

The Kleiner Perkins Caufield & Byers Entrepreneurship Award

Presenter: Beth Sweet
Team 1504 -The Desperate Penguins



Award Basics

“This award celebrates the entrepreneurial spirit. This award recognizes a team, which since its inception has developed the framework for a comprehensive business plan in order to scope, manage, and obtain team objectives. This team displays entrepreneurial enthusiasm and the vital business skills for a self-sustaining program.”



Key Points

- Business Plan
- Team Objectives
- Entrepreneurial Enthusiasm
- Self-sustaining Program



What We Did



- Our Motto: The 5 P's
 - Prior Planning Prevents Poor Performance
- Team Handbook
 - Dictates roles of each member, responsibilities, privileges, etc
 - Team goals and foci so that everyone is on the same page
- Had binder full of physical information to show judges in the pits

New This Year

“A formal business plan must be completed and given to the judges during the Pit interview process. Teams should be prepared to talk about their plan at that time. A template has been provided below. Teams are free to create their own version.”



The Business Plan

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Teams are welcome to include all the additional details about the plan, however, the judges will not be able to review anymore than the Executive Summary section and will also base their selection in part on the answers to questions they receive during the Pit interviews...



FIRST Robotics Competition
Kleiner Perkins Caufield & Byers
Entrepreneurship Award Criteria

Overview

This award celebrates the entrepreneurial spirit. This award recognizes a team, which since its inception has developed the framework for a comprehensive business plan in order to scope, manage, and obtain team objectives. This team displays entrepreneurial enthusiasm and the vital business skills for a self-sustaining program.

Business Plan Submission

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A team may choose to add additional pages to provide more details along points defined above. Teams are also welcome to utilize their own business plan format; however, it should still begin with an Executive Summary no longer than two pages.

Business Plan Template

The Executive Summary

The executive summary is your chance to tell a story and should be no longer than two pages. It provides a concise overview of the plan along with a history of your team. This section tells your reader where your team is and where you want to take it. It's the first thing your readers see; therefore it is the thing that will either grab their interest and make them want to keep reading or make them want to put it down and forget about it. More than anything else, this section is important because it tells the reader why you think your business idea will be successful.

Contents of the Executive Summary

- The Mission Statement - The mission statement briefly explains the thrust of your business. It could be two words, two sentences, a paragraph, or even a single image. It should be as direct and focused as possible, and it should leave the reader with a clear picture of what your business plan is all about.
- Date the team began
- Names of founders and the functions they perform
- Number of team members
- Location of team and who are your sponsors
- What you do/services rendered
- Relationships and information regarding current sponsors
- Summary of team growth – what have you done in the past leading up to this point
- Summary of team's future plans – what are your plans for growth in the next 12 months in the areas of sponsorship, team and community outreach (including helping FIRST grow)
- With the exception of the mission statement, all of the information in the Executive Summary should be highlighted in a brief, even bulleted, fashion.

10/28/08



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English Translation

- Have paper plan to hand to judges
- Discuss plan with judges
- FIRST gives template for plan
- Can include more than template
- Award winner chosen based on plan & talk
- Plan should start with Executive Summary
- Plan \leq 2 pages



The Business Plan

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Sample Business Plan



Team 1504- The Desperate Penguins



Mission Statement:

The mission of FIRST Robotics Team 1504, "The Desperate Penguins" is to allow students and mentors to share and apply knowledge of engineering, business, and leadership skills through a fun, hands-on experience. As a team, members work toward a common goal of designing, building, marketing, and operating a competitive robot in a business-like environment, exemplifying gracious professionalism, while supporting the ideals of FIRST. We operate all aspects of our team using the 5P's (Prior Planning Prevents Poor Performance)

Inception Date:

September 24, 2004

Founders:

Beth Sweet (67) – Team Leader
Eric Gargus (217) – Treasurer
Phil Chang (469) – Historian

Kalley DeGraff (469) – Vice President
Pat Mullen (573) – Public Relations
Paul Huston (33) – Parliamentarian

Number of Team Members:

30 Students
16 Mentors
5 Sponsors

Team Location:

Okemos High School, Okemos, MI 48864

What We Do:

Within FIRST – Lead the creation of FRC in Lansing, MI area, now up to 2 teams, volunteering at Lansing District event, play at offseason events, submit for all possible FRC categories
Within Community – Lego Afterschool Program, MSU Concession Stand, HavenHouse help, massive media coverage

Current Sponsorship:

Dart Foundation – 5 year sponsor
Rockwell Automation – 3 year sponsor
General Motors – 1 year sponsor
TechSmith – 1 year sponsor
Spartan Motors – 1 year sponsor

To see presentation and business plan in digital format, please visit www.team1504.com



Team 1504- The Desperate Penguins



Team Growth:

2005 Season
18 Students
10 Mentors
1 Lansing area FRC team
No Lego Afterschool Program
No Handbook
No Lansing Competitions

2009 Season
30 Students
16 Mentors
2 Lansing area FRC teams
5 schools with Lego Afterschool
Handbook distributed & website
Lansing District Event

Future Plans:

Sponsorship – looking for approximately \$11,000 in sponsorship, currently soliciting
Team Outreach – hope to start up 1 additional FRC team for next season
Community Outreach – create additional project to get community more interesting in sciencetechnology

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Open-Ended Categories

- What you do/services rendered
 - Is this community interaction? Is this basic team functions?
- Summary of team growth
 - How do you define growth? Does this include monetary? Number of participants? Little brother/sister teams? Community recognition?

With these categories, what you include can really be specified to your team's individual strengths



Questions?

Team-Specific Ideas





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