

Team 2928 Viking Robotics
Entrepreneurship Award Format

- 1) Title page (Company Name + Address + email + website)
- 2) Table of Contents Page
- 3) Executive Summary (1-2 pages) **NOTE: Complete Executive Summary Last**
 - Mission Statement:
 - Objective: *Goals*
 - “Keys to Success”:
 - Date the team began:
 - Names of the founders and the functions they perform:
 - Who are your sponsor: *can include last year’s sponsors*
 - What you do/services rendered: *(community outreach and benefits the sponsors receive for funding your team)*
 - Relationships and information regarding current sponsors
 - Summary of team growth – what has your team done in the past leading up to this point. *(Keep it short 2-3 paragraphs)*
 - Summary of team’s future plans *(1-2 paragraphs)*
- 4) Team Description:
 - Location and its benefits
 - History (mentors, funding, team population, outreach)
 - Start-up Plan: *Refer to the beginning of your season’s to-do list. Include your business concept and how you plan to accomplish it.*
- 5) Income Analysis
 - Needs and Trends: *What do you need at the beginning of every season (ex: funds, mentors, advertisement, materials, etc.) and the general steps to do this.*
 - Long-term plan (insurance)-risks: *What if you lost some or many of your sponsors? What is your emergency plan?*
 - Goals: *Why do you want a stable business plan?*
- 6) Sponsor Analysis
 - Who they are?
 - Who to target?
 - How they can be reached?
 - What information is given to them?
 - Sponsors receive what in return?
- 7) Market Analysis
 - Targeted market *(school system, sponsors, FIRST, etc.)*
 - Market Description
 - What is your product? *How do you help?*
- 8) Management Plan
 - Roles of the mentors/kids
 - Essential roles of management
 - Team responsibility *(as a team)*
- 9) Strategy
 - Budget

- Tracking/recording methods
 - Save by recycling Material?
 - Discounts used (*coupons /connections/ sales watch*)
 - Save to fund other educating programs?
 - Save for next year's season?
- 10) Web Plan Summary
- Sponsor Logo Displayed?
 - Sponsor Recruitment campaigns?
 - Donation Form (optional)
- 11) Financial Analysis
- Profit and Loss Stats
 - Cash flow Chart (MUST HAVE) *Data collected is of every year from first year*

Appendices

This section should include as attachments:

- Brochures of your team
- Copies of press articles and advertisements (if available)
- Pictures of your team location and robot (optional)
- Information supporting the growth of your team (optional)
- Key business agreements