

BUSINESS PLAN

ABOUT

A business plan is a very effective way to define team goals and the steps needed to reach them. Our business plan spells out our purpose, vision, and means of operation. It also serves as our team's resume, explaining our objectives to judges and potential sponsors, volunteers, and members.

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Applied Dynamics Initiative

d.b.a. ENIGMA #16265

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ROOKIE FTC TEAM #16265 ENIGMA

2019-20 BUSINESS PLAN



EXECUTIVE SUMMARY

Enigma is a community-driven, practical learning experience led by volunteer coaches, mentors, and parents for students interested in **STEM** and robotics in general. Our team is made up of public schooled, private schooled, and homeschooled students from the Albuquerque and Rio Rancho areas of New Mexico. We are currently in our rookie year, with 11 students. Two of our students have had experience with FLL, and another two have had experience in FTC and FRC, and the rest are new to the program. We also currently have 2 coaches and 3 mentors. Our team strives to be a family and to steward the resources entrusted to us to help grow students in their interests and abilities in STEM fields, their problem-solving and group-work skills, and their business and presentation skills. Although it is our rookie year, we are eager to make a difference and to grow FIRST in New Mexico as much as possible!

TEAM INFO

STEM concepts are learned and utilized in the planning, designing, building, programming, and operating of a robot for competing in tournament style play with others in alliances to receive ranking points. Awards are given for design, efficiency, performance, documentation, presentation, and outreach. The emphasis is not solely on what the robot can do, but on growing students' skills and passion for STEM. Other related skills, such as organization, public speaking, documentation, budgeting, etc. are learned.

Our team, in its rookie year, desires to build a family atmosphere. We encourage older and more experienced students to mentor the younger or less experienced students. We believe our team belongs to the students, and that they should make all major decisions. Adult helpers are here for advice and to ensure safety and peace, but the direction of the team is determined by the students. They learn best when they are allowed to succeed and fail and get up again and grow based on their own group decisions.

MISSION STATEMENT

Who are we? **FAMILY**; What do we do? **HAVE FUN, BUILD ROBOTS, HELP OTHERS, LEARN** How do we do it? **TEAMWORK!**

The mission of *FIRST*® is to inspire young people to be science and technology leaders and innovators, by engaging them in exciting mentor-based programs that build science, engineering, and technology skills, that inspire innovation, and that foster well-rounded life capabilities including self-confidence, communication, and leadership. –FIRST® website (www.usfirst.org)

It is our desire to help students thrive in a world of technology and business, and ultimately create mentors that will carry on the torch to the next generation of students. -**ENIGMA FTC 16265**

TEAM DETAILS

NAME: ENIGMA

NUMBER: 16265

ROOKIE SEASON: April 2019-2020

LOCATION: Albuquerque, New Mexico

TEAM MOTTO: Mike Wazowski est album

ROSTER

STUDENT NAME	GRADE	Years of FTC Experience
Ema Bueno	8th	0
Madelene Ciccarelli	11th	4
Jenna Essenmacher	10th	0
Tytus Lovato	10th	0
Isabel McCabe	10th	3
Michael Rascon	8th	0
George Swait	7th	0
Gray Sherwood	8th	0
Kinsley Sherwood	6th	0
Felix Martinez	9th	0
Mutazz Jaber	10th	0

GENDER

FEMALE	MALE
5	6

TEAM GROWTH

Because this is our rookie year, we do not have very much information on this, but we started with 2 members and quickly grew to 11 through community outreach! We also started with just 1 mentor but got two more before the season began.

TEAM IMPACT

Enigma really hopes to grow the FIRST community in New Mexico, especially because we are such a small FIRST state. We plan to accomplish this by reaching out to our community; thus we have taught two 7-week FLL classes, hosted FIRST info events, have had a presence at multiple STEM events in New Mexico, and met with NM legislators to talk about FIRST, in addition to many other outreach events.

DATE	EVENT	<u>116</u> TOTAL TEAM OUTREACH HOURS	<u>474</u> TOTAL INDIVIDUAL OUTREACH HOURS
April 26th, 2019	Team recruiting presentation at Albuquerque Reformed Church	2 hours	6 hours
May 4th, 2019	FTC Recruiting event at Nex-Gen Academy hosted by our team	4 hours	24 hours
May 5th, 2019	FIRST Day at the Natural History museum	4 hours	12 hours
May 21st, 2019	KRQE News interview for recruiting for FIRST	1 hour	1 hour
June 1st, 2019	STEM Igniter Robotics Rev Up hosted by our team	4 hours	48 hours
June 22nd, 2019	Booth at the NM STEM Fiesta	5 hours	40 hours
July 11th, 2019	Outreach/fundraising at NMU Watch Party	5 hours	45 hours
August 9th, 2019	Booth at the Isotopes STEM night	4 hours	32 hours
August 29th - November 21st	FLL class taught by our team at the local homeschool group	20 hours	60 hours
August 30th, 2019	Meeting with Senator Candace Gould	2 hours	6 hours
September 4th, 2019	Meeting with Legislator Day Hochman Vigil	1 hour	2 hours
September 6th, 2019	Team bonding making cupcakes for the Kickoff	N/A	N/A

September 7th, 2019	Kickoff, where we taught new teams about workshop safety	2 hours	4 hours
September 13th - December 1st, 2019	Volunteer at Explora to help Brain Hackers with TeenTech startup	19 hours	38 hours
September 24th, 2019	Meeting with Aviation Industry Leader, Jill Meyers	2 hours	4 hours
November 15th, 2019	Booth at CCA School STEM Event	2 hours	12 hours
November 21st, 2019	Presentation at First Baptist Church of Albuquerque	1 hour	3 hours
November 22nd, 2019	Booth at the New Mexico Discovery Festival	6 hours	18 hours
November 23rd, 2019	Presentation at Olive Tree Fellowship	1 hour	2 hours
December 22nd, 2019	Outreach/fundraising event outside of Albertsons	4 hours	36 hours
December 22nd, 2019	Team bonding Christmas Party	N/A	N/A
January 16th, 2020	Robot demonstration at First Baptist Church of Albuquerque	1 hour	2 hours
January 23rd - April 16th, 2020	FLL class taught by our team at the local homeschool group	20 hours	60 hours
February 6th, 2020	Meeting with Roch about real-world engineering opportunity	1 hour	N/A
February 15th, 2020	Volunteer at NM FLL Championship	5 hours	19 hours



RECRUITING SUCCESSES

STUDENTS

Enigma is a new team and has recruited 6 students who are new to FIRST for the 2019-2020 season.

1. George
2. Gray
3. Kinsley
4. Michael
5. Tytus
6. Felix

Enigma has also recruited 3 former FLL students.

1. Jenna
2. Ema
3. Taz

COACHES

Coach Lisa and **Coach Russ** are first-year coaches for FTC in the 2019-2020 season. Both were recruited by Enigma founding member, Isabel McCabe.

MENTORS

James is a first-time FTC mentor. He was recruited by George when they met at a game store.

TEAMS

Enigma is a new team for the 2019-2020 season.

FUNDRAISING | BUDGET

Materials	Cost	Purchased	Registration	Due	Travel	Cost
2 phones, USB cables, gamepads (kit)	\$220.00		registration paid grant \$275			
1 expansion hub, 1 color sensor, 1 touch sensor (kit)	\$124.00		qualifying tournament	\$300.00	\$750	\$1,050.00
other wires, cables, etc.	\$100.00		state registration	\$200.00	\$750	\$950.00
other sensors	\$100.00					
3 rev expansion hubs	\$525.00					
2 more phones	\$200.00		Total	\$500.00	\$1,500	\$2,000.00
phone chargers	\$50.00					
8 batteries	\$400.00		Paid			
7 battery chargers	\$224.00		registration			
12 motors	\$312.00		Qualifying tournament			
8 servos	\$240.00		state registration			
mecanum wheels	\$178.00					
building materials ex: 80/20	\$200.00					
80/20 brackets, fasteners	\$100.00		Total Paid	\$0.00		
screws, nuts, washers	\$100.00		Total Due	\$500.00		
plexiglass, robot customization	\$200.00					
all other parts, kits, materials	\$500.00		full field kit	\$1,340.00		
tools ex: calipers, Allen wrenches	\$200.00		Trophies	\$50.00		
storage: toolboxes	\$300.00		Photo Plaques	\$100		
robot cart	\$200.00					
banners, stickers, merch	\$100.00		Total Other	\$1,490.00		
dry erase boards, paper, notebooks, judges gifts	\$200.00					
plaques	\$100.00					
laptop	\$300.00					
Total	\$5,273.00	\$0.00				
Sponsors			Grand Total:	\$8,763.00		
			Total Sponsorship:	\$4,543.00		
			Other Funding:	\$500.00		

STILL IN NEED OF

PERMANENT BUILDING SPACE	LARGE ROLLING TOOL-CHEST	ROBOT BOX (PELICAN BOX)
LASER CUTTER/ENGRAVER	TRANSPORTATION BUSS	DESKS/CHAIRS
ROLLING TOOLBOXES	WORKBENCH	CONFERENCE TABLE
TRAILOR	3D-PRINTER	CNC MACHINE
LAPTOPS	TABLETS	PRINTER

FUNDRAISERS

We focused a lot on sponsorship this season and our “fundraiser highlight,” instead of typical fundraising. However, we did do a Krispy Kreme and water fundraiser at a soccer game! We also did a Krispy Kreme, bottled water, and Christmas ornaments fundraiser outside of the Albertsons right next to our shop!



As there are many expenses that go with robotics, such as robot parts, tools, and travel, we thought that a and unique way to fundraise would to design our own custom playing cards and give them to donors and sponsors!



fun
be

SPONSORSHIP INFO | CURRENT SPONSORS

We want to acknowledge and thank our sponsors for helping us out so much!

Tetra	Leidos	Speridian	Aegis Tech.	Digital Bread	505 IT	The Sign Store
Mohr Orthodontics	Acme Iron and Metals	Ball Aerospace				

SPONSORSHIP LEVELS

We recognize that sponsorship is a two-way street or a partnership, and we want to make sure that we recognize our sponsors as they help us out so much! So, with each level of sponsorship, we have added many individual and corporate benefits in return for sponsoring our team.

In addition to the benefits below, all corporate sponsors will receive a monthly newsletter updating them on the team's progress and where the money is being spent, will get an invite to come to any of our competitions, and will also be invited to an end-of-year picnic hosted by the team.

*The cash value of in-kind donations will be used for sponsorship levels.

 BRONZE \$250-\$499 5 PACKS OF ENIGMA PLAYING CARDS - NAME/LOGO ON WEBSITE - TEAM LETTER	 SILVER \$500-\$999 10 PACKS OF ENIGMA PLAYING CARDS - NAME/LOGO ON WEBSITE - NAME/LOGO ON TEAM T-SHIRTS - TEAM LETTER - CERTIFICATE OF APPRECIATION	 GOLD \$1,000-\$2,499 20 PACKS OF ENIGMA PLAYING CARDS - NAME/LOGO ON FRONT PAGE OF WEBSITE - NAME/LOGO ON TEAM T-SHIRTS - NAME/LOGO ON ROBOT - TEAM LETTER - TEAM PHOTO PLAQUE - RECOGNITION ON 1 ENIGMA SOCIAL MEDIA PLATFORM - NAME/LOGO ON PIT BANNER AT COMPETITIONS	 PLATINUM \$2,500+ 35 PACKS OF ENIGMA PLAYING CARDS - NAME/LOGO ON FRONT PAGE OF WEBSITE - NAME/LOGO ON TEAM T-SHIRTS - NAME/LOGO ON ROBOT - TEAM LETTER - CERTIFICATE OF APPRECIATION - TEAM PHOTO PLAQUE - RECOGNITION ON ALL ENIGMA SOCIAL MEDIA PLATFORMS - LARGE NAME/LOGO ON PIT BANNER AT COMPETITIONS - COMPANY MERCH HANDED OUT AT COMPETITIONS - PERSONAL TEAM APPEARANCE WITH ROBOT AND PRESENTATION AT ONE COMPANY EVENT
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MENTOR OPPORTUNITIES

Mentors are an extremely important part of our team and the **FIRST** program. Mentors guide, oversee, and advise the students as they run the team, outreach, fundraising, building, and programming. Our team currently has two mentors, and we are always looking for more! We especially need assistance in the following areas:

PROGRAMMING	Assist the students with programming the robot (java)
CAD AND DESIGN	Assist the students with the robot design, utilizing CAD, professional sketches, etc.
MECHANICAL BUILD	Assist students with building the robot (chassis, 2-3 mechanisms)
ELECTRICAL	Assist the students with the electrical procedure and wire management
WRITING & PUBLIC SPEAKING	Assist students with writing and public speaking (sponsorship presentations, engineering notebook, business plan, judges presentation)
FINANCE	Assist the students with the management of team finances
MARKETING & SOCIAL MEDIA	Assist students in marketing and keeping up on social media, youtube, etc.
WEBSITE	Assist the students with the website design and content
PROJECT MANAGEMENT	Assist the students with the project management related to the robot, engineering notebook, etc.
TEAM MANAGEMENT	Assist the team in many areas such as organization, travel, food, etc.

TEAM ACHIEVEMENTS

- Fundraised over **\$12,000**
- Formed multiple **Engineering Connections**
- Over **474** individual hours of outreach
- **Inspire** at our first qualifier
- **Winning Alliance Captain**
- Won and placed in **9 other awards**
- Consistently ranked **#1** or **#2**
- Qualified for **NM State**
- Qualified for **AZ State**
- Set the **NM Record Score** twice
- Over **1000** Instagram followers

AWARD SUMMARY

WHITE MOUNTAIN	ALAMOGORDO	SOCORRO	SANDIA PARK
• Inspire	• Think (originally 1st Inspire) • Finalist Alliance Captain	Finalist Alliance Captain	Winning Alliance Captain
• 2nd place Motivate • 2nd place Control	• 2nd place Connect • 2nd place Design • 2nd place Innovate	2nd place Motivate	(Did not place in any awards because this was our 4th qualifier)



SUSTAINABILITY PLAN

Our goal is for **Enigma** to stay a strong and competitive team for years to come. We realize that in order to accomplish this, we must plan for the future of the team as students come and go through our program. For this purpose, we have put a great deal of effort into our

- 1. Business plan**
 - a. Goals and action plan**
 - b. SWOT analysis**
 - c. Team structure**
- 2. Fundraising plan**
- 3. Team handbook**

These documents focus on:

1. Intentional off-season training
2. Making connections with engineers in order to learn new skills
3. Spreading out tasks and leadership positions
4. Hosting recruiting events
5. Forming helpful documentation of lessons learned
6. Setting new outreach and fundraising goals -always seeking new opportunities
7. Updating our SWOT analysis each year, always focusing on growing as a team and individuals
8. Encouraging students to come back and mentor/coach

SWOT ANALYSIS

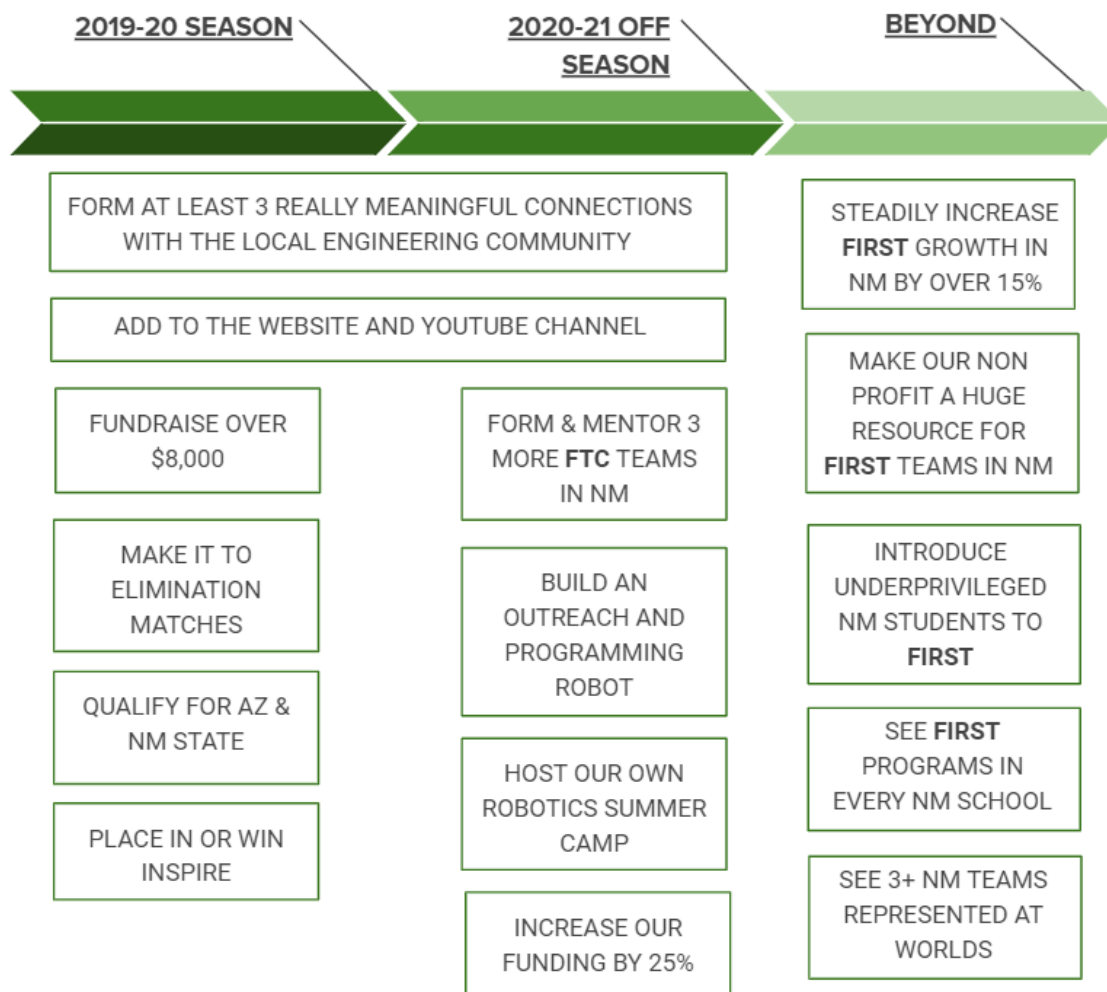
Each year, we would like to assess our teams' strengths, weaknesses, opportunities, and threats, so that we may continue our strengths, work to improve our weaknesses, lessen the likelihood of our threats, and seize our opportunities. We wish to continually improve our team for the benefit of our community, students, coaches, mentors, and the FIRST program!

STRENGTHS	WEAKNESSES
• Community-based • Great student commitment • Experience from past successful teams • The team works well together • Very organized	• Lack of funding • Only 2 members experienced in FTC • Zero experience in programming
OPPORTUNITIES	THREATS
• Off-season activities and training • Start more FLL and FTC teams • Collaborate more with other teams • Teach more FLL classes • Volunteer more in the community • Make engineering connections	• Loss of workspace • Loss of students • Loss of interest • Loss of mentors • Complete loss of funding • Experienced students aging out

GOALS AND ACTION PLAN

Each year, we would also like to set new goals for our team and see them through by assigning teams, actions, and setting deadlines.

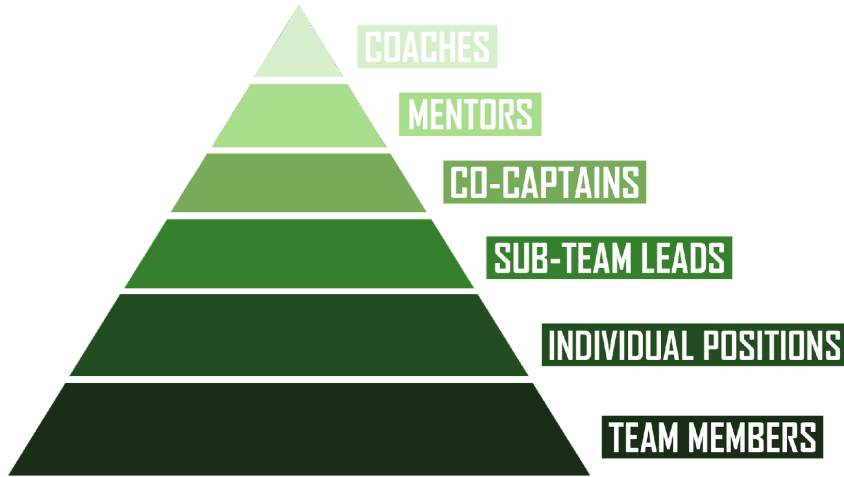
TIMELINE



PLAN

THREE MEANINGFUL ENGINEERING CONNECTIONS	OUTREACH & FUNDRAISING TEAM	- Research local engineering companies and events for possible opportunities - Brainstorm what a meaningful interaction/relationship would look like - Act on results of research and brainstorming
ADD TO THE WEBSITE AND YOUTUBE CHANNEL	TEAM LOOK/MEDIA TEAM	- Brainstorm ideas for possible content to add to website and youtube channel - Team blog, share team documents, tutorials, robot reveals, bloopers - Act on ideas and assign tasks -writing, taking pictures, filming, editing
FUNDRAISE OVER \$8,000	OUTREACH & FUNDRAISING TEAM	- Do research on successful fundraising strategies from other teams - Form a comprehensive plan and assign tasks to students - Follow through throughout the off-season and season - Seek for new connections and fundraising ideas
MAKE IT TO ELIMINATION MATCHES	BUILD TEAM PROGRAMMING TEAM	- Utilize concepts found in math, science, and logic - Utilize CAD and mathematical calculations - Follow a design process -including testing and analysis - Learn from adult engineers
QUALIFY FOR AZ AND NM STATE	MANAGERIAL TEAM BUILD TEAM PROGRAMMING TEAM	- Stay organized and on a timeline -student roles - Follow a design process -including testing and analysis - Stay on the engineering notebook and judges presentation - Learn from adult engineers
PLACE IN OR WIN INSPIRE	ALL TEAMS	- Learn from other teams and mentors - Stay organized and on a timeline -student roles - Focus in on main goals/tasks and go for excellence in them
FORM & MENTOR 3 MORE FTC TEAMS IN NM	FUNDRAISING & OUTREACH TEAM	- Form an appealing presentation of our program -emphasize the life changing effect on students - Fundraise money for potential teams who may not be able to afford a team - Form a plan and list of places/schools to introduce the program to
BUILD AN OUTREACH & PROGRAMMING ROBOT	OUTREACH & FUNDRAISING TEAM BUILD TEAM	- Form a budget for the cost of the robot - Apply knowledge from fundraising experience to fundraise for the new robot
HOST OUR OWN ROBOTICS SUMMER CAMP	OUTREACH & FUNDRAISING TEAM	- Seek opportunities to host the camp at either our shop, or at a local facility - Plan out the camp -form a curriculum, decide on an age group, decide whether or not to charge - Plan a marketing strategy -maybe partner with another organization
INCREASE OUR FUNDS BY 25%	OUTREACH & FUNDRAISING TEAM	- Utilize the accomplishments of the team from the 2019-20 season - Utilize the experience and analysis of fundraising from the 2019-20 season - Follow through on fundraising year round

TEAM STRUCTURE



TEAM STRUCTURE SUMMARY

ENIGMA is currently led by two coaches, Russel McCabe -a software developer- and Lisa Hood -an aerospace engineer. They provide meeting supervision and intervene on team decisions when necessary. We also currently have 3 mentors: Renzo Del Frate, James, and Karen McCabe; they guide the students more specifically in many areas, such as design, CAD, building, programming, public speaking, and more.

Student leadership positions are very important to our team; students interested in leadership positions are judged on **dedication, past performance, follow-through, attitude, role-model characteristics, and maturity**. If there is a position that no students want, a student will be assigned to it by the coaches and mentors.

Student co-captains intervene between the coaches/mentors and students and also provide further guidance and leadership to the team as a whole. Subteam leads oversee sub-teams within our team in order to ensure efficiency and organization. Individual positions are picked in the same way as sub-team leads, and provide more opportunities for student leadership and team organization.

SUB-TEAMS

ELECTRICAL /CODE	FUNDRAISING/OUTREACH	TEAM LOOK/MEDIA	MANAGERIAL	BUILD
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ELECTRICAL/CODE TEAM

- Understands the control system
 - coding language
 - proper wire and electrical procedure
 - Sensors
- Assists in the building of mechanisms used in autonomous

BUILD TEAM

- Oversees designing
- Prototyping
- Knows CAD
- Builds
 - Field kit
 - Chassis
 - Mechanism 1
 - Mechanism 2
 - Mechanism 3
 - Responsible for writing up information on how the mechanism works, the process through which it was designed and built, and how to fix it if it breaks

FUNDRAISING AND OUTREACH TEAM

- Organizes fundraising and Outreach throughout the season (the whole team will be participating in this throughout the off-season)
- Oversees the tracking and documentation of all fundraising and sponsorships
- Oversees recruitment and forming other teams
- Maintains sponsor relationships
- Forms the newsletter
- Works on long term and short-term outreach and fundraising goals
- Works to form relationships with other teams in New Mexico and in the FIRST community across the globe

MANAGERIAL TEAM

- Engineering notebook and other documentation
 - Business plan
- Ensures organized meetings
- Oversees judge's presentations
- Oversees the coordination of travel plans
- Oversees food at meetings and competitions
- Oversees Transportation
- Oversees Hotels
- Oversees competition organization
 - Scouting
- Ensures both long-term and short-term goals are on the right track

TEAM LOOK/MEDIA TEAM

- Oversees photography/videography
- Pit design
- Robot aesthetic
- Team look
- Social Media
- Website maintenance
- Banners
- Stickers
- Buttons
- Builds
 - driver station
 - robot box
 - robot cart (if built instead of bought)

INDIVIDUAL POSITIONS

TREASURER	SECRETARY	SAFETY CAPTAIN	KEEPER OF GAME MANUALS
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TREASURER

- Keeps track of money
- Keeps track of receipts
- Keeps track of all purchases
- Works to complete fundraising goals and manage money well
- Places team orders with supervision of an adult

SECRETARY

- In charge of the engineering notebook
- Creates rotation for students taking notes of discussion and decisions made at each meeting -fill out engineering notebook form
- Keeps track of all sketches/things that go into engineering notebook
- Works with the treasurer to make a list at the end of each meeting of what we need to order, and ensures it gets ordered

SAFETY CAPTAIN

- Thoroughly knows and enforces all safety procedures
- Makes sure everyone is hydrated and eating at competition

KEEPER OF THE RULEBOOK

- Thoroughly knows both game manual one and two
- Always has the printed game manuals one and two near-by
- Note: **everyone** should have a very good understanding of the game manuals

COMPETITION POSITIONS

PHOTOGRAPHER/VIDEOGRAPHER	SCOUT	DRIVE TEAM	PIT CREW
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PHOTOGRAPHER/VIDEOGRAPHER

- Takes pictures and videos at each meeting for engineering notebook etc.
- Takes videos of every match at competitions
- Takes pictures at competitions

SCOUT

- Helps form scouting sheets
- Asks other teams questions about their robot and fills out scouting sheet
- Watches all matches and records scoring data for each team
- Analyses data and suggests potential alliance partners

DRIVE TEAM

- Commitment to extra meeting time for driver practice
- Thorough understanding of robot
- Thorough understanding of software/phones/connections
- Thorough understanding of the game and rules
- Able to handle the pressure

PIT CREW

- Runs and stays in the pit (for the most part)
- Fixes/prepares the robot in between matches
- Answers other teams questions about the team and robot
- Keeps pit area tidy

MEMBERSHIP

In order to prepare students who are interested in joining the team for a year-round time intensive commitment, we formed a very thorough application process. Info about joining our team is on our website, and we have also provided info for joining our team at multiple recruiting and outreach events. If a student is interested in the team, we have a “membership interest contact form.”

In order to join the team, the student must fill out our application, consisting of FIRST info, team info, a code of conduct, standard student information, media release, permission for medical treatment, etc.; the student must also fill out a time commitment form, what sub-teams the student is interested in joining, and write two essays: “Please explain why you have chosen your (first), (second), and (third) choice” (for sub teams) and “Why would you be a valuable member of the Robotics Team?” Lastly there is a fee of \$100 to join our team and an additional \$100 fundraising deposit which is not cashed unless we do not meet our minimum fundraising goal. However, we understand that not all families are able to afford this, so we added an option to waive the fees if in financial hardship. New members will only be accepted between the end of one season and the first qualifying competition of the next season.

ALL STUDENTS EXPECTATIONS

All students, whether within a sub-team, leading a team, or holding an individual position are expected to follow the **code of conduct**, show **dedication** to the team and their area of concentration, and **apply** themselves to learn and to utilize their skill sets for their benefit and for the benefit of the team. All students are also expected to be **helpful** to fellow students, coaches and mentors, putting others before themselves and always exhibiting **gracious, inclusive, and positive attitudes**.

NON-PROFIT STATUS

Our team falls under the umbrella of Applied Dynamics Initiative, a non-profit educational organization. All donations are tax-deductible.



S.T.E.²A.M. Education

adisteam.org

Our mission:

To spark an interest and nurture a passion
in students for participation in the fields of
Science, Technology, Engineering