



# acceleracing

# Enterprise Portfolio 2018 Entrepreneurship and pit display





# Team Work

# 36

### Main Members

### Minas Cholevas (15 years old) Team Leader | Design Engineer

- 3D Model Designer(CAD)
- Aerodynamic analyst
- Team Supervisor



# Evi Kioskli (17 years old)

Project and Marketing Manager

- Project Director
- Admin of Social Media
- Actuary



### Filippos Taprantzis (16 years old) Graphic Designer | Web Developer

- Designer of our Website
- Portfolio Designer
- Video editor

### **Reserved Members**



# Ninos Tsopanidis (17 years old)

- Logo Designer
- Pit and Clothing Designer
- Sponsoriship Proposal Designer

Construction Engineer | Graphic Designer



### **Supporting Members**









### Aggeliki Zogopoulou (16 years old) Fund Raising

- Financial Analyst
- **Communications Manager**
- Publicity Assistant

### George Hiliadas (16 years old) Public Relations

- Marketing Communications
- Content Writer
- Advertising Director

### Nick Stroggylos (15 years old) Design Engineer

- Contribution the the Design of the Car
- Logistician

### Thanos Karagiannis (15 years old) **Construction Engineer**

- Executive Assistant
- Part of the RND

ager	
Design Engineer	
ler	
Manufacturing Engineer	
nger	



# **Team Identity**

The development of our team's identity was a demanding task and every member's contribution was vital. We carried out long researches to find the perfect name for our team and our logo. After we chose the corresponding color code, we started designing our own personalized logo.

### Name

The main objective of a logo is to easily be recognized and differentiate from other logos.
 Combining two commonly used in Racing Sports words, "Accelerating" and "Racing", we named our team "Acceleracing". This name was also chosen since we knew that clever puns of this kind are not easily forgotten. According to recent research, humans recall more easily words that consist of non elaborate parts, like those that form our team's name.

### Structure

Usually, overloaded logos are both unpleasant looking. For those reasons we kept our logo design simple and minimal. The letters A and R are the abbreviation of the team's name.



### Shirts

An important role in our performance is our great appearance and our clothing, which have the logo and the colours of our team. Additionally we use our t-shirts as a way to advertise our sponsors. The setting of the colours on the clothes makes our presence sensual.



**Evaluation & Margin for improvement** Our team used its logo constantly throughout the year in all its actions. Hence the audience could easily remember who we are.

Reserved member's shirt

### Color Code



### Petrol

We knew that the color petrol was directly connected to the color code of "Mercedes Petronas", one of the top Formula 1 teams. Hence, we created a logo, which brings in mind this particular team, so that the public, which is familiar with the Formula 1, connects our team with the success and prestige of "Mercedes Petronas".

- Gives off:
- i. Creativity
- ii. Dynamic spirit
- iii. Determination



Gives off elements of professionalism and craftsmanship Gives off:

- i. Consistency
- ii. Maturity
- iii. Practicality

### Black & White (as background)

These colors were used separately as wallpapers of our logo.

Creativity

Dynamic spirit

Determination



### The combination

The vivid light petrol color matches with the gray which both reveal responsibility and so pointing out the balance characterizing the powerful energy of our team. Our strong belief that the combination of ingenuity and systematic work consist the key to success .

Practicality Consistency Maturity





# Project Management

### Time Management



Prerequisite for the coordination of the team was the clear indication of each action's deadline so v would never proceed in hurried acts and finally be off limits. After research we came to the conclusic that "Microsoft Project" was the best choice for us since this program enabled us to develop our own Business Plan. We set deadlines and tried the whole year to stay and act according to this custom made plan. The creation of a timeline of high yet realistic expectations turned out to be a very useful tool for the evolution of the team.

Μηνάς Χολέβας Μηνάς Χολέβας Μηνάς Χολέβας Μηνάς Χολέβας Μηνάς Χολέβας
Νίνος Τσοπανίδης Νίνος Τσοπανίδης Γιώργος Χιλιαδάς Γιώργος Χιλιαδάς:Νίνος Τσοπανίδης Μηνάς Χολέβας
Γιώργος Χιλιαδάς Μηνάς Χολέβας Μηνάς Χολέβας Νίνος Τσοπανίδης
ΓΓ
Γιώργος Χιλιαδάς
April September
March



### Work Distribution

Ne	
on	

0	Task		👻 Dura	alion 👻	Slart 👻	Finish 👻	Predecessors	
	IVICICI	Πλάνο Έργου	5 da	Contraction of the second	Sun 22/10/17	Sun 29/10/17	na ang ang ang ang ang ang ang ang ang a	
1	*	WBS	1 da		Sun 22/10/17	Sun 22/10/17		Μηνάς Χολέβας
1	*	Χρονοδιάγραμμα	1 <b>d</b> a	S	Sun 22/10/17	Sun 22/10/17		Μηνάς Χολέβας
1	*	Κατανομή αρμοδιοτήτων	1 da		Sun 22/10/17	Sun 22/10/17		Μηνάς Χολέβας
1	*	Προκοστολόγηση βάσει περα		2	Mon 23/10/17	Thu 26/10/17	3;4;2	Μηνάς Χολέβας
•	*	Διαχείριση ρίσκου	2 da		Fri 27/10/17	Sun 29/10/17	3;2	Μηνάς Χολέβας
	-	Δημόσια εικόνα			Fri 15/9/17	Thu 1/3/18		
	-	Marketing		Contraction (A	Fri 15/9/17	Thu 1/3/18		
1	*	Εύρεση ονόματος ομάδας			Fri 15/9/17	Thu 12/10/17		Νίνος Τσοπανίδης
1	*	Ανάπτυξη λογοτύπου	2 da		Fri 13/10/17	Sun 15/10/17	9	Νίνος Τσοπανίδης
1	*	Δημιουργία social media	1 da	218-123	Mon 16/10/17	Mon 16/10/17	9;10	Γιώργος Χιλιαδάς
1	*	Δημιουργία επιστολής χορ			Tue 17/10/17	Wed 1/11/17	9;10;11	Γιώργος Χιλιαδάς;Νίνος Τσοπανίδ
	*	Αναζήτηση Χορηγών	8 da	and a	Thu 2/11/17	Sun 12/11/17	12	Μηνάς Χολέβας
	*	Συμφωνίες με χορηγούς			Mon 13/11/17		13	Γιώργος Χιλιαδάς
	*	Ανάπτυξη site ομάδας		a constante	Thu 2/11/17	Sun 3/12/17	12	Νίνος Τσοπανίδης
1	*	Συνεχή ανανέωση social me				Thu 1/3/18	11	Μηνάς Χολέβας
•	*	Marketing actions		20	Mon 18/12/17	Sun 25/2/18	14	Μηνάς Χολέβας
1	-	Στολές ομάδας Αρχικές		2677.5725	Wed 11/10/17	Tue 24/10/17		
1	*	Αναζήτηση χορηγού	1 da	2010-0101 E		Wed 11/10/17		Γιώργος Χιλιαδάς
1	*	Σχεδιασμός Στολών	1 da		Wed 11/10/17	Wed 11/10/17	19	Μηνάς Χολέβας
1	*	Απόφαση τελικού σχεδίου	1 da		Mon 16/10/17	Mon 16/10/17	Landara N	Μηνάς Χολέβας
1	*	Κατασκευή στολών	6 da	1.9	Tue 17/10/17		21	Νίνος Τσοπανίδης
	-	Στολές ομάδας Αγώνων			Mon 18/12/17	Frl 29/12/17		1.7
	*	Αναζήτηση χορηγού	1 da			Mon 18/12/17	14	Γιώργος Χιλιαδάς
	1	Έρευνα ανταγωνισμόυ		869 - S	1ué19/12/1/	5uñ 24/12/1/	14;24	Μηνας Χολεμας
i	*	Σχεδιασμός Στολών		days	Tue 19/12/17	Sun 24/12/17	25SS	Μηνάς Χολέβας;Νίνος Τσοπανίδ
÷	*	Απόφαση τελικού Σχεδίοι		days	Fri 22/12/17	Sun 24/12/17	26FF	Μηνάς Χολέβας
	*	Κατασκευή στολών		days	Mon 25/12/17	a harde literary harden a	27	Νίνος Τσοπανίδης
	-	4 Περίπτερο		day	Sun 25/2/18	Mon 26/2/18	17	
	*?	Έρευνα ανταγωνισμού		199 <u>9</u> 2				Μηνάς Χολέβας
	\$?	Σχεδιασμός περιπτέρου						Μηνάς Χολέβας
	*?	Κοστολόγηση περιπτέρου	)					Γιώργος Χιλιαδάς
	*?	Εύρεση κατασκευαστή πε						Γιώργος Χιλιαδάς
	*?	Κατασκευή περιπτέρου	Press Press					Μηνάς Χολέβας
	*?	Δοκιμή Στησίματος						Μηνάς Χολέβας
		Δυτοκίνητο	11	L7 days	Frl 15/9/17	Mon 26/2/18		
~	*	Έρευνα και ανάπτυξη		7 days	Fri 15/9/17	Sun 3/12/17		Μηνάς Χολέβας
~	*	Σχεδιασμός αυτοκινήτου		7 days	Sun 29/10/17	Sun 3/12/17		Μηνάς Χολέβας
~	*	Έλεγχοι προσομοίωσης αυτ		Ldays	Mon 4/12/17	Sun 17/12/17	38	Μηνάς Χολέβας
1	*	V2 αυτοκινήτου με διόρθω		Ldays	Mon 18/12/17		39	Μηνάς Χολέβας
V	*	Έλεγχοι προσομοίωσης αυτ		L days	Mon 1/1/18	Mon 15/1/18	40	Μηνάς Χολέβας
1	*	Προμήθεια συστήματος κύ		1 days	Tue 16/1/18	Fri 16/2/18	40	Μηνάς Χολέβας
~	*	Κοπή αυτοκινήτου με 5-axi		1 days	Tue 16/1/18	Fri 16/2/18	41	Μηνάς Χολέβας
~	*	Κατασκευή περιφερειακών		l days	Tue 16/1/18	Fri 16/2/18	41	Μηνάς Χολέβας
	*	Βαφή	72. 0 . 3020	days	Mon 19/2/18	Sun 25/2/18	44	Μηνάς Χολέβας
1	-	Συναρμολόγηση αυτοκινήτ		day	Mon 26/2/18	Mon 26/2/18	45	Μηνάς Χολέβας
	5	4 Παρουσιάσεις		3 days	Wed 11/10/17			
	-	<ul> <li>Παρουσίαση εύρεσης χορη</li> </ul>		days days	Wed 11/10/17		13;12;11;10;9	
~	*	Εισαγωγή		days		Fri 20/10/17		Γιώργος Χιλιαδάς
		παρουσίαση σμάδας		days	Wed 11/10/17		49SS	Γιώργος Χιλιαδάς

The same Microsoft software was used in order to clearly present each member's individual duties and to avoid misunderstandings. This easy to use program allows each member to have access to the featured calendar anytime. Apart from this technological support, the tasks were allocated on a weekly basis after group discussion. Furthermore, we made sure that we assigned members tasks that suited not only their character but also their team role. Avocation with subjects that interest someone and fit their temperamental characteristics appears to be a huge motivation and simultaneously members become more productive and creative. That is why we believe that this criterion is of paramount importance.

### **Evaluation & Margin for improvement**

Spending considerable amount of time and toil in this area, we successfully managed as a whole to stay the whole year in joint effort in spite of various plan changes and risks that occurred. Suggestions for improvement could be the development of a timetable with far more strict deadlines than those set by the Competition Organizers since that way no potential stress would emerge.



# Project Management

### Capital

The correct management of the resources available requires careful planning, as it plays a significant role to the progress of the project. For that reason, we created a budget plan using Microsoft Excel, that contained all the necessary actions and expenses and their estimated cost. At the beginning the plan was based on estimations. However after a web research and advices from experts and previous contestants in F1 in schools, our estimations were replaced with realistic cost values. As the time passed, some modifications were needed to take place, that eventually lead to the fluctuation of the total cost, without, though, any significant consequences. Unexpectedly, the actual cost was less than expected.

Expenses
CNC milling
Model Block
Airfoils & wheels (3D printed)
Car paint
Bearings
Document prints
Advertising merchandise
Shirts(Qualifiers)
Shirts(Finals)
Transportation
Total

Expenses
CNC milling
Model Block
Airfoils & wheels (3D printed)
Car paint
Bearings
Document prints
Advertising merchandise
Shirts(Qualifiers)
Shirts(Finals)
Transportation
Total





Budget
€1.020
€80
€1.500
€100
€689
€40
€100
€100
€200
€52
€3.881

Actual Cost	
€910	$\bigstar$
€80	
€0	$\bigstar$
€161	
€322	$\bigstar$
€0	$\bigstar$
€0	$\bigstar$
€100	
€200	
€52	
€1.825	

★ → Sponsorships

### **Evaluation & Margin for improvement**

In conclusion, this careful consideration in Finance rendered us capable of having the ultimate control of the situation. In other words, we shut out the scenario of spending excessively and going off budget.

### S.W.O.T.

The SWOT analysis helped us review our team with subjective criteria.

I				
	Strengths	Weaknesses	Opportunities	Threats
	Members' productivity and willingness to work	Smaller number of members compared to other teams	All of our logistical needs are fully covered by our school	Huge competition
	Experience because of our school's big number of participations in the F1 in Schools competition	We all are High School students which mean that we don't have much time for this extra- curricular occupation, due to the fact that we have to study.	Many members of our school's personnel offered us help whenever we needed it	Financial crisis and therefore many companies have second thought about sponsoring teams that take part in the contest
	Many new members with innovative spirit		Lots of companies showed interest about the competition which means the we have better chances of attracting new sponsors	Complicated and time consuming procedures for the approval of the sponsors services



acceleracing

# Project Management

### Communication

In order to achieve smooth cooperation, the coordinated processing of the individual tasks and, by extension, the achievement of our team's goals, a necessary condition is the constant and unobstructed communication of the members of our team. Our live contact on a weekly basis during our two-hour afternoon meeting is complemented by alternative means of conciliation, with the help of technology. More specifically we used:

- Mobile Phone,
- Social Media (Facebook, Messenger, Instagram, Snapchat)
- Email,
- Evernote
- Google Drive















## Google Drive

It is the key of our cooperation. In this digital depository we share, through our common account, the results of our individual work, we interact and collect the material for the formation of the final result.

### Risks

The plethora of dangers that emerged in combination with economical situation in which our country has gotten in were capable of preventing the smooth processing of the program. Nevertheless, the team Acceleracing, formulating a plan with the relevant foreseeable risks was able to minimize their influence and most of the times completely eliminate them. For this process we followed the following steps:



### **Possible Problems**

Communication

Time

Cost

### Team merge

During the Christmas period the two teams that originally represented our school at the F1 in schools competition combined into one. Via our cooperation we pursued the minimization of possible problems and increase our productivity.

- An increase in members
- 2) Better project allocation
- 3) Minimizing the risk of time shortage
- 4) Higher quality results due to more intense membership specialisation
- 5) Lack of misunderstandings in relation to the mutual relation support of the groups.
- 6) Doubling of the total team budget due to the adding of the, until then, independent team revenues.
- 7) Minimizing the danger of lack of resources
- 8) Conversion into a multimember team, which are strengthened more frequently from companies due to a more official appearance in comparison to smaller groups
- 9) Easier organization of team forwarding actions



### Step 3

Choosing the best possible solution

### Solutions

Frequent discussions and reorganization

Preparing a correct timetable

Actions that keep up with the budget

minimising risk in the project management field

minimizing risk in the resource management field

Marketing actions and finding sponsor.





# Marketing

### Actions Christmas Bazaar

Porsche, that was sponsored by Avis.





### «Autokinisi 2017»

Undoubtedly a car exhibition is fully related to our work and therefore some of our members payed a visit. However, besides that we learned many things about new technologies, we also got a touch with a number of representatives of some industries and companies which are related to the car field. As a matter of fact we tried to promote our team by showing our work so that we could attract new sponsors.



### One of the most important Marketing actions is without any doubt the team's dynamic participation in our School's Christmas Bazaar. Having our own custom bench, all team members informed teachers, parents and students about our doing. These three days we successfully sold not only merchandise but also numerous lottery tickets for a joy ride with a







Furthermore, our team was also promoted by our Marketing Director's interview from the unofficial national community.

### Merchandise

With the production of these products not only did we manage to raise bigger capitals, but we also made sure that our sponsors remember our logo.



AR stress ball



Acceleracing Merchandise collection concept



# Marketing Publicity

### **Social Media**

There is no doubt that nowadays Social Networks are the principal means of communication and the preferred method to share information. That is why, actually, one of the team's first actions was the development of our own Pages in Social Networks, such as Facebook, Twitter and Instagram. We make sure, moreover, that posts of news, photos and videos are uploaded on a regular basis on all of our profiles. The rich content reflects the urge, zeal and undiminished energy of our team. Through our profiles, the public is easily informed of our activities in a direct way and provides us with support.





### Website

The website was developed using a website-development tool named Wix. This program is particularly popular, because the process of is simple, but the final product still looks professional. Using Wix, we managed to create an easy-to-use and interactive website, which featured plenty of innovations. For example there is a three-dimensional display of our model car, which allows our website users to interact with the model from every possible visual angle. Our website includes, a description of the F1 in Schools Competition, our team's members and their responsibilities and finally our actions and objectives for this year's competition. Alongside those, we added live links redirecting to the team's and the teams's sponsors social media profiles, and information to contact us for those who were interested. Another fun feature of our site is that our Instagram profile is directly linked up with our website, and thus every photo uploaded on Instagram is also added to the "Memories" section of the webpage. Finally, despite the content that it contains, our website is defined by minimalism and a userfriendly experience.





The Instagram Feed in the memories section.





# Sponsorships

### Sponsorship Proposal

With no doubt, a very important part of the contest is for the teams to find sponsors, so that all their financial needs get covered. Therefore, from the first days of our journey we managed to create a 6 - paged sponsorship letter, which contained a detailed description of the competition, information about our team and its goals and obviously the ways someone can support our effort. Sending the sponsorship letter through email together with a corresponding cover letter, helped us a lot so we could get a touch and inform multiple companies about our work.





Screenshots from our sponsorship proposal

### R.O.I.

Our sponsors' categorisation was based on the R.O.I. placed every sponsor in one of the following categories team.

Return On Investment Plan	Bronze	Silver	Gold	Carbon
Logo on our Pit Display	*	*	*	*
Reference and active links in our Social Media pages and Website	*	*	*	*
_ogo or Reference in advertising brochures	*	*	*	*
_ogo on our T-Shirts		*	*	*
Nonthly posts about your company on every social media account			*	*
References to your company in interviews			*	*
_ogo on Advertising Gifts – T-Shirts for sale				*
All rights for Portfolios and Car Models' Designs reserved				*
_ogo on our Car Model				*
Value of Sponsorship Plan	<b>€500</b> >	€1.000 <b>&gt;</b>	<b>€2.000</b> >	<b>€3.500</b> >

	(Return On	,			
9S	accordingly	to the impo	rtance of its	s service to	D OUR

### S.O.D

Alongside, we used a second system in order to attract new sponsors called S.O.D. (Sponsorship on Demand). In a few words we discussed with the prospective sponsors and came into a deal which satisfied the needs both of our team and the company. As a matter of fact this plan concerned small companies to a greater extent so that they could support our team both financially as well as the field of advertising. Nevertheless that many businesses suffer from financial difficulties nowadays, we managed to raise capitals, incoming from low sponsorships.

### Sponsorship on Demand

Logo on our Pit Display

Reference and active links in our Social Media pages and

Logo or Reference in advertising brochures

Logo on our T-Shirts

Monthly posts about your company on every social media

References to your company in interviews

Logo on Advertising Gifts – T-Shirts for sale

All rights for Portfolios and Car Models' Designs reserved

Logo on our Car Model

# Logo Privileges

Sponsors' logos printed on our custom shirts and model car.





	Value
	250
d Website	250
	500
	500
a account	750
	750
	1000
k	1250
	1500







# Sponsorships

### Presentations

Moreover our team's members visited the headquarters of number companies in order to convince them to become our sponsors and support our effort. For each company we designed a digital presentation and the fact that we used each time different arguments paid off, because we formed a direct relationship with all of our Sponsors.







### **Our Sponsors**







Avis' help was without any doubt of paramount importance. With their financial support, they helped us realize our dreams and take our first big steps. Worth mentioning that Avis was our first Sponsor.

The Sponsorship of Prototypa turned out to be determinant for our journey. Using special machinery, they printed for us some parts of our car, that we had designed, on their 3D printers.



The value of ISN's donation is undeniably very high since not only did they promote F1 in Schools in Greece but also they support the teams financially.







# Pit Display

### **GENERAL INFORMATION:**

We decided that the best way to showcase our work is by using two different timelines .By having two timelines we can separate our work into two sectors (marketing and engineering) ,while having the ability to entangle them when there is common ground. That way we can include all the important information with little text and achieve a clean look.

### **DESIGN:**

We designed the timelines using only straight lines, in order to compliment our logo and the overall look of our Team. We composed our Desk with steep gradients to give our Pit an aggressive look. Overall our Pit theme is quite Modern and Minimal at the same time

### 1.

In this place our sponsors logos are going to be displayed.

### 2

Our logo is going to be displayed here, in a place viewable from every angle.

### 3.

The logo of our school, Ellinogermaniki Agogi is going to be placed on the banner of the kiosk.

### 4.

A large and a high-resolution display, will allow the users to interact with our 3D model.

### 5.

On this table we are going to place merchandise and brochures of our team and our sponsors.

### **CONTENT:**

Every timeline has embedded points which represent events or progressions. We also used eye-catching images that go with every point to give visual examples of our work. We included our sponsors and everyone who contributed to our Team on the walls of the Pit. Further information will be showcased along with our website on our Monitor.





