

Four
Horsemen

Enterprise Portfolio

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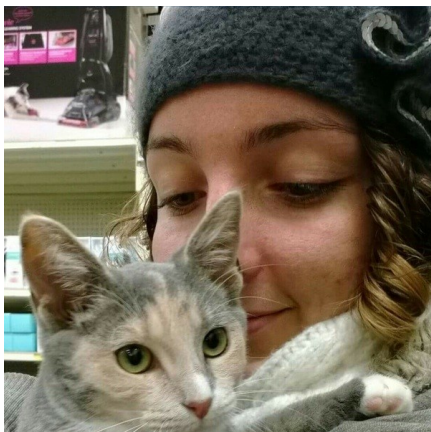
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Team Overview



The Four Horsemen are four gentlemen (two sophomores and two seniors) from Perry High School in Gilbert, Arizona. This is the first year the four of them have worked together for a common goal, but the second year the Four Horsemen have competed in the F1 in Schools competition.

Team Mentors



Welsh, Kinsey: Kinsey Welsh is in her first full year of leading the Perry High School robotics program. She has degrees from Northern Arizona University in Astrophysics and Physics Education. Kinsey has used her education in physics to help the Four Horsemen design the most aerodynamic car within regulations.



Strock, Andrea: Andrea Strock was the mentor for the Four Horsemen last year and helped them succeed in their inaugural season. This year, she is not a technical mentor due to a job offering from Grand Canyon University.

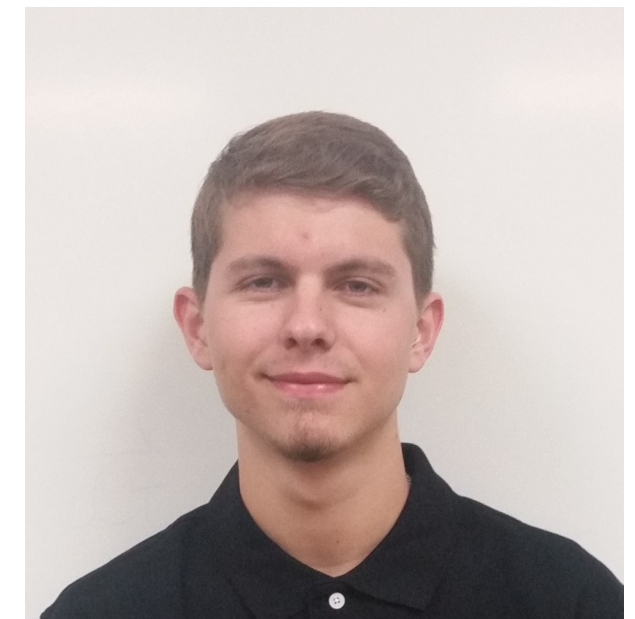
Student Team Members



Hedgecoth, TJ: TJ is the Manufacturing Engineer. He is responsible for advising the team with the manufacturing process and leading the CNC millings. He will also be aiding in the digital design of the F1 car. TJ is a sophomore at Perry and this is his first year with F1 in Schools and the Perry High School robotics program.



Johnston, Kyle: Kyle is the Graphic designer for the Four Horsemen. He is responsible for amending the Four Horsemen logo and color schemes, as well as design the Four Horsemen uniform. He will be working with Andrew to design and make the best portfolio possible. Kyle is a senior at Perry High School and is in his first year with F1 in Schools and the robotics program, but has some related experience having taken graphic design and Engineering classes.



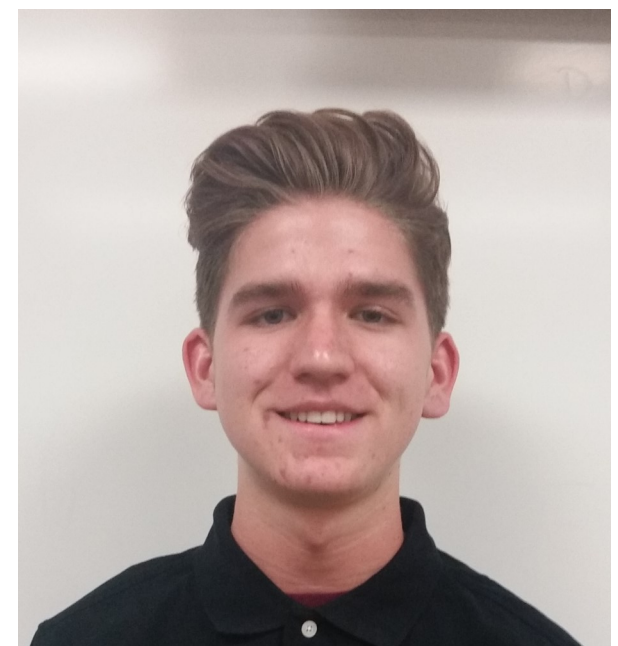
Student Team Members



Levine, Ben: Ben is the Team Manager and Design Manager. His job is to make sure that everyone is doing their job and is in charge of designing the car with the best aerodynamics. He must work with the Material Manager to get the parts and measurements that are needed to make the best race car possible. Ben is a senior at Perry High School and has been in its Robotics club since he started high school. He has participated in FIRST Robotics Competition with the club and FIRST Lego League in eighth grade. This is his second year with the Four Horsemen and was the Team Manager in their inaugural year.



Wilkerson, Andrew: Andrew is the Resources Manager of the Four Horsemen. His position requires organization of time, material, and plans for the team as well as develop ideas as to marketing the team. He will be working with Kyle to make the best portfolio possible. Andrew is currently a sophomore at Perry High School and this is his first year being affiliated with F1 in Schools.



About The Brand



Uniform

The Four Horsemen uniform will consist of a black polo with the team logo on the left pectoral, possibly with “Four Horsemen” in text underneath along with black slacks, black socks, a black belt, and black shoes. This uniform is consistent with last year, but instead of the inaugural red polo, there will be a black one. The all-black uniform conveys a level of professionalism consistent with that expected from an F1 in Schools team.

Logo

When addressing the topic of this team's logo it is important to remember that we are a second generation team. In the initial design of the Four Horseman's four diamond logo by last year's team was meant to be a practice of simplicity. When it comes to logos, simplicity means memorability, and memorability is the goal. Along with simplicity the logo is symbolic, with one diamond for each member, and a separate color for each individual; showing how our diversity combines to make a better team.

History

The Four Horsemen brand was established last year and started strong. In the 2015 Arizona Regional competition, the team won the award for the best verbal presentation and placed second overall, giving them the ability to go to Michigan International Speedway for the 2015-2016 US/Canada National competition. At that competition, the Four Horsemen did not receive any individual awards and placed 15th overall. With their success last year, this year's team looks to place even higher than last, furthering the Four Horsemen name and prowess.

Collaborations



Throughout the F1 season, our team acquired many new experiences concerning collaborations and how they work. The process of contacting local businesses and asking for a possible sponsorship opportunity was new to the team, specifically the resource manager, Andrew. With each sponsor received or ignored, the team learned more and more about how marketing is crucial to having enough funding for an F1 Team or really any team is general. Our team also learned more about marketing from the courteous Ms. Lisa Cvijanovich, who provided us with lots of great information on how to better our marketing plans and strategies. Without such strategies, our team would be left in the dust and would definitely not obtain the necessary parts to a well marketed team.



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Finances



Sponsor Reward Levels

- ◇ **\$1-\$49:** Your organization will be sponsored by recognition on the team website and on our social media pages
- ◇ **\$50-\$99:** Your organization will receive all previous benefits and a 5-star Yelp! review
- ◇ **\$100-\$249:** Your organization will receive all previous benefits and be recognized on the pit display
- ◇ **\$250-\$499:** Your organization will receive all previous benefits and a team photo
- ◇ **\$500+:** Your organization will receive all previous benefits and a replica balsa wood car

Team Budget

Item	Cost per Unit (\$)	Units (#)	Total Cost (\$)
Team Polo	12.99	4	56.20
F1 in Schools Composite	27.95	2	55.90
Extra Balsa Blanks	4.95	2	9.90
Extra CO2 Cartridges	0.55	10-119	5.50-70
Tri-Fold Pit Display	19.99	1	19.99
Business Cards	9.99	1 (250 cards)	9.99

Challenges



<p>Strengths</p> <ul style="list-style-type: none">• Have general experience from last year• Experienced graphic designer with Photoshop• Strong presentation ability• Strong communication ability• Pushing for return to nationals	<p>Weaknesses</p> <ul style="list-style-type: none">• Inexperienced manufacture engineer• Inexperienced resource manager• New ideas which may be contradicting/disagreed upon• Members who are not able to drive• Members with busy schedules
<p>Opportunities</p> <ul style="list-style-type: none">• Connections to multiple potential sponsors• Use analysis of pro’s and con’s from past years to better work• Fresh ideas and outlooks from rookie members• New skills brought by new members• New management philosophy	<p>Threats</p> <ul style="list-style-type: none">• Limited time resource• Limited budget from class• Extremely limited money resource if not enough sponsorships are created• Limited transportation• Members who have tight agendas/not willing to work extra outside school

At the beginning of the season, our team faced many weaknesses and threats. These included a limited time resource and a limited budget. But we stayed hopeful and soon saw the light at the end of the tunnel. We recognized the opportunities that could potentially be obtained. Perhaps the most influential one was that the idea that the new members of the team could bring a whole new philosophy to the table. We could take advantage of the fresh new skills that the rookie members brought and a new management system created by the team. Following this thought, our weaknesses became outnumbered and the opportunities were quickly added to the list of strengths. Our communication was one of our defining elements of our team and we are proud to say how much as a group we grew throughout the F1 season.

Reflection



The Formula One In School Competition has been a phenomenal experience for all members of the Four Horsemen and we are very thankful for being a part of this great competition. It has expanded our minds with great new concepts in areas including engineering, business, and most importantly teamwork. Such a finely created STEM program like so does not get enough recognition by the educational world, simply put, and we shall forever vouch to other people about how life changing it was to us. As a team, we agree that we did a satisfactory job, but this competition has also taught us one huge principle about life, that there is always room to improve no matter what you're doing.

