

**POTENTIAL  
ENERGY  
3323**

**BUSINESS PLAN**

## MISSION STATEMENT

FIRST ROBOTICS TEAM 3323, POTENTIAL ENERGY'S MISSION IS TO SPARK MOTIVATION FOR IMPROVEMENTS IN LEADERSHIP AND TECHNOLOGY SKILLS FOR FUTURE GENERATIONS IN ADDITION TO SPREADING AWARENESS OF THE STEAM FIELDS TO POSITIVELY AFFECT THE CULTURE OF EDUCATION; ALL WHILE BUILDING A ROBOT! TEAM 3323 STRIVES TO PUT THE STUDENTS IN LEADERSHIP POSITIONS IN THE TEAM. AS MEMBERS OF THE TEAM MOVE ON FROM HIGH SCHOOL THEY WILL FIND THEMSELVES IN PLACES WHERE THEY WILL HAVE TO USE THEIR LEADERSHIP SKILLS IN ORDER TO ACCOMPLISH A GOAL. HAVING PREVIOUS EXPERIENCE BEING IN THESE POSITIONS OF LEADERSHIP WILL HELP THE MEMBERS OF TEAM 3323 IN BEING MORE SUCCESSFUL IN THEIR FUTURES. PROVIDING A PLACE FOR STUDENTS TO EXPLORE THEIR POTENTIAL IN TECHNOLOGY PLAYS AN EQUALLY IMPORTANT ROLE IN THE MISSION OF TEAM 3323. FIRST ROBOTICS PROVIDES A GOOD OPPORTUNITY FOR STUDENTS TO EXPLORE THEIR INTERESTS IN TECHNOLOGY AND TO EXPERIENCE MANY OF THE DIFFICULTIES THAT ENGINEERS MAY EXPERIENCE IN THEIR CAREERS WITH THE

## TEAM ORIGIN

TEAM 3323 WAS FORMED IN THE YEAR OF 2010 AT CAMPBELL HIGH SCHOOL. CAMPBELL HIGH SCHOOL IS LOCATED IN LITCHFIELD NH, WHERE WE ARE STILL CURRENTLY BASED. THE TEAM STARTED ITS JOURNEY WITH ONLY 10 MEMBERS BUT NOW WE HAVE GROWN TO AN IMPRESSIVE GROUP OF 34 MEMBERS ON THE TEAM. TEAM 3323 HAD TO OVERCOME MANY CHALLENGES IN ORDER TO BECOME A FULL-FLEDGED FRC TEAM. ONE OF THE CHALLENGES THE TEAM HAD TO FACE AT THE BEGINNING OF THEIR JOURNEY WAS TO GATHER THE NECESSARY FUNDS TO PARTICIPATE IN FRC EVENTS. ANOTHER CHALLENGE THE TEAM EXPERIENCED WAS THE LACK OF NECESSARY SPACE TO PROPERLY CONSTRUCT A ROBOT AND STORE THE TOOLS NEEDED TO DO SO. THE FINAL MAJOR CHALLENGE THE TEAM WAS FACED WITH WAS THE LACK OF SCHOOL AND COMMUNITY SUPPORT. THE TEAM WAS ABLE TO OVERCOME THESE CHALLENGES THROUGH A COMBINATION OF HARD WORK, COMMUNITY SERVICE, AND LOTS OF FUNDRAISING.

## RELATIONSHIPS

WE ENGAGE OUR TEAM AND HAVE FUN BY MAKING SURE EVERYONE HAS A POSITIVE ATTITUDE AND MAKING SURE EVERYONE CAN DO SOMETHING. HOW IT WORKS IS WITH THE TASK BOARD. THE CATEGORIES ON THE BOARD ARE: FINISHED, IN PROGRESS, AND NOT STARTED. SO IF ANYONE NEEDS SOMETHING TO DO THEY CAN JUST LOOK AT THE BOARD! EVERY SUB-TEAM HAS ITS OWN TASK BOARD. WE INSPIRE THE TEAM BY PROVIDING MEALS, AS FOOD CAN BE A VERY GOOD MORAL BOOSTER. NOT EVERYTHING WE LEARN IS ABOUT ROBOTS, WE LEARN VALUABLE LIFE SKILLS THAT WE CAN USE FOR OUR FUTURE. WE HAVE FOUND THAT THE BEST WAY TO RETAIN MEMBERS IS

MAKING SURE THEY ARE HAVING FUN, AND WE TRY TO DO THAT AS OFTEN AS POSSIBLE.

WITHOUT MENTORS OUR TEAM WOULD BE LOST. THEY GIVE US VALUABLE EXPERIENCE AND DEDICATE SO MUCH OF THEIR TIME TO US. WE ENGAGE OUR MENTORS BY ASKING FOR THEIR HELP AND SHOWING THEM THE RESPECT THEY DESERVE. WE INSPIRE OUR MENTORS BY THANKING THEM AND MAKING SURE THEY FEEL WELCOMED TO OUR TEAM, AS WE WOULD NEVER WANT TO LOSE ONE OF THEM. IN ORDER TO RETAIN OUR MENTORS WE SHOW THEM OUR APPRECIATION AS OFTEN AS POSSIBLE.

SPONSORS AND THE COMMUNITY ARE VITAL TO ANY TEAM. THE BEST WAY TO ENGAGE BIG CORPORATIONS LIKE BAE, IS TO THANK THE PEOPLE THAT WE DO KNOW IN THE COMPANY BY GIVING THEM THANK YOU PACKAGES. WE LIKE TO INFORM OUR SPONSORS OF WE HAVE ACCOMPLISHED EACH YEAR. WITHIN OUR COMMUNITY WE SHOW OFF OUR ROBOT IN PARADES AND PEP RALLIES. WE ALSO PLAN COMMUNITY OUTREACH EVENTS TO EDUCATE THE YOUNGER AGE GROUP IN OUR TOWN.

FUTURE PLANS IN THREE YEARS WE PLAN TO BE A WELL KNOW TEAM IN THE STATE OF NEW HAMPSHIRE, AND ESTABLISHED IN OUR COMMUNITY.

#### YEAR ONE

FUNDRAISING. YEAR ONE WILL HAVE FUNDRAISERS SUCH AS A MOVIE NIGHT AND A STEM CAMP FOR THE KIDS OF LITCHFIELD

SPONSORS. LIVING IN A SMALL TOWN, LOCAL CORPORATE SPONSORS ARE HARD TO COME BY. TO GET AROUND THIS FACT WE'VE TURNED OUR ATTENTION TO THE NEIGHBORING TOWNS TO HELP US OUT.

COMMUNITY OUTREACH. IN ORDER TO REACH OUT TO OUR COMMUNITY WE PLAN TO GET IN CONTACT WITH LOCAL ORGANIZATIONS AND SET UP STEM EDUCATION PROJECTS FOR OUR COMMUNITY YOUTH.

#### YEAR TWO.

FUNDRAISING. WE HOPE TO EXPAND OUR FUNDRAISERS INTO THE NEIGHBORING TOWN OF HUDSON TO ALLOW US FOR MORE OPPORTUNITIES WHILE SPREADING THE FIRST MESSAGE AS FAR AS POSSIBLE.

SPONSORS. WE WOULD CONTINUE EXPANDING OUR SPONSOR REACH BY DOING PRESENTATIONS AND EXPANDING OUR SPONSOR BENEFITS  
COMMUNITY OUTREACH. WE WOULD PLAN TO TAKE OUR ROBOT OUT WITH US AT COMMUNITY FUNDRAISERS. WE WOULD EXPAND OUR STEM CAMP TO ACCOMMODATE MORE KIDS AND SPREAD ENTHUSIASM FOR STEM.

#### YEAR THREE

FUNDRAISING. AT THIS POINT WE HOPE TO BE DOING EVEN BIGGER FUNDRAISERS, SUCH ELECTRONICS RECYCLING. WE WOULD LOVE FOR OUR COMMUNITY TO BE FULLY BEHIND THE TEAM AT THIS POINT.

SPONSORS. BY NOW WE WOULD HAVE ASKED AS MANY COMPANIES IN THE HUDSON AND LITCHFIELD AS POSSIBLE BUT THIS WILL HELP US AND FIRST GROW IN THE COMMUNITY.

COMMUNITY OUTREACH. BY NOW THE COMMUNITY WILL UNDERSTAND WHO WE ARE AND WHAT FIRST IS ABOUT. THROUGH FUNDRAISING, BUTTONS, BANNERS, FLYERS, SPONSORS, AND BRINGING THE ROBOT TO EVERY EVENT.

### RISK ANALYSIS

MITIGATION PLAN. THEY CONSIST OF 4 WORDS. THEY ARE PREPARE, RESPOND, RECOVER AND PREVENT; BUT THEY TRULY ARE ANYTHING BUT. THESE WORDS ARE OUR PLAN BECAUSE THESE WORDS HELP US ELIMINATE AND PERMANENTLY GET RID OF THREATS. THE FIRST THING WE DO IS WE HAVE TO PLAN AHEAD AND PREPARE FOR ALL POSSIBLE THREATS THAT ENDANGER OUR TEAM. BY REALIZING THE BIG THREATS AND HOW RESOLVE THEM BEFORE THEY DO HAPPEN OR IF THEY HAPPEN AT ALL CAN BE LIFESAVING. FOR EXAMPLE IF THERE IS A FIRE WE HAVE A TEAM FIRST KIT BUT ALSO THERE IS FIRE EXTINGUISHERS IN EVERY ROOM. ALSO IN AN EVENT OF SOMEONE CUTTING THEM SELF ON THE JOB WE HAVE OUR FIRST AID KIT THAT HAS AN ARRAY OF SUPPLIES FROM BANDAGES TO SCISSORS AND ALSO THERE IS A SINK IN OUR WORK SHOP ROOM. THE SECOND OF THE WORDS IS RESPOND. IF A THREAT HAS OCCURRED THEN WE HAVE TO RESOLVE OR RESPOND TO IT BUT BECAUSE WE HAVE PREPARED AND ALREADY HAVE REALIZED HOW TO HANDLE THE SITUATION WE CAN RESOLVE IT FASTER MORE EFFICIENTLY AND MOST IMPORTANTLY HAVE MINIMUM HARM AND NO EXTREME DAMAGE. THE THIRD IS RECOVER. IF THERE IS MINIMUM DAMAGE BECAUSE WE HAVE PLANNED BEFORE HEAD THEN WE CAN RECOVER QUICKER. WE HAVE TO FIX THE DAMAGE THAT HAS BEEN DONE BEFORE WE CAN MOVE ON. THE FOURTH WORD IS PREVENTING. IT HAPPENED ONCE IT WON'T HAPPEN AGAIN BECAUSE KNOW YOU KNOW HOW TO DO IT. JUST LIKE WHEN THE BODY LEARNS HOW GET RID OF A COLD IT'S ONE MORE WE HAVE LEARNED AND CAN BECOME BETTER PREPARED. THE BEST PREVENTION IS PREPARING BECAUSE BY YOU UNDERSTANDING HOW TO SOLVE THE PROBLEM BEFOREHAND THAN YOU CAN PREVENT IT FROM HAPPENING.