

# BUSINESS PLAN 2023



# MISSION STATEMENT

1156 has always been a team guided by four principles: **inspire, motivate, teamwork and strive**. Since 2002, we've been working on that, by supporting our members to grow progressively, making stronger connections with partners and sponsors, who have joined our journey.

We aim to provide unique experiences for the students' lives, both in personal and professional levels. We want to spread values that we trust and believe, such as Gracious Professionalism® and Coopertition® through the community and stimulate them to pursue STEAM related careers. But what do we win by doing that? Every time 1156's message is transmitted, *FIRST®* and its values are spread, opening new possibilities to those who never had access to STEAM.

Our objective is to make everyone hear us, motivating people so they can build their own initiatives and help us to achieve our main goal: Globalize *FIRST®*. At long last, we want to raise the youth awareness about the relevance of Science & Technology on improving people's life around the globe.

## TEAM HISTORY & GROWTH

Ivan Boesing, a professor that knew *FIRST®*, had always dreamed of creating a robotics team. So 1156 was founded in April of 2002. The team was created at our school, in Novo Hamburgo, our state's metropolitan area, known as the national capital of footwear, due the high amount of local industries in the field.

Robotics has become a key factor in these industries' productivity increase to remain competitive in the 21st century. It also holds some of the largest technology companies in the country, such as SAP and Stihl. In this context, the educational robotics began to rise. In 2003, our team took part in its first competition, the J&J Mid-Atlantic Regional, winning the Rookie All-Star Award and becoming the first brazilian team to win this award.

Our team growth was fast, through the creation of the REPIO 2.0 project at our school in 2017 (REPIO is the name of our lab) and the introduction of new students to *FIRST®* principles. It consists in a 5-month course of mechanics, coding and business, and it is promoted yearly. Eventually, after developing new abilities and ending their courses, they are officially invited to join the team. Since the creation of this project, the number of new students that joined Under Control increased 5x since the creation of the REPIO 2.0, being composed by 23 active members, 10 active mentors and 34 alumni.

## ORGANIZATIONAL STRUCTURE

Due to the high costs of buying our machinery and taking Under Control to international travelings, we've been strictly managing our money and wisely looking for new partners and sponsors to support us with discounts, products and/or services.

Identifying the need of accurate finance control on the team, we created a cash flow control tool on Google Sheets, which only the business leader and lead mentors have edit access. In this tool we input the initial funds of the season, which the team receive/raised in the off season, allowing us to have control over the amounts spent and received during the season, thus forecasting the amount needed for the next season, based on pre-established values.

All that is operated by our business team, which is constantly working to find new and trustworthy sponsors and strengthening the relationship with current ones, such as John Deere.

## RISK ANALYSIS

Since things are not always in our favor, we use our strengths and opportunities to work on our obstacles, through a SWOT analysis to find the best strategy to follow.

**Currency devaluation:** Our currency's recent devaluation has greatly impacted our team's ability to order pieces from other parts of the world, and severely increased travel costs. We've been able to work through this predicament thus far, but any further escalation could be extremely detrimental to the team.

In this season, we had a problem with travel costs, when this problem came up, we decided to enhance our search for new sponsors specifically to help with our travel costs. Also looking up our finances and minimizing the team's budgets as a backup option.

# MARKETING

## BRANDING GUIDELINES



### EDITING SOFTWARES

#### CANVA

This software is used to produce and edit documents as well as templates that are later published on the team's social media. It is quick and practical to use due to the limited amount of tools and large variety of templates included in the app's free version.

#### ADOBÉ ILLUSTRATOR

This software is used to deal with more detailed and formal designs such as the chairman's board, pitch banner and team shirts.

#### ADOBÉ PHOTOSHOP

This software is used to make adjustments in any design developed by the team.



1156 isn't just a brand; It's a movement that spreads the FIRST® message and impacts hundreds of thousands around the world. Our branding guidelines, colors, and logos represent not only who we are as a team, but our partners, sponsors, and our community as a whole. Our yellow and green shirts are iconic in our region and manage to represent both John Deere, our biggest sponsor, and Brazil as a whole during international events.

Under Control is present on Facebook, Instagram, LinkedIn and Twitter, with over 5k followers across all platforms. Through engaging with modern trends such as Throwback Thursday and making more humorous videos, we manage to connect with a younger audience, yet still keep a sponsor friendly public appearance through standardized post templates and frequent shoutouts to partners and other teams.

The team also runs accounts for other projects, such as Girls in Control and the FIRST Teams Community Brazil, as well as a YouTube channel, containing an archive of previous competition matches, seminars and resources for other FIRST teams, and robot reveals showcasing our team's technical work during each season.

Alongside that, we run a website where other teams and potential sponsors can read on 1156's history, check our previous and current outreach projects, see robot reveals, matches, photos, and download CAD files from past seasons, and learn more about FRC and FIRST as a whole.



@undercontrol1156

Over 2k followers



@TeamUnderControl1156

Over 2.5k followers



@underctrl1156

Over 500 followers



frc-team-1156-undercontrol

Our main way of finding new sponsors

The screenshot shows the YouTube channel page for 'Team Under Control #1156'. The channel has 310 subscribers. The 'INÍCIO' tab is selected, showing a video titled 'Robot Reveals' which is a playlist of robot reveal videos from previous seasons. Below the video player, there are three thumbnail images for robot reveal videos from 2020, 2019, and 2018. At the bottom of the screen, there is a section for the 'OFF SEASON BRAZIL 2019' playlist, which contains matches from the 2019 event.

# FINANCIALS

In 2014 we met Candice, from John Deere, at the WorldSkills' National Stage (the largest International Tournament of Professional Education). In 2015 she invited us to start an FLL team in a public school in partnership with the company. We continued to start teams with John Deere in the last year as well. A year later, John Deere began a partnership with us, being our main sponsor, covering our subscription to the Championship. All the expenditures but the flight tickets are covered by the team, those are paid by the members that are going to travel to regionals in the USA.

Financials is a crucial part for the team stability. For this reason, every time we find the possibility of a trip to the US, we always make sure to organize and plan our spendings in advance. Besides that, for which item we buy, we try to contact different stores, looking for the cheapest prices. Our relationship with our sponsors goes beyond any funding. The partnership that we have with NI inspires us to encourage other teams to use NI LabVIEW, through trainments, including lectures at universities.

Furthermore, our team have other sponsors, such as: Marista Pio XII school, which contributes with workspace and funding; Fluidic contributes with funding & materials, Stella, Diedrich and Metalthaga, providing machining services; Cypress Turismo, backing us with travel and insurance assistance; Plastfera, helping us with plastic; and several other companies that offer materials and/or services.

These companies not only support us financially or with services, more than 3 companies have offered jobs for our alumini. Marist, stemOS, John Deere have hired 15 of our members in recent years. Not to mention the job offers they receive through other sponsors like Fluidic, stemOS & Stella.

We helped John Deere to implement the JD Inspire Program in Brazil, which made it possible for us to start & mentor FLL teams in Horizontina and Montenegro. Besides, we assist Marista Network yearly, inviting and training all the volunteers, working as judges on the biggest robotics event of our state, Festival Marista de Robótica Educacional (FMRE), which is based on FIRST® values.

Thinking about all our sponsors, as a way to keep them aware of what the team is doing during the seasons, we make sponsor's report every 2 weeks, keeping them updated about the work being done and some actions and events the team have participated in the last year.



One of our strategies to increase our funds is fundraising events. Every year, we plan 2 or more events, after 5 years of events, since a great financial feedback for the team, we organize yearly a Thrift event to raise funds, involving all teams members. The clothes are donated by our members & parents, so we don't have any type of loss and don't have to buy clothes to sell.

# APPENDIX

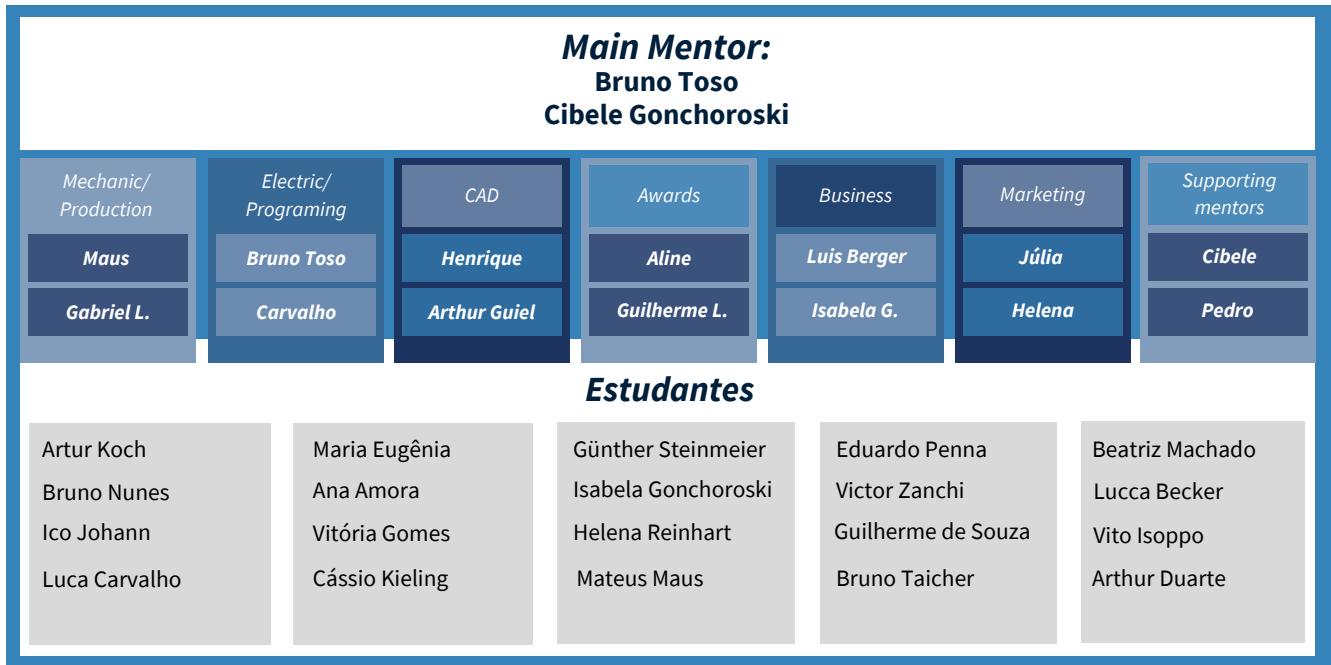
## SWOT ANALYSIS



## BUSINESS MODEL CANVAS



# ORGANIZATIONAL CHART



## FINANCIALS

### BUDGET TABLE 2022

Build Season		Travel - cost per student	
Incoming		Incoming	
Marist	\$1 350.00	Fundraising events	\$90.00
Fluidic	\$750.00	Parent Fundraisers	\$120.00
Stella	\$3 000.00	Total	\$210.00
John Deere	\$10 000.00		
stemOS	\$200.00		
<b>Total</b>	<b>\$15 300.00</b>		
Outcoming		Outcoming	
Materials	\$3 650.00	Hotel	\$270.00
Marketing Materials	\$250.00	Food	\$120.00
Regional Subscription	\$5 000.00	Vans	\$300.00
<b>Total</b>	<b>\$8 900.00</b>	Extra	\$75.00
		Air Tickets	\$450.00
		<b>Total</b>	<b>\$2 085.00</b>

