

# Team Vitesse

Enterprise Portfolio

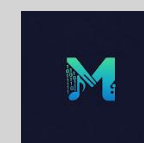


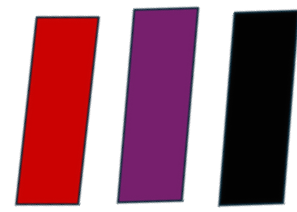
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**Aarav Sareen**  
*Enterprise Portfolio  
and Finance  
Manager*

Aarav is a math and German enthusiast. He's interested in finance management and enterprise management.



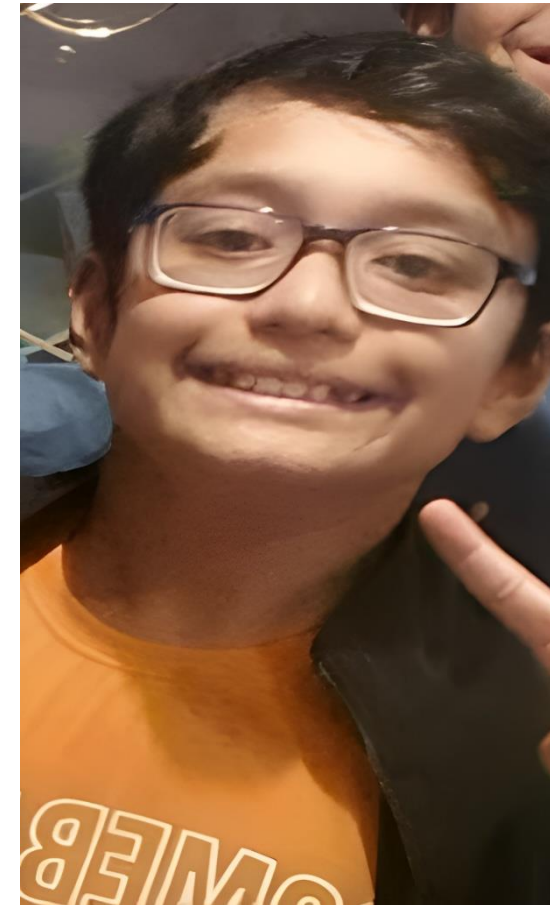
**Suraj Gupta**  
*Design and  
Engineering Portfolio  
Manager*

Suraj is an enthusiast for many different things. He is a programmer and a musician. He is also an academic, doing well in all STEM subjects.



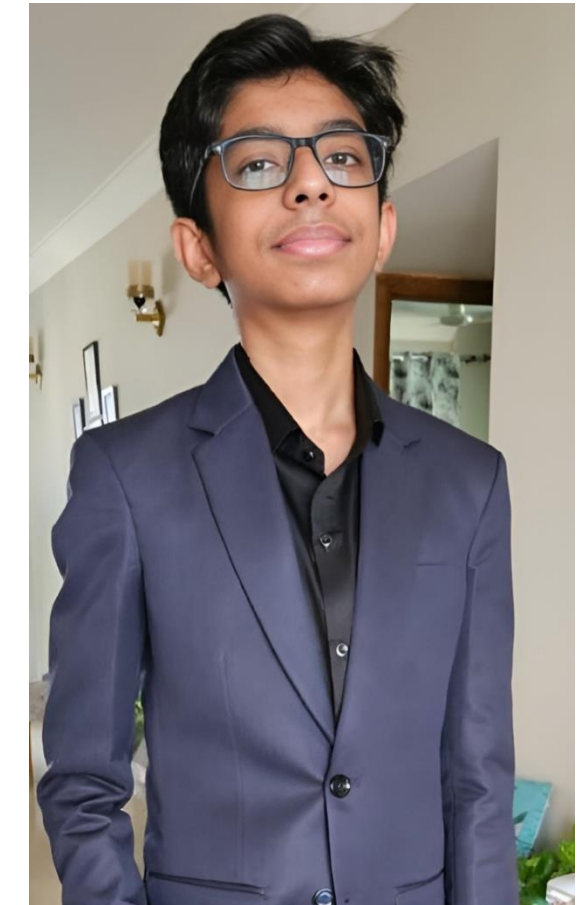
**Ryaan Verma**  
*Project Management  
Portfolio Manager*

Ryaan is a clarinet player and is obsessed with F1. His dream job is to become an engineer. He is well-organised, which helps with his designation.



**Ayan Sur**  
*Sponsorship  
Manager*

Ayan loves playing the violin and the guitar. He constantly studies above his current grade and is very funny as well.



**Lakshya Agarwal**  
*Designer & Co-  
Sponsorship Manager*

Lakshya is an experienced musician. He is a science enthusiast with practical knowledge of different fields in engineering. He is also an experienced CAD designer and modeler.





## Goals

The definition of a goal is “a specific, desired outcome or target that an individual aims to achieve within a set period of time.”

Goals that we have set out to achieve are-

- To ensure planning is carried out properly
- To keep our expenses within the budget
- To promote the team's brand

## The Name

While choosing the name, we wanted to keep it simple. One of our teammates suggested the name “démon de la vitesse”, which is French for Speed Demon. In the option we all liked the word Vitesse, French for speed. A simple name based on our goal in this event, which is to be the fastest.

## Kickoff Meeting

Our Journey began with a kickoff meeting at Suncity School, sector 54 on 28th January 2025, where we laid the foundations for our strategy, set objectives and aligned our vision for this project. During this meeting we also discussed sponsorship tiers and our plan on how to get sponsorships.



## Team Logo

The most noticeable part of a team is its team logo. It bears great responsibility to represent a team. We decided to keep our logo simple.

## Team Colours

Colours if used correctly, completely change the impression and decision of an observer. We decided our colours would be Red, Purple and Black.

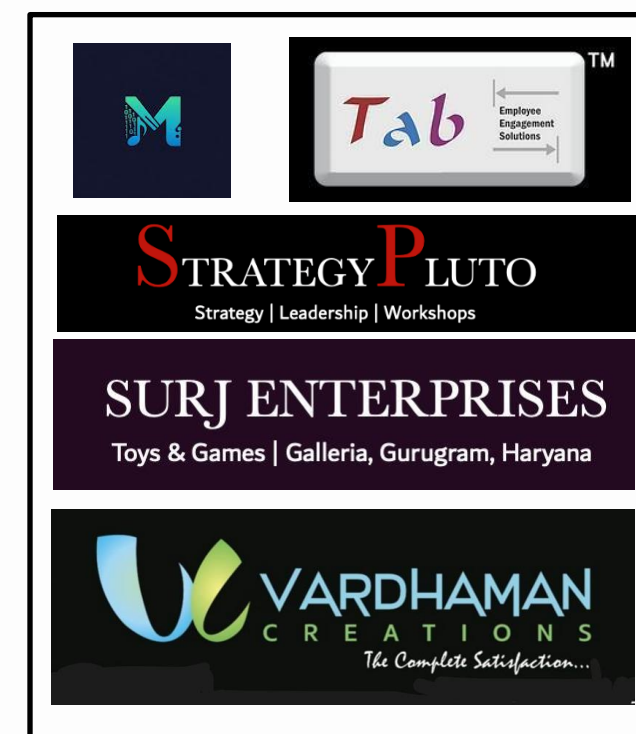
## Values

Strong values are at the core of Vitesse and help drive the team to the road to success. It is a key aim of our team to represent these values.

- Fun
- Honesty
- Trust
- Modesty
- Freedom

## Partnerships and Sponsorships

We would like to thank our sponsors for providing us with the resources and guidance to bring our idea to life.



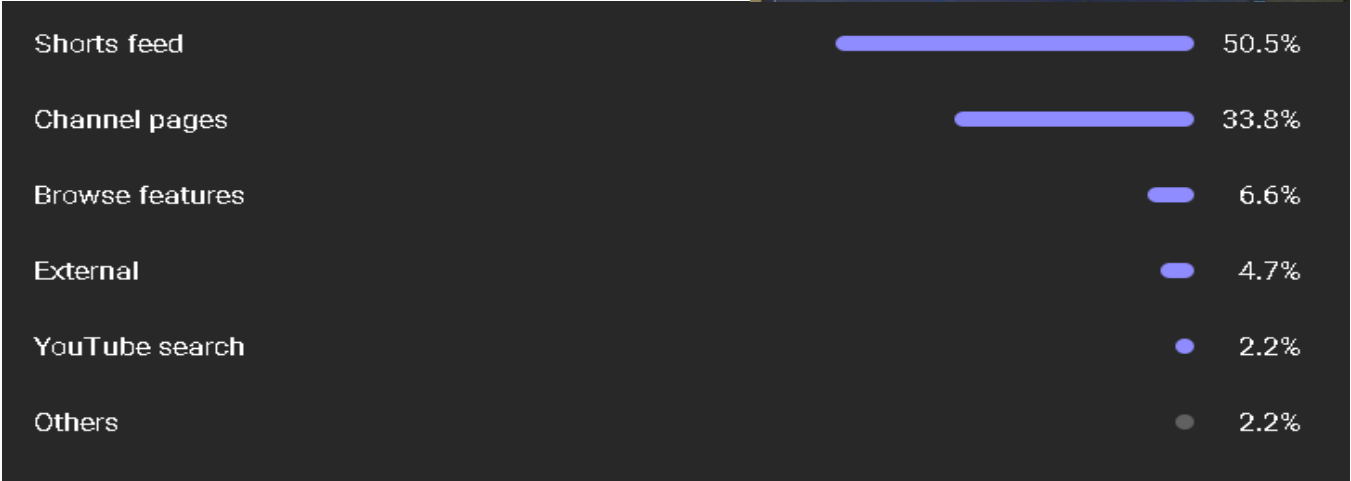
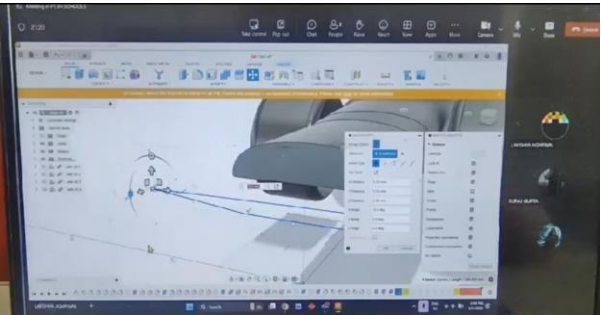


Name of App	Reason We Used it	What did we do on there
YouTube	Easy to access and large fan base.	Upload videos , shorts and made community posts.
Instagram	Easy to access. Can post Messages Aswell.	Upload videos and message companies for sponsorship opportunities
Twitter/ X	Mainly will be used for messaging companies related to sponsorships.	Message companies for sponsorship opportunities and some times community posts

**Target Audience**  
Establishing a key target audience was crucial for the success of our digital media. Our team decided that the target audience for our digital media should be English-speaking students and have an interest in Formula 1, STEM and sustainability. Most our viewers were from the following states -

India – 56.9%  
France – 11.2%  
Japan – 10.3%  
USA – 5.6%

**Car Reveal**  
For our car reveal we decided to add only a few clips of our car, us finding problems and trying to fix them, and more clips of our previous car builds so that we did not give away a lot of information about our new car . As our competitors could use this data about our car to find weaknesses in it.



We analysed the different digital media platforms which we could access with respect to effectiveness and reach. Different platforms require a different approach in terms of content.

**Status Report**  
Marketing activities usually involve the whole team. It is very important to keep all the members in the loop about upcoming activities to avoid asymmetric information.

**Audience**  
Engaging the audience is key- from sponsors to fellow competitors and future innovators, each of these interactions shape our journey in F1 in schools.  
  
Our main audience is males with a whopping 85.6% and females with 14.4%. They watch F1, F1 in schools, Car reviews and mainly car-based stuff.







Expense	Expected Price	Actual Price	Over% or Under%
Pit Display	₹14,000	₹800 + ₹750 + ₹500 = ₹2,050	Approx 80% under
Merchandise	₹2,500	₹1,400	Approx 44% under
Manufacturing	₹16,000	₹13,000	Approx 18% under
Testing	₹500	-	-
Finishes	₹2,500	₹2,500	±0%

## Financial Management

Vitesse set out key areas where funding was required. This was to ensure that all expenses that were required to be covered received funding. The team split its different divisions to devise separate budgets. This allowed the team to work more productively with our finances.

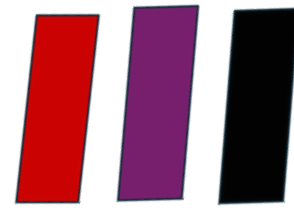
## Quality Control

Quality control is the maintenance of a certain standard of quality. This came in effect for the team in our project elements. It was crucial to Vitesse that everything was maintained well and at the same quality. The team agreed to certain standards that would be met by all its members and in every aspect of the project to the best of our ability. Without this, there was a possibility of having different standards of work which would result in an overall weaker performance. A plan was established to ensure the criteria was met and completed in each element.

## Time Management

Due to F1 in schools being such a time consuming program, Vitesse saw it as a priority to balance our personal time correctly. With the members being at a prime age for time consuming activities such as spending time with family and friends and also sport, Vitesse had to look at what it meant for F1 in schools to be a priority. The team shared ideas on this including availability and desired outcomes. This led to the production of team schedules which outlined Meetings and deadlines while taking into consideration other commitments. Having this simple solution left our team with a clear idea of how to balance our time as well as the importance of seeing the team as a priority.





Tier	Contribution	Benefits
Bronze	₹0 (Merch Only)	Merch displayed at pit stop for advertising (e.g., pens, caps, keychains, stickers)
Silver	₹5,000	Medium-sized pit stop logo Smaller logo on all merch
Gold	₹10,000	Larger pit stop logo Small banner logo at pit stop Slightly bigger car logo Bigger logo on all merch
Platinum	₹20,000	Representation in car trailer Full-size logo on merch, banner, and car Logo featured in game Branding on team uniform Company promotion via stamps, wall magnets, and sticker

All contributors to the pit display design will instantly be granted a Gold Tier sponsorship. If they also supply an extra ₹5000 they will be promoted to the Platinum Tier sponsorship.

- VIP Invitations:** Top-tier sponsors will receive exclusive invites to team meetings, events , car testing and presentations.

- **Special Access at Competitions:** Provide sponsors with VIP seating, guided pit tours, or behind the scenes during events.

- **Personalized Experiences:** Offer sponsors a chance to interact with the team, to review what's been created or a special team retreat.



### Risks

Risks are events that harm our work or goal. Proper risk management is essential in a project as complicated as F1 in schools, as unforeseen difficulties can occur. We identify and evaluate these risks.

### Uncalculated risks

One type of risks are those that we can not expect even though we planned and managed everything. For these we try to have someone with a long-year experience in our background. These can be experts from our sponsors, our supervisor or former attendees.

### Solutions

When solving possible risks, we must always determine whether a chance effects only one person or the whole team.

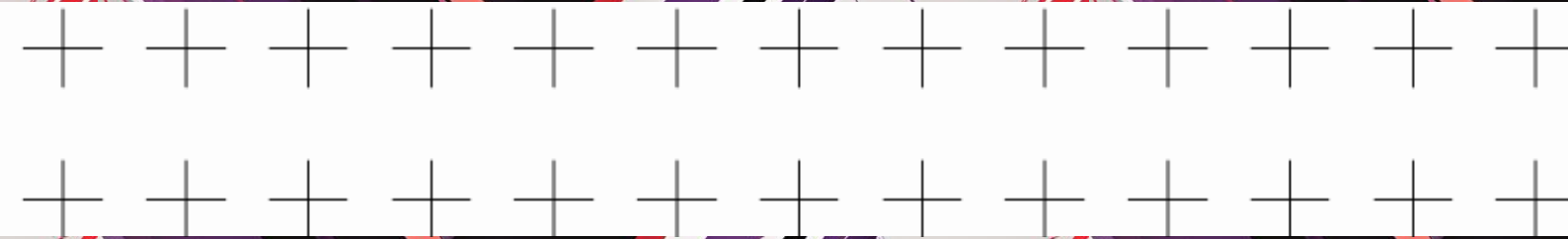
Risk	What it prevents	Correction	Worst-case
Team member quits	Good team-atmosphere	Find a new teammate	Compete with only 4 members
Car design fails	Competitive race performance	Test and modify design early	Car underperforms or breaks
Not enough money	Good level materials	Use low-budget material	No participation
Time mismanagement	Completing the project on time	Set deadlines, regular process checks	Incomplete project submission
Communication issues	Effective teamwork	Regular meetings, clear role assignment	Teamwork breakdown, poor execution
Equipment malfunction	Smooth competition	Have backups, test before race	Team is unable to compete

If the risk affects only one person, we do not need to make as much effort as when it affects the entire team. The risks and their solutions are listed below.

We also made chits about each team member and what they do, this was done so that if they are absent, we know what to say about their tasks.







The meaning of sustainability is meeting the needs of the present without compromising that of the future generations. It has become more and more important in society in the past years. To reduce our carbon footprint, we would need to use renewable energy and manage waste effectively through acts such as recycling and responsible consumption. The goal is to create a future in which progress and environmental responsibility go hand in hand. This is what we have tried to do to accomplish this.

## 1. Objectives

### **Economic:**

The long-term economic success of the team.

### **Ecological:**

Protecting the environment.

### **Social:**

Making Society more sustainable.



### **Mountain Cleanup Drive**

We held an event on Republic Day—26th of January 2025. It was an awareness effort for cleaning up waste by joining forces with volunteers and undertaking a clean-up drive to the mountainous regions. The goal was to not only clean up the debris and restore the natural beauty of the mountains, but to raise awareness about cleaning the environment and how waste and littering pollute natural resources.

### **Digital Approach**

We did everything in a digital space to circumvent excess waste and minimize our carbon footprint. Where printing would have been an ideal option to make a statement—i.e., to show that we did renderings, aerodynamics, weight distribution, and stability—we had the requisite design programs to render to the extent necessary to make such claims. Where we needed meetings and minutes or drafts that needed printing, we met and communicated via the collaborative efforts with everyone present and acknowledged on the same page—all without physical print minutes. Even our final portfolio and presentation were digital to circumvent any excess printing and paper waste.

### **Eco-friendly materials**

We tried to include anything that would not contribute to a carbon footprint, and from there, our considerations of feasibility were based upon it. We reduced our parts so that later there would be not much waste of material. Our consideration of feasibility of production avoided wasting any excess energy and excess materials that weren't needed. If it could be sturdy and used again, we would.

We exercised sustainability to eliminate any unnecessary expenses—rendered designs were created to avoid unnecessary materials, any unnecessary materials were saved and recycled, and in-house printing was used to print only what we needed to avoid errors and subsequent reprints.





# Team VITESSE

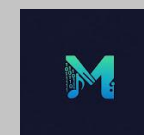


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