



Ov3R1y

K O M P 1 3 X



8708

Business Plan



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Who Are We?

We are FRC team 8708, Ov3R1y K0Mp13X. We are one of two *FIRST* teams under The Dunbarton and Bow Robotics 4-H club. Our 4-H club is the only STEM 4-H club in our county; however, we have paved the way for more to start in the state. 4-H is commonly seen as an agriculture program but offers so much for any project or club, including STEM, business, and leadership. We have the mission of building a place for students to learn about STEM alongside real-world professionals. We believe that by providing access to tools and mentors from different career fields, we can empower the next generation of leaders in STEM.

Team History

Dunbarton and Bow 4-H Robotics Club was founded in 2019 by the 3 students and 2 mentors after graduating from FLL team 18611, Technomancers. Under this club was FTC team 7078, Ov3R1y K0Mp13X. The FTC team was created in 2019 with the creation of our 4-H club. In the 2021-22 season, FRC team 8708 was founded with 12 students and 4 mentors. The team was added to the 4-H club. With such a small team, most students did both FTC and FRC and we were a fraction of the size of a normal FRC team. Despite the odds, we exceeded our own goal by making it to *FIRST* Championships and winning the Rookie All-Star Award. We ended the season with 3 awards, and during the offseason, we gathered 3 more. During the offseason of our first year, we attended 4 outreach events, this year we attended 3 offseason competitions and 9 outreach events. By the start of the second season, we were at 20 students in FRC alone. We also gained a business mentor expanding our mentor base to include computer science, mechanical engineering, electrical engineering, and now business. The variety of mentors means that each one has a unique background that they can bring and use to help us get to where we are trying to go.

5 Year Plan

- Increase participation within our club and within our local 4-H with outreach. Both by putting our name out there, and by helping other 4-H clubs put their name out there.
- Make our 4-H club K-12 by adding *FIRST* Lego League
- Continue to seek out professionals in different career fields to help us throughout our season.
- Continue seeking out sponsorships from companies, both local and large companies.
- Continue keeping our club free for students to participate in by getting sponsorships from companies.



Fundraising

For fundraising, we do a few things. First, we teach students to learn how to do an elevator pitch by bringing them to outreach events. During these events, we pair them with someone who has been on the team for longer, so they can see how others do it while learning a little more about the team. We ask that each student talks to 3 companies each year to help get the word out about our club. They discuss ways the company can help with either goods, services, or sponsorship dollars. We have been able to secure parts banners, supplies, and funds by talking to companies. Second, we apply for any grants we qualify for. We reach out to the companies and thank them for their support which has resulted in repeat assistance. Lastly, we have amazing support from our community through our charity account on PayPal. Last season after qualifying for *FIRST* Championships, we had less than 3 days to get to Houston with all of our stuff. We also did not have the funds to pay the registration fee. We advertised our success and need to the people in our town and in about 24 hours we raised over \$7,000 on our PayPal account! This year, we have increased our budget and sponsors just in case we are able to qualify again.

Team Structure

Our team has different sub-teams: robot, marketing, and strategy. Each section has a vice president who manages that sub-team, setting deadlines and checking progress. The robot sub-team has smaller sections: CAD, electrical, mechanical, and programming. The strategy team has smaller groups including the initial strategy with the rest of the team and scouting. The marketing team has smaller teams including social media, branding, and marketing. The president coordinates with the vice presidents, which helps ensure we are making constant progress. Our sub-teams allow students to get hands-on experiences with anything they want to try. It allows new students to come in and try out everything before being part of the team. The sub-teams are also set up in such a way that students can be a part of multiple based on what they want to learn.



4-H Involvement

The 4-H is a program that promotes the use of learning skills including communication and collaboration through a project. Students can display these projects at local fairs and compete in animal shows and other small competitions. The clubs in the 4-H work to have a project but also give back to the community in one way or another. Our FRC members help out some of the other clubs, including the Youth leadership team, Community ambassadors, and STEM ambassadors. We work to help them by sharing our experiences and leading them to a solution. Our students also attend 4-H events state-wide and nationally.

We enjoy outreach a lot however, one stands above all: The Hopkinton Fair. We first attended the Fair with two FTC robots in 2021. We put up posters for FRC and talked about both programs. We had a small space that couldn't even fit the FTC field in the 4-H exhibit hall. It was narrow and did not have a lot of space. We were the first-ever interactive display within the 4-H building. This was successful, as the building had a constant flow of people within it.

In our second year, we were asked to make it bigger! We were offered our own building with a lot more space. This space was 38x49 and we were able to set up multiple stations across, an area for FRC, an area for FTC, and an area for teaching students how to code using Minecraft. The building was renamed "4-H Robot Building", we were added to the map, they used our robot as advertising in the paper and on Facebook, and they announced us multiple times a day on the intercom. We spent five days in total at the fair, and each one was packed all day.

This year we are taking it one step further; we are making a STEM-based competition for anyone to compete in during the fair. We want this to be similar to other 4-H competitions to provide students not in Agriculture something to compete in during the fair. We have the approval at the Hopkinton Fair as a pilot. We are working towards a competition for fairs across New England and at the Big E.

Also, from our involvement at the Hopkinton Fair, we were asked to again make it bigger this time at The Big E Fair in 2023. When we are working with the state coordinator to create a space at the Big E for any 4-H team to present during the week for their state. We plan to help coordinate with other FRC 4-H teams and show New England what *FIRST* is all about!

Lastly, we were asked to represent what the 4-H does at the NH shareholder meeting. We will demo our robots (both FRC and FTC) at this meeting to show what the 4-H does.



Community Involvement

Since FTC Competitions started up, we became the go-to team for event volunteers. Because the state is struggling to get Volunteers, they asked every team to provide 2 volunteers for one event. Instead, we stepped up and as a team attended 2 qualifying events helping with inspections, Game Announcing, emceeing, and running queuing. We have been asked to again help at the FTC state championships which we plan to attend.

We attend events in our hometown which include Old Home Day and Halloween. For both events, we have a spot designated to us and have attended twice. We are openly welcomed back each year with our robots. After our first season of FRC, we were asked to have our robot, Ted Ballin, in the Old Home Day parade. We agreed and had two students with a banner walk ahead of a truck that held the two drivers. The two drivers drove the robot, picking up balls and shooting them. The rest of the team picked up the balls and rolled them back to the robot. The crowd watched in awe, most of them shocked to see something that students had built. After the parade, the FTC and FRC team demoed, letting students drive the robots. For the Halloween event, we set up our robots and the C@nd1 D-V1c3; our first year Halloween was going to be a struggle, but one of our students went to a selectman meeting and helped us get permission to be there and put up a tent.

Another outreach we have participated in is assisting at the FTC coach's workshop. This workshop is designed to teach new coaches all about FTC. We helped them learn programming and then provided tips on how to prepare for the season. We also host a discord channel for all FTC teams in the state. This discord allows all FTC teams access to mentorship, parts swap, and a way to meet teams around the state.

Despite previous struggles with being included in our school, we asked to be a part of their STEAM Day. The school agreed and we were able to demo to students that go to our school and local students. Once we were back from World Championships, we were also asked to do a podcast about what it was like and what we did at our school. Lastly, we formed a good bond with the VEX team at our school and have multiple students who are a part of both teams. We work to help each other out by bouncing ideas off of one another. This is so that we can help each other be successful in the best way possible working together.

Lastly, we currently are working with other teams, even ones not super close. We are working with teams 3138 and 456 and others on FIRES, which is scouting software. We have our strategy team working with them to help structure the program for use during the season. The software is created and managed by 3138 who is no longer competing in FRC. The collaborative effort provides input on what needs to be scouted for the season and keeps the software available for all teams to use.



8708

Branding Standards



The success of our team brand depends on the consistent and frequent use of key elements, which, when used effectively, produce a powerful and lasting impression.

Purpose of Branding Standards

Team 8708 has developed these branding standards to help strengthen our brand through consistent display. By having a unified brand, our team both appears more professional and stands out in both our community and the competitions in which we participate.

Branding Changes

The business subteam may change the branding standards at any time with approval from the leadership team and our mentors. It is necessary that members of the team uphold these standards to create a unified presence for the team.

Team Name

The official team name is to be used when necessary. The nickname may be used in any formal documents, however, must be spelled out with proper capitalization. The team name is a key part of our identity, and because of this, it must be present on any documents related to our team. Changes to the team name cannot be made without a complete consensus of the Team 8708 student leaders & mentors.

Official Team Name: NASA/DoDEA/PTC/West Coast Products/4-H/Dunbarton & Bow Robotics 4-H Club/FIRST&Family/Community or
Team Nickname: Ov3R1y KOMp13X

In written and verbal communication, Team 8708 should always be referred to as Ov3R1y KOMp13X or The Dunbarton and Bow 4-H Robotics Club

The OK

The Team 8708 OK should be used following the listed standards. The logo consists of three colors depending on the usage: black(#000000), white(#FFFFFF), and orange(#FF8708). The OK symbol can either be black text on white background, white text on an orange background, or orange text on black background. Our Team logo follows the same rules, however, may only be used on documents, banners, and team swag, unless otherwise specified by our team.



The OK or Team logo should also be on any materials released by Team 8708.



Unacceptable 'OK' **Treatments**

The hexagon should not be:

- Stretched out of proportion
- Displayed on a low-contrast background
- Enclosed by a border or any other design element
- Recreated with substitute fonts
- Styled with any 3D effect
- Tilted or rotated
- Watermarked behind text (unless determined by team 8708)
- Displayed at partial opacity
- Cropped
- Duplicated to create a pattern



Or any other variation, unless it is accepted by the Team 8708 Leadership team and its mentors.

Typography

Team 8708 has elected to choose these fonts to use.

The font “Verdana” should be used primarily for all logo design, while the font “Times New Roman” should be used in all written communication.

Vertical lettering should be avoided.



Branding on team robots

Team 8708's competition robots should always display the team number and the logos of all sponsors when displayed publicly or in competition. All graphics, sponsor logo layouts, and side panels must be approved by the media subteam leader. This includes robots of all sizes.

On FRC robots, the "8708" numeral should be displayed in white on each side of the robot's bumpers. If no bumpers are used, the hexagon should be displayed in white vinyl on black-painted polycarbonate.

On all robots, sponsors who donated over 2,000 should be displayed in full color (if possible).

On FRC robots, the logo should be displayed on black-painted polycarbonate. The logos of non-sponsors should not be present.