

The Highlanders  
FIRST Team #4499  
2017-2018  
Business Plan



Page Index

Contents

Contents .....2

SLOGAN .....4

VISION.....4

SUMMARY OF TEAM GROWTH .....4

DEPLOYMENT OF RESOURCES .....5

    PARTNERSHIPS / SPONSORS .....5

    FUTURE PLANS .....5

    LEADERSHIP AND ORGANIZATION .....6

    FACILITIES .....6

    FINANCIAL STATEMENT .....6

    ACTIVITIES .....7

    STRATEGIC PRIORITIES .....7

    AWARDS .....8

    PUBLIC ACTIVITIES .....9

    PROGRAM OVERVIEW .....10

    .....11

    FUTURE FOR SUCCESS .....11

    YEAR-ROUND ACTIVITIES .....13

    COMMUNITY OUTREACH.....14

    NEWSLETTERS .....23

    TRAINING/DEMO SESSIONS.....24

    TEAM TRAINING.....25

    CARBON FIBER TRAINING CLASSES .....25

TEAM HISTORY .....26

    2012-2013 .....27

    2013-2014 .....28

    2014-2015 .....29

    2015-2016 .....30

    2016-2017 .....31

PARTNERSHIPS .....33

    THE HIGHLANDERS SPONSORS .....34



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SPONSORSORSHIP LEVELS .....	40
SPONSORSHIP PROJECTIONS .....	41
LEADERSHIP AND ORGANIZATION .....	42
LEADERSHIP EXPLANATION .....	43
ORGANIZATIONAL CHART .....	44
JOB DESCRIPTIONS .....	44
TEAM STATISTICS .....	47
TEAM ALUMNI STATISTICS .....	49
ALUMNI SUPPORT .....	50
PROFESSIONAL MENTORS .....	51
MEMBERSHIP APPLICATION .....	52
GRADES AND EXPECTATIONS .....	56
FACILITIES .....	57
FACILITY .....	58
FLOOR PLAN.....	59
FINANCES .....	60
NEAERA ROBOTICS INC. FOUNDATION DOCUMENTATION.....	61
BUDGET 2012-2013 .....	62
BUDGET 2013-2014 .....	63
BUDGET 2014-2015 .....	64
BUDGET 2015-2016 .....	65
STRATEGY PLAN .....	67
SWOT ANALYSIS 2016.....	68
SWOT ANALYSIS 2017 .....	69
PRIORITIES STRATEGY .....	71
COMMUNITY OUTREACH STRATAGY .....	73
ENGINEERING DESIGN STRATEGY .....	74
SPONSORSHIP STRATEGY.....	75
THANK YOU TO OUR SPONSORS AND MENTORS .....	76



## SLOGAN

*It's not about the game, it's about the journey.*

## VISION

*To provide middle school and high school students hands-on training, mentoring and education in the fields of science, technology, engineering and mathematics; to provide students with real-life business interactions with businesses in the community; to practice gracious professionalism, teamwork and innovation.*

## SUMMARY OF TEAM GROWTH

- Our team is in its sixth year, and we intend to be true competitors, going for our first regional win.
- We have an updated leadership team; they commonly have meetings to keep the team on track.
- We have developed and improved on skills that help us present to companies effectively in order to gain sponsors, mentors, and maintain relationships with businesses.
- For the past five years we have gone to the World Festival; our first year with the Rookie All-Star Award at the Hub City and Colorado Regional Qualifiers, our second year with the Engineering Inspiration Award at the Inland Empire Regional and our third year with the Chairman's Award at the Colorado Regional Qualifier. For the 2016 season, we earned the Engineering Inspiration Award at the Arizona North regional and won Chairman's award and Regional Finalists at the Colorado regional. At the World Festival we won the Gracious Professionalism award and came in 15<sup>th</sup> in our division. And last year we earned a waitlist spot to attend. That was the first time we were able to play in the eliminations as a team.
- We have hosted 4 years of Lego robotics summer camps and started 2 new camps last summer: FLL Jr. and Water Robotics.
- We have also created Robot Disguise day, where we create a costume for our robot and go out and hand out candy. We have done this 2 years so far. The first year we made a spider-bot and this past year we made a dragon-bot.



## DEPLOYMENT OF RESOURCES

### PARTNERSHIPS / SPONSORS

- We recognize all our sponsors on our team website: [www.highlandersfrc.com](http://www.highlandersfrc.com)
- We have different sponsorship levels. The sponsors will get their level of reward and the rewards of all the previous levels.
- Silver level sponsors and up will be recognized on our team shirts. The higher the rank, the bigger the logo will be.
- Gold level sponsors and up will have their logo on the team robot. Their logos will be displayed even more prominently on our t-shirt.
- Platinum level sponsors and up will have their company recognized during our team announcements as part of our team name.
- Diamond level sponsors and up will get an additional recognition plaque.
- Aluminum level sponsors will have their video displayed and literature handed out at the 3-day competitions.
- We have good relation with our sponsors, and they mentor us when we need it.

### FUTURE PLANS

- We hope to build a self-sustaining team by encouraging members to return and mentor The Highlanders and possibly a team of their own.
- By working under our team's non-profit we are able to help and assist other robotics teams and students.
- We hope to expand our support and recruit more members, especially past FLL and FTC members, who are interested in STEM to help them pursue their passions.
- We hope to broaden our initiatives to have an open-door policy to help other FRC teams, FTC teams and FLL teams.
- We hope to be a resource to any struggling FRC team and assist them financially, with shop time and with additional resources.



## LEADERSHIP AND ORGANIZATION

Mentors that have helped us throughout the season:

• Tony English, Mechanical Engineer	• Barbara Frye, Mechanical Engineer
• Dean Iverson, Electrical Engineer	• Tim Frye, Software Engineer
• Debbie English, Computer Scientist	• Jacob Darling, Electrical Automation Engineer

## FACILITIES

Team 4499 has been operating under one location since it started. Location information:

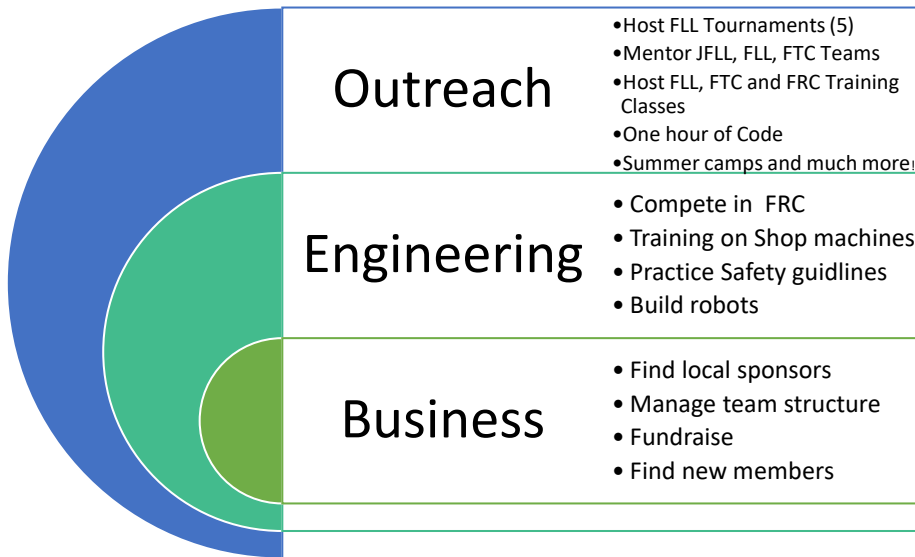
- 4,000 square foot shop located inside a mentor's home
- Of that 4,000 square feet, 2,000 is dedicated to mechanical, computer and electrical design in a classroom and shop setting
- Tony and Debbie English's home in Fort Collins, Colorado  
5819 Highland Hills Circle, Fort Collins, Colorado

## FINANCIAL STATEMENT

Team 4499's budget for 2018 is \$26,950. We hope to raise most of this money with donations, grants and fundraising. Our non-profit organization was created to help FRC, FTC and FLL teams.



## ACTIVITIES



These are just some of the events we participate in.

## STRATEGIC PRIORITIES

In our years as a team we have come to understand the importance of planning and having a strategy in place for success. We feel that our partnerships with our sponsors, mentors and reaching out to help with our community are vital to our success. Team 4499 has established a list of important team categories:

- Increase our community involvement and volunteering
- Share the word of FIRST and STEM
- Increase our skills by learning from our mentors and business professionals
- Help youth become interested in STEM and how it can change their future.



AWARDS







PUBLIC ACTIVITIES

Program Overview  
Future for Success  
Year-Round Activities  
Community Outreach  
Newsletters  
Training Session



## PROGRAM OVERVIEW

### Team information

Our team is composed of 9 students from 6 different schools in Colorado who are all dedicated to STEM being a part of their future. After working hard and being involved in a variety of school activities, we meet in the house and shop of our steadfast mentors. Just like a family, we finish our homework, build the robot, plan our community outreach, and, obviously, to have fun.

Our long-term plan is to create a Cycle of Success, this cycle involves our team taking in students and outputting students that are ready for the workforce in STEM and entrepreneurship. These students will then come back and mentor the new generation of The Highlanders.

FIRST Team 4499 Colorado Tournament  
The Highlanders March, 2016

### The Highlanders at the Colorado Regional The Cyber Cycle

The Highlanders had another great tournament at Denver this year! We saw old friends, made new ones, helped and were helped by other teams, and played robots all we could. Even though we had some electrical issues (and lost points and a match or two because of them) we were picked by the 3rd place alliance for the elimination rounds. We made it all the way to the finals this time! Our alliance lost those finals matches, but we played about the best we could, and felt really good coming away from it (especially with the medals we got!). Then we got a surprise—we won the Chairman's Award again this year!


One of the unique things about the Colorado regional is that the team members get to stand on the floor next to the field. To the left, you can see Ben, Nick and Ryan standing right behind the judges. To the right, Hunter hangs out near the pit, taking a break from his leadership duties with the scouters. Below left, Nela and Ben flank Drew, a team alum and mentor, who draw the characters for our new storybook. And below right, Tyler sits with the robot on the practice field, ready and available to take care of anything and everything.

www.highlandersfrc.com Teaminfo@highlandersfrc.com Fort Collins, CO




### Our New Technologies


We are making our own **carbon fiber parts** again this year, but a bit stepped up from last year... We've started using a vacuum system to get better adhesion between layers (better mechanical properties) and better surfaces. And it allows us to make molded parts!




We built our own **CNC plasma cutter**. A great learning experience plus we are able to cut our own parts out for the robot. Or for fun!




We continue to use **3D printing** to great advantage. This year we've designed parts for the electronics boards, spacers and gears for the robot. Plus this cool router/robot signal light holder.



### Robot Highlights




Our intake uses four wheels to pick up balls. One set of mechanism wheels gather the ball in and another set of regular wheels bring the ball into the chassis and on to the catapult.




The catapult is pneumatically triggered and fired.

**Check Out Our Blog!**  
<http://www.highlandersrc.com/2016/08/default.aspx>

**Thank You, Sponsors and Mentors!**




**We Couldn't Do This Without You!**



The Highlanders  
Robotics Team  
"It's not about the game, it's about the journey."

### Highlanders Insider

Who are we?



The Highlanders are a team of 22 middle and high school students participating in the FIRST Robotics Challenge. We're located in Fort Collins, CO, and are sponsored by a community-based non-profit. This is our 4th year as a team, and we're very excited to be in our 2016 competition season. We are a part of FIRST, an organization working to promote STEM education through co-operation—a combination of cooperation and competition—in robotics challenges. The Highlanders are working full steam ahead, exploring new designs and new technologies.

Our 2016 schedule:  
March 9-12—1st tournament, Flagstaff, AZ  
March 23-26—2nd tournament, Denver, CO

Contact us at: [www.highlandersrc.com](http://www.highlandersrc.com)  
or by email: [info@highlandersrc.com](mailto:info@highlandersrc.com)  
visit us at: [www.highlandersrc.com](http://www.highlandersrc.com)


### Outreach: FIRST

We mentored several FLL teams in the last few years.

We started our 2nd new team with the local Boys-n-Girls Club.




We hosted our 2nd annual FLL camp for elementary and middle schoolers. It was a lot of fun to teach them to solve LEGO challenges, and to learn from them, as well.




We also:

- Helped run an FLL tournament for the 5th year in a row—in 2015 the team was named Volunteer of The Year.
- Volunteered and demoed at a Jr.FLL tournament.
- Mentored an FTC team.




### Outreach: Community


We worked hard this year to think of different ways to "spread the word" of FIRST and STEM. Two examples are shown here.



Above, we dressed our off-season robot up for Halloween and took it out to hand out candy. To the left, we participated in the 4th of July parade, with our 2014 robot driving the route and our 2015 robot at work stacking toilet in a trailer. The kids loved us!




Over the past 4 years we have demonstrated our robots at more than 30 local events. Venues included our city science museum (3 times), a mall, after-school camps, robotics showcases, FLL state and regional tournaments, and many local businesses.



### Our Robot

Magnetar!



Magnetar has the ability to drive over very rough terrain, pick up and catapult balls into a tower window.

We're still using the **CNC mill** for weight savings and general cool factor. Powder coating by our sponsor Front Fringe Powder Coating takes it up a step, too. We love the look of it, but we're most into the functionality of our bot. Check out the "Robot Highlights" page in this brochure for details on Magnetar's systems.



Contact us at: [www.highlandersrc.com](http://www.highlandersrc.com)  
or by email: [info@highlandersrc.com](mailto:info@highlandersrc.com)  
[www.highlandersrc.com](http://www.highlandersrc.com)

FUTURE FOR SUCCESS



### Growth of Team

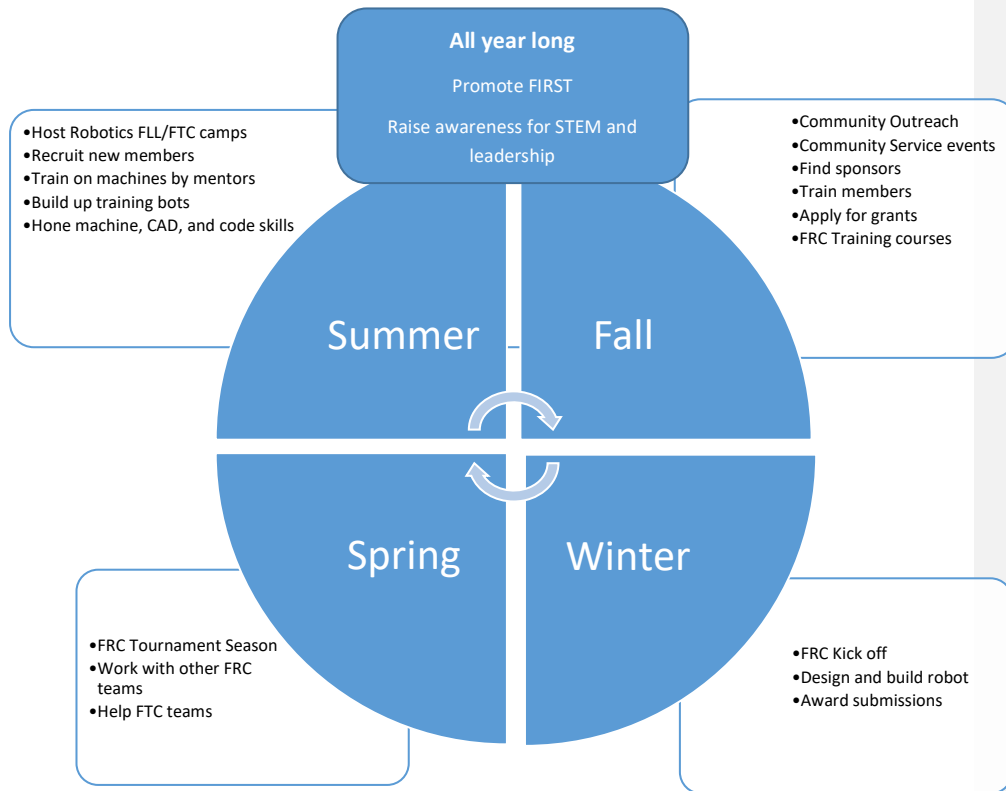
Our team consists of 9 members this year. We plan to recruit new Highlanders throughout and immediately following the build season. The Highlanders pride ourselves in being an open team for anyone interested in what we do. Our team is made up of students from eight different schools from Fort Collins to Greeley to Arvada to Broomfield, CO. Some of the struggles the team has had to overcome are the differences in school structure and dynamics. The Highlanders have overcome all of the social, educational and passion struggles and have come together to form FRC team 4499's year-round program.

### Cycle of Success

We have a mission to provide students from elementary through high school hands-on training, mentoring, and education in the fields of science, technology, engineering, and mathematics; to provide students with real life business interactions with firms in the community; and to practice gracious professionalism, teamwork, and innovation. To accomplish this mission, we have implemented a feedback loop we like to call the *Cycle of Success*. Our *Cycle of Success* takes in students of any qualifying age and places them in the level of FIRST most appropriate for them, and as they grow they will progress up the levels, FLL Jr. to FLL to FTC to FRC, eventually graduating from high school and moving on to college. This ends the receiving end of our *Cycle* and begins the cycle of giving back. In addition to growing and improving students in STEM fields during their experiences with our team, they are able to give back to the team by mentoring future members after they return from college. Members come back to Neaera Robotics or another organization, and mentor their own FIRST team—ultimately completing our *Cycle of Success*. Our Neaera graduates will teach future Highlanders the foundation of FIRST and give them real, first-hand examples of how FIRST will change their lives for the better because they themselves have gone through this cycle. Our college alumni will act as role models for current and future team members and offer these members a chance to work with a mentor.






YEAR-ROUND ACTIVITIES





COMMUNITY OUTREACH

2015

	<p><b>Started &amp; Coached FLL Team at Boys and Girls Club</b></p> <p>We had the opportunity to spend about three days a week coaching an FLL team as a whole FRC group. Overall, it was difficult to educate the kids because they came from diverse backgrounds, but when we realized we had a similar passion with STEM, the whole experience became incredible, as we brought out their hidden potential and maybe even got them hooked on robots and engineering.</p>
	<p><b>FLL Mentoring</b></p> <p>We mentored 2 rookie FLL teams 2 years ago and both teams made it to the state championships! Our team also held FLL Training classes on programming, design concepts, project presentations and administrative techniques. We hope to mentor these two teams and many more this year.</p>
	<p><b>One Hour of Code</b></p> <p>We were proud to be a part of the One Hour of Code program at a local elementary school. Our team assisted with a demonstration of our robot and how programming is such a part of everything that we use. We hope to support and help make this program grow next year by introducing it to other elementary schools in our area.</p>



#### Community Events

This past pre-season we volunteered at two elementary schools where we taught the students about how to build FLL robots, a local kids triathlon where we supplied most of the volunteers for the event. In addition to all of these events, we also volunteer and help run two local FLL Regional Tournaments.



**2015-2016**

	<p><b>Boys and Girls Club Team</b></p> <p>We started an FLL robotics team at our local Boys and Girls Club this year. We had over 25 kids participate over the 3 months. They had a great time and participated in a local FLL qualifying tournament.</p>
	<p><b>Community Visits</b></p> <p>We also visited a local cub scout pack and showed them our robot and answered lots of their questions.</p>
	<p><b>One Hour of Code</b></p> <p>We were proud to be a part of the One Hour of Code program four our 3<sup>rd</sup> year at Truscott Elementary. Our team assisted with a demonstration of our robot and how programming is such a part of everything that we use.</p>
	<p><b>Maker Faire</b></p> <p>This year we also participated in our local Maker Faire event. We were able to show our robot capabilities and explore other ideas and creations from local engineers, artists and other enthusiasts</p>







#### 4<sup>th</sup> of July Parade

We had the opportunity to participate in this year's 4<sup>th</sup> of July parade. We had so much fun and were able to show how much fun robotics is to our local youth. There were about 2500 people lining the streets of Fort Collins, and were all appreciative of our 2015 Robot, Quasar, kicking the big exercise ball as we walked the parade route.



<b>2016-2017</b>	
	<p style="text-align: center;"><b>Boys and Girls Club Team – 3<sup>rd</sup> Team</b></p> <p>We started an FLL robotics team at our local Boys and Girls Club this year. We had over 25 kids participate over the 3 months. They had a great time and participated in a local FLL qualifying tournament.</p>
	<p style="text-align: center;"><b>Community Visits</b></p> <p>We demoed our robots at the Boys and Girls summer event, a Boy Scouts Tech day and STEAM camp for low income Hispanic teens.</p>
	<p style="text-align: center;"><b>Started a JFLL Team</b></p> <p>We started, hosted and mentored an FLL Jr. team this year, our first ever. We taught them how to use gears and motors, and they grew to love building and learning more about animals. We had such a great time getting to know these kids and teach them about motors, gears, and bumble bees!</p>
	<p style="text-align: center;"><b>Maker Faire</b></p> <p>Our second year at the Maker Faire, we changed some things up. We were able to run our robot Magnetar just outside of the event, so we had plenty of room to drive and shoot balls. We did make-your-own carbon fiber demos, and the biggest hit was our button maker – people could color the paper circles and then make their own buttons. The kids loved the ability to make something of their own after seeing all of our machines and robots.</p>



	<p style="text-align: center;"><b>Summer Camps</b></p> <p>We ran three summer camps this year, an FLL camp (for the 4<sup>th</sup> year) as well as an FLL Jr. and a Waterbotics camp. All three camps were a great success, and we introduced 40 elementary and middle school students to STEM concepts and to FIRST programs.</p>
	<p style="text-align: center;"><b>Robot Disguise Day</b></p> <p>We celebrated our 2<sup>nd</sup> Annual Robot Disguise Day at a local HP event, by bringing our Dragon Robot there for the employees and their families. The dragon was really our 2016 robot, Magnetar, dressed up! We took the dragon trick-or-treating, and then to a local elementary school as part of their STEM night.</p>
	<p style="text-align: center;"><b>STEAM Fest</b></p> <p>In Centerra, we demoed our robot at STEAM fest. We also brought the pool and water robots from our summer Water Robotics camp. We were able to talk to many students about FIRST and FRC especially, and even recruited a few students to join our team.</p>



#### Festival of Ideas

At Liberty Common High School's Festival of Ideas, ¼ levels of FIRST presented, including an FLL team (#009), two FTC teams (#5899 and #9899), and our team. We were able to present for a total of 2 hours, educating both adults and students alike about FIRST and STEM.



**2017-2018**



**Boys and Girls Club Team – 4th Team**

We started an FLL robotics team at our local Boys and Girls Club this year. We had over 25 kids participate over the 3 months. They had a great time and participated in a local FLL qualifying tournament.



**Woodward Family Night**

We attended the Woodward family night. Here we were able to show Woodward families some of the fun things we machine and program. We even go a tour of their new facility...and their shop!



**STEAM Event**

For the 3<sup>rd</sup> year we attended the Shepardson STEM event. This was a fun filled night that had many different STEAM projects for elementary students. The kids had so much fun playing with our robots! We hope to attend next year.



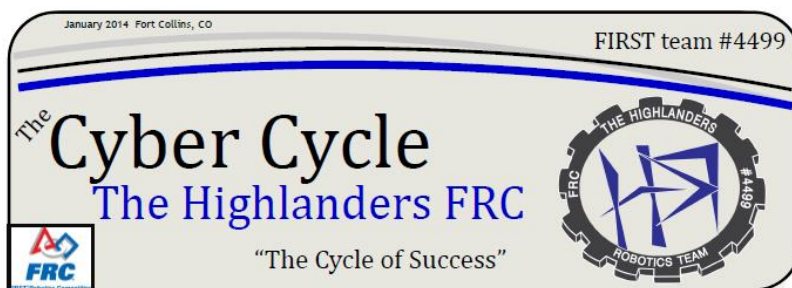
### Summer Camps

We ran 2 summer camps this year, an FLL camp (for the 6<sup>th</sup> year) as well as an FLL Jr. and a JFLL camp. All these camps were a great success, and we introduced 15 elementary and middle school students to STEM concepts and to FIRST programs.



## NEWSLETTERS

We send out a monthly newsletter to all our sponsors that contains information about the team and details our progress as well as events that month during the robotics season. We will do a newsletter during the build season and after tournaments. Below is a screenshot of a link to our newsletter via our website:



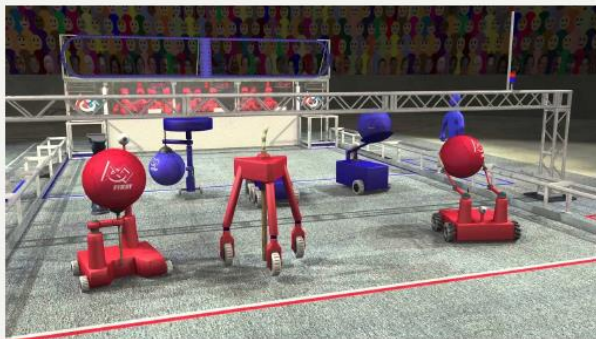
### And Our New Season Begins...



The Highlanders are working full steam ahead, brainstorming, prototyping, designing, building CAD models and generally moving forward with some great designs!

Aerial Assist is a complicated game, stressing cooperation and passing with teams on the alliance. Teams can score by throwing a 2' ball into the goals on either end of the field, but score more points if the other teams on the alliance have possessed and passed the ball before scoring. Teams can also earn extra points by tossing the ball over a 5' truss in the middle of the field, and even more if another team catches the ball. Other than in the autonomous section at the beginning, there will only be one ball on the field for each alliance. Once an alliance puts the ball in the goal, a human player can put another one onto the field. For a clearer explanation, you can watch the animated video FIRST put out. Go to our website, [www.Highlandersfrc.com](http://www.Highlandersfrc.com) and click on the Aerial Assist link in the middle of the page.

Who are we? The Highlanders are a team of 24 middle and high school students participating in the FIRST Robotics Challenge. We're located in Fort Collins, CO, and are sponsored by a community-based non-profit. This is our 2nd year as a team, and we're very excited to get started on our 2014 competition.





### TRAINING/DEMO SESSIONS

#### DEMO EVENT

We have demoed our robot at over 55 schools, events and expos over the years. We tailor the content to the audience, especially focusing on school-aged groups. We've developed a recruiting poster to display at these events, alerting middle and high-school students in particular to the opportunities that FIRST provides

## High School Robotics Team The Highlanders #4499



Open to Anyone Interested  
**GRADES 8-12**  
SE Fort Collins

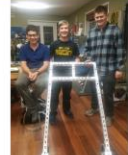


**A New Challenge  
and a New Robot Every Year**

**LEARN:** CAD  
3D Printing  
JAVA Programming  
Machining  
Electronics  
Marketing  
Media (photos, video)  
Website Construction  
Business Plan Development



### Our Shop / Our Team



**Over \$30M  
Available in  
College  
Scholarships**



[www.highlandersfrc.com](http://www.highlandersfrc.com)

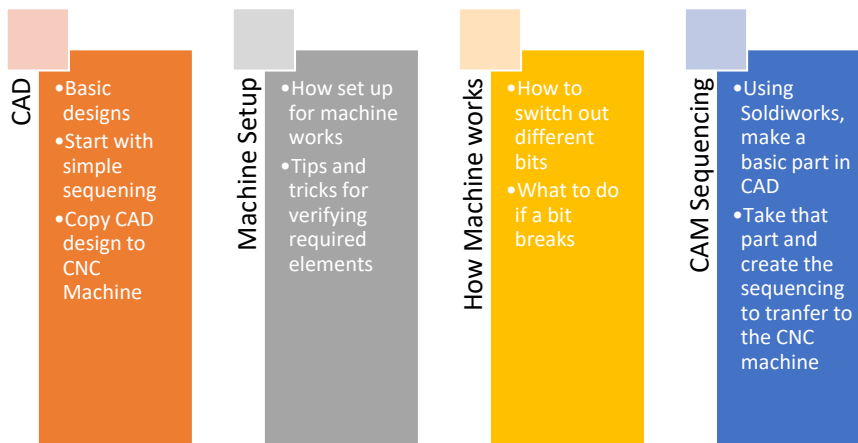




### TEAM TRAINING

The Highlanders held their own CNC training event. This was organized and put on by our CNC/CAM leaders on the team to help teach the rest of the build team how to run the new CNC machine. They also hosted several workshops over the year to teach other FRC teams how to write custom CAM sequences in SolidWorks.

The training included:



### CARBON FIBER TRAINING CLASSES

Over the years, we have made our own carbon fiber for our robots. The light, durable material has been a huge help on the mechanical parts of the robot and the electronics board. Two of our Carbon Fiber team leaders put on a hands-on class at one of our demos on how to make a carbon fiber coaster. This past year we held a similar demo at the Northern Colorado Mini-Maker Faire, exposing far more people to the possibilities of carbon fiber. We have hosted several training classes over the years for other local FRC teams.



## TEAM HISTORY

**2012-2013**

**2013-2014**

**2014-2015**

**2015-2016**

**2016-2017**

**2017-2018**

**2018-2019**



## TEAM HISTORY

### 2013 Season

Dean and Sondra Iverson along with Debbie and Tony English founded the Highlanders Robotics team. The two couples started out separately, each coaching a team of elementary school students in FIRST Lego League. Their teams each continued on to the next level of FIRST robotics, FTC. When both teams considered stepping up to the big leagues, FIRST Robotics Competition, the coaches got together, and decided that the two teams needed to join forces.



We started experimenting with robot building and programming in September 2012, meeting for 10 hours a week. This was also an intensive time of reaching out to local companies and asking for support, whether that was in materials, mentors, or money. We were able to gain support from several companies in Northern Colorado, including Home State Bank, ENCORP, Colorado Iron and Metal, Wolf Robotics, Bank of Colorado, Trihydro and FleetwoodGoldCoWyrd. We also were the only team in Fort Collins to be awarded a grant from NASA. By the end of that year, our team had grown to 24 students from six different middle and high schools.



## TEAM HISTORY

### 2014 Season

In our second year in FRC, we expanded our boundaries: switching our coding language from Java to C++, creating our very own chassis, customizing our controllers, learning more about the machines, and tinkering with the new CNC Mill and 3D Printer. We had nine new members join the team and it was a great experience getting them up to speed on the machines. Our goal, with our previous experience and new learning, was to further our learning in the world of FIRST.





## TEAM HISTORY

### 2015 Season

During our third season we were actively trying to make ourselves one of the elite teams of FIRST. To that end, we again switched our coding language to LUA, and created a significantly improved chassis. In the summer of 2014, we made a CNC Plasma Jet, adding to the Carbon Fiber, 3D printing, and CNC Milling capabilities of previous seasons. We certainly put the plasma jet to good use, creating sheet metal parts for our robot. Additionally, we clarified our goals and created a plan of action to ensure that we were on the right track to getting to where we envisioned ourselves. With the impending graduation of almost ½ of our team, we implemented a better mentoring system on the team to ensure that team experience wouldn't die out as the seniors leave, including recruiting six new members to the team.





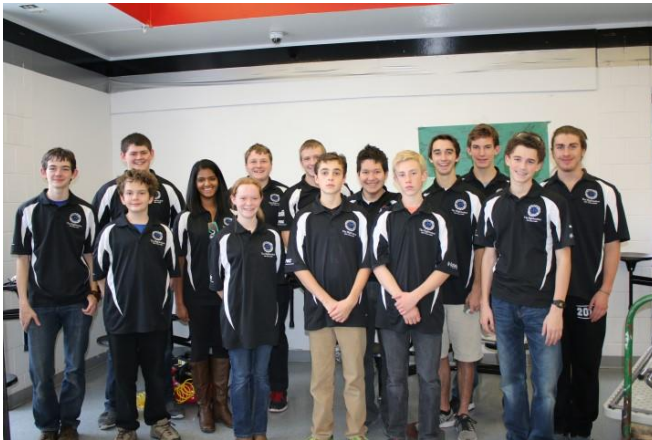
## TEAM HISTORY

### 2016 Season

The 2015-2016 season was extraordinary. We started the year worried about membership levels and the loss of so many seniors, but we rebounded from that to be an even stronger team. With only eight returning members, we spent much of the summer and early fall recruiting, and returned our membership count to 22 students. Our team demographics have changed dramatically, as well, with our members distributed over six grades. Returning team members, along with team mentors, spent a lot of time teaching skills to the new students and we wound up with a very well balanced team.

We still had the support of Neaera Consulting as well as NASA, PTC and Lockheed Martin, plus added PEAK Resources, of Denver CO, as a sponsor.

We increased our machining capabilities, as well, adding a HAAS CNC Mill to our shop.





### TEAM HISTORY

#### 2017 Season

Our fifth season went great! We were 17 members strong and our alumni returned in force over the weekends to help mentor us, and have been instrumental in working with the younger team members to help them through the very busy, high-pressure build season. Even with the graduation of members, we have been able to sustain the team with new members moving up from FTC and past members returning. We attended 3 regionals and the World Championship! We also had a Deans list finalist and a Woodie Flowers Finalist! What an amazing seson.





### 2018 Season

This is our 6<sup>th</sup> season! We took a significant drop in team members this year. Unfortunately, we had several members move, change to other hobbies or could not make the commitment to the team. We actively recruited throughout our off season, but we realized we need to step up our efforts for next year. This year we have 9 team members and the support of over 10 of our alumni. We took on the phrase this year, “We might be small, but we are mighty”. Each of us has stepped up to a leadership role and learned many new parts of the program.







## PARTNERSHIPS

SPONSORS AND COMMUNITY SUPPORT  
SPONSORSHIP LEVELS  
SPONSORSHIP PROJECTION



THE HIGHLANDERS SPONSORS

2012-2013

<b>Neaera Consulting Group</b> <i>\$10,000 donation</i>	<b>NASA</b> Grant of \$6,500
<b>Encorp</b> \$3,000 Donation	<b>Micron</b> \$10,000 Donation
<b>OtterCares</b> \$3000 Donation	<b>Wolf Robotics</b> \$250 Donation
<b>Home State Bank</b> \$250 Donation	<b>Bank of Colorado</b> \$500 Donation
<b>Trihydro Corporation</b> 19 Laptops Donated	<b>Family Donations</b> \$4500 Donations



2013-2014

<p><b>Neaera Consulting Group</b></p> <p><i>\$10,000 donation</i></p>	<p><b>NASA</b></p> <p>Grant of \$6,500</p>
<p><b>Encorp</b></p> <p>\$3,000 Donation</p>	<p><b>Micron</b></p> <p>\$5,000 donation and 500 USB Flash Drives</p>
<p><b>Trihydro</b></p> <p>6 laptop and 1 desktop workstation donation</p>	<p><b>Front Range Powder Coating</b></p> <p>Powder Coating services and supplies donation</p>
<p><b>Family Donations</b></p> <p>\$5000 Donations</p>	



2014-2015

<b>Neaera Consulting Group</b>  <i>\$10,000 donation</i>	<b>PTC</b>  Grant of \$2,500
<b>Micron</b>  \$2,500 Donation	<b>Colorado Metal Distributors</b>  \$250 Donation
<b>Trihydro</b>  12 laptops, 4 desktop workstation, 8 monitors donated	<b>Front Range Powder Coating</b>  Powder Coating services and supplies donation
<b>Family Donations</b>  \$8,000 Donation	<b>Lockheed Martin</b>  \$2,500 Donation
<b>SheetCAM</b>  Free G-Code Software	



2015-2016

<b>Neaera Consulting Group</b>  <i>\$10,000 donation</i>	<b>PTC</b>  Grant of \$2,500
<b>OtterCares</b>  \$2,500 Donation	<b>Colorado Metal Distributors</b>  \$250 Donation
<b>Trihydro</b>  10 laptops	<b>Front Range Powder Coating</b>  Powder Coating services and supplies donation
<b>Family Donations</b>  \$5,000 Donation	<b>Lockheed Martin</b>  \$2,500 Donation
<b>SheetCAM</b>  Free G-Code Software	<b>PEAK Resources</b>  <i>\$3,000 donation</i>
<b>NASA</b>  <i>\$5,000 donation</i>	



2016-2017

<b>Neaera Consulting Group</b>  <i>\$10,000 donation</i>	<b>Constant Contact</b>  \$750 Donation
<b>SheetCAM</b>  Free G-Code Software	<b>Colorado Metal Distributors</b>  \$250 Donation
<b>Trihydro</b>  10 laptops	<b>Front Range Powder Coating</b>  Powder Coating services and supplies donation
<b>Family Donations</b>  \$5,000 Donation	<b>Lockheed Martin</b>  \$2,500 Donation



2017-2018


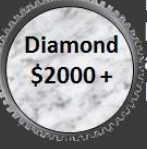




<p><b>Neaera Consulting Group</b></p> <p><i>\$10,000 donation</i></p>	<p><b>Constant Contact</b></p> <p>\$750 Donation</p>
<p><b>SheetCAM</b></p> <p>Free G-Code Software</p>	<p><b>Colorado Metal Distributors</b></p> <p>\$250 Donation</p>
<p>NVidea</p> <p>\$500 donation</p>	<p><b>Front Range Powder Coating</b></p> <p>Powder Coating services and supplies donation</p>
<p><b>Family Donations</b></p> <p>\$5,000 Donation</p>	<p><b>Lockheed Martin</b></p> <p>\$2,500 Donation</p>



SPONSORSHIP LEVELS

## Advertise your company

See our website for further information

 <p><b>Aluminum</b> \$5000 +</p>	<p>Aluminum: 5000+ Display and hand out your video &amp; literature at a 3-day tournament.</p>	 <p><b>Diamond</b> \$2000 +</p>	<p>Diamond: 2000+ Most* Prominent logo on T-shirt and robot. Recognition plaque</p>
 <p><b>Platinum</b> \$1000 +</p>	<p>Platinum: 1000+ Prominent logo on T-shirt and robot. Part of team name in announcements</p>	 <p><b>Gold</b> \$500 +</p>	<p>Gold: 500+ Larger logo on T-shirt Logo on robot</p>
 <p><b>Silver</b> \$250 +</p>	<p>Silver: 250+ Company logo on T-shirts and literature.</p>	 <p><b>Bronze</b> \$100 +</p>	<p>Bronze: 100+ Appreciation Letter signed by members Recognition on team website.</p>





SPONSORSHIP PROJECTIONS

	2018-2019	2017-2018	2018-2019	2018-2020
<b>Grants</b>				
National	\$10,00	\$12,000	\$15,000	\$15,000
Local	\$5,000	\$10,000	\$12,000	\$13,000
<b>Local Businesses</b>				
Sponsors	\$12,00	\$12,000	\$13,000	\$13,000
General Donations	\$5,000	\$6,000	\$8,000	\$9,000
<b>National Businesses</b>				
FIRST Sponsors	0	0	0	0
<b>Family Donations</b>				
Member families	\$3,000	\$2,500	\$3,000	\$3,500
General Family	\$1,000	\$800	\$1000	\$1000



## LEADERSHIP AND ORGANIZATION

Explanation  
Alumni Support  
Organization Chart  
Mentors  
Membership Application  
School/Grades Expectations



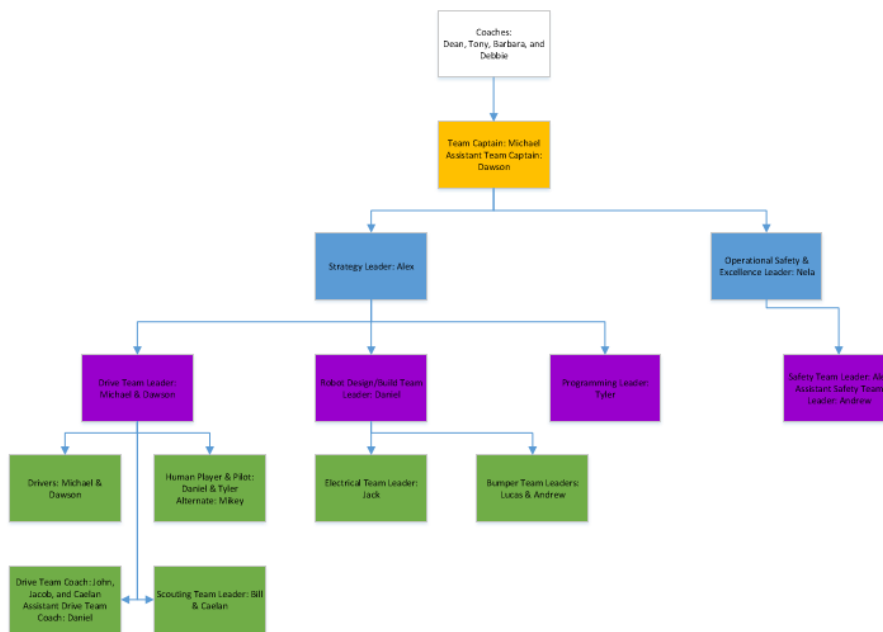
## LEADERSHIP EXPLANATION

Structure is a very important aspect of our team; it gives people a general idea of who to go to if they need help in a certain area. It also provides a list of who will be in charge of making sure that certain things get done and who is responsible if tasks aren't completed. The main departments we created are Strategy and Operational Safety & Excellence (OSE). The leaders of both these teams report directly to the team captain, who links them. Strategy branches into Drive Team, Robot Design/Mechanical, and Programming teams. OSE goes into Safety, Business/Marketing, and Tournament Logistics. We structured the team this way to put a higher focus on the business side of robotics and have divided the team into two organized, yet collaborative entities. To retain the skill set of the graduating seniors, many positions have "Co-Leads," so that the younger kids get experience leading the team before they are put in the hot seat. Overall, this leadership system has been extremely effective for team dynamics and productivity, and helps prepare for the inevitable graduation of leaders. When more opportunities for leaders arise, the strength of leadership continues throughout the years.



## ORGANIZATIONAL CHART

2017 SEASON TEAM ORGANIZATION CHART



## JOB DESCRIPTIONS

### TEAM CAPTAIN

**Duties:** Ensures that entire team is focused on same goal and working to same schedule. Coordinates change process, so that OSE and Strategy teams work in tandem effectively and efficiently.

**Roles and Responsibilities:** Check in with each sub-team leader daily. Solve conflicts between the sub-team goals and plans. Delegate tasks to members looking for work/

**Qualifications:** Leadership skills. Ability to see 'bigger picture.' Knowledgeable about many different areas of the team. Ability to speak productively with a variety of people.



#### STRATEGY LEAD

**Duties:** Need to integrate design, build and programming to reach team objectives. Authority and central coordination for all strategic decisions regarding the robot.

**Roles and Responsibilities:** Organize the team's strategy discussions and think tanks. Guide team members on how to achieve robot objectives.

**Qualifications:** Must be able to quickly and efficiently large amounts of game-related information. Must be familiar with Strategy tactics.

#### OPERATIONAL SAFETY & EXCELLENCE

**Duties:** Organizing the documents for submissions and helping out with necessary. Ensuring that each document is completed with quality. Guaranteeing chairman's team ready to present to judges.

**Roles and Responsibilities:** Keeping tabs on all the due dates and double checking work. Leading Chairman's group. Ensuring that the Safety Team has all the resources they need to teach and maintain safety standards.

**Qualifications:** Adequate knowledge of all activities done business and community-wise by the team. Good handle on safety procedures. Effective communicator.

#### DRIVE TEAM LEAD

**Duties:** Coordinate drive, rules, game play and scouting teams. Aid team captain and coaches in selection of drivers and human players for competitions.

**Roles and Responsibilities:** Act as coach during competition matches. Pass on driving knowledge to newer members.

**Qualifications:** Know game rules and regulations. Understand strategy, robot and driver capabilities.

#### ROBOT DESIGN/BUILD TEAM LEAD

**Duties:** Coordinating efforts to build the physical components of the robot. Areas include welding, CAD, CNC, electrical and mechanical build. Maintaining build deadlines.

**Roles and Responsibilities:** Ensure that shop remains stocked with necessary supplies. Manage the flow of parts through the shop from one build stage to another. Maintain the organization systems.

**Qualifications:** Familiarity and general proficiency in skills used in all build areas. Ability to keep tabs on several concurrent processes. Facility in teaching.



#### PROGRAMMING TEAM LEAD

**Duties:** To coordinate a team to create a tele-op and autonomous program for the robot

**Roles and Responsibilities:** Create and carry out a plan to program the robot.

**Qualifications:** Leadership skills. Ability to program in java and to use and program encoders.

#### SAFETY TEAM LEAD

**Duties:** Ensure that the team follows FIRST safety principles. Coordinate team efforts to monitor and ensure safety in the shop and at tournaments, coordinate safety education efforts at tournaments and create and update a safety manual.

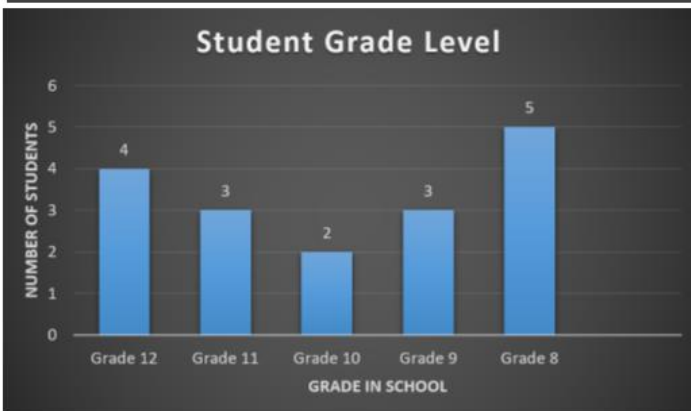
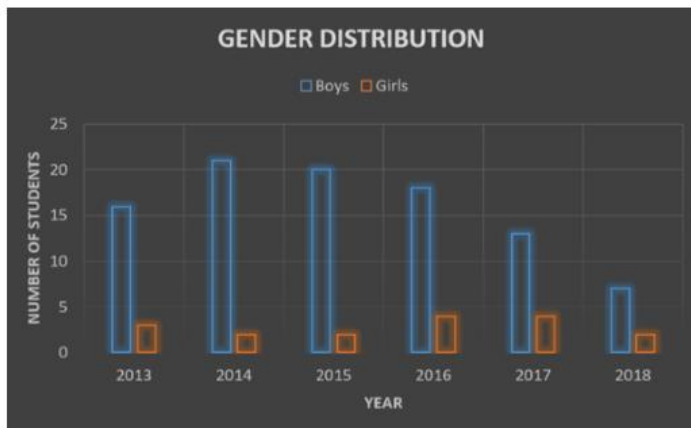
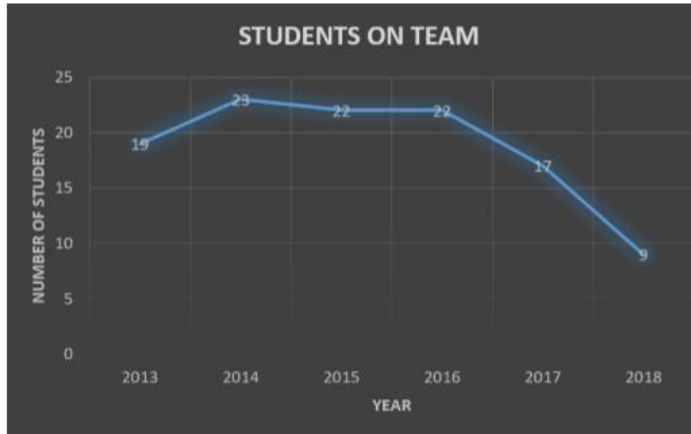
**Roles and Responsibilities:** Perform periodic safety checks. Train team on safe procedures and provide safety tips to the team. Complete any paperwork necessary for injuries incurred for the team. Print and post safety signs for pit at tournaments and the shop.

**Qualifications:** Knowledge of FIRST safety rules. First Aid skills a plus.



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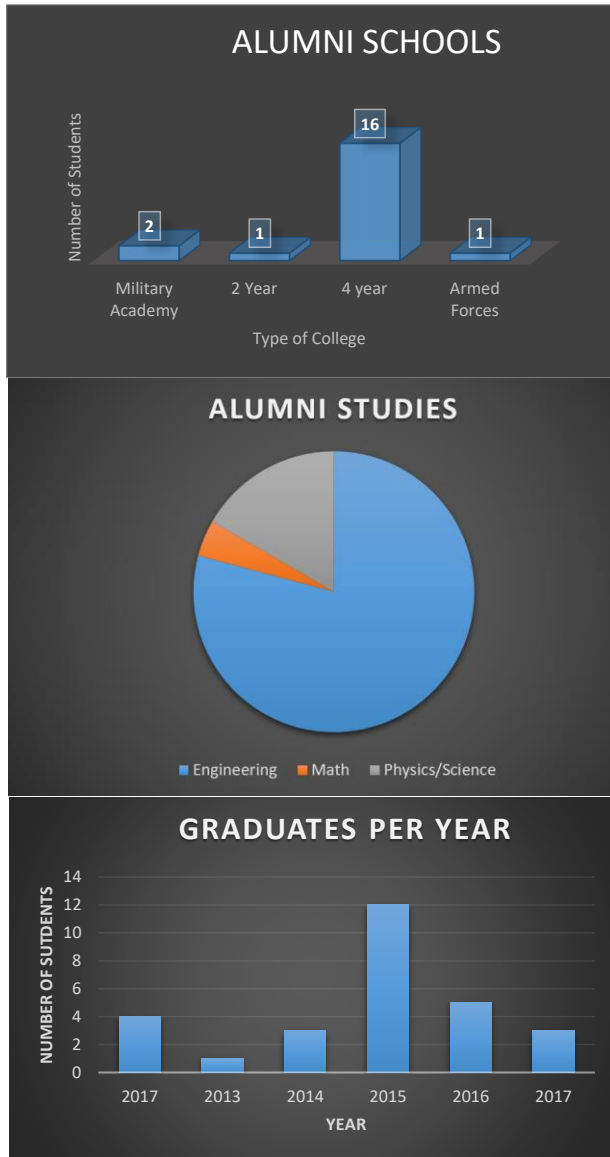
TEAM STATISTICS







TEAM ALUMNI STATISTICS





## ALUMNI SUPPORT

The Highlanders have enjoyed great support from our Alumni, with 67% of our graduates coming back to assist the team. One of our alums has been a judge at three consecutive World Championships and one regional event.

### **2017 Alumni Mentors:**

John Wiens, Electrical Engineering, Colorado School of Mines  
Jacob Frye, Physics and Mechanical Engineering, University of Colorado  
Caelan Gockeler, BioMedical and Electrical Engineering, Colorado State University  
Drew Johnston, Computer Science, Colorado State University  
Alex Frye, Electrical Engineering, South Dakota School of Mines  
David Gronlund, Computer Science, Carnegie Mellon University  
Will Werst, Electrical Engineering, Cal Tech University

### **2018 Alumni Mentors:**

John Wiens, Electrical Engineering, Colorado School of Mines  
Jacob Frye, Physics and Mechanical Engineering, University of Colorado  
Caelan Gockeler, BioMedical and Electrical Engineering, Colorado State University  
Drew Johnston, Computer Science, Colorado State University  
Alex Frye, Electrical Engineering, South Dakota School of Mines  
David Gronlund, Computer Science, Carnegie Mellon University  
Michael English, Mechanical Engineering, Colorado School of Mines  
Alex Gronlund, Mechanical Engineering, South Dakota School of Mines



## PROFESSIONAL MENTORS

### **Tony English**

5819 Highland Hills Cir  
Fort Collins, CO 80528  
Mechanical Engineer  
Machine Expert/Shop owner

### **Dean Iverson**

4220 Center Gate Ct  
Fort Collins CO 80526  
Electrical Engineer  
Electronics Expert/ Design/strategy

### **Tim Frye**

SSD Firmware Engineer  
1826 Rosemary Court  
Fort Collins CO 80528  
Programming team/Design/Strategy

### **Mitch Sherburne**

Front Range Powder Coating Inc  
120 Commerce Drive Unit 2  
Fort Collins CO 80524  
Powder coating services & supplies

### **Debbie English**

5819 Highland Hills Cir  
Fort Collins, CO 80528  
Computer Scientist  
Programming team, community outreach  
and general team timelines

### **Sarah Wingate**

Lockheed Martin  
Environmental Engineer  
11057 Needles Ct  
Parker CO 80138  
Project Management/Team sponsor

### **Barbara Frye**

1826 Rosemary Ct  
Fort Collins CO 80528  
Mechanical Engineer  
Design/Community outreach

### **Jacob**

Mechanical Engineer  
FleetwoodGoldcoWyard  
5605 Goldco Drive  
Loveland CO 80538  
Design/CAD/Strategy/Game Play



MEMBERSHIP APPLICATION

THE HIGHLANDER'S ROBOTICS APPLICATION		
MEMBER INFORMATION		
Name:		
Home address:		
City:	State:	ZIP Code:
Birth Date:		
Home Phone:	Cell Phone:	Receive texts? Yes No
Current School:		
Grade: 8 9 10 11 12		GPA:
Other Contact info: (Facebook, etc.)		
You do have a drivers License? Y/N Do you have your own vehicle? Y/N		
Do you need a ride to practices or meetings? Y/N		
PARENTS(S) INFORMATION		
	Parent 1	Parent 2
Name:		
Address		
Home Phone		
Cell Phone		
Email		
Interested in volunteering?		
If so how?		
MEDICAL INFORMATION		
Any Medical Conditions?		
Allergies?		
Physician	Phone Number:	
Emergency Contact:		Phone number:
FIRST/ ROBOTICS EXPERIENCE		
Please check special interests		
<input type="checkbox"/> Programming (C#, Java)	<input type="checkbox"/> CAD	<input type="checkbox"/> Photography / Videography
<input type="checkbox"/> Metal working	<input type="checkbox"/> Marketing (Design flyers/handouts, etc.)	
<input type="checkbox"/> Electrical (wiring, circuit boards)	<input type="checkbox"/> Website development	<input type="checkbox"/> Other _____
Select the past robotics experience:		
<input type="checkbox"/> FLL _____ # years/seasons	<input type="checkbox"/> Vex Robotics _____ #years	
<input type="checkbox"/> FTC _____ # years/seasons	<input type="checkbox"/> Other _____ # years_____	
Check the classes you have taken in school that can give you skills that will help on a robotics team:		
<input type="checkbox"/> Intro To Engineering	<input type="checkbox"/> Photography	<input type="checkbox"/> Technical writing
<input type="checkbox"/> CAD	<input type="checkbox"/> Videography	<input type="checkbox"/> Programming
<input type="checkbox"/> Robotics	<input type="checkbox"/> Journalism	



THE HIGHLANDER'S ROBOTICS APPLICATION		
<b>HOBBIES</b>		
List any hobbies you are interested in:		
<b>AFTER SCHOOL COMMITMENTS</b>		
Please list what after school activities you are involved with throughout the year:		
Name	Time of year	# hours
<b>ROBOTICS INTEREST</b>		
List Robotics interest		
Please select the sub-team on an FRC team that you would be interested in?		
<input type="checkbox"/> Build Team	<input type="checkbox"/> CAD team	<input type="checkbox"/> Programming
<input type="checkbox"/> Business (public relations, marketing)	<input type="checkbox"/> Videography	<input type="checkbox"/> Photography
<input type="checkbox"/> Website		
<b>SHORT ANSWERS</b>		
Please take time to consider your answers for each of the following questions. There are no right or wrong answers, your answers will assist in selection to/placement on the robotics team. Feel free to attach additional paper or type your responses if easier.		
Why do you want to join this team?		
What qualities/experiences do you have that would make you a significant contributor to our team?		



**CODE OF CONDUCT**

Please read the following and sign

<input type="checkbox"/>	I agree to actively participate during the pre-season, build season and competition season and accept your role on the team as assigned by the team mentors and team leaders.
<input type="checkbox"/>	Our team has a very intense philosophy and realize that this team might not be for everyone. You must agree to commit, as much as possible, to the team during the build and tournament seasons. Understand that we practice almost 7 days a week for 5-8 hours per meeting. The lack of commitment to the team will likely hurt the design and build phases of this program.
<input type="checkbox"/>	You become a part of a team and collectively work toward a defined goal.
<input type="checkbox"/>	Maintain your school homework and GPA. The team coaches/mentors will expect your homework to come first and assist you in any help you need with accomplishing this task. This will not be actively monitored by the coaches/mentors, but it is required for your parent/guardians to keep track of.
<input type="checkbox"/>	Agree to attend the mandatory Kick Off Day (either at the event, or after the event at the defined location) January 4 <sup>th</sup> , 2014. This is when the game and tasks are announced and starts the beginning of the season and is when our brainstorming begins.
<input type="checkbox"/>	Agree to stay with the team while at a tournament and understand that there is much time that is un-supervised by a mentor. During this time, you are expected to be courteous to other teams, coaches and spectators. You are also required to assist the team in any support needed, but stay with the team during the duration of the tournament. You will also be required to check in and out with a coach/mentor.
<input type="checkbox"/>	Agree to assist in fundraising to offset expenses.
<input type="checkbox"/>	You respect all members of the team as well as the adult coaches, mentors and engineers.
<input type="checkbox"/>	You check your email and the team website daily for updates and other important information regarding team business.
<input type="checkbox"/>	Agree to sign in and out, fill out the attendance log, when you arrive and leave from each meeting.
<input type="checkbox"/>	Agree to follow all safety rules, clean the work area and put all items back where they belong.
<input type="checkbox"/>	Agree to be courteous and respectful when visiting or working at corporate sites
<b>To be filled out by Parent/Guardian</b>	
<input type="checkbox"/>	Have read the team handbook and agree to responsibilities and expectations defined.
<input type="checkbox"/>	Commit to a level of support (donating meals, snacks, etc.), transportation of your own child to and from meetings and tournaments

**SIGNATURES**

I agree that I will commit to the above requirements.

Signature of applicant:	Date:
Signature of parent/guardian	Date:



<b>MEMBER ELIGIBILITY</b>	
<b>Please read the following and sign</b>	
1.	Members must be attending school, middle school or high school.
2.	Members must maintain a grade point average defined by your parents/guardian.
3.	Members must be willing to make a significant commitment to the team, actively participate in meetings, workshops and events. Especially during January – April.
4.	Members are expected to be reliable (on-time, prepared to work, clean up, positive attitude, assist new members, and work with adult mentors and volunteers) and assist in teams administrative tasks.
5.	Members must attend the Kick-Off event (January 6 <sup>th</sup> , 2014) either at the actual hosted event or the after event brainstorming session.
6.	Participate in a minimum 90% of all meetings, with less and 10% as unexcused absences.
7.	Have read the Handbook and agree to details written.
<b>SIGNATURES</b>	
I agree that I will commit to the above requirements.	
Signature of applicant:	Date:
Signature of parent/guardian	Date:



## GRADES AND EXPECTATIONS

Even though we all are very devoted to robotics, we still have to attend school. Balancing school with the six-week season can be very difficult. We care about our grades to the utmost degree and will always say school comes first and try our best to make sure everyone does not fall behind. Before going into the shop, all homework must be completed in order to keep priorities straight. We allow anybody that is struggling in a class or classes to be absent from robotics in order to catch up and improve their grade. We go out to the shop in shifts, people with little homework take the first shift until dinner, and the second shift is after dinner and compromised of the people who need a little extra time to finish homework in the early hours of practice. This allows everyone to finish their homework before doing any robotics. For the competitions we attend, our team coaches will email all of our teachers and inform them that they have students that are part of an FRC team and will be absent in order to attend a tournament. The Highlanders FRC is a robotics team that doesn't only care about its members' knowledge of robotics, but also their success in school.





## FACILITIES

- Our facility
- Floor plan



## FACILITY

Our facility is furnished with the tools necessary to build a robot like a mill, lathe, welder, and our favorite, the CNC Mill. We have places for the build team, programming team, and CAD team to work without feeling crowded. The shop is connected to the house, a place where we can do homework and go to eat. Over the season, the place becomes our second home (we do spend more time here than in our own households!)







## FINANCES

### Neaera Robotics Foundation Documentation

Budget 2012-2013

Budget 2013-2014

Budget 2014-2015

Budget 2015-2016

Budget 2016-2017

Budget 2017-2018



## NEAERA ROBOTICS INC. FOUNDATION DOCUMENTATION

### Neaera Robotics Executive Summary

Neaera Robotics will work as a nonprofit company working with middle school and high school aged children developing in the fields of science technology, engineering and mathematics through the interest of building robots. We aim to also guide and mentor youth with real life business interactions with businesses within the community. Our main focus is to work with a group of students to develop an understanding of engineering through developing robots that have practical use. We will also assist these students in competing in the FIRST FRC challenge.

### Neaera Robotics Determination Certificate

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **SEP 24 2012**

NEAERA ROBOTICS INC  
5819 HIGHLAND HILLS CIR  
FORT COLLINS, CO 80528

Employer Identification Number:  
46-0631995  
DIN:  
17053236334622  
Contact Person:  
DEL TRIMBLE ID# 31309  
Contact Telephone Number:  
(877) 525-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(v4)  
Form 990 Required: /  
Yes  
Effective Date of Exemption:  
July 23, 2012  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

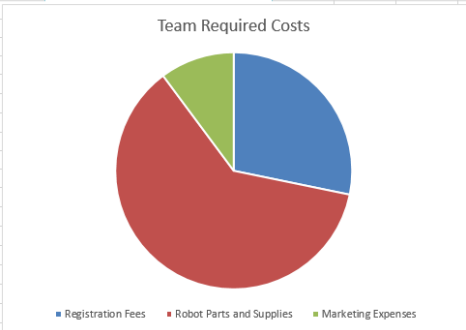
Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CO)



BUDGET 2012-2013

Team Required Costs	Amount	Donations	Amount
<b>Registration Fees</b>		Nasa	\$6,500
Registration	\$6,500	Encorp	\$2,000
(Includes 1 tournament)		OtterCares	\$3,000
2nd Tournament	\$5,000	Homestate bank	\$250
Championship	\$5,000	Bank of Colorado	\$500
<b>Total</b>	<b>\$16,500</b>	Pleaseing Software	\$2,000
		Wolf Robotics	\$250
<b>Travel</b>		Baker Family	\$750
Lubbock	\$6,000	Weibler Family	\$200
Colorado	\$1,000	MD English family	\$500
Championship	\$10,000	Mohan Family	\$1,001
<b>Total</b>	<b>\$17,000</b>	Micron Family	\$10,000
		BoJohnston	\$500
<b>Robot Parts and Supplies</b>		<b>Total</b>	<b>\$27,451</b>
Parts and supplies	\$26,000		
Additional supplies	\$10,000		
<b>Total</b>	<b>\$36,000</b>		
<b>Marketing Expenses</b>		<b>Family Expenses</b>	
Buttons	\$1,000	Texas	\$900
Flyers, Handouts	\$400	Colorado	\$280
Banners	\$150	Championship	\$1,216
Flag	\$200	<b>Total</b>	<b>\$2,396</b>
Pit	\$1,000		
USB Drives	\$1,000		
Marketing Bag	\$1,000		
Shirts/Sweatshirts	\$1,200		
<b>Total</b>	<b>\$5,950</b>		





BUDGET 2013-2014

Expenses	Amount
1st Competition, Entry Fee and Kit of Parts	\$5,000.00
Materials to build robot	\$5,000.00
Remaining Tools and Shop materials	\$5,000.00
Field components—build practice field objects	\$2,000.00
Marketing Materials—Buttons, pamphlets, etc.	\$650.00
TShirts, sweat shirts, etc	\$500.00
Banners, posters, event supplies for tournament	\$300.00
Pit design, build and supplies for tournament	\$500.00
Sub Total for season and 1 tournament	\$18,950.00
2nd Regional Tournament - TBD	
Registration	\$4,000.00
Materials	\$3,000.00
Bus Rental	\$6,000.00
Sub Total for 2nd tournament	\$13,000.00
<b>Expenses Total</b>	<b>\$31,950.00</b>
<b>Income</b>	
Micron donation	\$5,000.00
NASA Grant - 2nd year	\$5,000.00
Lockheed Martin	\$2,500.00
OtterCares Grant	\$3,000.00
PTC Grant	\$2,500.00
Concessions at FLL tournaments	\$800.00
Raffle at FLL tournament	\$200.00
Parent Contribution	\$7,000.00
Family Travel Payments	\$6,000.00
<b>Income Total</b>	<b>\$32,000.00</b>



BUDGET 2014-2015

Expenses	Cost
1st Competition, Entry Fee and Kit of Parts	\$5,000.00
Materials to build robot	\$10,000.00
Remaining Tools and Shop materials	\$10,000.00
Field components—build practice field objects	\$2,000.00
Marketing Materials—Buttons, pamphlets, etc.	\$650.00
TShirts, sweat shirts, etc	\$1,500.00
Banners, posters, event supplies for tournament	\$1,300.00
Pit design, build and supplies for tournament	\$1,500.00
<b>Sub Total for season and 1 tournament</b>	<b>\$31,950.00</b>
2nd Regional Tournament - TBD	
Registration	\$4,000.00
Materials	\$3,000.00
Bus Rental	\$6,000.00
<b>Sub Total for 2nd tournament</b>	<b>\$13,000.00</b>
<b>Expenses Total</b>	<b>\$44,950.00</b>
<b>World Championship Costs **If qualify</b>	
Registration	\$5,000.00
Costs for materials	\$1,000.00
Give-a-ways at tournament	\$1,000.00
Travel - bus	\$10,000.00
Travel - Robot expenses	\$1,000.00
<b>World Championship Total</b>	<b>\$18,000.00</b>
<b>Total with World Championship</b>	<b>\$62,950.00</b>
<b>Income</b>	
Lockheed Martin	\$2,500.00
OtterCares Grant	\$3,000.00
PTC Grant	\$2,500.00
Concessions at FLL tournaments	\$800.00
Raffle at FLL tournament	\$200.00
<b>Income Total</b>	<b>\$9,000.00</b>
Cash in bank	\$5,000.00
<b>Net Difference</b>	<b>\$53,950.00</b>





BUDGET 2015-2016

Expenses	Cost
1st Competition, Entry Fee and Kit of Parts *required to participate	\$5,000.00
Materials to build robot	\$10,000.00
Remaining Tools and Shop materials	\$12,000.00
Field components—build practice field objects	\$5,000.00
Marketing Materials—Buttons, pamphlets, etc.	\$800.00
TShirts, sweat shirts, etc	\$2,500.00
Banners, posters, event supplies for tournament	\$800.00
Pit design, build and supplies for tournament	\$1,200.00
<b>Sub Total for season and 1 tournament</b>	<b>\$37,300.00</b>
2nd Regional Tournament - Arizona North	
Registration	\$4,000.00
Materials/Supplies	\$3,000.00
Bus Rental	\$6,000.00
Parent/Family travel payments	(\$6,000.00)
<b>Sub Total for 2nd tournament</b>	<b>\$7,000.00</b>
<b>Expenses Total</b>	<b>\$44,300.00</b>
<b>World Championship Costs **If qualify</b>	
Registration	\$5,000.00
Costs for materials	\$500.00
Give-a-ways at tournament	\$500.00
Travel - bus	\$10,000.00
Travel - Robot expenses	\$250.00
Travel Reimbursement - Parent Covered Expenses	(\$10,000.00)
<b>World Championship Total</b>	<b>\$6,250.00</b>
<b>Total with World Championship</b>	<b>\$50,550.00</b>
<b>Income</b>	
PTC Grant	\$2,500.00
OtterCares	\$2,500.00
Neaera Consulting	\$20,000.00
Lockheed Martin	\$2,500.00
Peak Resources*	\$3,000.00
NASA	\$5,000.00
Concessions at FLL tournaments	\$600.00
Raffle at FLL tournament	\$200.00
Parent/Family donations	\$8,000.00
<b>Income Total</b>	<b>\$44,300.00</b>
<b>Net Difference *2 tournament season</b>	<b>\$0.00</b>
<b>Net Difference *3 tournament season</b>	<b>\$6,250.00</b>
<b>Assets</b>	
Shop usage / year	\$80,000.00
Supplies	\$15,000.00
Powder Coating Services	\$5,000.00
Metal donations	\$250.00
<b>Total Assets</b>	<b>\$100,250.00</b>



2017-2018

Expenses	Cost
1st Competition, Entry Fee and Kit of Parts	\$5,000.00
Materials to build robot	\$10,000.00
Field components—build practice field objects	\$2,000.00
Marketing Materials—Buttons, pamphlets, etc.	\$650.00
TShirts, sweat shirts, etc	\$1,500.00
Banners, posters, event supplies for tournament	\$1,300.00
Pit design, build and supplies for tournament	\$1,500.00
Sub Total for season and 1 tournament	<b>\$21,950.00</b>
<b>2nd Regional Tournament - Kansas City, MO</b>	
Registration	\$4,000.00
Materials	\$1,000.00
<b>Sub Total for 2nd tournament</b>	<b>\$5,000.00</b>
<b>Expenses Total</b>	<b>\$26,950.00</b>
<b>Income</b>	
Lockheed Martin	\$2,000.00
Nvidea	\$500.00
Hach Family foundation	\$5,000.00
Concessions at FLL tournaments*	\$402.00
Raffle at FLL tournament*	\$102.00
Constant Contact	\$1,000.00
Keysight	\$1,000.00
Family Dontation	\$1,000.00
<b>Income Total</b>	<b>\$11,004.00</b>
<b>Money in account</b>	<b>\$16,753.00</b>
<b>Total Expenses</b>	<b><u>\$15,946.00</u></b>



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## STRATEGY PLAN

SWOT Analysis  
Priorities  
Marketing and communication Strategy  
Website Communication Strategy  
Community Outreach Strategy  
Engineering Strategy  
Sponsorship Strategy



SWOT ANALYSIS 2016

	<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
<b>Marketing/ Communications</b>	<ul style="list-style-type: none"> <li>• We have built up a non-profit company to run our FRC team and have much more flexibility.</li> </ul>	<ul style="list-style-type: none"> <li>• Our Team is small and we do not have enough students on this part of the team.</li> </ul>	<ul style="list-style-type: none"> <li>• We are in a town with a lot of Tech businesses</li> <li>• We are young and are ready to gain experience.</li> </ul>	<ul style="list-style-type: none"> <li>• There are many other STEM organizations in the area competing for attention.</li> </ul>
<b>Team Development</b>	<ul style="list-style-type: none"> <li>• Our members are dedicated to FRC and to STEM.</li> <li>• We have members that have used their prior FIRST experience to great advantages in other areas.</li> </ul>	<ul style="list-style-type: none"> <li>• Our younger members do not have much experience.</li> </ul>	<ul style="list-style-type: none"> <li>• Our team is experienced in all levels of FIRST.</li> <li>• Our large number of young members have many years of learning ahead.</li> </ul>	<ul style="list-style-type: none"> <li>• Our program has chance to lose manpower.</li> </ul>
<b>Robot</b>	<ul style="list-style-type: none"> <li>• We've got a quick and aggressive robot to cross barriers.</li> </ul>	<ul style="list-style-type: none"> <li>• We're unable to complete all tasks on field.</li> </ul>	<ul style="list-style-type: none"> <li>• We are trying to do everything in order to win a regional.</li> </ul>	<ul style="list-style-type: none"> <li>• The time crunch we are put under!</li> </ul>
<b>Design</b>	<ul style="list-style-type: none"> <li>• We have 3 years under our belt to see what works and what doesn't.</li> <li>• We've streamlined design processes.</li> </ul>	<ul style="list-style-type: none"> <li>• Our design team is also on the build on programming team, so they don't have enough time.</li> </ul>	<ul style="list-style-type: none"> <li>• We got a lot of people up to speed about basic design.</li> </ul>	<ul style="list-style-type: none"> <li>• Our CAD team is significantly understaffed.</li> </ul>
<b>Financial</b>	<ul style="list-style-type: none"> <li>• We have great relationships with our current sponsors.</li> </ul>	<ul style="list-style-type: none"> <li>• We are privately run and have no school sponsoring us.</li> </ul>	<ul style="list-style-type: none"> <li>• People and corporations in the area are interested in kids going into STEM.</li> </ul>	<ul style="list-style-type: none"> <li>• Sponsorship is uncertain from year to year.</li> <li>• There are two other FRC teams in the area.</li> </ul>



SWOT ANALYSIS 2017

	<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
<b>Marketing/ Communications</b>	<ul style="list-style-type: none"> <li>We use our non-profit umbrella to sponsor FIRST teams and stay connected. We keep up communication with sponsors.</li> </ul>	<ul style="list-style-type: none"> <li>We could reach out to more teams through hangouts, Twitter, or Skype.</li> </ul>	<ul style="list-style-type: none"> <li>Many local Tech businesses are available for us to reach out to.</li> </ul>	<ul style="list-style-type: none"> <li>Our marketing team is small because of the limited people on the team to fill spaces.</li> </ul>
<b>Team Development</b>	<ul style="list-style-type: none"> <li>This year, even though many graduated, many new members joined, including members of a past FTC</li> </ul>	<ul style="list-style-type: none"> <li>Our younger members do not have much experience.</li> <li>We only have 17 members on our team this year.</li> </ul>	<ul style="list-style-type: none"> <li>Although our members may be young, they will grow up to be strong members, pulling the weight of the team.</li> </ul>	<ul style="list-style-type: none"> <li>We could run out of team members; however, we continued to get younger team members, so this doesn't seem like a pressing concern.</li> </ul>
<b>Robot</b>	<ul style="list-style-type: none"> <li>We have a fast robot with the capability to hold ~70 whiffle balls.</li> </ul>	<ul style="list-style-type: none"> <li>We are currently unable to intake whiffle balls from the ground.</li> </ul>	<ul style="list-style-type: none"> <li>We plan to be able to do all aspects of the robot game including whiffle balls, gears, hanging, and intake.</li> </ul>	<ul style="list-style-type: none"> <li>With limited members, we may not be able to complete all goals by our first competition.</li> </ul>
<b>Design</b>	<ul style="list-style-type: none"> <li>We have had 4 years of experience, so the design process has been streamlined</li> <li>Many people have learned SolidWorks.</li> </ul>	<ul style="list-style-type: none"> <li>Because we have fewer members on our team, fewer people can solely focus on design.</li> </ul>	<ul style="list-style-type: none"> <li>New team members have begun to get involved with new programs such as SolidWorks.</li> </ul>	<ul style="list-style-type: none"> <li>Our most knowledgeable experts in design are currently seniors.</li> </ul>
<b>Financial</b>	<ul style="list-style-type: none"> <li>We currently have good relationships with sponsors and demo and reach out to them regularly.</li> </ul>	<ul style="list-style-type: none"> <li>We have less sponsors and grants as previous years, and with fewer teammates, higher costs are assigned to each person.</li> </ul>	<ul style="list-style-type: none"> <li>Many Tech businesses are nearby, and we have many opportunities to reach out to new sponsors.</li> </ul>	<ul style="list-style-type: none"> <li>There are other teams in the area looking for money and grants as well, and with more competition, we are less likely to receive the money.</li> </ul>



SWOT ANALYSIS 2018

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	Strengths	Weaknesses	Opportunities	Threats
<b>Marketing/ Communications</b>	<ul style="list-style-type: none"> <li>We use our non-profit umbrella to sponsor FIRST teams and stay connected. We keep up communication with sponsors.</li> </ul>	<ul style="list-style-type: none"> <li>We could reach out to more teams through hangouts, Twitter, or Skype.</li> </ul>	<ul style="list-style-type: none"> <li>Many local Tech businesses are available for us to reach out to.</li> </ul>	<ul style="list-style-type: none"> <li>Our marketing team is small because of the limited people on the team to fill spaces.</li> </ul>
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<b>Financial</b>	<ul style="list-style-type: none"> <li>We currently have good relationships with sponsors and demo and reach out to them regularly.</li> </ul>	<ul style="list-style-type: none"> <li>We have less sponsors and grants as previous years, and with fewer teammates, higher costs are assigned to each person.</li> </ul>	<ul style="list-style-type: none"> <li>Many Tech businesses are nearby, and we have many opportunities to reach out to new sponsors.</li> </ul>	<ul style="list-style-type: none"> <li>There are other teams in the area looking for money and grants as well, and with more competition, we are less likely to receive the money.</li> </ul>



## PRIORITIES STRATEGY

### Marketing and Communication

- Provide an easy interface for team to communicate
- Allow our family, friends, sponsors, and community to see what the team is doing

### Community Outreach

- Participate in local community events
- Spread the word of FIRST to local children

### Continuing education/abilities

- Pass on knowledge to the younger members on the team
- Give and share our knowledge of what we have learned to others in our community
- Guarantee team longevity

### Cycle of Success

#### – Self-sustaining program

- Support newly graduated members and keep in touch
- Encourage graduated members to return to help mentor and teach.

### STEM Awareness

- Keep spreading the impact on STEM in the community.
- Visit Local events that have a STEM focus and bring the team.
- Mentor and advance other FIRST teams in the area in order to grow the community with people who are already involved in STEM.

### Support Academics

- Our team puts academics first and supports each member with academic challenges by creating a homework club environment.
- Allow each member to reach out for help from mentors or other members.



**MARKETING AND COMMUNICATIONS FOR WEBSITE STRATEGY**

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
<b><i>Our Team</i></b>												
Mission			X									
History			X									
Video/Pictures												
<b>Links/Blogs</b>			X									
Create year blog				X								
FIRST Updates				X								
Current Members							X					
<b>Engineering Content</b>												
On-line training			X	X	X							
Reference Materials				X	X							
<b>Presentations/Events</b>												
Update site with presentations				X	X							
Update site with new events/demos					X	X	X					
<b>Website Team/Updates</b>												
Identify Website team		X	X									
Schedule updates and additional content			X									
Training			X	X	X							





COMMUNITY OUTREACH STRATEGY

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
<i>Demos events</i>												
Volunteer at Kids Triathlon			X									
Sparkfun		X										
FLL Tournament						X						
<i>Contact Local Press</i>												
Reach out to local paper					X							
Find local Politian to assist in creating Robot Awareness Day				X	X							
<i>Visit Elementary Schools</i>												
One hour of code							X					
Research and start FLL team			X									
<i>Visit Middle School</i>												
Visit and bring robot to demo			X	X	X							
Offer to mentor FLL or FTC Team			X	X	X							
<i>Sell Light Bulbs</i>												
Order Light bulbs						X						
Organize sales					X	X						
Sell bulbs						X	X	X				
<i>Improve Website</i>												
Identify website team		X	X									
Develop wish list and plan out		X	X	X								



**ENGINEERING DESIGN STRATEGY**

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
<b>Skills Development</b>												
Improve CAD design		X	X	X								
Improve machining techniques and skills				X	X	X	X					
Learn CNC CAD sequencing		X	X									
Contact Local Business professional for additional learning opportunities		X	X	X								
<b>Classes /Workshops</b>												
Attend local workshops for FIRST				X	X							
Attend local workshops offered by local businesses			X	X	X							
<b>Target new and existing mentors</b>												
Reach out to new potential mentors		X	X	X	X							
Talk with local business leaders about mentoring our team			X	X	X							
<b>Virtual Classes</b>												
Start online classes to share on website		X	X	X	X							
Identify members to manage online classes/workshops		X	X									



**SPONSORSHIP STRATEGY**

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
<i>Obtain new Sponsors</i>												
Define List of sponsors and relationships					X							
Develop target sponsors						X						
Contact local and national interested businesses						X						
Start sponsorship advantages			X									
<i>Visit and demo for existing sponsors</i>												
Identify Local sponsors		X										
Develop new relationships			X									
<i>Apply for local and national grants</i>												
Identify new opportunities		X	X	X								
Draft new grant proposals				X	X							
Identify grant team members			X	X								
Submit grants by due dates					X	X	X					



THANK YOU TO OUR  
SPONSORS AND MENTORS



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