Team VITESSE

Project Management Portfolio

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1. Introduction

1.1 Overview

- **Team Vitesse is a forward-thinking, highly** motivated team of five students brought together by a mutual passion for motorsport, innovation, and STEM learning. Having successfully represented our institution at the regional level, we approached the National round with sharpened skills, a matured sense of responsibility, and a deeper understanding of the competition's expectations. The F1 in Schools program has provided us with a world-class platform to grow not only as young engineers but also as leaders, communicators, and problem-solvers.
- Our name, "Vitesse," meaning speed in French, symbolizes the velocity of ideas, execution, and innovation we aim to achieve in every phase of our project. Our journey to Nationals was grounded in strategic planning, data-driven design, effective communication, and a relentless pursuit of excellence. This portfolio is a detailed account of how we executed the project from conception to completion, while simultaneously upholding the F1 in Schools values of collaboration, sustainability, and STEM advocacy.
- Our national-level preparation focused on delivering excellence across all judged categories, while also contributing meaningfully to the global STEM community. From grassroots outreach to advanced simulation, from budget balancing to risk mitigation, every element of this project has been purposefully executed with growth, impact, and innovation in mind.
- This document serves as a comprehensive record of our journey, encompassing everything from design philosophies and project planning to community outreach, sponsorship growth, and critical lessons learned. Through this experience, we have built a team that represents the cutting edge of student-led innovation and the future of STEM excellence.

1.3 Mission, Vision & Goals

Mission: To unite creativity, precision engineering, and real-world business acumen in pursuit of national recognition and global readiness.
Vision: To stand at the forefront of STEM innovation in student engineering, championing educational excellence while laying the foundation for international success.
Core Values:

- **Excellence:** Holding ourselves to the highest standard in everything we do.
- **Adaptability:** Embracing change and remaining agile under pressure.
- **Collaboration:** Fostering mutual respect, shared leadership, and active teamwork.
- **Responsibility:** Being accountable for outcomes, both individually and collectively.
- **Growth:** Viewing every challenge as an opportunity for learning and improvement.

2025 Goal: To achieve a podium finish at the National Finals, while building a resilient framework that empowers future F1 in Schools teams at our school to succeed sustainably.

1.2 Project Objectives

Our approach to the national competition is guided by clear, measurable objectives aimed at both technical excellence and impactful community engagement:

- Design and engineer a high-performance, regulation-compliant F1 model car utilizing professional CAD platforms, CFD analysis, FEA simulations, and iterative testing.
- Enhance team efficiency through advanced workflow methodologies, precise role allocation, and digital project management tools.
- Integrate sustainability into every phase of production by choosing eco-conscious materials and minimizing waste in our manufacturing pipeline.
- Establish a recognizable brand identity that is consistent across our visual assets, social media presence, uniforms, and pit display.
- Secure and maintain sponsorships by providing real value through professional engagement, visibility, and brand alignment.
- Facilitate inclusive STEM outreach, especially targeting primary schools, underrepresented demographics, and local youth organizations.
- Leverage data-driven improvements by analyzing performance metrics and judge feedback from regional rounds to guide design evolution.
- Create an immersive pit display that functions as both a technical showcase and narrative experience of our journey.
- Deliver an articulate, rehearsed presentation that demonstrates confidence, clarity, and depth of understanding to judges and media.
- Aim for a top-three national finish, with the ultimate goal of representing our country on the global stage.

"At Team Vitesse, our vision is to engineer solutions with purpose, to innovate under pressure, and to redefine what students are capable of. We believe in building not just a car, but a legacy."

During our team meetings, we begin by clearly defining the tasks that need to be completed in the upcoming phase. The responsible team member then creates a detailed plan, which is reviewed and refined during our next meeting. These discussions often lead to new ideas, prompting us to adapt or enhance our strategy. Once the plan is finalized, we consult with experts—such as supervisors or alumni—to gain their feedback and approval. After incorporating their insights, we move forward with the execution of the plan as a team.

VITESSE

Category	Statistic	Comment
Team Members	5	Small team, big ambition
Total Project Hours	500+	And counting...
CAD Model Versions	6	Yes, we changed it... again
Car Prototypes Built	4	Not all made it past CAD
Sponsorship Proposals Sent	42	Persistence is part of the plan
Sponsors Secured	4	Proudly supported by industry leaders
Portfolio Revisions	9	Perfection takes a few tries
Team Meetings Held	23	Some included actual decisions 😅
Social Media Posts	31	Consistent branding across platforms
Testing Sessions in CAD	7	Data-driven, always improving
Branding Concepts Explored	8	We know our brand inside out
Runs Attempted	3	Only the best made it to the track
Final Car Version Chosen	Version 4	The one that ticked every box

2. Team & Time Management, Workflow & Scheduling

2.1 Team Structure & Roles

Team Vitesse operates as a collaborative, agile-driven unit, where each member is empowered with responsibility and supported through a cross-role understanding. While maintaining a flat hierarchy, our operational clarity stems from well-defined responsibilities:

- **Suraj Gupta** - Team Leader, In charge of D&E Portfolio and R&D – Acts as the central coordinator, overseeing strategic direction, conflict resolution, and seamless integration between departments, and works on the Design & Engineering portfolio
- **Lakshya Agarwal** - Design Engineer – Leads technical development through CAD modelling, CFD (Computational Fluid Dynamics). Introduces innovative design features to enhance car performance.
- **Ryaan Verma** - Project Management Portfolio and Sponsorship Manager – Oversees the Project management portfolio made and ensures we get sponsorships
- **Aarav Sareen** – Enterprise Portfolio and Sustainability Manager – Manages team branding, social media content, and helps keep sustainability in mind for whatever may come. He also works on the enterprise portfolio.
  Ayan Sur - R&D Manager and Design Consultant –Researches design strategies, and makes sure that our car uses up-to-date concepts to improve race time and go deeper into the concepts that allow the car to race.

2.2 Workflow and Task Delegation

Our operations are governed by a hybrid agile methodology that includes:

- **Daily stand-ups** to share updates, identify blockers, and realign on priorities.
- **Biweekly retrospectives** to reflect on process efficiency and improve collaboration.
- **Personal sprint logs** maintained by each member, complemented by a centralized milestone tracker for transparency.
- **Trello-based task boards**, continuously updated, categorizing work into "To Do," "In Progress," and "Completed" lanes.
- **Pair programming and collaborative design sprints** for complex tasks like aerodynamic modeling and mechanical analysis.

This iterative and transparent structure allows for quick pivots, shared learning, and better overall time-to-delivery on key objectives.

2.3 Communication Practices

We prioritized robust communication to maintain cohesion despite tight deadlines and technical complexity:

- **Weekly strategy meetings** ensured alignment across engineering, outreach, and marketing.
- **Shared drive task logs**, time audits, and sprint notes offered asynchronous visibility into team progress.
- **Post-sprint feedback forms** were used to gauge team morale, identify friction points, and suggest improvements.
- **Rotating leadership roles** during retrospectives helped build soft skills and diversified leadership experience.
- **Digital collaboration tools**, including Discord for quick interactions and Slack for channel-based task updates, ensured seamless real-time communication.

2.4 Master Schedule

Our 16-week master schedule was divided into six structured phases.
Each phase included:

- Internal review checkpoints
- Pre-planned technical demonstrations
- Mentorship Q&A slots with STEM educators
- Role-specific deadlines integrated into a shared Google Calendar

A live Gantt chart tracked the schedule week-by-week, with color-coded ownership markers and task interdependencies. Each delay risk had a mitigation step outlined.

We also implemented Tuckman's Team Development Model (Forming, Storming, Norming, Performing) and tracked how our team evolved at each phase

2.5 Task Allocation and Daily Tracking

Every task assigned included an effort estimate (in hours), a due date, and cross-referenced dependencies. Our tools included:

- **Trello** for visual task management
- **Clockify** for live time tracking
- **Google Sheets Dashboards** for weekly KPI reports

This setup allowed us to accurately forecast bandwidth needs, balance workload across roles, and build measurable accountability into our work.

2.6 Time Optimization Strategies

To ensure efficiency without sacrificing quality, we deployed a combination of agile techniques and performance tracking tools:

- **Focus Blocks**: Three dedicated 90-minute sessions per week where notifications were disabled and high-priority tasks were addressed.
- Checklists: Standardized for CAD, outreach planning, manufacturing, and verbal presentation prep.
- **Design Sprints**: Time-limited CAD iteration windows to avoid over-tuning and promote feedback-first development.
- **Automated Reporting**: A script-generated report summarized progress every Friday and was shared with the whole team.
- **Post-Milestone Analytics**: Used to identify time sinks. For example, we discovered that sanding time was consistently underestimated and adjusted future tasks accordingly.
- Overall, our team logged over 480 collective hours across 16 weeks, averaging 30 hours per member per month in tracked, productive effort.

Phase	Weeks	Focus Area
Phase 1	1-2	Team onboarding, role delegation, tool setup
Phase 2	3-5	Research, ideation, CAD concepting, early FEA & CFD
Phase 3	6-9	Manufacturing, sanding, assembly, car validation
Phase 4	10-12	Pit display fabrication, social media campaign, branding
Phase 5	13-14	Verbal presentation rehearsals, document finalization
Phase 6	15-16	Full team review, contingency buffer, final packing

2.7 Additional Systems and Practices:

- Kanban Methodology: Used for visualizing workloads and prioritizing backlogged tasks.
- Stand-up Logs: Daily team logs recorded issues, progress, and pivot points.
- Conflict Management System: We implemented a three-step resolution process—peer mediation, task reassignment, and mentor involvement if needed.
- Burn-Down Charts: Tracked task completion velocity week-by-week.

1. Priority Mapping Using the Eisenhower Matrix: We classified tasks as urgent-important, non-urgent-important, urgent-not-important, and non-urgent-not-important to avoid wasting time on low-impact work. This matrix was reviewed weekly to help prioritize sprint backlogs.

2. Modular Work Segmentation:
Each major deliverable (e.g., pit display, car design, verbal presentation) was broken down into micro-modules with specific owners. This eliminated bottlenecks and enabled simultaneous progress across categories.

3. Red Zone Response Windows:
We established "Red Zones" in the final two weeks before submission where all hands were on deck for rapid decision-making and problem resolution. Any conflict or issue was to be resolved within 12 hours.

These strategies helped us optimize every available minute—enabling high efficiency, reducing stress, and significantly increasing our output quality.

3. Sponsorship & Finance Strategy

3.1 Sponsorship Strategy

To support our expanded national campaign, we designed a comprehensive and scalable sponsorship model based on value delivery, brand synergy, and measurable return on investment (ROI). The strategy was executed in three primary phases: proposal creation, sponsor targeting, and engagement execution.

Professional Sponsorship Proposal (8-page booklet):
We crafted a visually engaging and content-rich sponsorship proposal that included:

- A detailed team introduction with member profiles and our core mission.
- Overview of F1 in Schools and its global relevance.
- Project roadmap, highlighting timelines, milestones, and deliverables.
- A tiered sponsorship model (Gold, Silver, Bronze, and In-kind) with clear benefits.
- ROI projections based on digital impressions, event exposure, and brand reach.
- Testimonials from past sponsors and performance metrics from regional rounds.

Customized Digital Sponsorship Kits:
For high-potential corporate sponsors, we developed tailor-made digital packages including:

- Interactive presentations featuring brand integration mock-ups on car livery, team uniforms, pit display, and digital content.
- Personalized cover letters addressing specific business goals and CSR initiatives of the company.
- Custom video pitches highlighting our team's vision, technical innovation, and media plans.

Direct Sponsor Outreach:

- We scheduled and executed live pitch meetings, both online and in-person, with local businesses, educational boards, alumni networks, and STEM-focused organizations.
- Our team rehearsed formal business presentations, supported by data-backed pitches and physical prototypes to demonstrate credibility and intent.
- We participated in school exhibitions and chamber of commerce meetings to expand our local influence and tap into community-based sponsors.

3.2 Sponsor Engagement

We ensured our sponsors were recognized, engaged, and appreciated throughout our journey.

- **Online Presence:**
  Ran posts and reels on YouTube, highlighting each sponsor's contributions and values.
- **Branding Integration:**
  Included sponsor logos on our race car, team shirts, pit booth banners, and digital presentations, maximizing visibility at all touchpoints.
- **Regular Communication:**
  Sent biweekly email updates with project milestones, media mentions, and behind-the-scenes insights. Sponsors were also mentioned in all outreach events and public interactions.

3.3 Financial Management

Our financial operations focused on transparency, cost-efficiency, and proactive planning.

- **Budget Monitoring:**
  Used Excel dashboards to log and categorize income/expenses, with real-time budget alerts and visual trackers for each spending category.
- **Weekly Reviews:**
  Conducted weekly financial audits within the team. Shared summaries with mentors and parents to maintain full transparency and trust.
- **Optimized Spending:**
  Negotiated discounted rates for materials, reused components where allowed, and used school facilities to cut down operational costs.

Parameters	Bronze	Silver	Gold	Platinum
Funds Support	X	₹10,000	₹20,000	₹35,000
Logo on car	X	✓	✓	✓
Merchandise	✓	✓	✓	✓
Pit Display Banner	X	X	✓	✓
Standee	X	X	✓	✓
Special Plushie	X	✓	X	✓
Shoutout on Social Media	1x	1x	2x	6x

- We created customized sponsorship packages (₹5K–₹35K) with tiered benefits (social media, logo display, certificates).
- Approached over 30 companies via emails, phone calls, and local visits.
- Targeted both STEM-related businesses and startup companies, as they would be more likely to sponsor us than bigger companies who are more well known and community-driven enterprises.

3.4 Our Sponsors

We are proud to have partnered with four incredible sponsors, each of whom played a key role in supporting **Team Vitesse** during the Nationals:

- **Gold Tier Sponsor: Away&Co**
  - Our lead sponsor, **Away&Co**, generously contributed **₹20,000**, securing the **Gold Tier** status. Their support covered crucial expenses such as materials, tools, and registration fees. In return, we provided extensive brand exposure across our promotional materials, team uniforms, digital content, and event displays. We also acknowledged their contribution through our presentations and social media, making them an integral part of our journey.
- **Silver Tier Sponsor: EduMarshal**
  - **EduMarshal**, an educational tech startup, supported us with **₹10,000**, qualifying for **Silver Tier** sponsorship. This contribution helped us enhance our car design and performance testing. In appreciation, their branding was featured on select merchandise, our car, digital promotions, and event banners—offering them solid visibility and alignment with innovation and youth empowerment.
- **Service-Based Partner: House of Polish**
  - **House of Polish** offered their services by painting our car with a sleek and aerodynamic finish. In return, we produced a promotional video showcasing their expertise. This collaboration highlighted the value of in-kind sponsorship and played a major role in elevating our car's professional appearance.
- **Bronze Tier Sponsor: Dhruv Gallery**
  - A strong supporter of youth initiatives, **Dhruv Gallery** joined us as a **Bronze Tier** sponsor. Their contribution helped with documentation and printing needs. In exchange, we featured their branding in our print materials and sponsor appreciation posters.

4. Risk Assessment, Mitigation Strategies & Key Lessons Learnt

4.1 The Importance of Clear Planning and Time Management

One of the most fundamental takeaways from our journey was the value of structured, intentional planning. Early on, we realized that success hinged on breaking down our objectives into smaller, manageable milestones. This approach allowed us to track progress clearly, distribute workload effectively, and meet critical deadlines.
As the project evolved in scale and complexity, time management became increasingly vital. We implemented a flexible scheduling system that included realistic deadlines, buffer periods, and regular progress reviews. This enabled us to stay aligned with our goals, adapt to changing needs, and maintain high standards of quality across all deliverables.

4.3 Strategies of Risk

Risk management played a pivotal role in the successful execution of our F1 in Schools campaign. Given the project's complexity and tight timeline, our team adopted a comprehensive, forward-thinking approach to identifying and mitigating risks. We anticipated challenges such as manufacturing delays, budget overruns, technical failures, and sponsor withdrawal, and integrated preventative measures throughout development. Manufacturing delays were a top concern, as they could reduce testing time and hinder optimization. To address this, we began prototyping early, maintained strong supplier relationships, and secured alternative production options such as 3D printing and CNC services. A backup stockpile of key materials allowed for quick responses to unexpected shortages. Financial stability was ensured through real-time expense tracking, weekly reviews, and diversified funding—including sponsorships, grants, contributions, and crowdfunding. Sponsors remained engaged via regular updates and personalized communication. Technical risks were managed through simulations, prototyping, wind tunnel testing, and mentor reviews. Contingency designs and modular parts enabled quick adaptation if issues arose. Our culture of adaptability and proactive problem-solving allowed us to navigate challenges while staying on track and maintaining national-level standards.

4.2 Developing Advanced Engineering

The F1 in Schools challenge gave us practical exposure to both engineering innovation and business strategy.

- **Engineering:**
  We applied and refined our knowledge of CAD modeling, aerodynamics, materials science, and iterative testing. These hands-on experiences not only enhanced our technical skillsets but also deepened our understanding of how theoretical principles translate into real-world performance.
- **Business:**
  On the entrepreneurial side, we managed budgets, built sponsor relationships, created marketing materials, and implemented strategic branding campaigns. This dual focus helped us recognize the importance of integrating engineering excellence with strong financial and operational planning.
- The fusion of these disciplines provided a well-rounded foundation that will benefit each of us in future academic and professional pursuits.

4.4 Enhancing Adaptability Through Risk Management

One of the most strategic lessons we learned was the value of proactive risk assessment. Early in the project, we identified key risks—such as budget constraints, sponsor delays, and technical bottlenecks—and formulated contingency plans to address them.
This mindset of anticipating challenges rather than reacting to them allowed us to stay agile and focused. Whether adjusting timelines, reallocating resources, or refining design elements, our preparedness helped us remain on course without compromising our goals.
Risk management wasn't just a safeguard—it became a tool for building team confidence and long-term sustainability in our approach.

Risk	Impact	Mitigation Strategy
Manufacturing delays	High	Early production, supplier backup plan.
Budget overruns	Medium	Close financial tracking, additional sponsorships.
Technical failures	High	Backup prototypes, rigorous testing and data validation.
Team coordination issues	Medium	Weekly progress meetings, defined roles and responsibilities.
Sponsor withdrawals	Medium	Diversify funding sources, maintain strong communication with sponsors.
Regulatory compliance issues	High	Strict adherence to F1 in Schools rulebook, regular review.
Branding issues	Medium	Consistent team messaging, quality control over marketing materials.

Team Availability and Health Risks:
As students, academic responsibilities and potential illness were unpredictable yet impactful variables. We recognized early that if even one team member was unavailable during the final presentation or pit assembly phase, it could weaken our competitive performance. To prepare for such scenarios, we developed cross-functional training: each team member was coached on the basics of one additional domain (e.g., Ryaan learning livery updates, Ayan practicing verbal delivery). We also created a backup pitch plan where the script was broken into shorter interchangeable blocks, allowing quick redistribution if a team member fell ill. Apparently, Ryaan fell ill in the regional finals testing. So as a precaution we stayed safe this time

Psychological and Emotional Risks:
Team fatigue and burnout were subtle but dangerous risks, especially during the intense final sprints. We monitored emotional strain by holding informal "check-in circles" where each member could share their mental state and flag stressors. Weekly off-days (usually Sundays) were declared as 'no-work' zones unless an emergency occurred. These measures significantly improved team morale, allowing us to maintain high performance and creativity even under pressure.

Compliance and Judging Risks:
To avoid unexpected deductions due to rulebook misinterpretation, we treated the scrutineering checklist as a live document. Every week, a team member reviewed it in detail and cross-verified our current car, display elements, and documentation. We also built a 30-point compliance tracker in Excel, linking each F1 in Schools rule to specific deliverables, ensuring 100% coverage. In terms of the verbal presentation, we simulated judge questions using compiled data from previous events and had mentors conduct surprise mock interviews.

Our experience navigating these risks reinforced several critical lessons. First, backup systems aren't optional—they're essential. Whether it was digital file redundancy or alternate paint shops, every successful contingency plan was only effective because it was ready in advance. Second, we learned that communication must be constant and transparent; issues left unspoken became blockers, while proactive updates kept the project fluid. Third, we discovered that perfection isn't always the goal—resilience is. Mistakes are inevitable, but the ability to pivot fast and fix them is what truly defines engineering under pressure.

5. Branding & Promotion Strategy

A strong, unified brand identity was essential to representing Team Vitesse at a national level. Our branding approach focused on consistency, professionalism, and engagement, ensuring our presence—both physical and digital—was instantly recognizable and impactful.

5.1 Custom Team Identity

We developed a distinctive visual identity that captures the essence of Team Vitesse—precision, innovation, and forward momentum.

- **Logo Design:** A custom-designed logo served as the visual cornerstone of our brand. It reflected our core values—speed, unity, and sustainability—and was designed for flexibility across platforms and materials.
- **Uniform Design:** All team members wore coordinated uniforms featuring our logo and official color palette. The uniforms promoted team unity and maintained a professional appearance during all public and judged events.
- **Color Scheme & Branding Guide:** A carefully selected palette of **Dark Red, Deep Purple, and Midnight Black** was used consistently across all media. We developed a brand guide to ensure visual consistency across digital platforms, merchandise, presentations, and pit displays.

Branding, to us, was never about just "looking good." It was about communicating who we are, why we care, and what makes us different. Whether it was a judge at the pit, a 12-year-old at our STEMRACING day, or a sponsor on Instagram — we wanted every audience to feel the same thing: that Team Vitesse is bold, brilliant and built for the future

5.2 Official Website & Digital Platforms

A clean, informative, and user-friendly team website served as the central hub for all digital communication.

- **Website Structure:** Key sections included About Us, The Team, Our Car, Sponsors, Gallery, and Contact. Updates were posted regularly to document our journey and milestones.
- **Social Media Engagement:** We maintained an active presence on Instagram, YouTube, and other platforms to engage our audience through real-time updates, interactive stories, and exclusive behind-the-scenes content.
- **Content Strategy**: Posts included race day highlights, engineering progress, sponsor appreciation, and team bonding moments-– building an authentic connection with our growing community of followers.

For branding and promotion, we made a YouTube and Instagram account, as well as a website on our team which answered all the Q&A's that could possibly be in your mind

5.3 Branded Merchandise for Supporter Engagement

We designed a line of merchandise to promote the team and involve our supporters more directly in our journey.

- **Product Lineup:**
  Custom-designed stickers, keychains, and limited-edition apparel carried our branding and color scheme. These items helped create a tangible connection between our team and our audience.
- **Distribution:**
  Merchandise was made available via the team website and promoted through our social media channels. Some items were offered as giveaways or in return for sponsor support.
- **Special Edition Releases:**
  Unique, event-based merchandise drops (e.g., Nationals Launch Edition) helped boost engagement and generate buzz during key moments in the season.

- **Physical Brand Execution**
  - **Team Uniforms:**
    Deep purple performance t-shirts with reflective silver print
    Logos of primary sponsors prominently displayed on sleeves and chest
    Designed in collaboration with a local sportswear company for quick, high-quality production
  - **Car Livery:**
    Livery was created with symmetry, branding, and airflow visibility in mind.
    Sponsor logos were proportionally sized and QR-coded where possible, linking to websites or highlight reels.
  - **Pit Display:**
    Feature wall with 3D holographic team logo (lenticular print)
    QR stations: allowed judges and visitors to scan and instantly access portfolios, Instagram, and outreach videos
    Interactive touchscreen display playing CFD simulations and time trial runs

5.4 Promotional Video

To bring our journey to life, we produced a professional-grade promotional video showcasing our team's evolution.

- **Narrative & Structure:**
  The video featured interviews with team members, progress footage, design-to-build timelines, and competition highlights, capturing the emotion and effort behind our campaign.
- **Distribution Strategy:**
  Shared across social platforms, our website, and played at events, the video served as a powerful tool to increase visibility, engage potential sponsors, and inspire our supporters.

5.5 Psychological Engagement Strategy

We incorporated **neuromarketing principles** into our branding:

- **Consistency Bias:** All documents, shirts, social media posts followed the same grid, font family, and icon sets to build subconscious recognition.
- **Visual Anchors:** Arrow motif used as a directional cue to guide eye flow in presentations and portfolios.
- **Color Psychology:** Purple to spark imagination, black for seriousness, and blue for trust.
- **Brand Soundtrack:** We even curated a lo-fi background track (used in reels and during verbal prep) to associate our visuals with an auditory signature.

5.6 Digital Identity and Content

On social media, we followed a content strategy that prioritized storytelling over promotion. Instead of just showcasing finished work, we highlighted our **journey**, struggles, and behind-the-scenes problem-solving. This built authenticity and relatability.

Content Highlights:

- Short clips of sanding and polishing the car, showing the work that goes into perfection.
- Before/after designs of our pit to showcase evolution.
- Timed countdowns and motion graphics using our custom fonts.
- Sponsor thank-you reels showing exactly how their funds helped, from CNC machining to outreach to kids.

This helped us grow a **community**, not just an audience.

We identified three core audience segments:

- **Judging Panel** – seeking clarity, innovation, and professionalism
  We ensured structured formatting, clean visuals, and well-reasoned design choices across all our materials to make our work easy to assess and visually compelling.
- **Sponsorship Stakeholders** – looking for ROI, reach, and credibility
  We created tailored media assets showcasing logo placements, engagement stats, and shoutouts, ensuring their support translated into visible, meaningful exposure.
- **STEM Community and Students** – drawn to engagement, inspiration, and story
  Through behind-the-scenes reels, Q&As, and approachable content, we made our journey relatable and encouraged younger students to explore STEM creatively.

Each audience received targeted messaging:
→ Judges saw structured, polished outputs.
→ Sponsors gained value through strategic exposure.
→ Students were inspired through fun, authentic storytelling.

"One brand, Five voices — united by purpose, driven by impact."

6. Competition Readiness & Reflections

In preparation for the National Finals, Team Vitesse adopted a disciplined, professional approach to ensure we delivered excellence across all judged elements. This final phase of our campaign brought together months of hard work, fine-tuned execution, and a shared commitment to representing our vision at the highest standard.

6.1 Comprehensive Preparation Checklist

Our competition-readiness strategy was built like a launch protocol—meticulous, tested, and refined. Every detail mattered because we weren't just aiming to show up — we were preparing to excel.

Presentation Mastery

We treated our verbal presentation as a high-stakes pitch. Weekly rehearsals were held under mock-evaluation setups, with feedback loops involving engineering professionals and business mentors. Beyond verbal clarity, we focused on:

- Tone modulation and technical articulation
- Body language, eye contact, and professional posture
- Handling curveball questions with composed, data-backed responses

These drills prepared us not just to present — but to *connect and persuade*.

Pit Display Dry Run & Load Test

Our pit booth wasn't just a display—it was a statement. To ensure flawless execution:

- The display was assembled and dismantled under timed conditions.
- Vehicle space usage was mapped, and transport was trial-run with full safety wrapping and packaging.
- Each element, from lighting to structural joints, was tested for travel resilience and rapid setup.

This rehearsal cycle was repeated until setup became second nature.

Equipment Inventory & Backup Plan

We implemented a comprehensive inventory protocol. Every item was categorized into:

- **Critical Assets** (cars, tools, electronics)
- **Marketing Collateral** (banners, handouts, sponsor material)
- **Documentation** (technical, enterprise, and design portfolios)

Redundancies were planned for each crucial component, including:

- Extra peripherals and devices
- Multiple print and digital backups
- Power backups and secure cloud syncing

Nothing was left to chance.

Scrutineering Compliance

Scrutineering isn't just a check — it's a test of precision. We conducted:

- Rulebook-based inspections of all car elements
- Verification using previous scorecards and judge feedback
- Documentation preparation to streamline technical scrutiny

Pre-scrutineering reports were generated for internal review and correction.

Mental Readiness & Role Clarity

Even the best strategies fail without team clarity. We ensured:

- Every member had well-rehearsed, documented responsibilities
- Transitions during Q&A, booth visits, and presentations were seamless
- Team-wide contingency protocols were understood
- Mental readiness was fostered through debrief sessions, mindfulness techniques, and motivation exercises

Our confidence came not just from what we *built*, but from how well we *prepared*.

Pride in Representation

Wearing our school's name at the Nationals was more than symbolic—it was personal.

- Every choice reflected values we cared about: sustainability, inclusion, and originality
- Every pitch was a moment to honor those who believed in us—mentors, teachers, and sponsors
- Our work carried a purpose beyond competition: to inspire future teams and push the standard higher

We didn't just show up. We showed *who we are*.

6.2 Team Reflections & Journey Impact

F1 in Schools was never just about racing—it was about transformation. Every line of code, every late-night meeting, and every risk we took has changed us.

Personal Growth

This journey stretched us far beyond the classroom. Each member evolved in unique ways:

- Gained real-world confidence in presenting complex ideas
- Developed grit and patience while navigating setbacks
- Learned to balance innovation with feasibility

We've emerged sharper, stronger, and more self-aware.

Looking Ahead

The final results matter—but they aren't the finish line. The experiences we've gained have:

- Sparked aspirations in engineering, business, and design
- Built a professional foundation that most students our age haven't experienced
- Created a network of mentors, peers, and collaborators

No matter where we go next, Team Vitesse will always be a part of our origin story. And this—this is just the beginning.

Collaborative Strength

Our greatest victories came not from individual brilliance—but from synergy.

- We built an environment of trust where ideas could thrive
- Disagreements became productive through open feedback
- Responsibility was shared, not siloed

In crunch moments, our unity was our edge. And we know that's rare.

6.3 Behind the Scenes: What Powered Team Vitesse

While portfolios, booths, and presentations reflect our output, the **behind-the-scenes machinery** of Team Vitesse reveals what truly drove our performance. This section captures the *operational culture*, *creative processes*, and *day-to-day decisions* that turned ideas into outcomes.

Workflows that Delivered

We approached this project not just with passion, but with process:

- **Agile Task Boards**: Our team ran weekly sprints using Kanban boards to track progress. Tasks were logged, assigned, and reviewed every Friday.
- **Progress Syncs**: Two stand-up meetings each week helped us stay aligned and surface blockers early.
- **Data-Driven Choices**: Whether it was choosing a wheel design or budgeting for printing, we used performance metrics, material simulations, and cost-benefit spreadsheets to make informed decisions.

This operational discipline gave us consistency—even when deadlines tightened.

Creative Innovation in Action

Creativity wasn't just a buzzword—it was embedded in our approach:

- Our design iterations began with **no-judgement ideation sessions**, where all team members (regardless of role) contributed sketches and concepts.
- We explored **unconventional branding elements**, like layered laser-cut textures and modular pit booth panels to reflect adaptability.
- Our digital assets—videos, posters, and animations—were produced with a balance of aesthetic appeal and engineering integrity.

Every visual, color, or tagline had a purpose—nothing was random.

Cross-Skilling and Role Fluidity

Though each member had a defined role, we encouraged fluidity:

- Our marketing lead learned CAD to better coordinate with design.
- Our engineer helped edit promotional videos to maintain technical accuracy.
- When deadlines loomed, no task was "not my job"—we stepped in where needed.

This flexibility gave us speed and resilience, especially in crunch time.

Decision-Making Under Pressure

No project runs without roadblocks. But what defined us was how we responded:

- When a key supplier dropped out mid-cycle, we rapidly pivoted to a local vendor and adjusted timelines without compromise on quality.
- When our original car design underperformed in early testing, we scrapped it and started fresh, weeks from the deadline.

Our bias was always toward action and ownership—not excuses.

Communication Culture

At the core of our teamwork was *radical transparency*:

- Feedback was direct, frequent, and encouraged.
- Mistakes were acknowledged quickly and treated as learning moments.
- Our digital tools—Slack, Notion, and shared drives—were structured for visibility and accountability.

Everyone knew what was happening, all the time.

Learning Outside the Brief

We didn't restrict ourselves to just the rulebook. Team Vitesse actively explored:

- Guest sessions with alumni and startup founders to understand real-world branding
- Tutorials on fusion simulation, animation tools, and prototyping beyond the required scope
- Online competitions and public showcases to improve public speaking and brand storytelling

We grew by going *beyond* the brief—because curiosity was part of our DNA.

Team Vitesse is ready. Not just for this challenge, but for every challenge that lies ahead.