



# BUSINESS PLAYBOOK

2017-2018 SEASON

## Table of Contents

1.0	Introduction.....	3
2.0	Team Timeline.....	4
3.0	Team Structure .....	5
4.0	Outreach.....	6
4.1	Pure Outreach.....	6
4.2	FIRST Outreach.....	6
4.3	Community Outreach .....	6
4.4	Outreach in the Industry .....	6
5.0	Sponsorship .....	7
5.1	How to attain sponsors .....	7
5.2	How to sustain sponsors.....	7
5.3	Layout for Sponsorship Package.....	8
6.0	Chairman’s Award.....	10
6.1	Quick Tips.....	11
6.2	Checklist.....	12
6.3	Submission .....	13
6.3.1	Executive Summary .....	13
6.3.2	Essay Template .....	14
6.3.3	Presentation .....	15
6.3.4	Theme .....	16
6.3.5	Video .....	16

## 1.0 Introduction

The purpose of this document is to provide an overall understanding of Team 1241, THEORY6 Robotics' Business, Team Organization, and Chairman's Award processes. This document highlights all the important steps to be taken, gives a suggested timeline to complete these steps, and provides guidance on how each these steps should be carried out. This document involves the compiled list of processes and guidelines that have seen to be successful over the years for the team. We hope this resource will help any rookie or veteran team gain insight to our team operations and the practices which we have seen work the best. This document can be used as reference when working on administrative tasks such as team organization, attaining sponsors, and when working on the Chairman's submission process. However, this document outlines processes which may not work for all teams but is a resource teams may use to better refine their own processes, if they choose to do so. This document does not intend to replace any tutorials, workshops, or official documents that are still required to run an FRC Team, complete the Chairman's submission, or anything with such relevance.

## 2.0 Team Timeline

The following is the timeline Team 1241 uses throughout the season for business operations and can be used to provide your team with an outline to follow throughout the year. We run our team year-round, constantly working to improve our processes, see what new things we can introduce, and looking at new opportunities to take on.

Pre-Season: Sept. – Dec.	Team Recruitment and Organization Team List Parent List Mentor List STIMS Sign Up Sub-Team Org. Preparing Students Training Conducting Workshops Sponsorships Outreach Awards Preparation Parents Meetings Compile Food Schedule Documenting and preparing for Build Season
Build Season: Jan. – Feb.	Robot Build Outreach Spirit Submit Award Submissions Documenting and preparing for Competition Season
Competition Season: March – April	Attend Competitions Outreach Documenting and preparing for Post Season
Post-Season: May – June	Team Banquet/Celebration Student/Mentor/Sponsor Recognition Debrief of the Year Outreach Documenting and preparing for Off Season
Off Season: July – August	Prepping robot for Off Season Competitions Outreach Compiling documentation from the year and prepping for Pre-Season

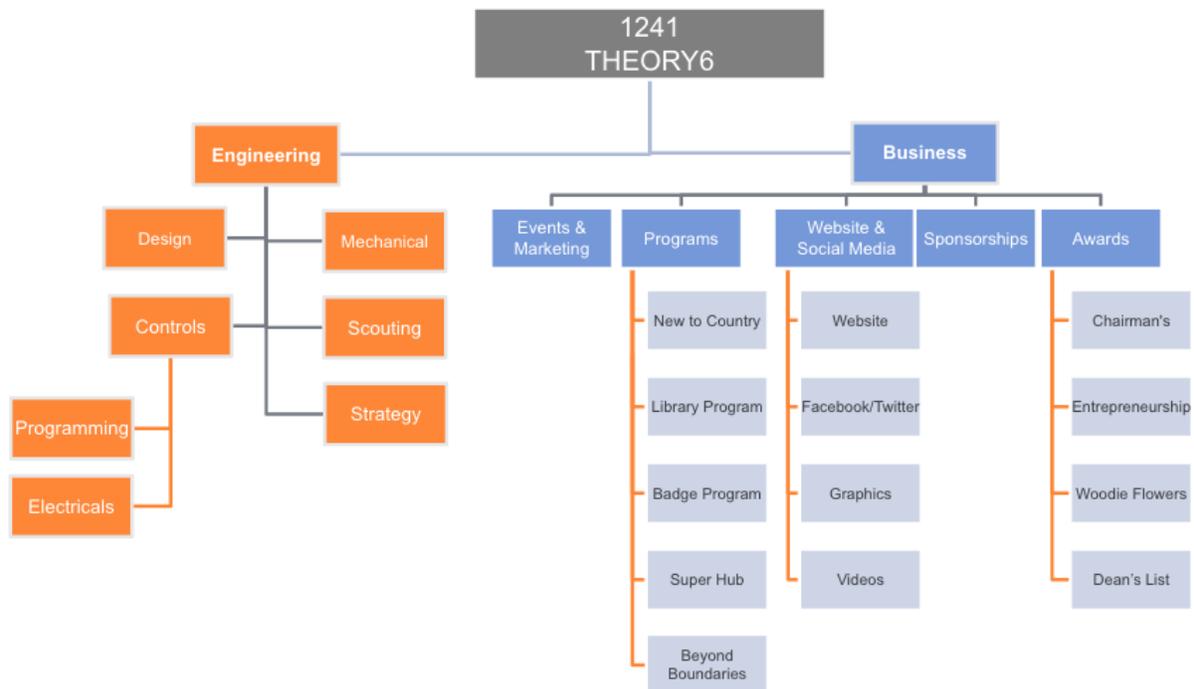
### 3.0 Team Structure

It is important to establish a team structure to help understand roles and organization of team resources. Many teams may follow a similar structure, however, we have formulated a structure that we have seen work the best and most efficiently. This helps us divide work evenly and manage team tasks and projects effectively.

Something that we do differently as compared to other teams is not having a team ‘captain’ or singular team ‘lead’. With time, we have seen that the students have built a better team dynamic by not having a single person represent the whole team or a single sub-group. We hold pride in every one of our students on the team as being team representatives as they hold equal responsibility and opportunity just as every other student.



## ORGANIZATIONAL STRUCTURE



## 4.0 Outreach

Outreach is an important part of any FIRST Team. Teams do outreach to help reach FIRST's goal of spreading the importance of learning in science, technology, engineering, and math (STEM). To us, outreach is more than just about bringing awareness to the program but building a better, brighter future for all. Outreach gives teams the opportunity to grow and shape the future leaders of tomorrow and have a voice in their community.

The following are categories that outreach falls under:

### 4.1 Pure Outreach

Pure outreach is focused solely on doing things for the good of society. In this type of outreach, teams commit acts from the good of their heart and don't expect anything in return. Some examples of pure outreach are fundraising and donating money to charity, collecting perishable food items and donating them to food banks, or even doing car washes to support a good cause.

### 4.2 FIRST Outreach

FIRST outreach consists of doing outreach that affects FIRST teams and/or the FIRST program, internally. Examples of FIRST outreach is helping FLL, Jr. FLL, FTC, or other FRC teams by providing resources, mentorship or starting up new FIRST teams as well. Other examples include presenting workshops at conferences for those in the FIRST program (i.e. design workshop), hosting FLL tournaments, or volunteering at FIRST tournaments.

### 4.3 Community Outreach

Community outreach is when the team is spreading the awareness of the program in the public, influencing others to get involved with FIRST, or exposing them to education in STEM related fields. Some examples of this type of outreach is like conducting Robotics Workshops at the Library, showcasing the team's robot at community fairs, demonstrating the robot at a Santa Claus parade, or even bringing in the robot to present at a Sick Kids Hospital.

### 4.4 Outreach in the Industry

Outreach that is done in the industry is done to potentially gain sponsors by attracting them to the program. This is a unique sense of awareness because it can excite workers from the industry to become industry mentors and become more involved with the program. This is also a great way to thank your existing sponsors by bringing your robot to their workplace to show the company what type of work you are doing. An example of this outreach is doing a showcase at a company.

## 5.0 Sponsorship

### 5.1 How to attain sponsors

Steps that will help you acquire sponsorships for your team:

- 1) Create a Sponsorship Package to send to a potential sponsor
- 2) Contact/email representatives from the company/business to build contacts
- 3) Invite representatives from the companies to attend events your team holds or even at competitions (regional/district events) to gain their interest
- 4) Find time to present at the company to tell them about your team and the FIRST program
- 5) Hold team parent meetings and find out if there are any parents who own a business/work at a company and are willing to take a sponsorship package and/or talk to their management for sponsoring the team

Remember: Sponsorships can come in all shapes and forms – it does not always have to be gaining funding but could be in tangible resources or industry mentors. A sponsorship can also come from all types of businesses; small or large!

### 5.2 How to sustain sponsors

Steps will help you maintain your partnership with your sponsors:

- 1) Once you've acquired a sponsor, you should send them a thank you letter and tell them all the great work you wish to do with their support
- 2) Send monthly updates on the wonderful things your team is doing so that they can be involved in your process
- 3) You may hold an appreciation event to thank your sponsors for their support

Remember: A sponsorship is a 2-sided deal. Ensure you are doing your part in showing your gratitude towards your sponsors by promoting your partnership and helping them gain awareness for their company as well!

### 5.3 Layout for Sponsorship Package

A template to help guide the written process for your Sponsorship Package

- 1) Title (Request for Sponsorship)
  - a. Subtitle (Who are we:)
    - i. Team number (ex. 1241)
    - ii. School (i.e. Rick Hansen Secondary School)
    - iii. Location (i.e. Mississauga, Ontario, Canada)
    - iv. # of members on your team
    - v. # of years you've been a team
  - b. Subtitle (What do we do:)
    - i. Brief description of FIRST Robotics
    - ii. What does your team encourage?
    - iii. What do the members get out of the experience of being on your team?
  - c. Subtitle (Our Vision)
    - i. What is your teams goal for the future?

**(FIRST PAGE ^)**

- 2) Title (Sponsorship)
  - i. Write a request/brief description on what you are looking for in the sponsorship as well as how they can benefit from the partnership
  - b. Subtitle (Benefits of Sponsorship)
    - i. Create a chart to go over specific benefits for the sponsor depending on amount of contribution. (Supporter, Bronze, Silver, Gold, & Platinum Sponsorship Levels)  
i.e.

Sponsorship Level	Contribution	Benefits to Sponsor
Bronze	\$1,000 - \$5,000	<ul style="list-style-type: none"><li>• Logo on webpage</li><li>• Logo on banner</li></ul>

**(SECOND PAGE ^)**

- 3) Title (About Robotics at \*School Name\*)
  - i. Talk about how robotics impacts the school and what influences the students to join the team
  - ii. Mention the challenges and obstacles the team faces and what makes the program unique at your school
  - iii. You may also talk about the things your team does out in the community
  - b. Subtitle (High School students get to:)
    - i. List off the things students accomplish on your robotics team (i.e. Apply real-world math and science concepts, Learn critical thinking and team building, etc.)
  - c. Subtitle (How does it benefit students?)

- i. List off what students gain from the experience of being on the team (i.e. Enhances their self-esteem, Increases their level of school involvement, etc.)

**(THIRD PAGE ^)**

4) Title (Budget)

- i. Create a chart that goes over exactly how the money is currently being used on the team

i.e.

Competition Registration Fees	\$20,000
Team Uniforms and Gear	\$4,000
	<b>Total:</b> <b>\$24,000</b>

5) Title (Our Accomplishments)

- i. List off team achievements such as awards, grants, etc.

**(FOURTH PAGE ^)**

6) Title (Contact Us!)

- i. Provide contact information that is critical for sponsor to use to reach your team if they are interested in learning more! (Provide an email and name – could possibly be of your team teacher, lead student, or mentor)
- ii. You can choose to add some pictures and images of your team at the end of this page!

**(FIFTH PAGE ^)**

Remember: Keep everything BRIEF and to the point so that it is easy for the reader to understand and all the info they need is provided in a short and concise form.

## 6.0 Chairman's Award

**As defined by FIRST:** "The Chairman's Award is the most prestigious award at FIRST, it honors the team that best represents a model for other teams to emulate and best embodies the purpose and goals of FIRST."

The Chairman's Award submission is comprised of 4 main components. These components are the Executive Summary, Essay, Video, and Presentation. An important thing to remember noting is that winning should not be the purpose for submitting for the Chairman's Award. Teams should see a submission as an opportunity to display the teams achievements and showcase how they are a role model team. The Chairman's Award more than recognizes the quantifiable evidence a team has for the things they have contributed in their society and the number of people whom they have impacted. This award recognizes each and every individual who put their heart, mind, and soul into doing things that make a difference to people, in the lives around them, and in the quality of the things they do.

## 6.1 Quick Tips

1. Start as early as October – November
  - a. By doing so, the students are given a “head start” and are able to begin collecting the information they hope to include in the submission.
    - i. Starting this early will allow students to become familiar with the Award requirements and can understand the deadlines they wish to meet. This will give students more time to work on the submission so that it will not coincide with build season deadlines.
2. Document everything (Internally and Publically)
  - a. This will benefit the team in the long run as it enables the students to look back and see what they have accomplished within days, months, or years. It will help the students figure out what content they wish to focus on in their submission as well.
    - i. Internally – Creating a Google Drive or Dropbox are effective ways for the team to place important documents for all to see as well as documents that are in the process of completion.
    - ii. Publically – By taking pictures, posting on social media, and updating the team website; students, mentors, parents, and those who are interested in getting to know what your team is about will be able to see the efforts your team is putting into the work you’re doing.
3. Use each part of the submission to tell a different part of the team’s story
  - a. Use the different portions that makes your team unique to tell a different story through the essay, the video, and the presentation. This can give judges a more in depth look into what your team is about and allows them to explore everything that makes the team stand out. It also helps you spread out your facts and content.
4. Provide the judges with a package to take away after your presentation
  - a. This will help the judges learn more about your team and your initiatives. By providing them with additional information to support the claims you mention in your presentation or touch on the things you did not have time to talk about in your presentation will provide judges with the opportunity to learn more and gain interest.

## 6.2 Checklist

How to make a STRONG Essay: (follow [6.3.2 Essay Template](#) to help construct the essay)

- ✓ Strong introduction to captivate the reader
- ✓ Talk about the impact of all individuals involved with the team (students, mentors, teachers, sponsors, etc.)
- ✓ Explain how you are a role model team
- ✓ Mention what makes you different from other teams - why are you special?
- ✓ How you have impacted individual people to large communities of people
- ✓ Use the terms 'mentoring', 'assisting', etc. accurately according to the definitions (refer to the FIRST website)
- ✓ Talk about the unique ways your team spreads the FIRST message
- ✓ List the short term and long term goals
- ✓ Use facts and stats to back up your claims
- ✓ Theme fits well with team brand and is not too distracting (if applicable)

How to ensure to have a POWERFUL presentation:

- ✓ Present to teachers at your school to be provided with feedback on how you present
- ✓ Make time to go through potential questions the judges could ask and practice answering them professionally
- ✓ Have your presenters attend team outreach events to talk to people interested in FIRST and your program
- ✓ Conduct team improv activities
- ✓ When practicing for the official Chairman's presentation, bold or highlight the words/sentences in the script the students should be announcing
- ✓ Try recording a video of yourself presenting and play it back to see where you could improve
- ✓ Use hand gestures to help convey your message more effectively but don't overuse them
- ✓ Display the enthusiasm you have to be presenting and display interest
- ✓ Come up with a breathing technique to help you calm nerves before presenting to help clear your thoughts and come out with a powerful message
- ✓ Props should not be too distracting that they take away from the presentation
- ✓ Try not to overthink what the message is you are trying to get across
- ✓ Most importantly - believe in what you're saying and exemplify your passion!

## 6.3 Submission

### 6.3.1 Executive Summary

The Executive Summary is a series of questions that teams must answer during the submission processes on STIMS. Below are the questions taken from the 2016 admin manual from [firstinspires.org](http://firstinspires.org). When answering these questions, teams will be able to list down and point out the most important information about the team which the judges are looking for.

By answering these questions before the written Essay component, it will allow your team to better understand what exactly the judges want in the essay and helps the students start off with an outline that can be used to guide the writing of the Essay.

Questions:

- Team Number
- Team Name/Nickname
- Briefly describe the impact of the FIRST program on team participants with special emphasis on the current season and the preceding two to five years
- Describe the impact of the FIRST program on your community with special emphasis on the current season and the preceding two to five years
- Describe the team's innovative or creative method to spread the FIRST message
- Describe examples of how your team members act as role models and inspire other FIRST team members to emulate
- Team's initiatives to help start or form other FIRST Robotics Competition teams
- Describe the team's initiatives to help start or form other FIRST teams (including FIRST LEGO League Jr., FIRST LEGO League, & FIRST Tech Challenge)
- Describe the team's initiatives on assisting other FIRST teams (including FIRST LEGO League Jr., FIRST LEGO League, & FIRST Tech Challenge) with progressing through the FIRST program
- Describe how your team works with other FIRST teams to serve as mentors to younger or less experienced FIRST teams (including FIRST LEGO League Jr., FIRST LEGO League, & FIRST Tech Challenge)
- Describe your Corporate/University Sponsors
- Describe the strength of your partnership with your sponsors with special emphasis on the current season and the preceding two to five years
- For FIRST Robotics Competition teams older than 5 years, briefly describe your team's broader impact from its inception
- Describe how your team would explain what FIRST is to someone who has never heard of it
- Briefly describe other matters of interest to the FIRST Judges, if any

### 6.3.2 Essay Template

Template to guide writing process:

- 1) Introduction (one paragraph)
  - a. WHO are you
    - i. Team number (ex. 1241)
    - ii. School (i.e. Rick Hansen Secondary School)
    - iii. Location (i.e. Mississauga, Ontario, Canada)
    - iv. Team mission statement
    - v. Catchy statement to engage the reader to continue learning about you
  
- 2) Body (# of paragraphs may vary)
  - a. WHAT do you do
    - i. Mention an initiative/goal your team is working towards (i.e. Reducing your carbon footprint)
  - b. HOW are you doing it
    - i. Say what steps are being taken/what have you done in the past to support this, what challenges occurred, what has been done towards the efforts of your initiative (i.e. Every team member bikes to school instead of taking a motorized vehicle)
    - ii. You can write about people you are working with to reach your end goal or make this initiative possible
  - c. WHY do you do what you do
    - i. Talk about the importance this has to your team and how it relates back to your mission statement
  - d. OUTCOME
    - i. Mention the IMPACT you wish to make/have made and the result of your team's efforts

**(REPEAT AS DESIRED)**

- 3) Conclusion
  - a. Reiterate the team mission statement
  - b. Mention what makes your team unique
  - c. Summarize how YOU ARE a role model team

### 6.3.3 Presentation

#### 6.3.3.1 Practice Questions

These questions can be used to help prep your presenters on potential questions the judges may ask in the interview portion of the presentation.

(Questions may vary based on # of years of experience the team has)

- 1) What has been your team's greatest challenge this year?
- 2) Describe your partnerships.
- 3) What role do your mentors play?
- 4) How do you show appreciation to your mentors?
- 5) How do you recognize your sponsors?
- 6) What do your mentors do for your team?
- 7) What impact has FIRST had on you, your team, and/or community?
- 8) How is your team a role model team?
- 9) What makes your team unique?
- 10) Where do you get your ideas for your presentations?
- 11) What impact has your team had on FIRST?
- 12) How is robotics incorporated into curriculum?
- 13) Tell us about your outreach.
- 14) Tell us about your fundraising efforts.
- 15) What do your parents think of all the time you spend on the team?
- 16) How do you promote FIRST in your community?
- 17) How are you supporting the FRC team you mentor?
- 18) What does gracious professionalism mean to you? Examples?
- 19) What/How have you improved on in the last 6-12 months?
- 20) How do you plan on improving in the next year?
- 21) What is the most significant change from the things you did last year to this year?
- 22) How would you convince someone to join FIRST who has never heard of it before?
- 23) Explain where you got (X) stat from.
- 24) Tell us more about (X) program.
- 25) What was the proudest achievement/memory of your team within this past year?
- 26) What do you wish you had done differently?
- 27) Explain how you best spread the awareness of STEM.

### 6.3.4 Theme

Constructing a Theme for Essay, Presentation, and/or Video:

A theme is not an integral part of your submission but can be used to convey a message that your team wishes to portray. It is not necessary to have a theme unless your team chooses to do so.

- 1) Brainstorm what your team VALUES
- 2) Find QUOTATIONS that could reflect your team and what you do
- 3) Use an ANALOGY, METAPHOR, or THEORY as a theme

### 6.3.5 Video

For the Video portion of the submission, you could cover the emotional story of your team. How did you come this far? What obstacles stood in your way? How did you overcome it? What have you established for your future? Don't undermine the importance of the video and the impact it has the ability of making.

What to think about during the creation of the video:

- Start by creating a timeline and calendar for the process of writing, filming, and editing
- Aim to have a dedicated sub-group to work on the execution of the video to ensure everything gets done on time
- Film raw clips throughout the season that can then be used when compiling the video as you will have B-roll footage that could assist in conveying the story
- Create a script and brainstorm ideas for storyboard to build a structured process of what should be filmed, and what content you wish to cover
- To gain inspiration on the direction you wish to take your video, get inspiration by looking at trailers and promotional videos on YouTube

It is important to look at the admin manual from [firstinspires.org](http://firstinspires.org) to gain an understanding of the requirements FIRST has put out for the Chairman's Video. The following is a list from the admin manual from [firstinspires.org](http://firstinspires.org) that provides information on Video format:

The Video format should be as follows:

- A 16:9 ("widescreen aspect ratio")
- Not more than 3 minutes long, no shorter than 1 minute long.
- Include a clean audio track
- Free of copyright restrictions, including music.
- May be presented to Judges as a DVD or on a USB Flash Drive