

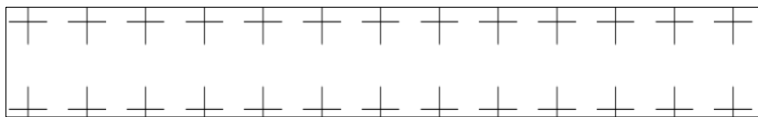
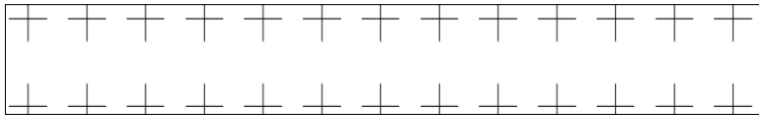
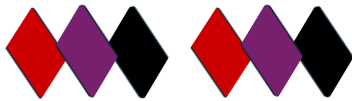
Team VITESSE

Enterprise Portfolio

Proudly Supported By



away & co



1. Introduction

SUPPORT MEMBERS

- **Gaurav Sareen**
Helped with the engineering side of our project. Whenever we faced technical problems, he was there to guide us.
- **Aashita Verma**
Played an important role in organizing our team jerseys. From managing the fittings to coordinating the printing process, she made sure our team looked professional and united.
- **Aashish Gupta**
For his ever-ready attitude in supporting the team with transfers and transporting the team always on time from testing to the competition.

- Introduction
- Team Identity
- Marketing Strategy
- Regional Finals
- Social Media
- Risk Management
- Sponsorships
- Return on Investment
- Costs
- Sustainability

Thank you!

We want to use this prominent space to thank our sponsors and supporters. Without their support, this project would never have been possible for us.



Suraj Gupta
Design and Engineering
Portfolio Manager, Website
Manager, Co – Research
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. He is a disciplined guy and is always there to give his best to build the fastest car possible.



Aarav Sareen
Enterprise Portfolio, Social
media manager, Co –
Sponsorship Manager

Aarav is a math and German enthusiast. He plays saxophone and is interested in finance management and enterprise management. He manages the social media for the team's channels. He is also the resource manager.



Lakshya Agarwal
Lead Designer,
Computational Fluid
Dynamics Analyst

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. Responsible for stunning graphics and consistent team identity.



Ryaan Verma
Project Management
Portfolio Manager,
Sponsorship 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. He is also an out of box thinker.



Ayan Sur
Research and
development manager,
Design consultant

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



01 “IF YOU NO LONGER GO FOR A GAP
02 THAT EXISTS, YOU’RE NO LONGER A
03 RACING DRIVER.” – AYRTON SENNA
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Driven to Dominate, Engineered to Excel

THE JOURNEY

We are Team Vitesse, five boys from Suncity. This season, we are participating for the first time in the competition. Our goal is to become the 2025 World Champions, an achievement we are working for and dreaming of ever since the very beginning of our journey.

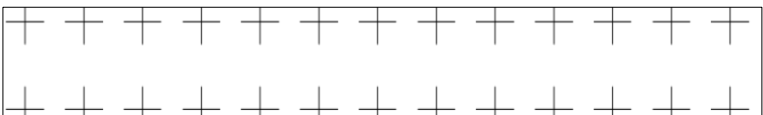
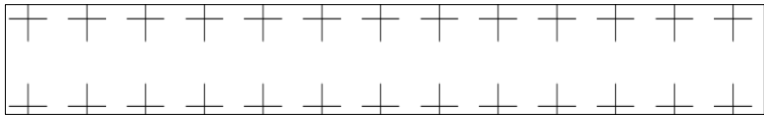
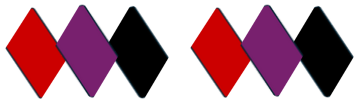
In 2024, our team formed as part of a competition offered by our school and we laid the foundation of our team identity as it is today. Right from the start we were united in the belief that this wouldn't be just an opportunity for a low effort grade in school, but that our ambition would be to become World Champion.

We started this competition with zero knowledge of F1 in schools, some of our teammates were also unknown to the others. Although, with time, we all became acquaintances. Through the coaching lessons we got to know about F1 in schools, team identity, Portfolios and more.

The team began by researching a multitude of words that had connotations to motorsport (e.g. fast, determined, etc.) A theme began to emerge that struck a chord with the team: speed. We had a few different choices. One of these were 'demon de la Vitesse' which meant speed demon. In this we all liked the name 'Vitesse' which means speed. So, we chose this name for the portfolio.

Stemplify had 6-8 basic roles, These roles branched out into others. We used this as a building point and created our own roles. For example: our resource manager is both our Finance manager and project management portfolio manager. This was done so that another person knows what to do incase one of them gets sick.

We started meeting regularly, whether in school, or at others houses. We planned a mountain clean up drive on Republic Day for sustainability. We were able to plan this due to the help of one of our friends, who is one of the major supporters of this project and always did their best to help us out.



2. Team Identity

Teamwork:

Nothing is more important than teamwork to achieve the best possible results and goals. A team of six individuals has no chance of success without working together – it's the fusion of all team members - the combination of different ideas, abilities, and opinions.



Daily contact, also face-to-face, is fundamental in our team, because you can solve problems better at personal meetings. Moreover, we can communicate more effectively, and things can be shown visually. Our team manager, Suraj or Aarav, organizes the team meetings.

Team Deadlines:

To make sure that every team member knows what to do for the team, everybody has a clear role in the organization. This role is connected to different tasks. Each role is carefully assigned based on the individual's strengths and interests, which helps improve both performance and motivation. All tasks for a job are shown in tables. This ensures that the team has a deadline by which they have to complete the task. Regular check-ins and meetings help the team stay aligned, adjust workloads if necessary, and ensure that no task is overlooked.

Task	Deadline
Check Up On Team	13:08
Finalize Sponsorship Deck	19:05
....

Color Scheme:

Colours are an important asset in brand awareness, as they are an instantly recognizable feature that assists in creating mood associations with their audience. We chose purple, red, and black, which represented our modern brand.

The Logo:

Our logo is the apogee in our simplistic branding philosophy. Our logo provides a sense of stability and presence, critical to our philosophy. Incorporated in the wheel is the depiction of speed.

Communication:

Communication, both internal and external, is one of the keys to success in any project or team, but especially for us. Throughout the preparation phase, we are in constant contact, writing messages, and making telephone calls. We use various media for This exchange:

We use WhatsApp to exchange information through short text or voice messages quickly.



We also use Microsoft Teams for exchanging information through text



To clarify more complex problems, We make short telephone calls.



If the topics concern the whole team, we make an online team meeting. We usually meet there twice a week.



Team Jersey:

Uniforms at the competition serve as a snapshot of each team, so it was imperative that our design was attractive, recognizable, and professional to create a good first impression. Factors considered by our team when designing our uniform were:

- Accurate and memorable branding of our team
- Sponsorship ROI through the positioning of our partners' logos
- Maintaining a professional identity within the competition

The clothes should ensure that people recognize us as Vitesse. Colour ideas were also brainstormed for the team's brand. The team recognized the need to have a colour that conveyed a sense of strength and possibility. Eventually, the team settled on purple. Purple has a traditional association with high value, as in ancient times, purple dyes were one of the hardest to produce.

Car:

Kept in team colours, the Hyperion 25 is the perfect combination of elegant tones and rapid lines. It mimics the flow of air. With glossy purple for the body and its overall design, the airflow results were amazing, and the downforce is good too.



Team Slogan:

Everything we do is driven by the ambition to be better than last time and to ultimately be the best. To express the desire to go beyond the ordinary, we developed the slogan “Driven to Dominate, Engineered to Excel.” It is placed on the upper front of the jersey design. This reminds everyone that the limits are often just self-imposed and are meant to be broken.

Fonts:

In order to make a text appealing and easy to read we chose “Century Gothic” as our primary font. Its unadorned look gives the reader the impression of a scientific and well researched text. For better consistency across all project elements we created a digital text style that could be exported and shared between team members. With one click everything from font to letter positioning is exactly the same as in the documents of a different team member.

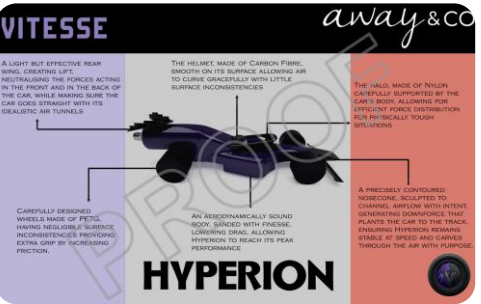
Values:

Strong values are at the core of Vitesse and are what help drive the team on the road to success.

- Honesty
- Boldness
- Trust
- Freedom
- Team Spirit
- Modesty
- Fun
- Fluidity
- Integrity

Design Elements:

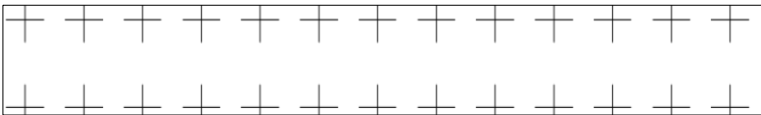
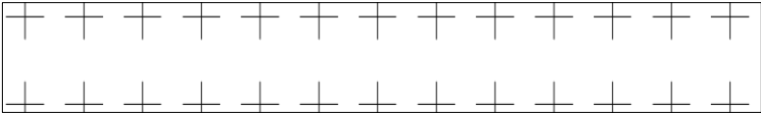
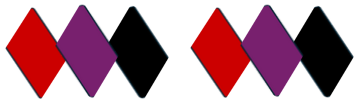
Stand out! That's what is important to us. Our primary design element can be found on every presenting platform; a Corporate Identity can only be convincing if it is displayed consistently. The design element consists of our team-specific color gradient and a peppy design, which refers to our logo. It can be presented horizontally or vertically; the exceptional look will ensure that it is connected to Fusion. So all in all, the design element helps us be recognized, you don't have to read our name to recognize a part of our team.



Collaborative Schools:

Suncity School:

Suncity World School is a co-educational school located in Sector 54 of the Delhi-NCR region. SS has a long-standing history in the F1 in Schools™ Technology Challenge, and the Regional Finals used to be hosted there for many years. The school is extremely proud of Vitesse and what it has been able to achieve and hopes that this competition brings a new light to STEM education. More than 6 teams have joined this competition due to Vitesse, whereas in the previous year, Vitesse was the only team participating.



3. Marketing Strategy

Our marketing strategy focused on creating brand recognition and lasting impressions through physical, functional merchandise and visually consistent branding across platforms. We carefully designed each marketing element to reflect our team identity, values, and professionalism. The items selected ensured maximum visibility during and beyond the competition. This included custom-branded items such as lanyards, stickers, posters, and team apparel, all designed to attract attention and spark curiosity among judges, sponsors, and other teams. We also ensured that our digital presence on social media platforms and our team website followed the same visual theme, with matching colors, fonts, and logos. This consistency helped reinforce our brand and made us easily recognizable across all media.

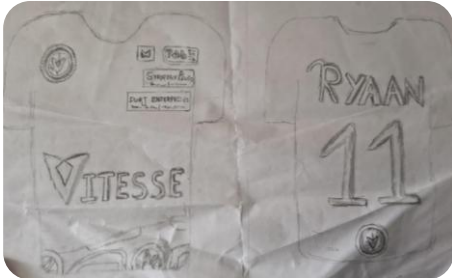
Business Cards:



Our business cards were designed to reflect our team identity, using our color scheme and logo. We aimed to create a professional and visually cohesive design that would immediately communicate who we are as a team. Each card featured contact information, sponsor logos, and our team members. To highlight our collaborative spirit and team structure, individual cards were also personalized with each member's name and role. These would be distributed to judges, other teams, and potential sponsors. In our updated drafts, we added QR codes to the cards, this was done so that people can easily access our YouTube channel, Instagram account, and our Website.

Team T-Shirts:

Our T-shirts will be serving as mobile branding throughout the event. With bold logo placement, sponsor visibility, and a unified color scheme, they established a visual team identity and will elevate our professional appearance. These would be one of the major parts of the competition, in all three days, they would be used and it would enforce our team identity. These are the first drafts of the shirts.



Pens:



We would be distributing pens to judges and other teams. These were low-cost, high-impact items that reinforced our team branding. By choosing an item that recipients could continue to use beyond the event, we extended the reach of our brand and created lasting impressions in a simple, effective way.

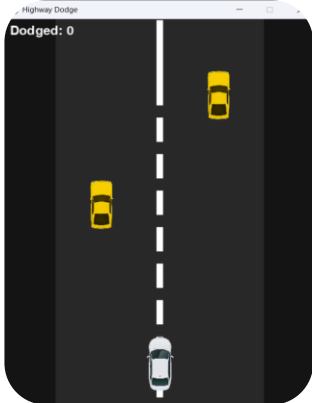
Miniature cars:



We partnered with Dhruv Gallery to get Hot Wheels and other model cars as part of our promotional giveaway strategy. These miniature cars were selected because they align perfectly with the automotive theme of F1 in Schools, making them fun, relevant, and engaging items for our audience.

Python Game:

For our pit display, we created a Python game in which the player has to dodge cars. At the start, it is slow, but as you progress? It keeps getting faster. Soon, the speeds skyrocket. If one reached past a certain point of cars dodged, they would get an award. This game was called 'Highway dodge.'



Website:

We created a website, which went by our team branding. The design of the website followed our official color scheme, logo, and overall visual identity to ensure consistency across all platforms. On this website, we have information about our team, our sponsorship deck, and our engineering drawings for the regional finals. We included team bios, project goals, and behind-the-scenes updates to engage visitors and provide a personal touch. We also talked about the regional finals round on the website. This section includes event highlights, photos, reflections on our performance, and lessons learned from the experience.

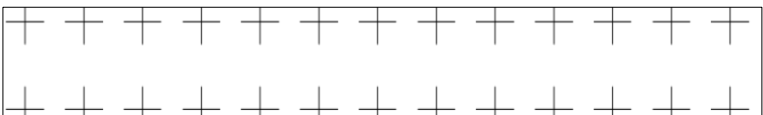
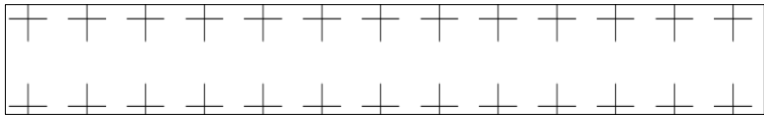
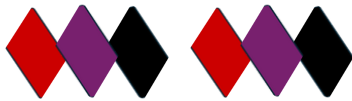


Promotional Videos:

We made promotional videos for our sponsors. We carefully designed each marketing element to reflect our team identity, values, and professionalism. The items selected ensured maximum visibility during and beyond the competition. Based on the sponsor tier, we made a different number of videos per sponsor. For example: We made 1 promotional video for House of Polish (bronze tier sponsor) and 2 promotional videos for Away and Co (Gold Tier Sponsor).

Posting Plans:

A key point of our efficient marketing were posting plans. While we didn't follow a restrictive schedule for our postings, a lot of thought went into when and what to post on which platform. We assessed the required quality for a post, as well as the resulting time investment and our tolerance in time and effort to find the best posting plan for each platform.



4.1. Regional Finals

Pit Display:

We had an hour to make our Pit Display the best it could be. We designed a traffic simulator game using Python and Pygame. When the player reached a certain score, we would give them a prize. We had posters about the following:

- Team Introduction
- Our Car
- Design and Engineering
- Testing

We also had a banner which had our sponsors and one of our cars renders on it



Verbal Presentation:

Our speech was about 10 to 11 minutes. We talked about how we got into F1, our sponsors, sustainability goals upheld by our team, and more. Every member was able to speak evenly. We had made the speech in such a way that no member would feel left out.

Design and Engineering:

Design and Engineering easily got us the most points in the competition. Suraj, Lakshya, and Ayan mainly spoke in Design and Engineering. Aarav and Ryaan talked about our CAA and CAD results.



Reaction Time Races:

In Reaction Time Races we got a time of 1.445 seconds for car A and 1.495 seconds for car B. Our Racers were Suraj and Ryaan.



Knock-out round:

Our team was 1 of the 8 participating in the knock out rounds. Our car was only 2 tenths of a second slower than the winning team of the knock out rounds.

Awards:

We were nominated for 2 awards:

- Design and Engineering
- Best Car

We won the award for Design and Engineering, but got the trophy for Knockout Champions, which had I got a misprint on it. So the correct The trophy was shipped to us.



Final Standings:

We qualified for the nationals being the 6th-best team in the competition. The nationals would be held on the 25th, 26th, and 27th of July in Noida. We would go against a lot of teams competing for the national spot. 3 Teams will be going to the F1 in Schools World Finals.



4.2. Quality and Time Management

Scope:

The first point of the pentagon is the scope of our project. To find all the tasks that we need to do until our arrival in Abu Dhabi, we look through the competition rules and talk with former participants to make sure that we don't miss anything. Furthermore, we try to reach the maximum possible assessment regarding F1 in the School's scorecard. To show up the whole project, we made a graph showing all the exercises for the five main subjects of the competition: Engineering, Print Media, Pit Display, Enterprise, Journey.

Time Management:

All of us have different hobbies, schoolwork, and other duties, but still, we need to focus on F1 and reach all our deadlines in time. Also, time management must always be checked with our sponsors to make sure everyone of them can reach our deadlines planned at the beginning of our journey. To develop effective and proper time management, we compared our project to projects real companies run. Most of them use agile project management, which means to have a high focus on our product, but not focusing strictly on deadlines. The advantages of this are:

- Fewer rules, easy to understand
- Short ways of communication
- High Agility
- High transparences through many meetings
- Better team collaboration
- Faster problem-solving
- Easier to adapt
- Continuous improvement`

Quality:

To maintain high standards across every part of our project, we apply structured quality management techniques. These methods fall into two main types:

- self-assessment by individuals for personal tasks
- external evaluation by teammates, sponsors, or mentors to ensure team-wide accountability.

We ensure quality through frequent assessment checkpoints, peer review, and comparison to professional expectations of what should be done for quality professionalism.

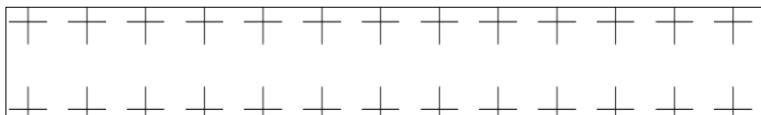
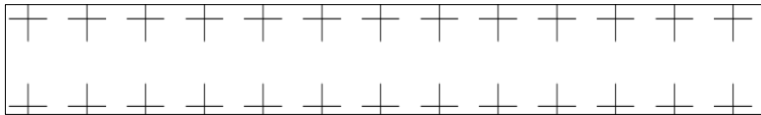
Quality Assessment via Quality Function Deployment
At the beginning of the season, to allow for the ability to continuously assess quality throughout the season, we began utilizing a formalized quality assessment process called Quality Function Deployment. This formalized approach helps us stay in consistent alignment with what our customers/audience would expect—in our case, judges and onlookers. We utilized a process similar to the House of Quality, as this is an analysis tool used primarily in engineering/business fields to visualize importance and project objectives. Therefore, we analyzed and input the following:

- customer needs (for us = branding identity, budget, safety, etc.);
- the relative importance/weighting of requirements in different elements and components;
- how each requirement is satisfied by the elements (for us = touchscreens, merchandise, team branding colors, etc.);
- the difficulty/feasibility of satisfying each requirement;

Therefore, we understood where the majority of our quality input should be output for value (not surprisingly on the pit display and merchandise banner), while also projecting awareness of realistic concerns regarding ROI and safety. Therefore, we established a data-driven, relative approach to quality design that would yield final products that aligned with our purpose and expectations.

We visualized this using a Quality Function Deployment chart, which gave us a clear overview of how our design elements addressed the most critical customer needs. Therefore, we established a data-driven, relative approach to quality design that would yield final products that aligned with our purpose and expectations.






5. Social Media

We analysed and selected the most effective digital media platforms to build a strong online presence for our team. Each platform served a unique purpose—Instagram for engagement, YouTube for storytelling, and our website for professionalism and sponsor outreach. By tailoring content strategies to each platform and maintaining consistent branding, we maximized visibility, reach, and impact. Our social media helped us share our journey, promote STEM, engage with a global audience, and strengthen relationships with sponsors and supporters.

Online Impressions Through:

Youtube:

We used our YouTube channel to promote the team and our sponsors by creating quality videos, which were creative and exciting to film. We noticed that after creating a few videos, we found a new perspective on the topic while also enjoying ourselves. Our channel took off as people were interested in the steps we had taken and the journey we had ahead. Our YouTube channel amassed a total of 18,000 viewers and received 45 subscribers. Our content ranged from how it all started, the complications we had along the way, and the final result. We promoted our channel to family, friends, classmates, sponsors, and teachers.

 18,000 views, 45 subscribers, 20 videos

Instagram:

We selected Instagram as a key platform to engage without an audience due to the visual format, which aligned well with the dynamics of the Stem Racing competition. This platform allowed us to:

- Showcase our progress through regular posts, stories, and reels, including car design iterations, team activities, and test runs.
- Build a digital presence that reflects our brand identity using consistent aesthetics and storytelling.
- Reach a younger audience, including students, sponsors, and STEM enthusiasts who are active on the platform.
- Engaged with followers via direct messages to answer queries, provide event updates, and build one-on-one connections with interested students.
- Promote our sponsors by tagging them in posts, featuring their logos, and highlighting their support by posting dedicated content.

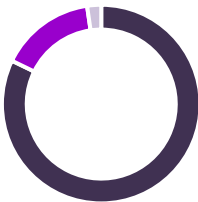
Instagram serves as both a marketing tool and a documentation platform, helping us create a strong digital footprint and connecting with our audience.

 3,400 views, 100 followers, 13 posts

Website:

The website was developed and hosted using GitHub static pages. It was made to increase the visibility of our team while also mentioning our sponsors, our strategies, and our results. The website contained details of our performance in the regional finals round held at Suncity Schools 37D in April. It also outlined our sponsorship strategies and deck while we were looking for sponsors. Our website used a single memorable URL that would stay in users' minds. This encouraged people to visit our website more often. The website acted as a digital storage for our team and sponsors.

Total Views Contribution



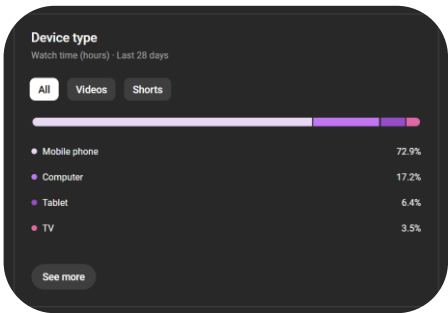
■ Youtube ■ Instagram ■ Website

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 who have an interest in Formula 1, STEM, and sustainability. Most of our viewers were from the following states -

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

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.



Strategy:

To maximize reach, engagement, and digital presence, we implemented a **multi-platform content strategy** tailored to each audience and platform type:

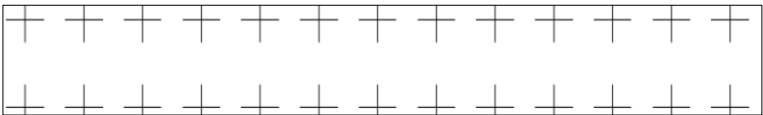
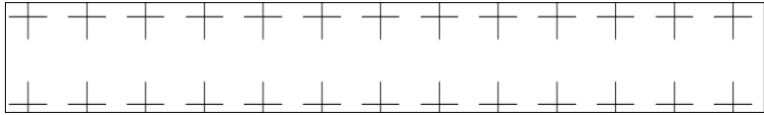
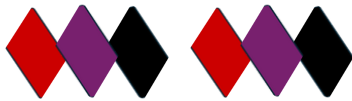
- **Data-Driven Decisions:** We regularly analyzed engagement metrics (views, clicks, shares, saves) to improve post timing, content style, and hashtags. This allowed us to grow consistently and reach newer audiences across countries.
- **Content Calendar & Branding:** A consistent **posting schedule** was maintained — 2 reels and 1 post per week. All posts followed a **branding template** to build recognition, using our team colors, logo, and tone.
- **Sponsorship Leverage:** We created targeted media campaigns for sponsors, giving them visibility through reels, shoutouts, and website mentions. Our media became a platform for sponsors to connect with the F1 in Schools community.
- **Community & Positivity:** Our strategy wasn't just about numbers — we used social media to spread STEM awareness, encourage collaboration, and share the emotional highs and lows of the journey. This helped build a loyal audience that connected with our story beyond just the car.



Spreading Positivity:

We used our social media influence to spread positivity in the team and the environment around us. We held many fun gatherings and meetings physically and online, which led to innovative ideas and productive sessions. During our breaks, we played games together to keep up the team spirit and motivation, as healthy breaks kept us focused throughout.

Name of App	Reason we used it	What we did there	QR CODES
YouTube www.youtube.com/@VitesseF1	Easy to access and large fan base.	Upload videos, shorts and made community posts.	
Instagram instagram.com/vitessef12024/	Easy to access. Can post Messages Aswell.	Upload videos and message companies for sponsorship opportunities	
Website vitesse racing.github.io	Used for spreading knowledge about our team, F1 in schools and more. We also uploaded our portfolios there.	Had our team members, Q and A, Our supporters in both Regionals and National Finals, Our car and finally about our Regional Finals Round	



6. Risk Management

Risks:

Risks are potential events or situations that can negatively affect our progress, performance, or outcome. In a project as dynamic and technically complex as STEM Racing, where multiple elements such as design, engineering, time management, and sponsorship are involved, risk management becomes essential. Without proper planning, even small issues can escalate and impact the overall success of the team. That's why we took a proactive approach; we carefully identified, assessed, and documented a wide range of risks that could potentially arise throughout the course of the competition. By evaluating the likelihood and impact of each risk, we were able to develop strategies to prevent or reduce their effects, ensuring that our project stayed on track despite unexpected challenges

Risk Response Planning:

To prepare for potential risks that could affect our progress, we created a comprehensive checklist of materials, submittable components, and outsourced orders, each assigned clear deadlines and due dates. This ensured that nothing was missed and allowed us to act quickly in case of delays or issues. We considered various factors such as time sensitivity, dependencies, and fallback options, and categorized each risk based on its **impact, urgency, and required response**.

To manage these risks efficiently, we implemented a structured four-step risk management framework:

Risk Identification – Listing and mapping all possible risks across every team department, including design, engineering, enterprise, and logistics.

Risk Analysis – Evaluating each risk by scoring its likelihood and potential impact on our workflow and deliverables.

Risk Response Planning – Creating tailored strategies to avoid, reduce, transfer, or accept each risk depending on severity.

Monitoring and Reviewing – Conducting regular reviews, updating risk status weekly, and making adjustments based on real-time developments.

Risks We Faced:

During the course of our preparation for the competition, we encountered several unexpected risks that had the potential to impact our performance, timeline, and overall execution. These challenges arose across different phases, including logistics, manufacturing, design, and branding. Identifying these risks early helped us stay alert and aware of the pressure points in our process. The following issues were some of the most significant risks we faced:

- **Incomplete Delivery of Parts**
Only one set of axles was delivered, while all other components arrived on time. This created a major issue in preparing our second car, as both sets were critical for completion.
- **Painting Service Delay**
Our chosen paint provider experienced technical issues, causing delays in the car painting process. This disrupted our design timeline and created uncertainty during a crucial finishing phase.
- **Manufacturing Inaccuracies**
Key components such as the rear wing and nosecone featured improperly defined slots. These fabrication flaws introduced alignment issues during the assembly phase and risked compromising the car's structure.
- **Sticker Availability Under Time Constraints**
We required vinyl stickers in specific sizes and finishes for branding. Due to the short timeline and customization needs, there was uncertainty around availability and timely delivery.
- **Delayed Delivery of Pit Display Flex**
The largest flex banner for our pit display faced repeated delivery delays due to issues with the porter and courier, threatening to compromise our setup timeline close to the event.

Overcoming The Risks:

Successfully navigating the challenges we faced required **quick thinking, team coordination, and efficient problem-solving under pressure**. We made strategic decisions to reduce disruptions to our timeline and ensure smooth execution in all areas of the project. Below is how we addressed each key risk:

- **Missing Axle Set**
When we realized that only one set of axles had been delivered, we immediately coordinated with our mentor. Fortunately, they were able to help us place an urgent order for a second set, which arrived the very next day. This quick response prevented a major delay in the construction of our second car and kept our testing schedule on track.
- **Painting Delays**
Our painting partner, *House of Polish*, experienced an unexpected machine malfunction that caused a delay in our car finishing process. Rather than allowing this to affect our focus, we shifted our attention to other critical tasks such as documentation, social media preparation, and pit display planning. This ensured we used the time productively while awaiting the painting slot.
- **Manufacturing Inaccuracies**
During car assembly, we found that the slots for the rear wing and nosecone were not properly defined. Using precision tools and on-the-spot adjustments, we carefully refined the parts so they fit perfectly without compromising the car's aerodynamic profile or design symmetry.
- **Time-Sensitive Sticker Requirement**
Faced with a tight deadline and uncertain online delivery timelines, we chose to support a local vendor who provided high-quality, custom-sized vinyl stickers. This not only ensured on-time delivery but also aligned with our goal of reducing our carbon footprint and supporting small businesses. We collected the stickers within one day and applied them without delay.
- **Flex Banner Delivery Issues**
The largest flex for our pit display faced constant courier delays and last-minute cancellations. To stay on schedule, we took a hybrid approach, purchasing some banners online and others from a local print shop. By physically picking them up ourselves, we ensured we had all the materials in time for the pit setup.

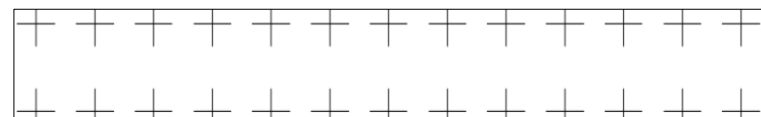
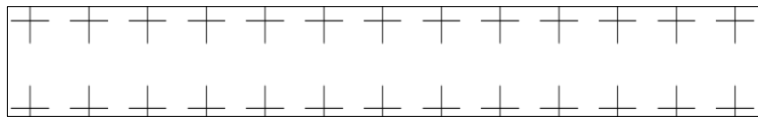
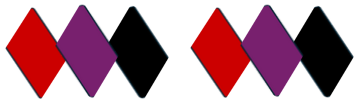
Conclusion:

Risk management was a critical component of our project's overall success and stability. From the early stages of planning to the final stages of testing and preparation, we placed a strong focus on identifying potential risks, assessing their likelihood and impact, and developing strategies to address them before they could affect our progress. By proactively managing these challenges, we were able to stay in control of our timeline, maintain the quality of our deliverables, and meet key deadlines even when unexpected problems arose.

Throughout the project, we encountered various obstacles, including manufacturing inaccuracies, design misalignments, and supply chain delays. Instead of reacting at the last minute, we relied on structured planning, continuous monitoring, and clear communication within the team to resolve each issue as efficiently as possible. Whether it was quickly replacing missing parts, adjusting our schedule to accommodate delays, or rethinking parts of our design due to fabrication errors, our risk strategies helped us avoid critical setbacks.

More importantly, these challenges strengthened our team's collaboration, technical decision-making, and ability to stay calm and focused under pressure. We learned to adapt quickly, communicate effectively, and think several steps ahead, which are valuable skills not just for this competition but for future projects as well. As a result, we have grown more confident, resilient, and capable of handling complex situations, and we're better prepared to take on higher levels of competition with a mindset rooted in preparation, flexibility, and continuous improvement.

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.



7. Sponsorships Strategy

We developed a focused sponsorship strategy to secure meaningful partnerships that supported our journey throughout the competition. Our approach was built on clear communication, strong brand alignment, and long-term engagement. We aimed not only to raise funds, but to provide tangible value to our sponsors through consistent updates, brand promotion, and measurable impact. Every sponsor became a part of our story, and our strategy ensured their continued interest, visibility, and satisfaction.

Our Sponsorship Journey & Struggles:

Securing sponsorships was not just a task; it was a test of our resilience, professionalism, and belief in our team. We contacted over **100 companies** through emails, formal decks, phone calls, and social media DMs. Most didn't respond. Some politely declined. Only a handful replied with interest.

Despite the overwhelming denial, we didn't give up. We spent hours rewriting our sponsorship pitch, improving our communication, researching potential companies, and even calling up businesses directly. Every rejection became motivation to push harder. We tracked every lead, followed up respectfully, and kept our team spirit high.

Eventually, our persistence paid off. We secured amazing sponsors who believed in our vision, not just as funders, but as true partners. They helped us cover materials, branding, travel, and more. Every sponsor we gained felt earned.

Challenges Faced After Securing Sponsors:

While getting sponsors was a major milestone, it came with its own set of new responsibilities and challenges. Once the sponsorships were confirmed, we had to ensure that every promise we made was delivered professionally, from logo placements to social media shoutouts and merchandise printing. Some sponsors took time to respond after initial confirmation, which delayed logo collection and brand approvals. This impacted our design timelines for T-shirts, pit display, and even car manufacturing. There were also last-minute updates in sponsor branding files, requiring us to adjust print layouts and re-render parts of our digital material.

Additionally, coordinating approvals for social media content, such as shoutouts, logo placements, and reels, required multiple rounds of feedback, which we had to manage while continuing our core work, like engineering, testing, and documentation.

Despite these challenges, we created a sponsor tracking spreadsheet, followed up regularly through WhatsApp and email, and ensured every partner received the promised exposure. These challenges taught us crisis management, deadline flexibility, brand coordination, and the importance of follow-through skills far beyond the scope of a school competition.

Sponsorship strategy (Study):

Sponsor case example: Away&Co

- Reached out via contact on WhatsApp.
- After they were interested, we coordinated with them further, allowing smoother communication with them in the future regarding their branding through our team.
- They then provided us with the funds required in the gold tier along with their logo, which we used for promotion.
- We created some promotional videos for them as mentioned in the sponsorship deck.
- We regularly updated them on the status of the team and the merchandise on which their brand would be promoted

Merchandise and Sponsor promotion:

We made intentional design decisions to ensure our sponsor branding felt purposeful, clean, and high-impact. Instead of just adding logos randomly, we studied how sponsor placements could work in harmony with our car and merchandise aesthetics:

- **Car Branding:** Logos were placed on visible areas like sidepods, the top view, canister slot, where camera angles and judge inspection would ensure they stood out.
- **Team Jerseys:** Logos were added to the front chest area, at spots that would appear clearly in group photos, media coverage, and during pit interviews.
- **Business Cards & Standee:** We applied sponsor logos while matching their brand colors with our purple-black theme for consistency and visual balance.

Every visual element from the pit booth to Instagram posts followed a unified style guide that reflected our team's personality and delivered professional visibility for sponsors.



Sponsorship Branding On Car

Tracking Sponsor Commitments & Deliverables:

To ensure that every sponsor received the value we promised, we maintained a structured tracking system throughout the season. This helped us stay organized, professional, and accountable.

We created a sponsor management sheet to track:

- Sponsor tier and benefits (shoutouts, logo placements, etc.)
- Logo files received and where they were placed (car, pit, merch)
- Timeline for scheduled social media posts and acknowledgments
- Deliverables sent (photos, performance updates, event recaps)
- Completion status of every promised benefit

Our Sponsors:



Maintaining Engagement:

After sponsors were secured, it was essential that they remained engaged and excited about the Vitesse brand and our progress in the competition, providing additional ROI. Our stakeholder engagement plan was largely centered around consistency and frequency. Communication between our team and our sponsors needed to be relevant, timely, and concise from the initiation of our project through to its completion. We set up a spreadsheet to track this and to ensure that communication was effective and continuous. Maintaining ongoing communication kept our sponsors up to date with how we were progressing and ensured that they could see the value they were getting for their sponsorship money.

Steps After Sponsorship:

Securing sponsorship was only the first step; maintaining strong relationships with our sponsors was equally important. We focused on clear, regular communication to build trust and show professionalism. We treated our sponsors as valued partners and made sure they were involved throughout our journey. We regularly updated them on:

- **Team Progress** – Car development, event prep, and achievements
- **Branding & Merchandise** – Where and how their logos were featured
- **Fund Utilization** – Transparent use of their support
- **Important Dates** – Competition schedules and milestones
- **Event Info** – Invitations, livestream links, and post-event highlights

We also sought advice and feedback from our sponsors, turning the relationship into a collaborative one. This two-way communication helped us stay accountable and strengthened the long-term value of their support.

8. Return on Investment (ROI)

Return on Investment (ROI) is a performance measure used to evaluate the profitability or efficiency of an investment. It indicates how much gain or loss is generated relative to the initial cost of the investment. ROI is typically expressed as a percentage, allowing for easy comparison between different investment opportunities.

Vitesse's Return on Investment (ROI) was developed to best suit the company that was sponsoring the team. Therefore, each sponsor received a specifically tailored return on investment based on the amount of funding and/or the value of products they provided to the team. For instance, the return on investment for a Gold Sponsor included a more prominent spot for the company's logo on the Pit Display and uniform, their logo was placed on the car, the company was given a thank you post on the team's social media outlets and also their logo was put in the team's brochure and on the website. Silver and Bronze category sponsors were given a similar version of this; however, it was scaled down depending on the amount of funds donated or products provided.

Maximizing Sponsor Value through Custom ROI Pathways:

Apart from publicity-focused ROI benefits, our team recognised the importance of supporting STEM for many businesses. We sought to provide our partners with a platform for their environmental, social and governance (ESG) reporting and corporate social responsibility. We updated our sponsors on the skills we developed through our participation in the competition, allowing them to share their empowerment of STEM development in their company reporting.

A unique leverage opportunity our team offered was the brand recognition of Formula 1. Through partnering with our team, sponsors could utilise the avenue of Formula 1, creating relevance for them as a business in the rapidly growing sport. Essentially, by aligning with an F1 in Schools team, we could provide our sponsors with the unique opportunity of connecting with the excitement and innovation associated with Formula 1.

We understood that different sponsors had different goals for supporting our team, requiring adaptability in the leverage opportunities we could offer. For example, for local brands, community events provided the most value as they reached a local audience. Meanwhile, for multinational companies, social media and digital mediums provided the most value as these channels had a larger and broader reach which was more favorable than a niche local audience.

To ensure that the ROI benefits we provided were truly meaningful, we researched and unpacked each one to fully maximize their potential. For example, to maximise the exposure of our sponsors who chose to have their logo placed on our car, we researched the camera angles of the livestream at the previous Events. This meant we could position each logo so that they were able to reach the audience at the event and on the broadcast. This widened the reach of our sponsors' brands, particularly those of larger contributors.

Parameter	Bronze	Silver	Gold	Platinum
Funds	Merchandise	₹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

Why ROI Matters:

In a school-based engineering project such as F1 in Schools, ROI is important because it's a calculation of effectiveness versus costs. Every rupee spent must equate to something that we will be able to use on performance. The following are the reasons to apply ROI.

➤ Effective Use of a Budget

With the budget being so small and costs tiered with sponsorships, we must spend everything wisely, and every cent spent must be accounted for. The application of ROI helps determine where to allocate resources and where not to spend at all. We did not want to commit thousands to something that did not have a category for judging or would not impress our audience. We sought out the pieces that would give us the most bang for our buck.

➤ Criteria for Spending over a Certain Amount

Just because something is a lot of money doesn't necessarily mean it's valuable. Some things are just expensive. Applying an ROI standard helped us figure out what's visually pleasing versus operationally effective. For example, LED lights and extra props were exciting but did not contribute to scoring rubrics. However, team merchandise and a well-done pit display created a visual presence that impressed the judges and cost only a fraction of the budget.

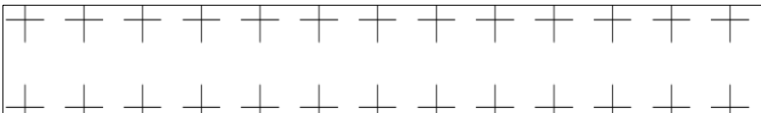
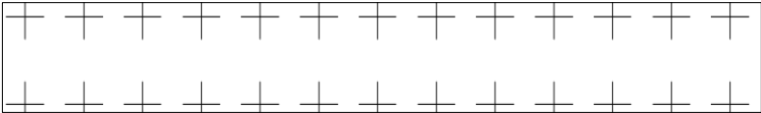
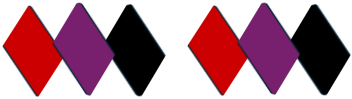
➤ Sponsor Expectations/Impressions

Our sponsors would be more willing to support us if we could show them how we'd spend their money via an ROI report. This would be a guarantee that their money would not go to frivolity but instead high-impact expenses, such as branding, presentation, and performance/appearance enhancements.

Effective ROI management is crucial for the success of any F1 in Schools team. By carefully analyzing the return on every investment, teams can maximize their performance within budget constraints while delivering exceptional value to sponsors. The key is maintaining a balance between performance-enhancing investments, presentation excellence, and sponsor satisfaction, all while keeping detailed records to demonstrate the effectiveness of the investment strategy.

Through strategic ROI planning, Team Vitesse has created a sustainable model that not only delivers competitive success but also builds strong, lasting relationships with sponsors who see clear value in their partnership with the team.

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9. Costs

Financial Management:

Vitesse set out key areas where funding was required by creating a well defined budget sheet. This was to done 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 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.

Procurement Strategy and Supplier Comparison:

Purchasing decisions directly impacted both our financial output and the quality of deliverables. We adopted a **three-step procurement strategy** for major purchases. This involved gathering price quotations from at least three suppliers and assessing:

- Cost-effectiveness
- Delivery timelines
- Material quality
- Supplier reputation

Rather than selecting the lowest bidder, we evaluated **value-to-cost ratios**, ensuring durability and professional standards without excessive expenditure. This strategic procurement process was crucial in maintaining consistent product quality across all materials—from carbon fibre to display elements.

Fund Allocation Overview:

Our total sponsorship support was allocated with precision to ensure optimal performance, presentation, and outreach throughout the F1 in Schools journey. Each expense reflects a strategic choice contributing to a key aspect of the competition.

- **Car Manufacturing & Engineering Excellence**
A significant portion of our funds was allocated to manufacturing our car. From CNC machining to post-processing, each step was executed with professional-grade precision. This ensured a competitive performance standard aligned with F1 in Schools' aerodynamic and technical benchmarks.
- **Booth Development and Experience Design**
Our booth was constructed to create an immersive team experience, incorporating display boards, lighting, structural elements, and branding layers. This not only represented our identity but was a key medium for judge engagement, brand interaction, and team storytelling.
- **Marketing Materials and Outreach Collateral**
Funds were used for print media, team brochures, business cards, and branding kits. These assets allowed us to extend our team's presence beyond the booth, creating a professional outreach platform that built valuable sponsor and judge recall.
- **Team Apparel and Uniform Consistency**
A unified visual identity was established through custom team apparel. This enhanced our visibility, professionalism, and team spirit, aligning our physical appearance with the branding elements present in our digital and booth experiences.
- **Digital Tools and Software**
We invested in CAD licenses, simulation tools, design software, and collaboration platforms. These resources allowed us to deliver high-fidelity car designs, accurate performance predictions, and seamless coordination across design and enterprise departments.
- **Travel, Logistics, and Accommodation**
Fund allocation included essential travel and logistical support. Ensuring team presence at the event with all assets securely transported was critical. This helped us deliver a cohesive, on-time, and intact display for judging and presentation.
- **Presentation and Technical Documentation**
Funds supported the printing and preparation of portfolios, presentations, and required documentation. Each document was custom-tailored to competition specifications, reflecting the quality and clarity of our enterprise planning, engineering, and branding.
- **Resource Procurement and Prototyping**
Specific funds were used for prototyping and iterative testing phases of our car development. This included materials for test runs, measuring tools, and multiple part variations to validate the design choices prior to final manufacturing.

Budget Sheet F1 in Schools - Team Vitesse								
S. No.	Category	Item	Estm. Expenditure	Estm. Cumulative Cost	Actual Expenditure	Actual Cumulative Cost	Deviation	Cumulative Deviation
1	Car	Sandpaper 2000 Grit	₹135.00	₹135.00	₹130.05	₹130.05	-₹4.95	-₹4.95
2	Car	Sandpaper 1000 Grit	₹160.00	₹295.00	₹159.25	₹289.30	-₹0.75	-₹5.70
3	Team	Business Cards	₹500.00	₹795.00	₹290.00	₹579.30	-₹210.00	-₹215.70
4	Deliverables	A3 Folders	₹210.00	₹1,005.00	₹200.15	₹779.45	-₹9.85	-₹225.55
5	Logo	Main Banner	₹1,000.00	₹2,005.00	₹830.00	₹1,609.45	-₹170.00	-₹395.55
6	Logo	Stem Racing A	₹200.00	₹2,205.00	₹280.00	₹1,889.45	₹80.00	-₹315.55
7	Logo	Stem Racing B	₹200.00	₹2,405.00	₹280.00	₹2,169.45	₹80.00	-₹235.55
8	Pit Display	Side Flexes	₹1,430.00	₹3,835.00		₹2,169.45	-₹1,430.00	-₹1,665.55
9	Pit Display	Plushie	₹700.00	₹4,535.00	₹981.10	₹3,150.55	₹281.10	-₹1,384.45
10	Team	Jerseys	₹2,000.00	₹6,535.00	₹2,500.00	₹5,650.55	₹500.00	-₹884.45
11	Pit Display	Brochures	₹325.00	₹6,860.00		₹5,650.55	₹325.00	-₹1,209.45
12	Logo	Away&Co	₹250.00	₹7,110.00	₹400.00	₹6,050.55	₹150.00	-₹1,059.45
13	Logo	Team Number	₹250.00	₹7,360.00		₹6,050.55	-₹250.00	-₹1,309.45
14	Car	Halo_A	₹1,150.00	₹8,510.00	₹1,100.00	₹7,150.55	-₹50.00	-₹1,359.45
15	Car	Helmet_A	₹650.00	₹9,160.00	₹600.00	₹7,750.55	-₹50.00	-₹1,409.45
16	Car	Halo_B	₹1,150.00	₹10,310.00	₹1,100.00	₹8,850.55	-₹50.00	-₹1,459.45
17	Car	Helmet_B	₹650.00	₹10,960.00	₹600.00	₹9,450.55	-₹50.00	-₹1,509.45
18	Car	Box	₹450.00	₹11,410.00	₹400.00	₹9,850.55	-₹50.00	-₹1,559.45
19	Car	Axles_A	₹450.00	₹11,860.00	₹400.00	₹10,250.55	-₹50.00	-₹1,609.45
20	Car	Wheels_A	₹1,250.00	₹13,110.00	₹1,200.00	₹11,450.55	-₹50.00	-₹1,659.45
21	Car	Axles_B	₹450.00	₹13,560.00	₹400.00	₹11,850.55	-₹50.00	-₹1,709.45
22	Car	Wheels_B	₹1,250.00	₹14,810.00	₹1,200.00	₹13,050.55	-₹50.00	-₹1,759.45
23	Car	Nosecone_A	₹1,150.00	₹15,960.00	₹1,100.00	₹14,150.55	-₹50.00	-₹1,809.45
24	Car	Nosecone_B	₹1,150.00	₹17,110.00	₹1,100.00	₹15,250.55	-₹50.00	-₹1,859.45
25	Car	Rear_Wing_A	₹950.00	₹18,060.00	₹900.00	₹16,150.55	-₹50.00	-₹1,909.45
26	Car	Rear_Wing_B	₹950.00	₹19,010.00	₹900.00	₹17,050.55	-₹50.00	-₹1,959.45
27	Car	Ball_Bearings	₹600.00	₹19,610.00	₹636.00	₹17,686.55	₹36.00	-₹1,923.45
28	Deliverables	Printing	₹2,000.00	₹21,610.00		₹11,450.55	-₹2,000.00	-₹3,923.45
29	Car	Model_Block_A	₹3,050.00	₹24,660.00	₹3,000.00	₹20,686.55	-₹50.00	-₹3,973.45
30	Car	Model_Block_B	₹3,050.00	₹27,710.00	₹3,000.00	₹23,686.55	-₹50.00	-₹4,023.45
31	Car	Testing	₹650.00	₹28,360.00	₹800.00	₹24,486.55	₹150.00	-₹3,873.45
32	Pit Display	Table Standee A3	₹1,000.00	₹29,360.00	₹900.00	₹25,386.55	-₹100.00	-₹3,973.45
33	Team	Small Vitesse	₹240.00	₹29,600.00	₹400.00	₹25,786.55	₹160.00	-₹3,813.45
34	Deliverables	Stick file	₹100.00	₹29,700.00	₹99.50	₹25,886.05	-₹0.50	-₹3,813.95
35	Sticker	Edu Marshal	₹300.00	₹30,000.00	₹400.00	₹26,286.05	₹100.00	-₹3,713.95
1	Unexpected Expense	Delivery Cost	₹0.00	₹0.00	₹939.00	₹27,225.05	₹939.00	-₹2,774.95
2	Unexpected Expense	Adhesives	₹0.00	₹0.00	₹890.00	₹28,615.05	₹890.00	-₹1,384.95
3	Unexpected Expense	3D Car Model	₹0.00	₹0.00	₹500.00	₹28,615.05	₹500.00	-₹1,384.95

We had 2 main parameters in our budget sheet, which we used to manage our finances: Estimated Expenditure and Actual Expenditure. This helped us evaluate the costs of each item before we purchased it. We also added a parameter, deviation. This is the difference between the actual expenditure and the cumulative expenditure. We added a cumulative parameter for each of these.

Let Actual Expenditure and Cumulative Expenditure be E_E and E_A respectively.
 $D = E_A - E_E$

$$E_{Cumulative} = \sum_{i=1}^a E_i$$

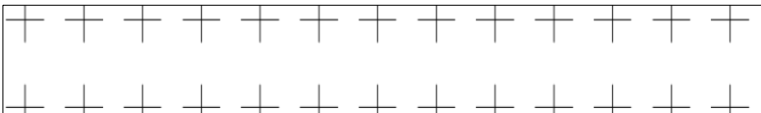
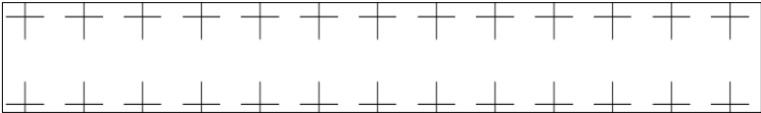
where a is the number of items, and E_i is the estimated expenditure of an item of the index i in the list of items.

$$A_{Cumulative} = \sum_{i=1}^a A_i$$

where a is the number of items, and A_i is the actual expenditure of an item of the index i in the list of items.

$$D_{Cumulative} = \sum_{i=1}^a D_i = A_{Cumulative} - E_{Cumulative} = \sum_{i=0}^a A_i - \sum_{i=0}^a E_i$$

where a is the number of items, D_i is the deviation of an item of the index i in the list of items, E_i is the estimated expenditure of an item of the index i in the list of items, and E_i is the estimated expenditure of an item of the index i in the list of items. In the budget sheet, most costs were estimated to be more than they actually were to account for any costs which may be more than what we predicted, and also to account for any unexpected costs.



10. Sustainability

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.

Digital and Physical Approach:

We did everything in a digital space to circumvent excess waste and minimize our carbon footprint. Where we needed meetings and minutes or drafts that needed printing, we met and communicated via collaborative efforts with everyone present and acknowledged on the same page.

Lowering our Carbon Footprint:

As a team committed to sustainability and environmental responsibility, we made conscious decisions to **minimize our carbon footprint** throughout the season, especially when it came to sourcing materials and traveling.

We made a deliberate choice to **avoid long-distance deliveries** of components for several reasons:

Environmental Impact: Longer delivery routes contribute significantly to greenhouse gas emissions. By reducing our reliance on shipped goods, we lowered the environmental cost associated with transportation.

Excess Packaging Waste: Most delivery services use excessive packaging, especially non-biodegradable plastic and synthetic wraps, which contribute to pollution and landfill waste.

Unpredictable Delays: Shipping delays due to long distances or courier cancellations not only disrupted our timelines but could have also led to rushed or repeated deliveries, further increasing emissions.

Instead of relying on these services, we took a more **eco-conscious approach**: We **supported local businesses** by purchasing materials and components directly from nearby vendors. Whenever possible, we **walked or cycled** to these vendors, eliminating vehicle emissions. For longer trips or team travel, we **carpooled** as a group. Whether it was picking up our car from House of Polish or heading to events and competitions, we shared transport to **maximize efficiency and reduce the number of vehicles on the road**.

Sufficiency:

In order to save resources and do something good for the environment, we decided to recycle leftover marketing materials from the regional finals. This way, we minimized additional resources that would be used for the production of our merchandise or other promotional materials. Through a strong corporate identity, the marketing materials from last year are also clearly attributable to our team.

Eco-Friendly Pit Display:

As part of our commitment to sustainability, we ensured that our pit display was designed and built using **eco-conscious materials and practices**. One of our main goals was to minimize our environmental impact while maintaining professional quality and presentation standards.

We sourced our printed elements, including flex banners, business cards, brochures, and standees, from **Vistaprint**, a company known for its **high-quality, sustainable print materials**. Their flexes and other products are made using **recycled materials**, which aligned well with our team's environmental values and helped reduce plastic waste.

In addition to choosing sustainable suppliers, we also focused on **local sourcing**. Many of our pit display components were acquired from local vendors, which allowed us to reduce long-distance transportation and thereby **lower our carbon footprint**. This approach not only helped minimize emissions associated with shipping but also supported small businesses in our community.



Social

Sustainability: Reflecting on Our Sustainability Journey:

We prioritized mental and physical well-being during our high-pressure season. Our team followed planned work schedules with frequent breaks, healthy discussions, and flexible timelines. We believe that a sustainable team is one that's not just productive, but also happy and supported.

Every team member was encouraged to learn new skills—from CAD to communications—and mentor others in their areas of strength. This created a sustainable cycle of peer learning, improving our team's performance while building personal growth and long-term confidence.

We ensured that everyone had a voice. All decisions were made democratically, and responsibilities were distributed fairly across interests and strengths. We embraced a team culture of respect, honesty, and transparency that reflected socially sustainable values.

Promoting Awareness Within Our School:

As a team of students, we strongly believe that sustainability begins with awareness. We shared our practices and initiatives with classmates, teachers, and other F1 teams in our region to promote a culture of responsibility. We spoke to juniors and peers about eco-friendly alternatives, shared our design choices, and explained the environmental impact of racing components. By leading by example, we inspired other teams to also consider environmentally conscious decisions and spread awareness on how even small actions — like carpooling or using recycled materials — can reduce the competition's environmental footprint.

Sustainable Purchasing Practices:

We ensured our purchasing decisions aligned with our sustainability goals. Before buying anything for the project, we carefully evaluated each item's environmental impact. We prioritized suppliers who met eco-friendly standards, used recycled or biodegradable materials, and had a responsible approach to packaging. By sourcing from verified sustainable vendors and reducing reliance on non-essential imports, we significantly cut down on waste and avoided excessive use of single-use plastics. In addition, we opted for digital receipts and documentation to avoid paper usage, reinforcing our commitment to responsible consumption.

As a team participating in a global competition, we recognized early on that innovation must go hand in hand with responsibility. Sustainability was not just an add-on or requirement—it was deeply embedded in our values and operations. It shaped our thinking, our choices, and ultimately the way we presented ourselves to the world.

Our approach to sustainability was holistic, covering environmental, social, and economic aspects. Environmentally, we carefully planned to minimize our footprint by reducing delivery distances, avoiding excessive packaging, and sourcing recycled or responsibly made materials. We avoided carbon-heavy transportation, carpoolled for team travel, and even chose to walk or cycle to local vendors whenever possible. By limiting printing, reducing energy use, and maximizing digital tools, we ensured that our impact on the planet remained as low as possible.

Socially, we worked to promote mental well-being, equal contribution, and sustainable team dynamics. Every member had a voice, every skill was valued, and we encouraged learning, mentorship, and fair responsibility sharing. We recognized that a truly sustainable team is not just efficient—it's inclusive, healthy, and united. We extended this mindset beyond our team by interacting with juniors, peers, and educators in our school and community to spread awareness of sustainable practices in STEM.

Economically, we made conscious financial decisions that supported both sustainability and long-term efficiency. By purchasing locally, we not only lowered emissions but also supported regional businesses and contributed to our community's economy. We avoided unnecessary purchases, evaluated the environmental value of every expense, and maximized our resources to deliver quality without excess.

Through our pit display, merchandise, outreach, team structure, travel methods, and procurement practices, we continuously asked ourselves: "Can this be done more sustainably?" That question became our compass.

This season was not just about racing or design. It was a chance to stand for something meaningful. We wanted our project to leave a lasting impact—not only through our engineering and design, but through the mindset we adopted and the choices we made. These small, everyday decisions combined to create a project we could be proud of—one that didn't just succeed in competition, but also contributed positively to the world around us.

As we move forward, the lessons of sustainability will remain at the heart of everything we do. Whether in school, future projects, or careers, we hope to carry this experience as a reminder that every choice matters. And that real innovation is not only measured by speed or performance, but also by the care we take for our planet and the people in it.



Team VITESSE

