpretation of stability and clarity. To piece it up, purple represents the depth at which profound wisdom lies.

# PIT DISPLAY



The pit display has been among our highest priorities as it is the physical manifestation of our team's hard work and plays a key role in the type of impression we emit. It introduces our team to the competitors and viewers by showcasing our identity, brand and design development journey. It attracts an audience while also strengthening our connection with them by providing information regarding team progress and decisions. The pit display acts as prime means of marketing our sponsors and their events, providing them adequate return of investment.

## BASE

The base is the largest pit display element and the one that stands as a testament to the manner in which we incorporate our team identity throughout all elements, as you will discover in the following description.

The prototype features a raised bent platform to break the conventional rectangle silhouette of the pit display. This distinctive design includes two indented domes connected by a V-shaped tube, symbolising our team's iconic locations: Ancient Rome and Yas Abu Dhabi. Within this structure, we showcase the evolution of our car prototypes, from inception to the final model. Complementing this unique centrepiece, the rest of the display maintains simplicity, with three walls dedicated to showcasing the car, team identity, and our valued sponsors, respectively.

The final pit display adds on to the previous design and incorporates a triangular element reminiscent of the owl's wings from our logo. This serves as a display area for relevant merchandise and models. The tube was also dropped in favour of displaying car prototypes at the front as to maintain simplicity. The flat platform accommodates embedded tablets and QR codes, fostering engagement and connectivity with our audience.

## DEVELOPMENT PROCESS

After laying out every detail of our intended design, we began developing the physical models of the pit display. Using our 2D designs we made a simple model using waste materials within our access, primarily cardstock. This hands on and tangible model helped us get an understanding of how the design would look once manufactured and determine the dimensions that would best suit it, to be both practical and attractive. We then rendered a model using the blender software as to send to our sponsors for their ease and understanding. We also played around with colours but came to a quick consensus that the bottom half would feature a pairing of gold and navy to look sleek and elegant whereas the top half would be purple and peach to be bright, inviting, soft and simple.

## POSTERS

Our team identity display features the evolution of our vision, team name, logo, and overall identity, alongside each team member's photo, roles, and personal statements that offer insights into their experiences. This fosters a deeper connection with our audience, emphasising our shared journey and collective aspirations, highlighting our strong team chemistry and unity. We also dedicate a separate display to our sponsors, each prominently featured with details of their involvement and impact, demonstrating our commitment to promoting their brand alongside ours. This underscores the importance of their partnership in enriching our community and attracting a wider audience. The centrepiece of our exhibit is our car, symbolising our progress in the competition. This section provides an in-depth exploration of its features and design process alongside visual aids, explaining why our vehicle stands out and how it can achieve victory.

## ITERATION PROCESS



## DISPLAY ITEMS

To maximise exposure for our sponsors, we offer promotional brochures and accessories such as pens and keychains at our display. These items not only showcase our gratitude but also acknowledge the invaluable support that has made our achievements possible.

We have also chosen to display our major car prototypes, that clearly show strides in our development process. These are namely:

- » Prototype - 1
- » Prototype - 7
- » Prototype - 11

## AUDIENCE TRACTION

To set our pit display apart, we created a raised and slanted platform that immediately catches the eye. Here, we showcase team merchandise and incite audience interaction. A tablet on the platform offers engaging games and immersive videos, enhancing the visitor experience. Further, strategically positioned monitors and LED lights create an appealing and captivating atmosphere. The symmetrical domes representing the owl's eyes were also devised in a miniature version as to pique the interest of visitors, who will be drawn to take a closer look to fully experience the minerva atmosphere.

## DESIGN FEATURES

The domes at the counter symbolise insight and keen vision. This strategic design choice reflects our team's ability to maintain a sharp focus on our goals. Additionally, it represents the capacity to perceive what others might overlook, aligning with the owl's perception in various cultures. Connecting the two locations is the road upon which the car models lay. It serves as a show of progress, transparency and paying homage to our origins.

The storage space's design is derived from the wing of the owl as depicted in our logo. The sleek and aerodynamic silhouette of an owl's wing mirrors the streamlined efficiency sought in well-designed cars, emphasising optimal performance. This motif embodies the principles of efficiency and elegance in every aspect of our design.

## ELECTRICAL COMPONENTS

Given the details of the electrical aspect of the pit display, i.e, 10-amp power supply with 4 socket connections, we ensured to create a flexible design to organise all our cables and ensure a smooth set up on race day. The pit display has 4 conveniently placed gaps to run cords and wires, safely and covertly. We used LED lights, ensuring to draw attention to the base despite being below eye level. Monitors and Tablets were utilised to combat the limited physical space of the display. Using these digital resources gives us and the audience limitless bounds to work within.

# TEAM MARKETING

## MEDIA MANAGEMENT

Social media has been a powerful platform for us to showcase our STEM project's progress and success. Through Instagram, we've captivated an audience with our updates and insights, sparking interest and support from across the globe. It's been thrilling to see our hard work resonate and inspire the wider community.

Instagram, being popular among the youth, serves as our main channel to engage followers. Through regular posts, stories, reels, and live sessions, we create interactive experiences for our followers. We refine our strategy by analysing feedback and data to keep our content relevant and impactful. It acts as a platform to directly connect with our audience and build our brand's online presence.

## FROM VISION TO VIEWS

The Strategic Utilization of Split Posts:  
Our main goal was to provide our viewers with precise information about the events within our team. Therefore, we opted for the concept of split posts. By dedicating separate posts to different elements of our team and vision, we ensure that each aspect receives focused attention and detailed explanation. Each split post presents an opportunity to tell a unique story or highlight a particular aspect of our team or vision. This can help our viewers better understand our goals, values, and initiatives.



## Building Team Unity

We ensured to capture every moment of our meetings, including some behind-the-scenes shots, and shared them to engage our audience. Sharing these photos allows our audience to feel like they are a part of our team's journey. Sharing photos of our meetings allows us to document significant events and accomplishments, creating a lasting memory of our team's progress that we can fondly reflect on later.

Through these posts, we aimed to showcase that while our work is serious, it also fosters valuable memories. This approach not only entertains our viewers but also strengthens the bond among all team members, creating a deeper connection within our group.

## Spotlight on Support

We've made a point of showcasing our sponsors in our posts, by giving our audience a glimpse into how their support is fueling our project. With each post, we aim to highlight the value our sponsors bring to the table and the role they play in making our initiatives possible. It's our way of thanking them and keeping everyone updated about our team's progress.

## STRATEGIES TO GROW FOLLOWING

To strengthen our F1 in Schools team's visibility on Instagram, we implemented several effective promotion strategies. First and foremost, we leveraged visually striking content, including high-quality images and videos showcasing our team's progress, designs, and race simulations.

Consistency was key, so we established a regular posting schedule to keep our audience engaged and informed about our activities. Engaging captions accompany each post, providing insights into our team's journey, challenges, and achievements. Utilizing relevant hashtags expanded our reach to the broader F1 and motorsport community, attracting followers who shared our passion. Through these strategic efforts, our team garnered increased attention, support, and recognition on Instagram.

By using polls, quizzes, and Q&A sessions on Instagram, we boosted our profile. Viewers engaged with our content, answering polls, taking quizzes, and asking questions. These interactions not only educated them but also drew more followers to our page.

## OBSERVATION ON INCREASING IMPACT

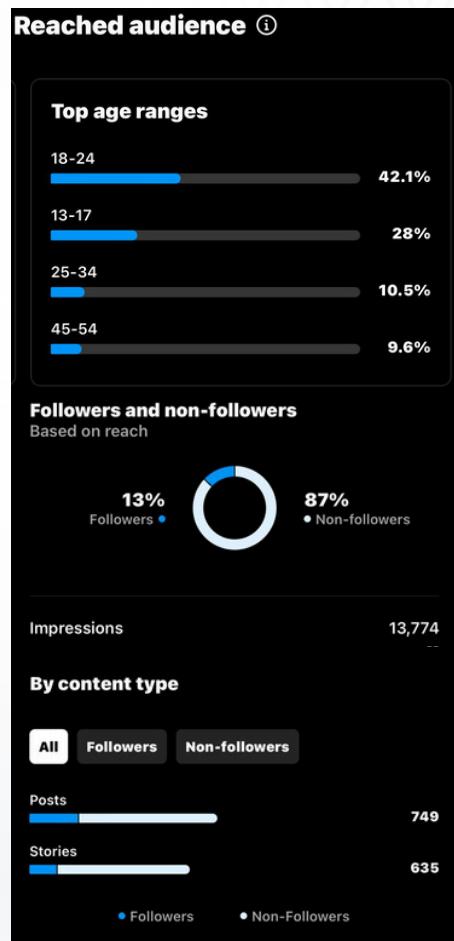
Starting our Instagram page marked a significant shift in our visibility and impact. Initially unfamiliar with marketing strategies, we stumbled through the process, unsure of how to engage with our audience. However, as time progressed, so did our understanding. We learned to be more interactive and strategic in our approach, effectively spreading our influence.

Through consistent observation, we've discovered a compelling trend: The more regularly people directly interact with our content, the more interested they become in our page. As we began posting regularly, even individuals beyond our followers' circle began to take notice of us. By stepping up our efforts and planning ahead, we've successfully cultivated this growing interest. Some of the strategies we implemented included setting up polls and hosting interactive Q&A sessions, which proved to be effective in boosting our follower count. Additionally, creating stories where we asked our viewers to come up with captions was a big hit, as many viewers enthusiastically participated. Moreover, hosting seminars for the youth has helped us shape our brand and engage with future innovators.

In just the last 30 days, we've expanded our outreach, connecting with over 1000 accounts who actively engage with our content. This shows how our flexible approach and focus on what matters most have helped us grow. We also used data and feedback to refine our strategies, making sure each interaction is effective. This journey highlights our commitment to staying adaptable and seizing opportunities to expand our influence.

## MARKETING TEAM

At first, we focused on understanding why we do what we do, starting with our team identity. We brainstormed different ways to make connections and find meaning in all of our activities. We put effort into shaping every aspect of our team identity and being recognized. Being in the same age group as our audience gives us a distinct advantage - we know what our demographic craves. Insight into their preferences, allows us to create content that appeals to them and keeps us ahead in marketing trends. To widen our impact and reach younger individuals as well, we organized several small seminars. The aim was simple yet significant: to enlighten others about our team's mission and duties. We aimed to attract support and spread the word about our endeavors. Additionally, we've motivated the youth, especially young women, to participate in STEM, highlighting the importance of their involvement during one of our seminars dedicated to women's empowerment.



# SUSTAINABILITY

In the 21st century, sustainability takes center stage in our project endeavors, and our team's commitment to this cause is unwavering.

## SDG GOALS

### Quality Education & Gender Equality

Focusing on women's empowerment in STEM projects, we've launched efforts to boost female participation in these initiatives. One of our recent activities was an interactive seminar with a Q&A session designed to motivate young girls to explore STEM fields.

During the session, we discussed the practical benefits of STEM and highlighted its various advantages. We also introduced them to opportunities such as F1 in Schools, which offers hands-on experience in STEM disciplines. Our aim was to inspire and encourage these young girls to consider careers and interests in STEM by emphasizing the opportunities available to them in these fields.



### Sustainable Cities and Communities

We partnered with the NGO Bhoomi, which is dedicated to helping the next generation turn environmental awareness into actionable initiatives. Bhoomi's mission is to make a positive environmental impact and promote sustainability. As part of our collaboration, they conducted interviews with some of our members to discuss our contributions to sustainability.

During these interviews, our members showcased various initiatives and practices we've implemented to minimize our environmental footprint, including adopting eco-friendly operations such as reducing waste, conserving energy, and promoting recycling. Through this partnership, we aim to enhance our impact by aligning with like-minded organizations, raising awareness, and collectively working towards a sustainable future for all.



## Climate Action

In our sponsor search, we prioritized sustainability, selecting partners with eco-friendly practices. SADAFA Premium Interiors, a key sponsor, primarily uses recycled materials like Forex boards for our pit display. We minimize waste by carefully planning material use, repurposing leftovers, and choosing eco-friendly variants with low-emission adhesives. This approach ensures a sustainable and impactful pit display for the F1 in Schools competition. Our resource-efficient strategy balances cost and quality, and we have systematic waste management plans to ensure proper disposal and reuse of materials within our team, emphasizing sustainability throughout our operations.

Our team has adopted an environmentally conscious approach to our merchandise as well. We offer recycled tote bags and reusable steel bottles. To avoid excess inventory and waste, these items will be promoted at our pit display, where interested visitors can order them for delivery rather than producing it in bulk.

Although our frequent in-person team meetings required considerable travel, we strived to reduce our carbon footprint. We made it a point to use public transportation whenever feasible and opted for carpooling for direct trips.

## SOCIAL

Fostering a strong work ethic and serving as role models for young individuals who may work in teams is crucial to us.

## Team building

To keep team spirit high, a key priority, we organized outings following each meeting, which proved to be a great incentive and led to enhanced productivity. Additionally, we made it a point to document and capture the delightful times shared among the team, forging lasting memories to look back on fondly. These team-building exercises deepened our bonds of friendship.

## Community Outreach

To boost our public image, we actively interacted with our audience and the wider community. By conducting frequent campaigns and seminars at our school, we not only garnered local support but also raised awareness on pertinent issues. We maintained engagement with our followers through regular updates, live interactions, and polls on our social media platforms. Our calculated posting schedule enhanced our visibility within the motorsport circle and among our peers.



## ECONOMIC

Economic sustainability not only enhances our team's performance but also sets a positive example for society. It encompasses more than just cost-effective practices; it involves forming fruitful collaborations. We ensure our economic sustainability by opting for material sponsorships and eco-friendly partners.

## Materialistic Sponsorships over Monetary

As a team, we prioritized sustainability not only from an environmental perspective but also economically. Instead of solely pursuing cash sponsors, we strategically targeted companies that could provide services aligned with our project's requirements. For instance, our main sponsor, Sadaf Premium Interiors, specializes in interior fit-outs. They have been instrumental in creating our pit display, which is very design intensive. By leveraging their facilities and utilizing sustainable materials—including their waste products. Rather than depleting their cash resources, Sadaf Premium Interiors offered valuable services, while we received essential goods. This mutually beneficial approach also contributed to reducing their waste disposal expenses. Thanks to our partnerships with Simscale and F1 Bearings, we harnessed premium Computational Fluid Dynamics (CFD) software without any cost. Additionally, we secured essential car components—such as axle rods and wheel bearings—at significantly discounted rates. These collaborations directly contributed to the efficiency and performance of our car. This approach not only ensured our economic sustainability but also strengthened our financial position.

## PACKAGES

AED 1000	AED 2500	AED 3000
<ul style="list-style-type: none"><li>-Prominent display of company logo on:</li><li>- Main car model</li><li>- Team merchandise/uniform</li><li>- Team social media platform</li></ul>	<ul style="list-style-type: none"><li>-Logo showcased at the Pit Display</li><li>- Distribution of company brochures and flyers</li></ul>	<ul style="list-style-type: none"><li>- Visual Advertisement at the Pit Display</li><li>- Organizing an Ad Campaign in school</li><li>- Active promotion on social media following company events</li></ul>