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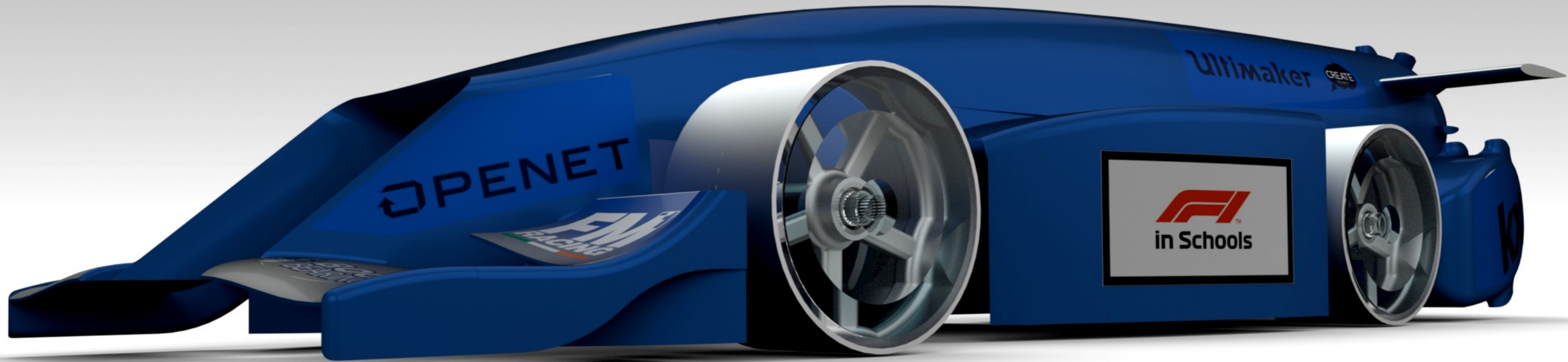
W DISPLAY

McKeon Bros.

OPENET



NON-STOP INNOVATION



LEADING THE WAY, ON AND OFF THE TRACK

ENTERPRISE

- 1: TEAM IDENTITY
- 2: TEAM STRUCTURE
- 3: PROJECT MANAGEMENT
- 4: FINANCIAL MANAGEMENT
- 5: MARKETING
- 6: SPONSORSHIP STRATEGY
- 7: SPONSOR ROI
- 8: PIT DISPLAY
- 9: ADDITIONAL FUNDING



in Schools

World Finals Singapore 2018

F1 RACING

We are Fm-1 Racing, welcome to our team. We are Ireland's National Runners-up and designers of Ireland's Best Engineered Car. As competitors in the F1 in Schools World Finals, we have the ability to show ourselves to the world as so much more than a group of students. We have the opportunity to become known as a world-class team of thinkers, innovators and creators. We exploited this opportunity to the fullest extent by creating a team identity that we hope will make an impact on all who see it.

Name

Our team, Fm-1 Racing is named after Isaac Newton's second law of motion. Defining acceleration, $Fm^{-1}=a$ is one of the most fundamental equations in classical mechanics, where force is divided by mass. Superficially, this name means acceleration, which is fitting for a team who wants to create a car with as much acceleration as possible, however, the concept Fm-1 of racing is not merely a maths sum, this name represents how our team strives to keep motivation and positive work ethic as high as possible, while keeping any negatives at an absolute minimum, creating a recognisable name and brand, representing a team driven by the aspiration for success. We hope that this unique name will be instantly recognisable among the grid, which in turn will make our team one of the most identifiable.

Marine Theme

When searching for a colour scheme and theme for our team to adhere to, we realised that as our name had no specific theme or colour attached to it, we had complete freedom in our choice, while being able to maintain full consistency in our branding. To find a suitable theme for our brand, we went to the very foundation of our project, which is the car, and then looked at the foundation of our car, which was its inspiration and concept designs. Many parts of all of our cars throughout the competition have been inspired by marine life, such as sharks and pelagic fish, due to their streamlined shapes. We captured this concept, and used it throughout our entire brand, with a vivid blue colour scheme, used throughout all our project elements. We also used it as a marketing tool to launch campaigns to further integrate our identity. The pinnacle of this is the safe and seamless integration of an aquarium into our World Final Pit Display!



ENHANCED
IDENTITY



FM-1 RACING: HELPING TO MAKE A DIFFERENCE.

By 2050, plastic in our oceans will outweigh the fish. 3D printing, despite being one of the world's most exciting and groundbreaking disruptive technologies, has a downside that will only continue to worsen. As of yet, there are no solutions to recycling 3D printing waste available, but not for long. We have partnered with Filamentive to offer every F1 in Schools 2018 World Final team a way to recycle 3D printing waste, to prevent filament demands competing with our food demands, and to prevent unwanted plastic ending up in our oceans.

Marine themed areas of our Pit Display and Website, which delivers beauty, uniqueness and purpose to our brand and team identity.

Simple, yet impactful font

Superscript embedded in "m" letter maintains the shape of the logo and signifies the teams unity and integration with outside industries

Transparent background for clarity and aesthetics

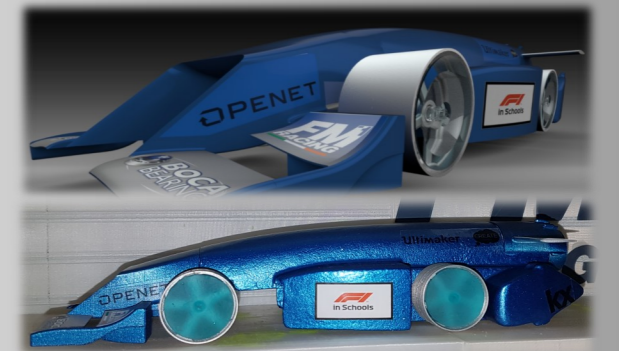
**FM¹
RACING**

Parallelogram representing constant forward motion and speed

Our blue colour scheme is a very aesthetic impactful set-up, while corresponding with our marine theme

Car Livery

Our car is one of the most important parts of our team identity, with all eyes focused on it on and off the track. The shape and design of it somewhat represents the idea and quality of Fm-1 Racing, and we wanted our livery to do this also. As a token of appreciation to our fans, we allowed them to vote for our car design on social media. Both nominated designs featured multiple shades of blue white and black, consistent with our branding. Luckily, our preferred design was also preferred amongst our followers, featuring two distinct shades of blue, aquamarine and electric blue, which truly represents and projects our identity to all who see it.



Social Media Identity

Our brand carried through to our social media pages, where posts and profiles proudly advertised our identity to the world. We made our social media content as graphically impressive as possible, as it is usually the first people see of our team. First Impressions are important, so we made ours count.



Logo

Our logo is the most important part of our team identity, perhaps even more than the name. It was designed by our graphic designer to be as clear and effective as possible, compensating for a team name which may be slightly more complex than others, while still having a meaning to it for us and for the public who see it as the first impression of our team.

Our colour scheme has been designed to be modern and always with a gradient, with no block colours, indicating the fluidity and motion of the team.



TEAM IDENTITY EVALUATION

We soon recognised that Our team's enterprise was identical to the development of our car in the sense that so many ideas, concepts, components and materials combine together and rely on each-other for one mutual goal, similar to a complex organism. Our team's identity was the heart of this organism, with every other part depending on its influence to operate and succeed. For this reason, we attempted to identify as solid a team identity as possible, to support our marketing and sponsorship strategies and to represent ourselves as impressively as possible.

Through our unique name, our vivid and impactful branding, and the continuation of these throughout our entire project enabled us to create a very popular, recognisable and effective team identity.

In the future, we could enhance this further by adding symbols or emblems to our brand, which may make us more identifiable, such as with Mercedes or Ferrari.

THERE IS NEVER A SECOND CHANCE FOR A FIRST IMPRESSION

What makes the difference between a group of four individuals and a single, high functioning successful team? We believe that it's motivation, communication, co-operation and never giving up. We tried to bring these qualities into everything that we did during this project to give us the highest chance of success together at the F1 in Schools World Finals. With this structure and this outlook, we aspire to create a car and brand that won't be easily forgotten.



OMAR SALEM

Team management+ Engineering

As Team manager, Omar was responsible for overseeing all project aspects and ensuring everything ran as planned. As engineer, he was responsible for the design process and development of the car as well as manufacturing.



TIM FARRELLY

Resource management+ Engineering

Tim conducted all sponsor-related activities including contacting and securing sponsors and providing partners with ROI opportunities. Tim also made vital contributions to the car's innovative design, including developing the car's vortex generators and diffuser.



DAVID DENEHER

Graphic Design

David was the creator of all the team's visual elements, including branding, portfolio design and team identity improvement. More importantly, he oversaw the entire pit display process, including printing, assembly and logistics.



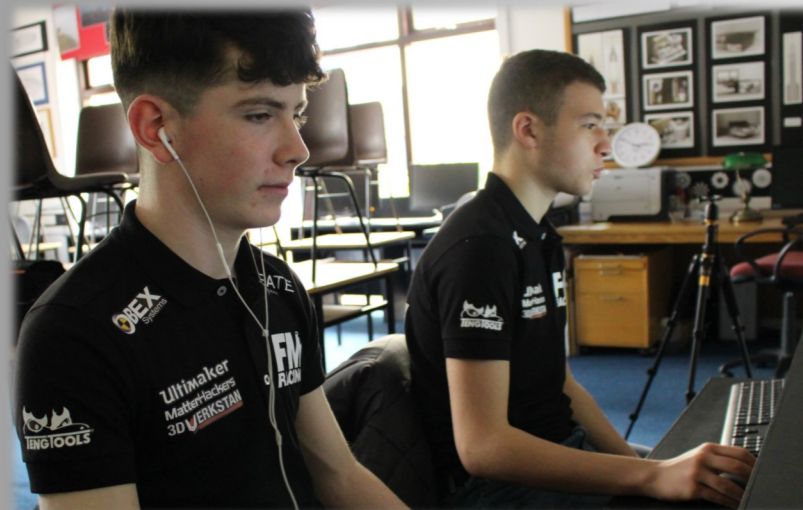
LUCY QUINN

Media and Marketing

Lucy ensured that our brand and project, as well as F1 in schools was projected to as large an audience as possible worldwide. Developing our social media and marketing strategy, she utilised many tools and platforms to market the team, including video production.

Each member was assigned a role based on aptitude and previous experience, enabling us to exploit each-others and our own talents, and covering our weaknesses. We ensured that every aspect of the project was covered under the umbrella of at least two team members' roles, to ensure that there was complete co-operation between us. This brought out the highest possible quality of work, as two minds are always better than one.

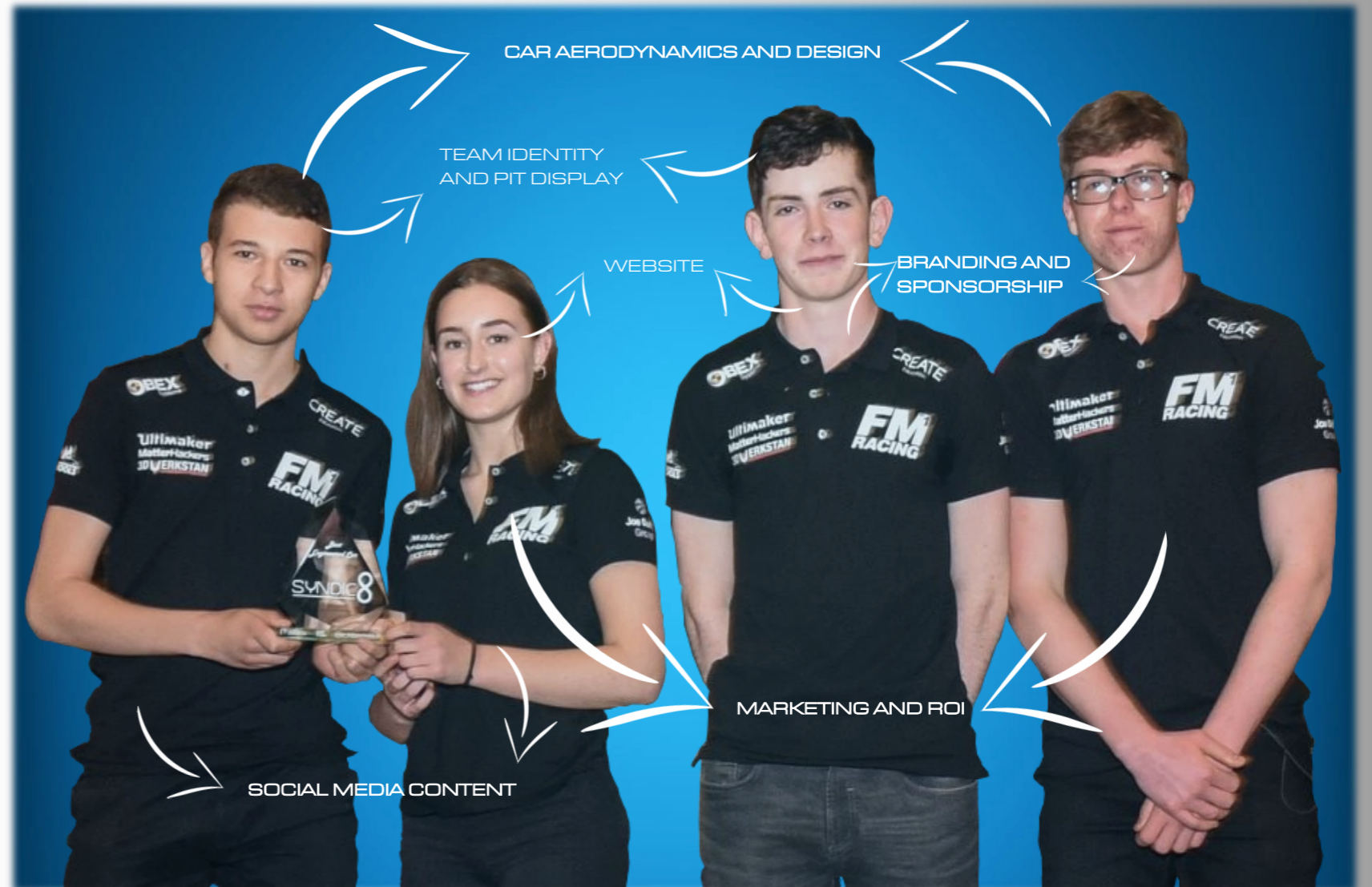
Of course, a team manager was necessary to allow the project to be executed the way it was intended, however, there was no team hierarchy or command, making everyone's contributions equally valuable.



Communication between team members was essential at any time, from any place. From our shared cloud storage to classroom meetings to instant messaging group chats, we could constantly keep each other updated on our progress.

Motivation is engraved into the very foundation of our team, we continuously show determination and ambition in everything we do, working for our goals and accomplishing them,

In order for the team work effectively and productively, we could not be four separate cells working alone, but one unit working together, interacting and constantly sharing ideas and opinions. This allowed our roles to be slightly more fluid, allowing for better work output.



TEAM WORK MAKES THE DREAM WORK

Teamwork is one of the main keys to success. Our roles were intricately intertwined, bringing out the strongest in all of us. Together.

TEAM STRUCTURE EVALUATION

Unlike other aspects of the project, evaluating our team and team structure is, in essence, evaluating and reflecting upon ourselves, and our performance during this challenge.

Our goal initial goal as a team was to qualify for and reach the World Finals, which was a success, largely thanks to our ability to work together as a team, both in preparation for and during the competition.

We believe that working together to create something bigger than each of us, something not possible for us to do alone is the most rewarding and valuable experience to take from F1 in Schools. Looking onwards, we look forward to continuing our team structure, unity and spirit beyond the 2018 World Final, as it truly is something special to us. However one small drawback of our four-membered team is that it made project management slightly more challenging, as each member had more tasks to do, but we managed to overcome this!

Our team’s slogan is *Non-Stop Innovation* for a reason. It means that we intended to carry out project in as many ways that no one has before. We never planned on copying others or following previous examples. We took the initiative to forge our own path in everything we did. The goal of our project was not merely to carry out this project and represent ourselves as well as possible. Our goal was to win awards, not by following, but by leading, on and off the track.

When it comes to work-ethic, motivation and results, this team does not settle for anything less than the best. As perfectionists, we paid every attention possible to every detail of our car and of our enterprise. This high ambition and higher demand for perfection required a precise and exacting project management strategy.

With qualification to the F1 in Schools World Finals, we had earned one more stop on our journey. It would go on to be the largest project that students of our school have ever undertaken in terms of funds, time, work and distance.

Scope: 5 Steps for Planning for Success

Our project is a complex one, but the most complex things can be broken down into their simpler elements and components, to gain a greater understanding of how they integrate together to arrive at a completed goal. We did this to afford ourselves the greatest chance of managing and executing a successful project.

2: DEFINE GOAL REQUIREMENTS

Our second task was to identify exactly what we needed to do to make these goals a reality:

- Success in National Final
- Funds to be raised according to our budget
- Ultra-high quality, innovative end products, such as car, pit display and portfolios

1: DEFINE GOALS

Having goals is what drives us individually and what drives us a team:

- Qualify for World Finals
- Reach Singapore
- Compete at high standard and fight for awards.

A GOAL IS A WISH, WITHOUT A PLAN

3: DEFINE PROCESS REQUIREMENTS

What needs to be done to achieve the requirements on the previous list?

- Highly effective sponsorship and financial strategy
- Constant team work together and collaboration with outside industry
- Precise time management
- Comprehensive research and Development programme

4: IDENTIFY LIMITATIONS

Our project needed to be realistic. Some things, although desirable, are not viable, and time shouldn’t be spent on them.

- Manufacturing all car components– lack of resources and infrastructure makes outsourcing much more feasible.
- Lack of experience- We are World Final New-comers, we did not let this affect our confidence, but it is important to accept
- Out-of-budget expenses– anything not put in our budget was not included in the project
- Time– The most valuable, and limited resource only allowed for achieving our core goals

5: CHANGE RESTRICTION

Now that we have developed a clear scope and plan, we had to ensure not to deviate from it.

- Full unilateral understanding of scope
- Weekly progress updates
- Continuous Evaluation
- Flexibility and Adaptability– coming up with new methods for the same goal.

Time

Time management was a critical factor for the team, as without it, we would not be able to fully fulfil the scope of our project. On the first working week, we set out a calendar for when each part of the project would be carried out. This calendar evenly split the workload between the allocated time periods, and made it much easier to view our progress as the weeks rolled on. We also made a similar chart to track the manufacturing all of our car components, to ensure that all were complete in time.

To ensure that the periodic micro-deadlines were continuously being met, we arranged team meetings as frequently as possible, alongside individual work. The workload was always divided between members, so that time was used as efficiently as possible.

WEEK	CAR	FINANCE	MARKETING	ELEMENTS
1	CAD	3D SERVICE	SOCIAL	
2	CAD	3D SERVICE	SOCIAL	PORTFOLIO
3		FUND TARGET	SOCIAL	PORTFOLIO
4	CAD	FUND TARGET	VIDEO	PORTFOLIO
5	CFD/FEA	FUND TARGET	SOCIAL	PORTFOLIO
6	WIND TUNNEL	FUND TARGET	SOCIAL	PORTFOLIO
7		FUND TARGET	SOCIAL	PORTFOLIO
8	CAM	FUND TARGET	SOCIAL	PORTFOLIO
9	CAM	FUND TARGET	SOCIAL	PORTFOLIO
10	CNC	FUND TARGET	FOLLOWER GOAL	PORTFOLIO
11	3D PRINT	FUND TARGET	ANALYSIS	PORTFOLIO
12	3D PRINT	FUND TARGET	SOCIAL	PIT DISPLAY
13	3D PRINT	FUND TARGET	SOCIAL	PIT DISPLAY
14	ASSEMBLY	3D SERVICE	SURVEY	PIT DISPLAY
15	COATING	3D SERVICE	VIDEOS	VERBAL

Resources

Resource management was pivotal to the success of our project. We compiled a spreadsheet of all the resources we would need to execute our project, both monetary and non-monetary. We then ascertained how these resources would be attained, and acted on this. For example, we created a worldwide network of technical partners to provide us with resources that we did not have available to us, such as 3D printers, CFD simulation labs and Pit Display materials and tools. We also created means to gain our own funds and resources by creating a side-enterprise (see final page)

Risk Management

Risks are present in all projects. We analysed all of the factors of our project at the start and deemed it as a high-risk enterprise, as faced realities of dealing with large amounts of money. In the event we invested into non-refundable costs, for us to cancel the project soon after, we would be in both financial and moral dept to sponsors who have entrusted us. We took several measures to reduce such risks, to make our project much more feasible:

- Identification of risk– All risks associated with our project were identified and given a level of *high*, *medium* or *low* based on the severity of their consequences. Priority was given to the high consequence risks.
- Prevention of Risk– We subsequently took action or increased our efforts to prevent these risks from becoming a reality, such as investing more time to financial management etc.
- Damage Limitation of Risk– In the unlikely event that a risk did become an eventuality, we needed to have back-up plans and countermeasures to reduce the consequences, to enable the wider scope of the project to continue.

High Consequence Risk: Lack of funds
Prevention: Effective Financial planning and sponsorship strategy

Mid Consequence Risk: Lack of communication between team members
Prevention: Frequent team meetings

Low Consequence Risk: Failure to meet micro-deadline
Prevention: More effective use of time resources

Examples of Risks we Identified

Plan Changes

Our project needed flexibility and adaptability, to ensure that the scope and goal are never side-tracked or lose priority. For example, as part of our goal of producing a winning race car, we developed a testing programme to analyse the performance of the car. However the test-track facility cancelled multiple visits, meaning that our car could not be tested using the conventional method. We re-invested our time and resources for this into alternate testing methods such as wind tunnel testing to reach an almost identical goal, without altering the scope or landscape of the project as a whole.

PROJECT MANAGEMENT EVALUATION

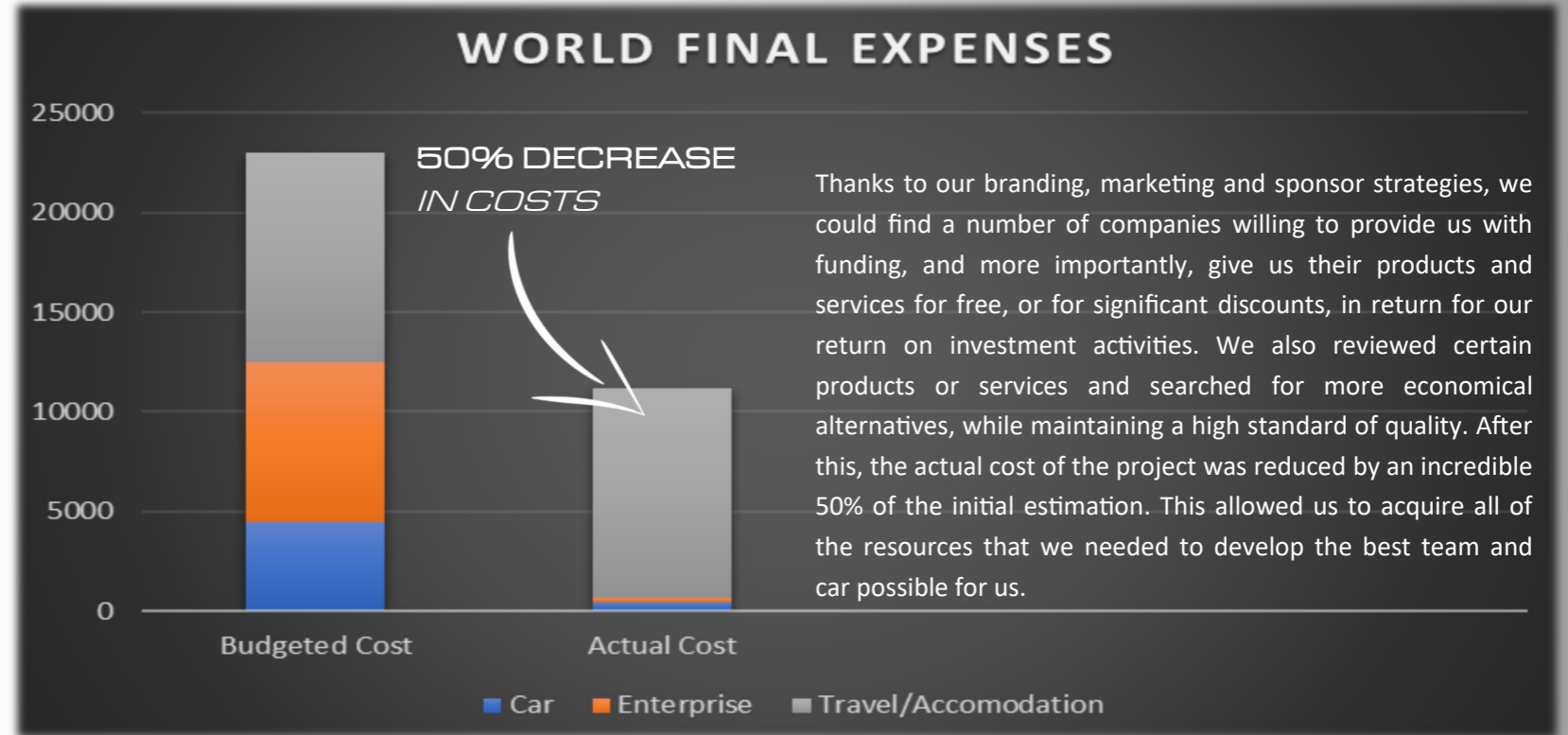
With this project and its scope, we set out with three main goals. As a result of two of these goals being met, this World Finals portfolio exists. We believe that this is a testament to the effectiveness and success of our project management and project as a whole. OF course, the project is still ongoing, and will not be completed until long after we return home, and long after our final goal is or isn’t completed. In future projects such as this one, we would look to increase the size of the project by adding more members, increasing our capabilities somewhat.

A comprehensive and effective financial management scheme was necessary for the team to accomplish the goals and objectives that we had set out to achieve at the beginning of this project. From budgets to cost estimations, to asset risk assessments to seeking fundraising opportunities, our resource manager and the team as a whole ensured that one of the most crucial aspects of the project was treated with the upmost importance.

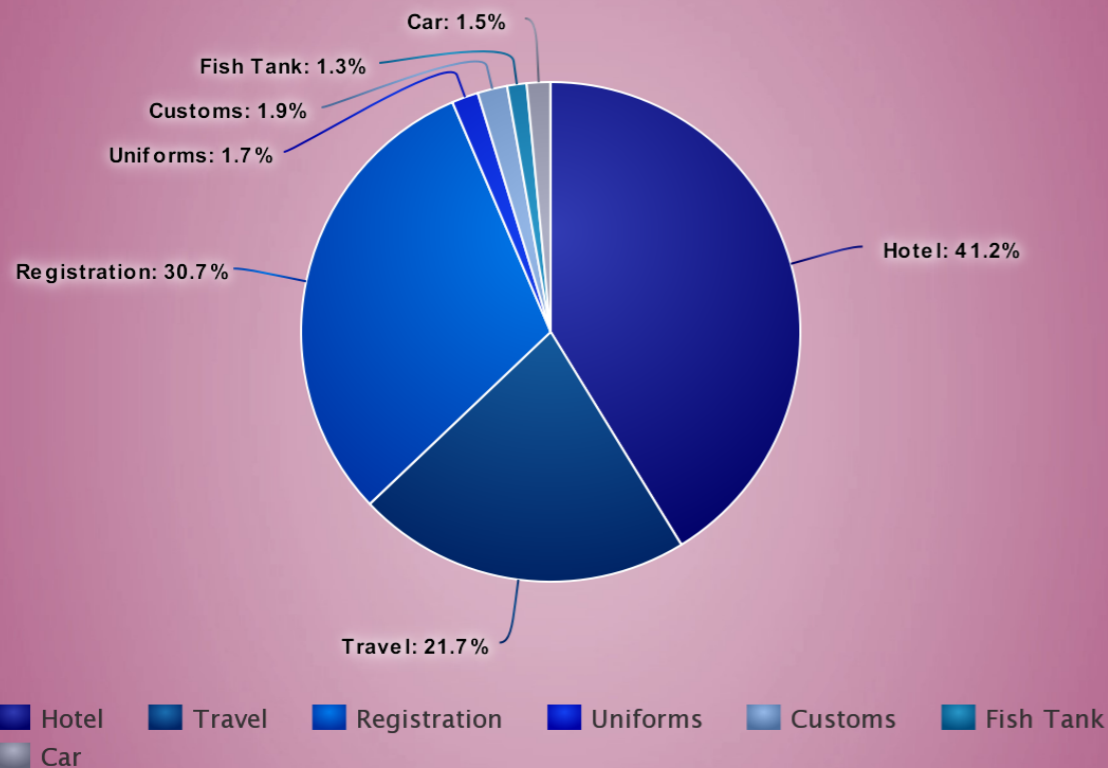
Cost Estimation and Analysis

A reality check was in order following our success at the Irish Finals. At our first meeting as World Finalists, the first thing we did was create a detailed list of all the costs, resources and assets that we needed to cover and acquire, and the financial costs associated with them. From analysing this data, we soon realised that car development would no longer be our primary cost, but rather the traveling and accommodation expenses that we would face from travelling to Singapore. We knew that raising such a significant amount of money within a relevantly shot time frame would be a challenge, but one we would overcome by developing and employing a solid sponsorship strategy, and by looking for technical and non-financial partners to reduce costs and raising our own additional funds independent of sponsors, which can be read in more depth in the relevant pages of this portfolio.

Cost Reduction



DISTRIBUTION OF WORLD FINAL EXPENSES



Financial Risks

Before investing in a product, such as our extremely expensive ceramic bearings, we performed extensive research on multiple products of a similar nature, and assessed the returns that we would receive on our investments. We also assessed the risks involved with the purchase of an agreed upon a particular item, such as accidental damage. For this reason, we decided to buy spare bearings in the event that any were damaged, which in fact did happen. This additional investment of 80 euro saved the team's chances of winning any races, as a bearing was irreparably damaged during the car assembly two weeks before the race. As the bearings came from America, there would be no guarantee that they would arrive in time, potentially leaving our car without a wheel!. All of our surplus funds were temporarily set aside as "rainy day" funds in the event of any unforeseen circumstances.

FINANCE AND RESOURCE EVALUATION

Finance and resource management is one of the most important aspects of project management, which in turn is definitely one of the most important aspects of the entire project.

We were extremely relieved with the amount of costs we were able to reduce from our initial projections, thanks to the help from our partners, and believe that this can be even further reduced by improving our sponsor strategy further, and increasing the appeal of our team and brand. Success in this national final would definitely enhance this.

One of the most promising aspects of our financial programme was our ability to create our own side-enterprise and raise our own funds. One problem with sponsor money is that almost no risks can be taken with it, and it must be spent as promised to the sponsor, directly on the car. However, the money that we raise on our own has no strings attached, and we are free to do what we want with it.

If our team is to continue after this competition, we intend to invest some of our money into stocks, currency or rare high-end products in a calculated attempt to increase our funds substantially, without the sole dependence on the generosity of our sponsors.

"A DOLLAR SAVED IS A DOLLAR EARNED"
BENJAMIN FRANKLIN

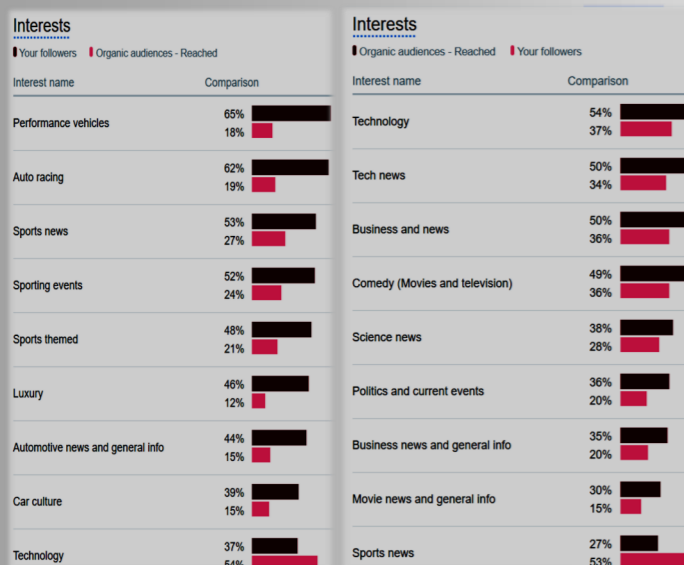
With FM-1 Racing, we wanted to create an enticing and reputable brand, one that sponsors would be proud to partner with and support. Our marketing techniques were extremely important for projecting the brand of our team as well as those of our sponsors. We employed and utilised multiple social media platforms and methods, to promote and our team, our sponsors and spread awareness about F1 in Schools.



Out of 5 social media platforms, Twitter and Instagram were our most prominent.

Social Media Strategy

We set up our social media channels as business profiles in order to capitalise on Twitter and Instagram's analytics tools. After a few months of social media usage, we were notice the development of patterns and trends with how certain posts performed compared to others, and why. On twitter, there was a large divergence between the interests and interactions of our followers and our organic audience. Our followers had much higher interests in Formula One and motorsport, compared to those who interacted with or tweets, either by clicking on them, liking or retweeting, who had much higher interests in technology and science. This made sense, as our highest performing media tweets were those of our CFD simulations, 3D printing and CAM/CNC work. To keep both groups satisfied and interested in our feeds, we continued to upload content related to the creative technologies that we used in the development of our car, as well as taking more risks with sharing images of our car, and tweeting about Formula One Grand Prix's. After bridging the gap between these two groups, we noticed our organic audience growing, increasing our impressions, and interest in our project.



Followers Vs Audience

Audience Vs Followers

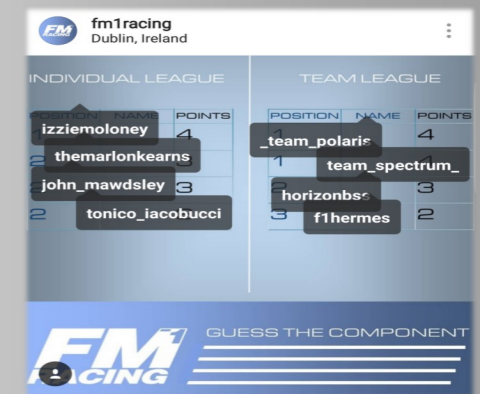


Tweets to engage both F1 and Technology enthusiasts

Interaction With Other Teams

On the track, we are rivals, but off of it, we are all friends. When possible, we interacted with other teams that we will be racing against from around the world. To improve social media engagements with our followers, we created a quiz on our Instagram stories. We created a league for competing world finals teams to see who could answer the most questions right related to our F1 in Schools car.

We also interacted with teams more generally, replying to their content and vice-versa, increasing impression of our team from across the world.



Helping to Make Difference

By 2050, plastic in our oceans will outweigh the fish. 3D printing, despite being one of the world's most exciting, ground-breaking and disruptive technologies, has a downside and we at Fm-1 Racing want people to become aware of this and take action. As part of a joint promotion with a rapidly growing environmentally friendly 3D printing start-up, we helped market and promote a new 3D printing waste recycling service– the first of its kind. This marketing promotion not only enhanced the value of our brand, it also allowed us to work with and promote a cause very relative to this competition, and something we believed in.



Website.

The internet is a blank canvas for anyone to leave a mark and make a name for themselves. We designed our website to do just this, showcasing our team, car and project to the world. The website was designed to be as impactful and concise as possible, while still providing an insight into our team. Our social media feeds and YouTube channel were linked to the site, to allow any interested viewers to see our latest and most current content.

2 CARS.
6 HOURS OF CNC MACHINING.
14 HOURS OF CAD MODELLING.
22 HOURS OF CFD/FEA ANALYSIS.
29 INDIVIDUAL COMPONENTS.
60 HOURS OF 3D PRINTING.
11,620 KILOMETRES OF FLYING.
20,000 EURO WORTH OF PARTNERSHIPS.
1.1 SECONDS OF RACING.

Our World Finals Car is the culmination of over a year and a half of research, development and ingenuity.

MARKETING EVALUATION

The goal of marketing our marketing programme was to make as many individuals, companies and institutions as possible become aware of, interested in and want to engage in F1 in Schools and, in particular, our team.

We are confident that we achieved this goal as comprehensively as possible with our marketing strategy. Our marketing content has reached tens of thousands of people and as a result, this has made us much more attractive to sponsors, investors and partners, which can be seen throughout the pages of this portfolio.

We look forward to seeing how our content interactions increase as interest grows around the upcoming F1 in Schools World Finals, and we will be sure to promote the event as much as possible during, just before and just after it.

In the future, we hope to expand to more audiences, apart from technology and motorsport, to appeal to a much larger audience, and to also appeal to sponsors in fields other than these two.

The focus of our very first meeting, following our success at the Irish Finals, was to formulate a new set of improved sponsorship and fundraising strategies. As World Finalists, our expenses increased substantially, and with the development of the car no longer our main expense, we knew we would have to expand our network of partners and collaborators, and extend past our locality.

This desire resulted in the formation of a strategy that has allowed us to realise our goals. Today, our network of official partners is spread across 3 continents and 8 countries. Our ability to attract a wide range of supporters, not only locally but worldwide, including 2 financial, 5 technical and 3 non-financial partners/collaborators has greatly improved our ability to travel to Singapore as strong competitors.



Having sponsors and partners in 8 territories spanning 3 continents truly solidifies our team as a worldwide brand, staying true to the essential international spirit of Formula One. More importantly, our technical partners in these countries offered us services and products which were simply not available in Ireland, further increasing their importance and significance. We believed that the ability to secure international sponsors was a key indicator of the performance of our sponsorship strategy. These Companies were solely interested in our attraction as a team and as a brand, without feeling the need to sponsor us as we were a local team or a group of compatriots.

Financial Sponsors

As World Finalists our expenses raised exponentially, and it was definitely a challenge to raise the required funds to make it to Singapore. It was a challenge we ultimately overcame, enjoyed and learnt so much from. Through consistent work, and applying the right strategy, we were able to raise a total of €14,000 from our 26 valued financial sponsors. This allowed all of our ideas become to realities, in terms of car and enterprise development, and also meant we could comfortably cover our travelling and competition expenses.

Technical Partners

We discovered during the Irish Finals that not only could Technical Partnerships substantially reduce costs, but that companies and institutions were also much more likely to provide us with technical support via a product, facility or expertise, rather than providing us with money. We capitalised on this greatly when designing and manufacturing both our car and pit display.

We secured 10 such agreements, from aerodynamic advice from Ireland's largest YouTube Science channel, *Real Engineering*, to access to Dublin City University's state-of-the-art computational fluid dynamics studio, to being supplied with one of the world's most advanced desktop 3D printers from Ultimaker and CREATE Education. We soon realised that securing technical partners, no matter where they are from or how big they are was a lot easier than securing financial partners, as it is much easier for establishments to provide us with technical support via a product, facility or expertise, rather than providing us with money.

By actively pursuing and creating technical partnerships, we cut our costs by approximately 50%!



“AN INVESTMENT IN KNOWLEDGE PAYS THE BEST INTEREST”

BENJAMIN FRANKLIN

Strategy

From many hours of research and past experience, we realised that businesses and companies relevant to the competition would be most likely to sponsor us. From this, we decided to focus our efforts on approaching companies within education, engineering, manufacturing, technology and automotive industries.

For local business, we decided the best strategy would be to go door-to-door looking for sponsorship. This meant that we could that we could introduce ourselves, talk about the competition and actually have a conversation with them in person. This was a great opportunity for us not only to gain sponsorship but also to spread our message and awareness about this great competition around our community. Over €1,000 was raised by our strategy with local establishments.

Our procedure to approaching larger national and international companies would begin with a phone call where we would introduce ourselves and talk about the competition. We then would email our Sponsorship Proposal Booklet accompanied by a cover letter which we could tweak and customise to the specific company depending on what we were looking for (e.g. technical sponsorship). From there, we would actively communicate with our sponsors on their return on investment and our progress.

Sponsorship Proposal Booklet

Our revamped Sponsorship Proposal Booklet was the bedrock from which we could implement our new Sponsorship strategies. We strived to create a professional and clean proposal. In it, we talked about us as a team and what made us stand out. We explained what the F1 in Schools is about and that by supporting us, they would be supporting the next generation of Irish innovators and entrepreneurs. We then explained what we could offer as a Return on Investment, and displayed exactly how they would be helping if they did decide to sponsor us by also including our budget.



When contacting establishments with our new sponsorship proposal, the ratio of sponsors secured to companies contacted rose from 1:10 to 1:4, further proving the effectiveness of our new strategy.

SPONSORSHIP EVALUATION

Our sponsorship strategy allowed us the tools available to us, such as our marketing techniques, to attract sponsors worldwide, building a better and more competitive team. We were very satisfied with the amount of interest our project received from outside establishments willing to form a partnership with us.

Our network of both financial and technical partners has reduced large amounts of strain on our budget, by increasing income and decreasing planned expenditure significantly. For example, we budgeted €3,000 for our pit display construction and shipping, however we got both of these provided to us for free, to the value of €7,000! Outcomes such as this clearly show how crucial our sponsorship network was in giving us the chance to compete at the level that we wish to compete at. In future sponsorship strategies, we would look to attracting some of the world's largest multi-national companies, to project our team to the next level.

In an attempt to make our team more attractive to sponsors, we devised a number of methods in which our partners could receive a return on their investment. This was a very important thing for the team to consider, as we saw sponsor ROI as mutually beneficial for both our team and our sponsors.

When presenting to a potential sponsors, we made sure to emphasize the various returns on investment we could offer with a page dedicated solely to the creative Logo Placement opportunities we offered on our official Sponsorship Proposal.

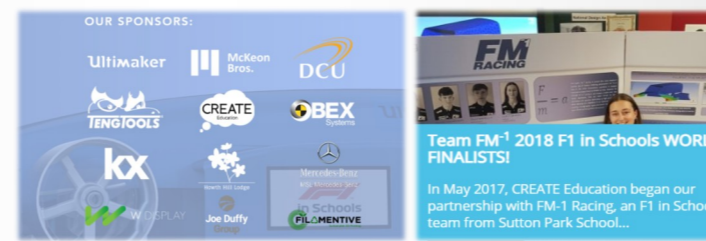
Social Media

At every possible moment, we tried to promote our partners on our social media channels, either by specifically posting about them, or by retweeting, liking and interacting with their own uploads. This was promised to sponsors in our prospectus, and sponsors were very pleased with this promotion. Our tweets directly related to our partners have been seen by over 50,000 people across the world. Across all platforms, we reached an audience of over 85,000.

Interacting with our sponsors not only improved our online presence by being connected to these companies, but also increased our content impressions significantly, as some of our sponsors, in turn, promoted our digital content, increasing our number of followers and our impressions, proving this to be a mutually beneficial arrangement.



An example of a two-way Twitter promotion we conducted in conjunction with our Californian 3D Printing Sponsors MatterHackers. We photographed our National Finals car with a 3D Printed model of their mascot. This was received very well by them, who in turn promoted our car and team on their account, to an audience of over 34,000 followers. Examples such as this demonstrate the importance of investing time and effort into ROI activities.



Websites

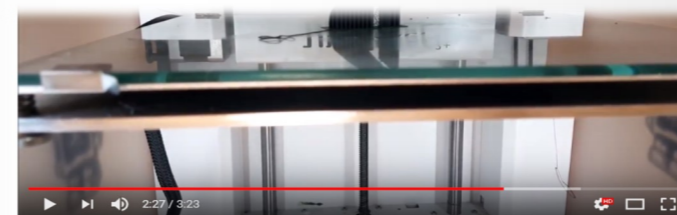
In addition to displaying links to our sponsor's websites on our won website, we also provided our largest technical partner, CREATE Education, with frequent articles on our progress for their website, to share their sponsorship with us to their customers and community. This also promoted our team to the same market, increasing awareness of F1 in Schools and our team.

Promotional Car Replicas

To create good, long lasting relationships with our partners and show them how much we truly valued them, we decided we could go above and beyond by offering them their very own one-off, custom, personalised racing cars which they could proudly display. We 3D printed replica, fully functional, race cars for our partners and gave them custom paint jobs to reflect the relevant partner's colour way, before adding their logo. By placing these on our pit display, people will be much more likely to pick up and see a partner's logo than if we were to just print them onto our normal materials, therefore giving our partners much more exposure. Ultimately, we will gift these to our sponsors as a symbol of gratitude for the support they have given us and for allowing us to realise our dreams and make it to Singapore, and hopefully make our supporters proud.



Replica Cars for our Platinum Partners Mckean Bros, W Display and KX Systems



WINGSPAN Promotional Video

Inspired by Red Bull Racing's promotional F1 video titled "The Life of a Bolt", we created two versions of a video that details the creation of our car's rear wing module, from its design conception, to its aerodynamic analysis to its mounting on our car. The first version, featured product placements and detailed exposure on the contribution that all our technical partners and sponsors made towards making the rear wing a possibility, the second was made upon direct request from sponsor OBEX Systems, which featured much of the same footage and content, but heavily focused on this company alone.

Sponsorship Level	Instagram	File	Monitor	T-shirt	YouTube	F1 Car	F1 Car
PLATINUM SPONSOR €2,200+	Icon	Icon	Icon	Icon	Icon	Icon	Icon
DIAMOND SPONSOR €1,000+	Icon	Icon	Icon	Icon	Icon	Icon	Icon
GOLD SPONSOR €500+	Icon	Icon	Icon	Icon	Icon	Icon	Icon
SILVER SPONSOR €200+	Icon	Icon	Icon	Icon	Icon	Icon	Icon
BRONZE SPONSOR €50+	Icon	Icon	Icon	Icon	Icon	Icon	Icon

Sponsorship Levels

Although we value all our partners equally and ensure that the benefits of our partnership is mutual for all, it was very important for us to have a clear sponsorship hierarchy established. Included in our Sponsorship Proposal Booklet were our various Sponsorship Levels, we also made clear that we would do our best to cater any other potential marketing opportunities not listed within our options.

Varying amounts of logo placement and creative marketing opportunities are what differentiated the different levels of sponsorship which hopefully persuaded our sponsors to increase their contribution and involvement. Ranging from our Bronze Package, all the way up to our Platinum Package, we ensured that all of our sponsors were catered for and that we could make our partnerships as beneficial as possible for both parties.

ROI EVALUATION

Our return on investment strategy was not merely carried out in search of gaining extra points. It was carried out as a promise to our sponsors and as a sign of gratitude to our them. For this reason, we treated ROI with great importance.

Our sponsors provided us with feedback on our ROI activities, and they were very pleased with our operations, and were keen to continue our partnerships and continue to help promote our brand also.

One slight drawback of having a large number of sponsors abroad was our inability to conduct ROI activities in the real world, as we were limited to online ROI only.

Our World Finals Pit Display showcases the very finest of our team and project, and more. It has been designed to withstand the logistical challenges needed to arrive at the competition, while also keeping sustainability and economy in mind.

Interactive Displays

Our Integrated display units have a touch-screen interface which will allow guests and users to interact with multiple exhibits concerning our car and team

Theme

Stunning, vivid blue colours and graphics are intended to turn heads from every corner.

Shelves

Streamlined shelves allow us to display merchandise or other artefacts

Sponsor Grid:

Our replica cars made for our platinum sponsors are laid-out in the arrangement of a Formula One grid, which is printed on the counter top, offering a unique way of ROI.

Aquarium and Marine Area

Our Pit Display features a built-in aquarium, which complies to multiple safety standards, friendly for both humans and fish. Its purpose is to raise awareness for ocean pollution, while also showing how our car was inspired by marine life.

VR Station

We will be showcasing VR technologies for users to experience immersive aspects of our project like never before, with the use of 360 degree cameras.

Engineering Wall and Walk-In Space

Guests of our display will be able to walk in the square-metre space behind our counter, to read our engineering and innovations wall, which educates visitors on our World Finals Car



Materials

With the assistance of one of Ireland's largest exhibition companies, we decided to construct our display using only modular, re-usable rails and columns. Similar to a giant Meccanno set, the entire counter of our display can be assembled in under 20 minutes. This reduces our environmental impact while also being extremely convenient and highly suitable for our needs.



Modular Frame

Printing

All of our graphics were printed on PVC Banners, which are recyclable and environmentally friendlier compared to paper-based material. They are also much easier to transport, as they can be rolled and compressed into a much smaller size.



Printer used for our Display

Precision manufacturing

We laser cut several parts of the display, such as the counter-top and aquarium border to ensure that they were the correct shape and fit exactly with the other parts and surfaces as planned.



Laser-cut Sheets

Aquarium and Related Logistics

This was the most unique aspect of our display design. The aquarium we sourced is certified for safety and quality, with a heating and filtration system, and is on a 100% stable stand. We have an establishment in Singapore who will provide us with several fish to place inside, to whom we will safely return them to after the competition.

Freight

Our freight was handled very nicely for us, thanks to a partnership with DHL Express. Our display was designed to be as compact as possible for shipment, while maintaining full functionality and impact.



PIT DISPLAY EVALUATION

We are extremely happy and excited with the design and build of our display and cannot wait to present it on a global stage. We are satisfied with the use of recyclable and re-usable materials and resources, as we are conscious of the impact that we make.

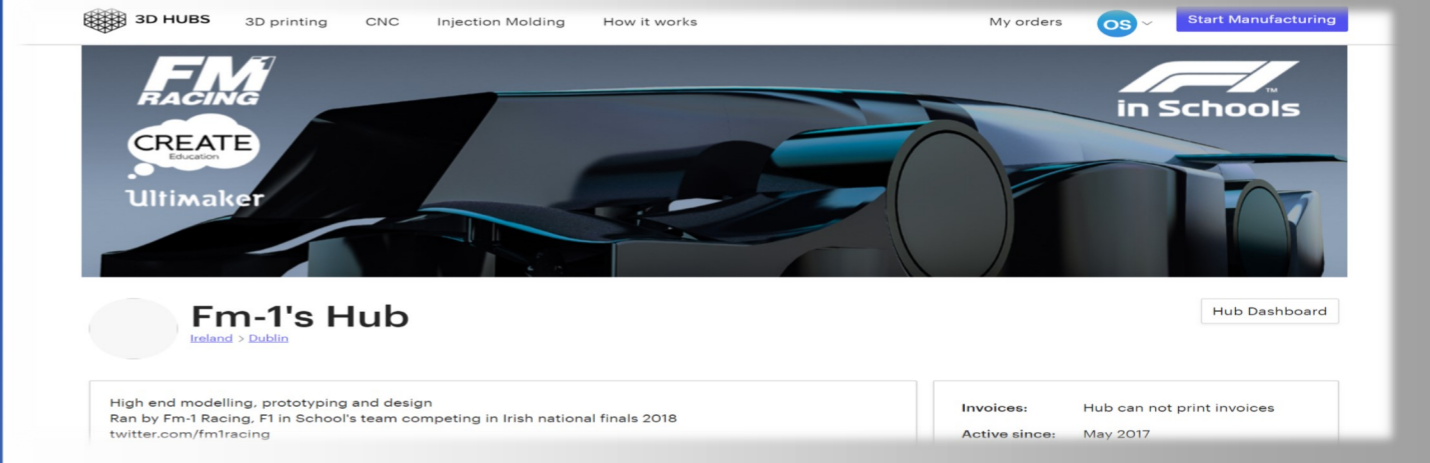
Unfortunately, we were not able to construct our shelves in time for them to be sent via Freight, and were transported with our luggage to Singapore.

As part of our financial management scheme, we analysed the financial situations of real Formula One Teams. It soon became apparent that the most successful teams not only had the most money from sponsors, but were also able to raise their own funds through the sale of products from their parent companies, such as Scuderia Ferrari, Mercedes AMG and Red Bull Racing. We decided that we could use the resources and skills that we already possessed as a team to create our own service to provide to clients, in order to raise additional funding for the team, and to reduce our reliance on sponsors.

“a Solutions” was the brand that we created, which offers 3D design solutions for customers, including but not limited to CAD modelling and 3D printing. This side-enterprise enabled us to raise enough funds to cover two nights in Singapore for the entire team, including accommodation and food.

3D Hubs

We took full advantage of our technical partnership with Ultimaker, who provided us with a top of the range 3D Printer. We decided that we could use this asset to its fullest capacity and set up an account with 3dhubs.com, in order to raise capital independently in addition to our own enterprise, our 3D Design Service. 3D Hubs is the worlds largest network of manufacturing services, established in over 140 countries. A person will request certain specifications for their model to be 3D printed and 3D Hubs will locate the closest ‘hub’ that will be capable of producing the desired product. The customer can then upload the files to the website and we just have to upload them to our printer, 3D Hubs will then process the payment on completion of the model, taking just a small fee. This was a great opportunity for us to raise funds independently and meant we could capitalise on having the 3D Printer as an asset. F1 in schools also received exposure from this, making it a very effective marketing tool.



Branding

“A Solutions” completed the circle of our team identity, with the “a” representing acceleration, the other side of the equation of “Fm¹”. This brand fitted seamlessly with our actual racing brand, with an appealing and sharp logo, a similar type of name, and continued to fit our colour scheme. The letter “A” is also concurrent with a known standard of excellence, such as in exam grades, and being the first letter of the alphabet. We hope that this brands influences the decisions of potential customers, and that they approach us, looking for our service.

We marketed this brand under the wing of our main brand, advertising it throughout our social media channels. We thought this would be more effective than creating more channels, as the team’s main accounts already receive a lot of exposure and interactions, which were used to springboard our operation.



A Solutions business cards at our National Final display

Business Plan

In order for this enterprise to progress and expand as a business but also as a second brand, we needed to have a clear Business Plan to set goals for what we wanted to achieve both financially and personally. We understood that managing and raising finances efficiently would be crucial for our development, so we set up a budget at the start of this side project to provide clear objectives for the amount of money we would have to raise by certain time periods, this allowed us to really focus on getting the job done. Thanks to the generosity of our technical partners, and the surplus money as result of our financial strategy, very little money had to be spent on setting this up, yet it created a serious amount of income for the team.



Fm-1 Racing @fm1racing · 27m
Taking inspiration from our car, here is one very nice looking casing, for a very happy client, the first customer of our design solutions enterprise! Do you have something that needs to be designed or 3D printed? Contact us for information on how Fm-1 Racing can help you out!

Our first and largest project was to create a case for a new Irish open-source electronics start-up named “Siguino”. The entrepreneur and founder of the enterprise approached our team manager Omar about designing and manufacturing such a product. The case, which is in fact inspired by the shape of our, is aesthetically pleasing, while being able to carry out a number of functions, as requested by our client. This service earned us funds in the range of half a thousand Euro.

ADDITIONAL FUNDING EVALUATION

As a team wanting to create the most reputable and respectable brand possible, we felt that taking the initiative to create this second enterprise displayed our intentions as a team to succeed and excel in every area as possible, and to create our own arenas with us at the forefront. It also created a platform for us to begin our goal of being able to purchase goods and develop aspects of the car without requesting help from sponsors, perhaps if this continues, it may be “a Solutions” doing the sponsoring and investing for other projects!

We did notice, however, that this additional enterprise took a bit of time to get up and running, and to gain interest. Also, it was difficult for team members to sustain the enterprise of our racing team, and the enterprise of our design service, hindering it from reaching its full potential, however as we look to the future, the only way is up.