
TEAM 4939

ALLSPARK9



2018/2019 BUSINESS PLAN
ALLSPARK9, FRC TEAM 4939
CENTRAL PEEL SECONDARY SCHOOL

FRC Team 4939
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1.0 EXECUTIVE SUMMARY

1.1 Mission Statement

Our goal is to inspire the future leaders in STEM by providing them with empowering opportunities where youth in our community are able to innovate, use critical thinking skills, and grow and develop important skills in order to thrive in the 21st century.



1.2 Team Summary

Team 4939: AllSpark9, was founded in 2013 at Central Peel Secondary School. Starting as a small group of students interested in STEM education, it was led by Mr. Anthony Griffith and Mr. Kevin Ali, science teachers at Central Peel. Today, we have 106 students, of which at least 50% are female. All of the students attend Central Peel Secondary School, which is located in the heart of Brampton. Students on the team regularly spend days after school and weekends working on our initiatives and building our robot, both at Central Peel and Rick Hansen Secondary School in Mississauga. Our team thrives on student-led and mentor-assisted practices. By splitting the team into small sub-teams like CAD (Computer Assisted Design), Programming, Electrical, Pneumatics, and Business, this allows for an increase of success across the board, achieved by the team.



2.0 TEAM BACKGROUND INFORMATION

2.1 The Team

Rookie Year: 2013

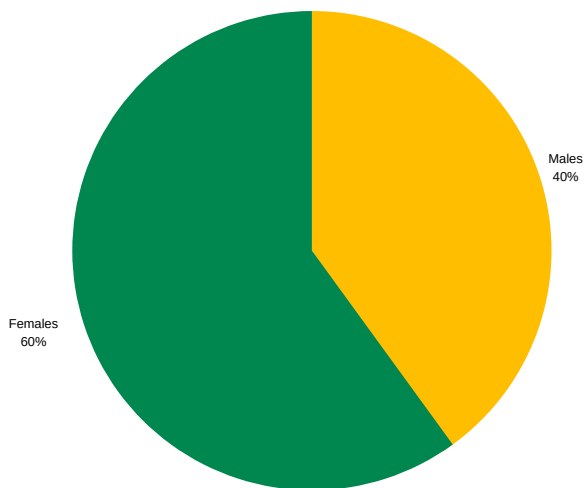
Location: Brampton, Ontario

School Affiliation: Central Peel Secondary School

Mentors: 2 Teachers, 2 Engineers, Past Students and FRC Teams 1241 & 1285

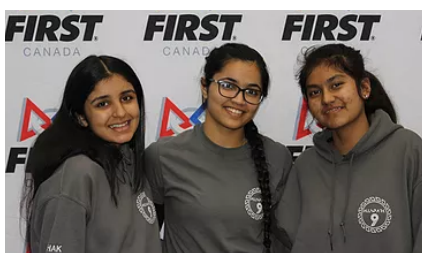
2.2 Demographics

Team 4939: Allspark9 Team Demographics



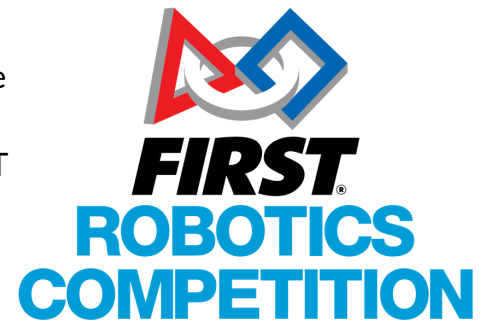
2.3 Our Goals

- Empower female students of all ages and backgrounds in STEM
- Engage elementary school students in STEM through outreach initiatives such as the Sparkin' STEM conference and First Lego League teams
- Allow for students in visible minority groups to have equal opportunities to create and innovate in the STEM fields
- Continue to compete and succeed in FIRST Robotics Competitions at the district, provincial and international levels



2.4 FIRST®

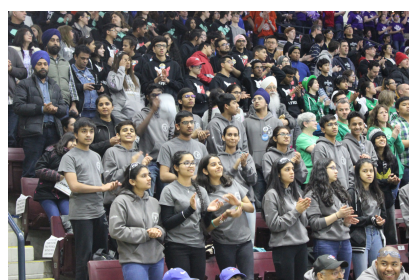
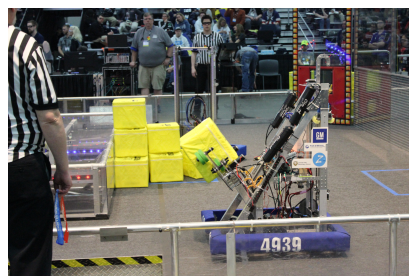
For Inspiration and Recognition of Science and Technology, otherwise known as FIRST®, is an international youth organization operating the FIRST® Robotics Competition, FIRST® LEGO League, FIRST® LEGO League Jr. and FIRST® Tech Challenge. The organization was founded by Dean Kamen in 1989 and in the past 30 years, has grown to include 400 000 students worldwide. FIRST is about more than just building robots. The organization values Gracious Professionalism and Coopertition which are values that inspire encouragement and collaboration between teams. Since the founding of Team 4939 in 2013, the team strives to practice these principles throughout the season.



3.0 TEAM SUCCESS AND ACCOMPLISHMENTS

3.1 2017-2018 Season Summary

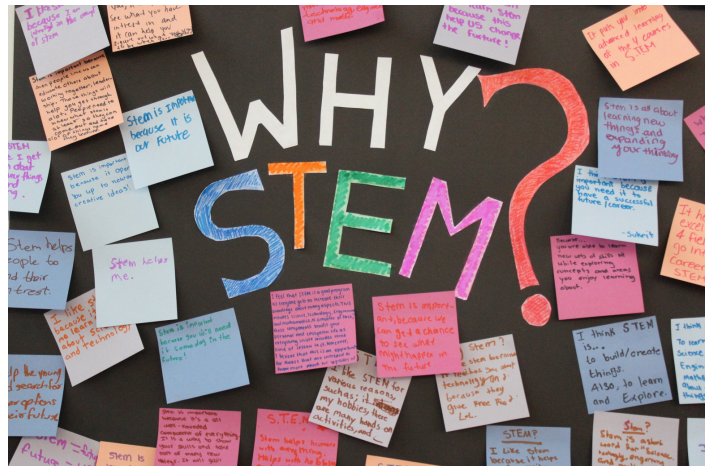
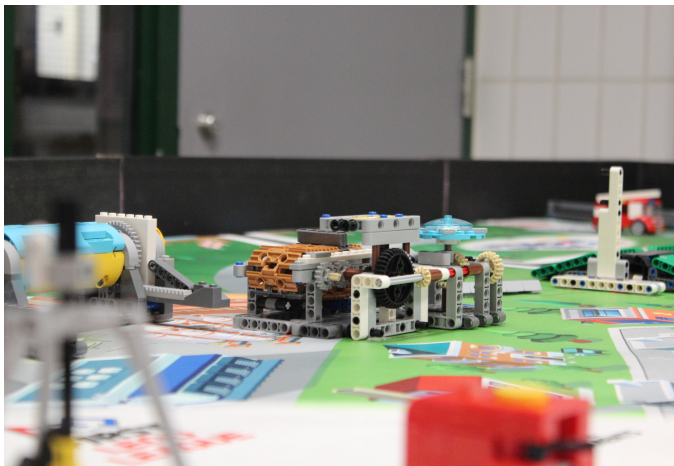
Team 4939: AllSpark9 attended the FIRST World Championships twice in 2017 and 2018. Through persistence and hard work, we were able to qualify for the Provincial competition at McMaster, where we won the Technology Division in the championships. The collaboration and sportsmanship we demonstrated at our provincial competition was what allowed us to reign victorious at McMaster. After Provincials came the World Championships, and our sponsors generously supported us and made our dream of attending the competition a reality. The last two weeks of April 2018 were full of excitement and thrill, as we met thousands of other teams just as passionate as us about STEM, youth empowerment, and outreach. Overall, it was a very successful season and we've already started off this year with amazing strides forward.



3.2 Outreach Initiatives

FIRST is more than just building robots - it's about building long-lasting relationships that offer guidance and mentorship. Team 4939 has always wanted to help out in our community through various outreach events targeted towards different age groups in order to inspire a love of STEM in youth. In the past, these initiatives have included:

- the Sparkin' STEM Conference - 50 students ages 10-15
- the SPARK Hackathon - 150 students in the GTA ages 14-18
- founding two FIRST Lego League teams in middle schools in our community
- volunteering at a rehabilitation centre for students with disabilities to learn robotics
- hosting the Peel Empowering Modern Learners conference to inspire more teams in our region
- weekly workshops for students after school to pursue different components of robotics



4.0 FINANCIAL PLAN

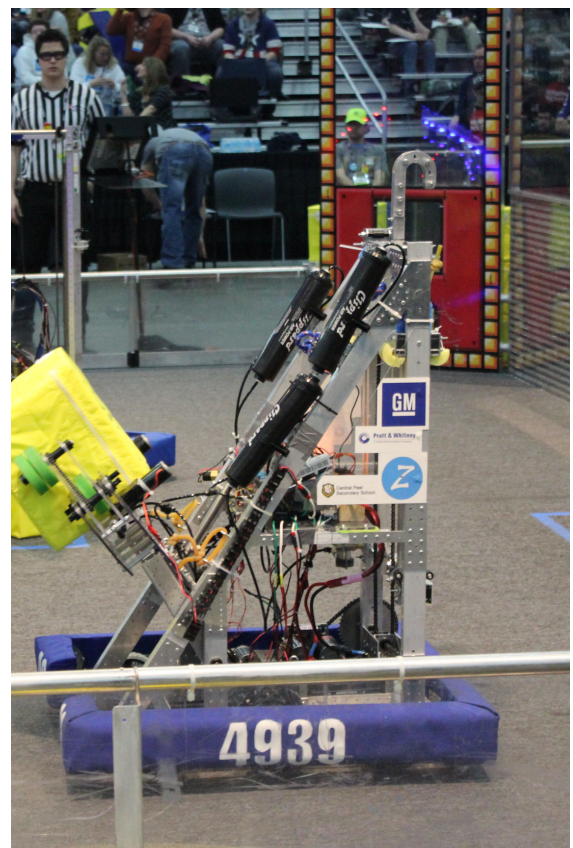
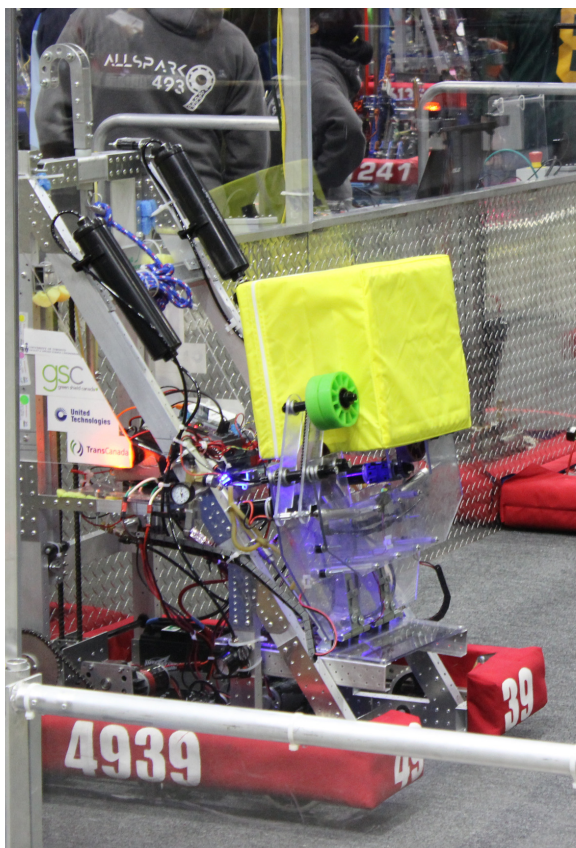
4.1 Sponsors

Sponsors are the team's primary source of financial support. Building a robot, travelling to the various district, provincial, and national competitions, and competing at these competitions are quite costly for a high school-based robotics team to afford. Sponsors can help us improve our chances of being able to successfully compete in various competitions. Each year, we look for new sponsors, which help us to complete some of our goals for various projects on the team.

Benefits to Potential Sponsors:

As a sponsor, you would not only be supporting STEM education, and helping students in the robotics program. Sponsors of our team receive much promotion, and your company's logo can appear on many marketing mediums, some of which are listed below.

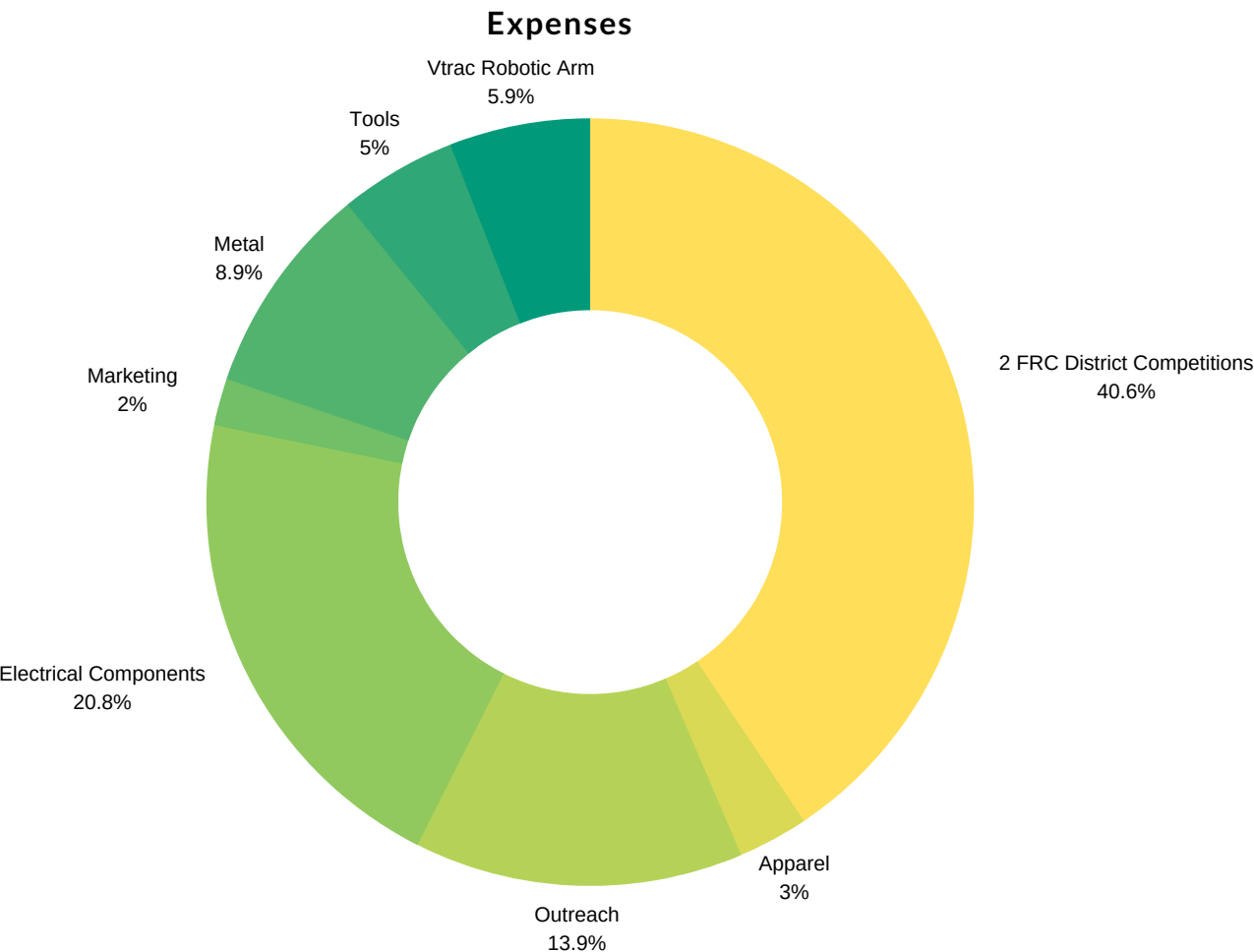
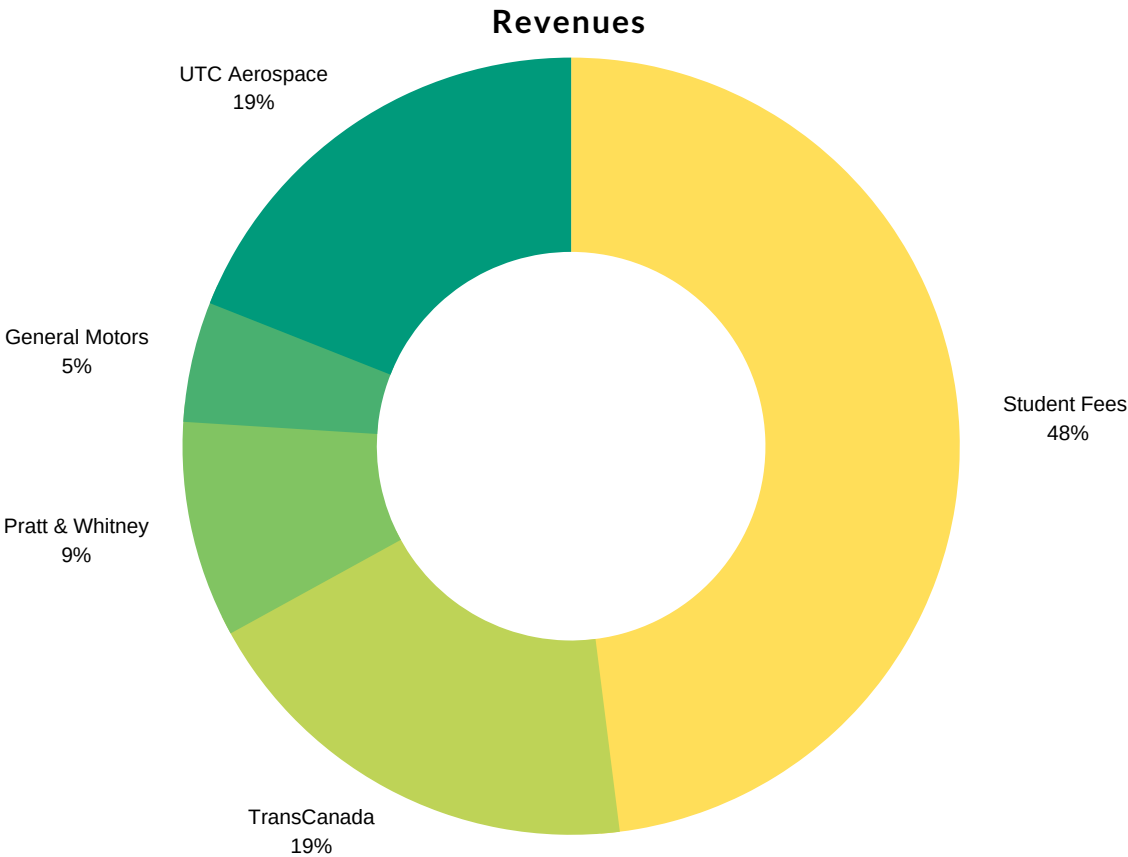
- Business Plan
- Robot
- Team Website
- Peel Board Events
- Newspaper Articles
- Team Banners and Flyers
- Twitter Page
- Facebook Page
- Instagram Page



4.2 Levels of Financial Sponsorship

Platinum \$5000+	Robot	Large Logo and Name of Business
	Banner	Large Logo and Name of Business (displayed at all events)
	T-Shirts and Sweaters	Large Logo and Name of Business (worn at all events)
	Website	Logo and Link of Sponsorship Page
	Social Media	Logo on Team 4939's Twitter and Facebook pages
	Appreciation	Thank You Plaque (if requested) and Team T-Shirt
Gold \$1000-\$5000	Robot	Medium Logo and Name of Business
	Banner	Medium Logo and Name of Business (displayed at all events)
	T-Shirts and Sweaters	Medium Logo and Name of Business (worn at all events)
	Website	Logo and Link of Sponsorship Page
	Social Media	Logo on Team 4939's Twitter and Facebook pages
Silver \$500-\$1000	Robot	Small Logo and Name of Business
	Banner	Small Logo and Name of Business (displayed at all events)
	T-Shirts and Sweaters	Small Logo and Name of Business (worn at all events)
	Website	Logo and Link of Sponsorship Page
	Social Media	Logo on Team 4939's Twitter and Facebook pages
	Appreciation	Team T-Shirt
Bronze \$100-\$500	Robot	Small Logo and Name of Business
	Banner	Small Logo and Name of Business (displayed at all events)
	T-Shirts and Sweaters	Small Logo and Name of Business (worn at all events)
	Website	(not included)
	Social Media	(not included)
	Appreciation	Thank You Letter

4.3 Anticipated Operations Budget Breakdown



4.4 Operations Budget (2019)

<u>Revenue</u>	
Student Fees (based off of 100 students)	\$10,000.00
TransCanada Sponsorship	\$4,000.00
Pratt and Whitney Sponsorship	\$2,000.00
General Motors	\$1,000.00
UT Aerospace Systems	\$4,000.00
Total Revenue	\$21,000.00
<u>Expenses</u>	
<u>Incurred</u>	
2 FRC District Competitions	\$9,000.00
Apparel	\$600.00
Sparkin' STEM Outreach Event	\$1,000.00
Vtrac Robotic Arm	\$1,200.00
Total Incurred Expenses	\$11,800.00
<u>Projected</u>	
Electrial Components	\$4,500.00
Future Outreach Projects	\$2,000.00
Marketing (Team SWAG)	\$500.00
Metal	\$2,000.00
Tools	\$1,000.00
Total Projected Expenses	\$10,000.00
Total Expenses	\$21,800.00

The money we save each year goes towards our fund for next year. Corporate support allows us to do more each year and raise more awareness for STEM education. With your help, we can host more events, build a better robot, and promote your company.

5.0 CONCLUSION

5.1 Final Message

Team 4939 strives to empower the youth in our community through STEM education and leadership as we compete in FRC competitions and host outreach events. However, our team relies on the financial support of corporate partners to make our dreams a reality. By donating money to Allspark9, you will be investing in the future of STEM. Your donation would allow members of our team to buy tools, robotic parts, educational experiences and of course, be able to compete at the district, provincial and international levels. The impact of this donation will directly benefit 150 students ages 14-18, but will be appreciated by an audience of thousands at FIRST Robotics Competitions. For any other questions, please don't hesitate to email us at FRC4939@gmail.com. Our social medias and website can be found below.



6.0 CONTACT INFORMATION

6.1 Social Media

Social media is not only a method of marketing the team uses, but a great way to communicate and showcase our success. Team 4939 uses social media in versatile ways to promote outreach, and depict our robotics efforts. Our website also has information about our team.

Instagram: @team4939

Twitter: @frc4939

Facebook: @frc4939

allspark9.com

