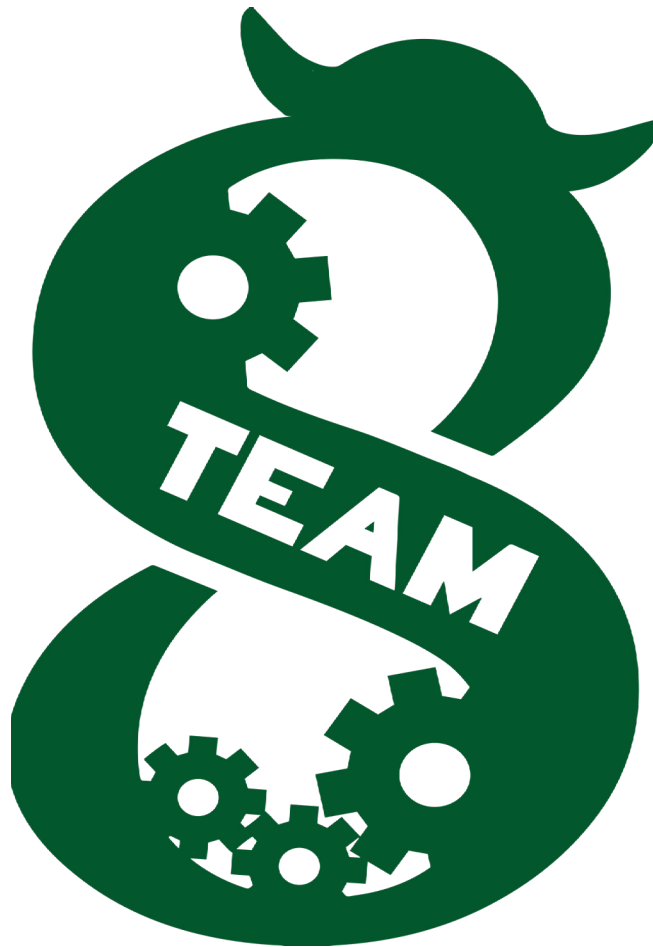




# Business Plan

# Paly Robotics

FRC 8 | 2023



## Business Plan



Palo Alto Senior High School  
50 Embarcadero Rd., Palo Alto, CA  
94301  
(650) 798-4560  
[palyrobotics.com](http://palyrobotics.com)

# Business Plan

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## Team Mission Statement

Paly Robotics is dedicated to enriching the educational experiences of our students and community by increasing STEAM exposure and inspiring others through FIRST programs.

We envision our long-term impact to remain student-led and recognized for our tangible results, and hope to see a growing, tight-knit community of people positively impacted by our efforts. Even with many years of change on our team, our core mission has remained the same: to strive for diversity and self-improvement, promote leadership, and positively impact and inspire the community.

## Team History & Growth

Paly Robotics was established in 1996 at Palo Alto High School as a team of 20 students. Since then it has grown to be 79 members strong.

In 2012, the departure of our head coach and lack of student experience resulted in poor performance. In response, we hosted robot demos to attract recruits and increase sustainability in passing on knowledge to younger members. Team 8 won 1st place at the Utah Regional in 2020, our first win at such a large event in 14 years, and won Top 3 in the world for the FIRST Innovation Challenge in 2021.

Since 2012, we have invited students from England to tour our lab and attend our Women in STEM panel. In 2016, we initiated our LEGO Robotics Summer Program (LRSP), a free summer camp teaching LEGO Mindstorms to underprivileged students. In 2020, despite the pandemic, Team 8 continued to spread STEAM to our community through free Zoom workshops. In 2022, we resumed our in-person outreach activities including LRSP and our annual summer camp for middle schoolers.

# Organizational Structure

Paly Robotics distinguishes itself from other FRC teams through our student-led structure. All operations are planned, reviewed, and executed entirely by the students, allowing our students to grow as leaders.

Our mentors embrace our student-led structure by practicing hands-off support. They teach decision-making and leadership skills, enabling the students to make their own informed choices.

## Marketing

Through using consistent branding on our website, monthly newsletter, and social media, we have made our name recognizable in our community. During recruitment, we reach out to incoming freshmen through flyers and school orientation. Our team hosts many workshops and robot demos at local schools and community events.

Paly Robotics also markets through outreach programs. 92% of 2022 summer campers reported that they would be interested in joining a FIRST team.

## Financials

For the 2022-23 season, Paly Robotics has a budget of \$92,439.00 and a projected income of \$83,705.80.

Paly Robotics Boosters, a group of parent volunteers, collaborate with subteam captains and our student treasurer to develop the team's budget. Our budget covers materials for the game challenge, which includes robot fabrication costs, competition registration fees, facilities, financial management, team merchandise, competition fees, and our outreach activities.

Team 8 receives monetary support from our corporate sponsors, as well as material, software, and food support from in-kind sponsors. We also obtain revenue from our summer camp and individual donations.

To recognize our sponsors, we include their logo in our branding and robot, host robot demos at sponsor company sites, send a monthly newsletter updating them on team initiatives, and invite them to Robot Reveal Night.

# Risk Analysis

Paly Robotics recognizes possible risks and plans ahead to mitigate them.

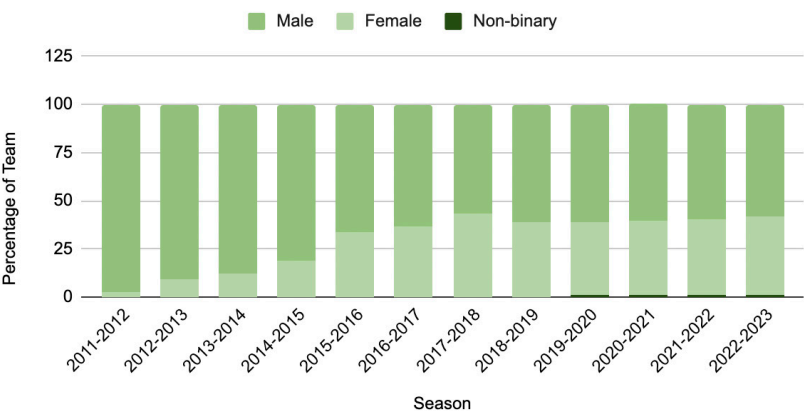
A lack of team sustainability could lead to poor performance; therefore, we have developed a Sustainability Plan outlining countermeasures and have veteran members pass down knowledge to younger members through lessons and workshops. We regularly reconnect with graduated alumni for mentorship and advice, continuing and expanding our team's legacy over the generations.

We also recognized that poor lab conditions could possibly lead to the closing of our lab space. To prevent this, we received a safety inspection and have implemented its suggestions. We purchased protective equipment and air filters, and have installed hand sanitizer stations around our lab space.

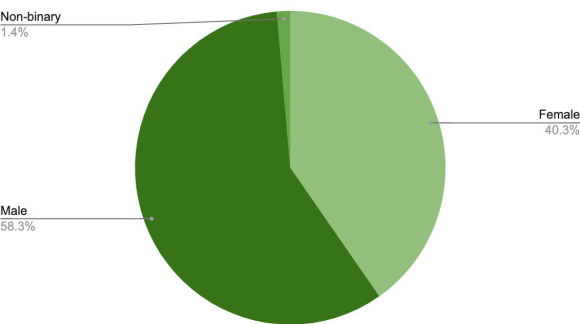
# Appendix

## Paly Robotics Gender Diversity Growth 2011-2023

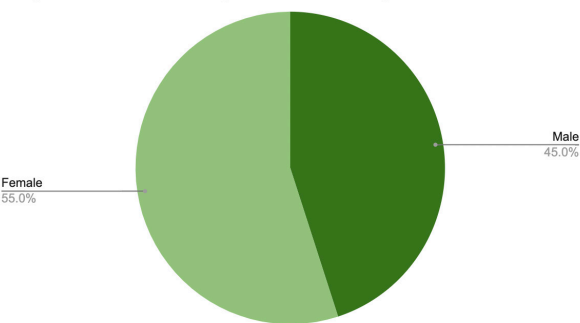
Paly Robotics has created a culture of diversity and equal opportunity over the years.



## Paly Robotics Gender Diversity 2022-2023



## Paly Robotics Leadership Gender Diversity 2022-2023

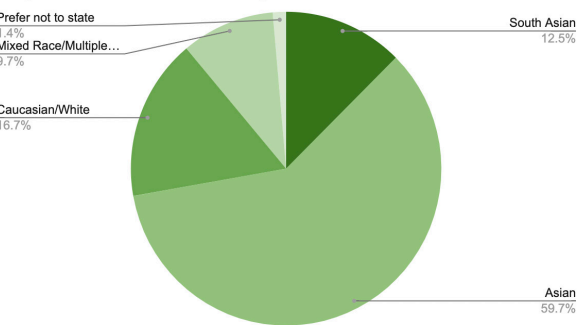


## Paly Robotics Leadership Diversity Growth 2014-2023

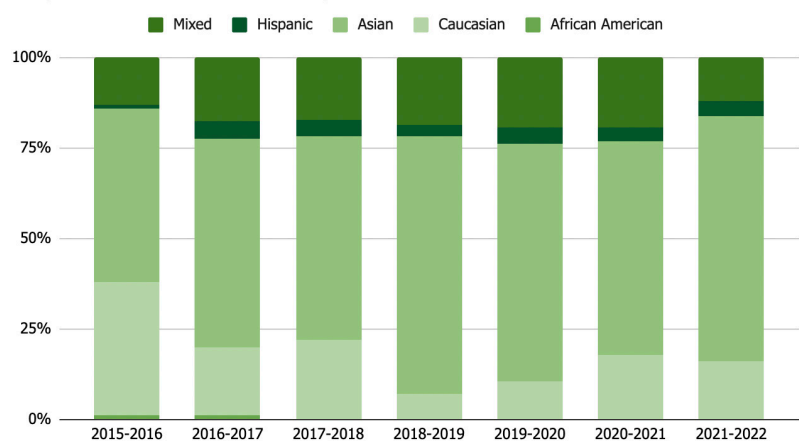
Paly Robotics' Leadership continues to become more diverse to better represent the team's diverse and accepting culture.



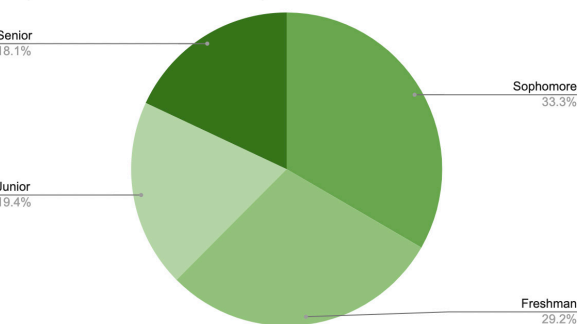
## Paly Robotics Racial Diversity 2022-2023



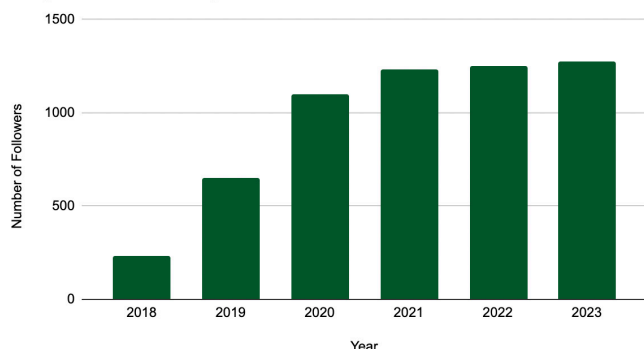
## Paly Robotics Racial Diversity Growth 2015-2023



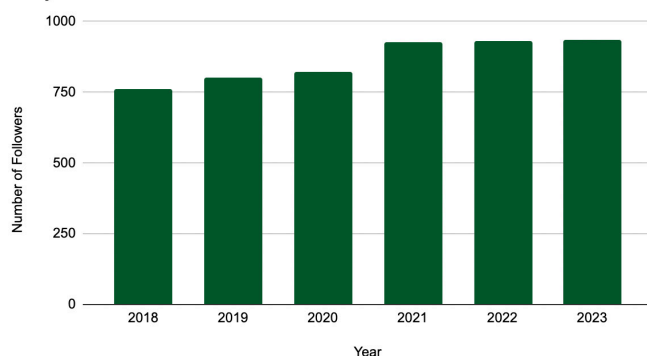
## Paly Robotics Grade Diversity 2022-2023



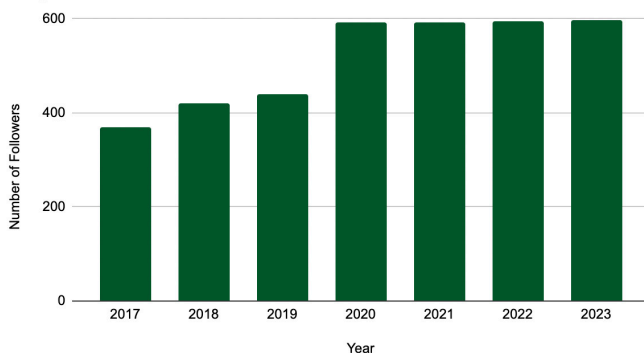
Paly Robotics' Instagram Followers



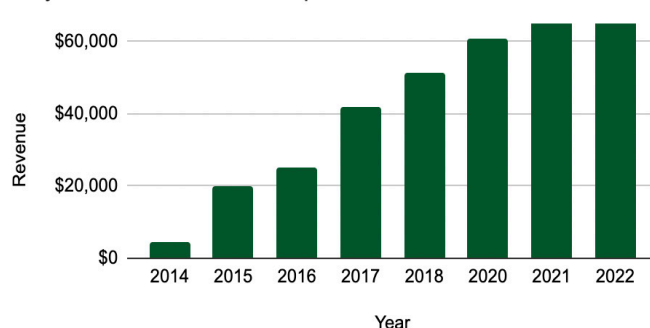
Paly Robotics' Twitter Followers



Paly Robotics' Facebook Followers



Paly Robotics Summer Camp Revenue



Team 8 is led by two Team Co-Captains, who work together to oversee and manage the operations of all subteams and committees, as well as administrative tasks.



Our Technical Director oversees all design and fabrication operations as well as facilitates robot progress throughout Build Season.



Our team is split into six subteams: Art, Business, Build, Design, Software, and Strategy and Scouting. Each contributes to the team's overall success and creates an effective and engaged network of students. Each subteam is led by a Subteam Captain, who is responsible for his or her respective subteam's operations.



Additional managerial roles, such as Lab Manager and Webmaster, ensure that all aspects of running a team are covered. Collaboration between our student treasurer and our the Paly Robotics Boosters, a group of team parents who help manage team finances, ensures that our monetary assets are allocated wisely.



Our team has various outreach initiative committees, from our annual Paly Robotics Summer Camp to our international engagement with Townley Grammar School, that are led by our students.

# Palo Alto High School Robotics Boosters Club

## Statement of Financial Position

As of February 16, 2023

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1) MAIN CHECKING (9265)	132,759.76
2) TREASURER CHECKING (0627)	0.00
2020-21 FIRST Registration	1,550.00
3) BUILD CHECKING (9127)	0.00
<b>Total Bank Accounts</b>	<b>\$134,309.76</b>
<b>Total Current Assets</b>	<b>\$134,309.76</b>
<b>TOTAL ASSETS</b>	<b>\$134,309.76</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
<b>Total Liabilities</b>	
Equity	
Opening Balance Equity	-330.19
Retained Earnings	145,369.91
Net Revenue	-10,729.96
<b>Total Equity</b>	<b>\$134,309.76</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$134,309.76</b>