



Disruptive Innovation

Disruptive Innovation #6317

Davenport West High School

Davenport, IA.

Website

2016-2017 Business Plan

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1.0 Overview

INSPIRE is a Davenport West High School Initiative, dedicated to creating a school-wide culture where students identify, select, and pursue career pathways and develop necessary skills that lead to post-secondary career and/or college opportunities. Students in INSPIRE will have the opportunity to apply for competitive internships in each pathway. INSPIRE is an extension of the nationally recognized career programs at West High School.



Goals

1. Building a strong team
We will build a strong team working towards a similar goal regardless of background or difference of opinions. We will accomplish this goal through various ways such as videos, papers, presentations, etc. Examples being Simon Sinek's - Start with Why and Daniel Pink's - Drive
2. Bring the ideas of FIRST into participants minds
We will instill in our participants ideals first and foremost gracious professionalism, respect to peers, and lastly, skills such as how to work efficiently and what it takes to be a team.
3. Build a working robot
A working robot is necessary. No matter how far we get in the competition we will build a working robot.
4. Give participants real world experience
We will structure our course with FRC and other real world problems in order to expose participants to situations they will encounter. This will allow them to better understand and solve problems in the future when they are faced with them.
5. Inspire other teams in the area
With our success we hope to inspire other teams in the area from another FLL Jr. team all the way to an FRC team in the area. We will mentor these teams so they can learn and be as successful as we are.
6. Build professional relationships with businesses across the world
We will build our international relationships through corporate sponsors or small businesses to machine parts often.
7. Connect with like-minded people from across the world

Team Summary

Team Organization

Our team is divided into five main departments outreach, documentation, technical, mechanical, and public relations. Each of these groups has an overall lead. Every team member is encouraged to lead a project or area. At the beginning of each class period, we meet as a class and everyone shares what they plan on doing for the day. Each department also has a separate meeting on a scheduled day of the week.

Outreach Strategy

Our outreach strategy is to spread FIRST on the local, national, and international levels. On the local level we plan on mentoring FIRST Lego League Jr. teams at both Bettendorf and Blue Grass elementary schools. We will also mentor FIRST Lego Leagues at Walcott Intermediate and Wilson Elementary. Along with that, we will work closely with the FIRST Tech Challenge teams at West High School. As a team we will also be doing various community service in the community. Nationally, we will be mentoring teams from other states. And on the international level we will be working to solve third world problems in Kenya.

Robot Design

When we start to build our robot, we will follow the design process: design, build, test. We will be constantly working to build and improve our robot.

Communications Plan

The team's targeted audience is a wide range with the main goal being to create awareness for the INSPIRE capstone program. The audience will include:

- Current School Staff
- Counselors: Stephanie Eckhart
- Current Students
- Upcoming Students
- Parents
- District Administrators
- DCSD School Board
- Business Community
- Chamber of Commerce
- City of Davenport
- Potential Mentors
- News Media
- Financial Supporters/Corporate Sponsors

The team uses a variety of communication tools to ensure that team members, mentors, parents, and the public are kept informed, including:

- School Visits
- Website
- TV Monitors
- Social Media
- News media
- School Board Presentation
- Email INSPIRE
- Mail
- Outreach team/demos
- Video
- DCSD Marketing
- School News

The team will use these tools to communicate three key messages of:

1. Cross curricular approach
2. Real life, real world problems
3. Why

By calculating the difference in the student enrollment in a specific time period, social media engagement, and focused and measurable; the team can measure the impact the communication has made.

SWOT Analysis

Strengths	Weaknesses
<ol style="list-style-type: none">1. Organized Structure2. Specialized Departments3. Experienced Instructors4. Motivated Team	<ol style="list-style-type: none">1. Lack of Individual experience2. New program3. Little FRC experience4. Conflicting interests5. Time management
Opportunities	Threats
<ol style="list-style-type: none">1. Multiple grants2. Wide range of mentors3. Developed engineering department	<ol style="list-style-type: none">1. Sharing funds with two other teams.2. Strong competition.

Financial Plan

Fundraising

Our main source of funding is grants and scholarships. However, we will still be doing various fundraisers to raise money and get our name out in the community. Fundraisers will include selling candy bars, flocking, and partnering with local pumpkin farms to sell pumpkins.

Sponsors

As our team continues to grow and spread in the community our list of sponsors will grow. Some very notable companies including John Deere, Alcoa, and Genis Systems are supporting us and our program.

Expenses

Name	Cost
Registration Fee	\$5,000
Travel Expenses	\$5,000
Robot	\$6,000
Outreach	TBD
Champion Expenses	\$5,000
Championship Travel Expenses	\$7,500
Total without championship	\$16,000+
Total with championship	\$31,500+

Income

CIM Club	\$5,000
DCSD	\$5,000

STEM Innovator Grant	\$2,000
Fundraising	TBD
PMI	\$2,000
John Deere	\$6,000
Grainger	\$5,000