

# 2013-2014 Business Plan

FIRST Team 2996 Cougars Gone Wired



**Created and Edited By:**

**Cheyenne Ahor , Daniel Bazan, Daiszha Cooley, Robert Dawkins, Elizabeth Donahoo, David Donahue, Raymond Duncan, Zachery Finley, Casi King, Hannah Levy , Brittany O'Donnell, Kyle Reeves, Ryan Skolnicki, and Cougars Gone Wired**



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## Our Mission

FIRST Team 2996 strives to build students while building robots, have fun while working hard, and try our best while helping others. We believe FIRST creates a place to learn and grow and FIRST Team 2996 promises to promote student involvement and interest in STEM. By showing the community the value of STEM education, FIRST Team 2996 will build a foundation for a STEM oriented culture.







## Organization Summary

FIRST Team 2996 Cougars Gone Wired is a six-year old student run organization that competes in an annual international robotics competition through an organization known as FIRST (For the Inspiration and Recognition of Science and Technology). Based out of Coronado High School in Colorado Springs, Colorado, FIRST Team 2996 is a Colorado Springs School District 11 team that welcomes everyone—both from within and out of the district.

Cougars Gone Wired is dedicated to giving students around Colorado Springs and beyond a unique hands-on opportunity to experience and discover passions in STEM (Science Technology Engineering and Mathematics) while learning from industry professionals. FIRST Team 2996 spends the year discovering new possibilities, developing problem solving skills, growing closer as a team, and working with the community. The team focuses on preparing students for future careers in the diverse fields of STEM and contributing to the work force of problem solvers and engineers.

Cougars Gone Wired strives to be much more than the typical student club. The team believes that in order to help FIRST make a lasting cultural impact on the world, all FIRST teams must promote excitement for STEM within their communities and beyond. Likewise, FIRST Team 2996 aims to contribute positively to STEM, education, the community, FIRST, and its supporters. In the years to come, the team hopes to grow and establish a lasting impact on future generations.

## The Team

Cougars Gone Wired, FIRST Team 2996 aspires to reach higher each year. In the past six years we have made vast improvements through our learning experiences and the experiences of other teams. Within recent years, the team has learned to truly implement the FIRST values of Gracious Professionalism and Coopertition within the FIRST community and outside of the FIRST community. As a relatively young six year team, there is still so much for the Cougars to learn. The mission of the team is to continually build a stronger team as a foundation to achieve other goals and dreams.





## *Team Origin*

Prior to August 2008 Coronado High School knew nothing of FIRST Robotics; however, after the discovery of FIRST a few students started FIRST Team 2996, Cougars Gone Wired (CGW). With the determination of these competent students, and the subtle guidance of Bryce McLean, an engineering and mathematics teacher at Coronado High School, CGW accrued a total of 34 students from all over Colorado Springs School District 11 by the beginning of build season 2009. The team blossomed into a life changing experience that has touched the lives of many students throughout our schools. Room 407 in the Coronado Tech Building, Mr. McLean's classroom, became our home and we grew as a team. Currently our team has 77 members, which makes it the largest team in our short history.

During Lunacy, our rookie game, technical success was small but our team was established as a strong competitor thanks to the kindness of teams 399 and 1332, who chose us as part of their first seeded alliance at the Colorado Regional. Our robot that season, Dozer, could do little more than push robots aside and clear a path. Our team's skills and cohesiveness gradually improved with experience. For example, in our first two years our team size increased; however, team size declined in subsequent years. We made it our goal to recruit and get new people interested in STEM, and our numbers have nearly doubled over the past two years.



## Recent Awards

2009 Lunacy	2010 Breakaway	2011 Logo Motion	2012 Rebound Rumble	2013 Ultimate Ascent
Colorado Regional Website Award	Colorado Regional Industrial Safety Award	Kansas City Regional Entrepreneurship Award	Kansas City Regional Spirit Award	Kansas City Regional Imagery Award
Colorado Regional Rookie All-Star Award	Colorado Regional Entrepreneurship Award	Colorado Regional Chairman's Award	Colorado Regional Entrepreneurship Award	Colorado Regional Finalists
Colorado Regional Regional Winners	Colorado Regional Excellence in Design Animation Award	Colorado Regional Woodie Flower Mentor Award, Mr. Bryce McLean	Colorado Regional Winner	Colorado Regional Chairman's Award
Colorado Regional Autodesk Visualization Award		Colorado Regional Dean's List Finalist, Scott Von Thun	Colorado Regional Woodie Flower Mentor Award, Mr. David Murphy	
			Colorado Regional Dean's List Finalist, Jasmine Kemble	

FIRST Team 2996 is extremely grateful for the level of success we have achieved in the past six years. A large portion of our success is on account of the support of our families, mentors, sponsors, and our community.



## Team History

Prior to 2008 Coronado High School knew nothing of FIRST Robotics; however, after the discovery of FIRST a few students started FIRST Team 2996, Cougars Gone Wired (CGW). With the determination of these competent students, and the subtle guidance of Bryce McLean, an engineering and mathematics teacher at Coronado, CGW accrued a total of 34 students by the beginning of 2009.



## Lunacy 2009

The first year for CGW was considerably successful; although, the team encountered several challenges, one of which was the inability for the robot to do more than push other robots around in the 2009 game *Lunacy*. This prompted the name "Dozer" for the first robot of FIRST Team 2996. Initially, Dozer achieved little success; however, the team was re-energized by the acquisition of the Website and Animation awards at the Colorado Regional. Afterward the team returned to the final competition and, with the aid of FIRST teams 1332 and 339, made it to the elimination rounds and were part of the winning alliance; which resulted in the attainment of the Rookie All Star award and admittance into the International competition in Atlanta, Georgia.



## Breakaway 2010

Inspired by the previous year's success, FIRST Team 2996 went into the 2010 Breakaway season with the aim to build a robot capable of competitively playing the game. There was little success in the Kansas City Regional, therefore the team did not place very high; nonetheless, the team went on to the Colorado Regional and made it to the semi-finals in addition to being awarded the Entrepreneurship, Industrial Safety, and Autodesk Excellence in Design awards at the Colorado Regional.



## Logo Motion 2011

One of the most successful seasons to date was in the 2011 game *Logo Motion*. Winning the Entrepreneurship award for the second year in a row and making it to the semi-finals in the Kansas City Regional ignited a newfound energy which led us to the quarter finals at the Colorado Regional. The team was allowed to continue to the International competition with the acquisition of the Regional Chairman's award. There were also awards given to a mentor and a member at the Colorado Regional: the FIRST Dean's List Finalist award, which was given to Scott Von Thun; and the Woodie Flowers Regional Award, which was presented to the team's "Big Kahuna", Mr. Bryce McLean. FIRST Team 2996 made it as far as the seventh seed in the Curie division in the Internationals.

## Rebound Rumble 2012

In the 2012 game *Rebound Rumble*, the team adopted a new plan from another FRC team which contributed greatly to the success of the team that year. The plan consisted of two identical robots that were both built within the six week build season; the first robot was “bagged and tagged” and the second was for driving practice and program testing. This plan led to Cougars Gone Wired winning the Colorado Regional as head of the top seeded alliance with teams 399 and 3807. Afterward, FIRST Team 2996 proceeded to World Championships in St. Louis Missouri.



## Ultimate Ascent 2013

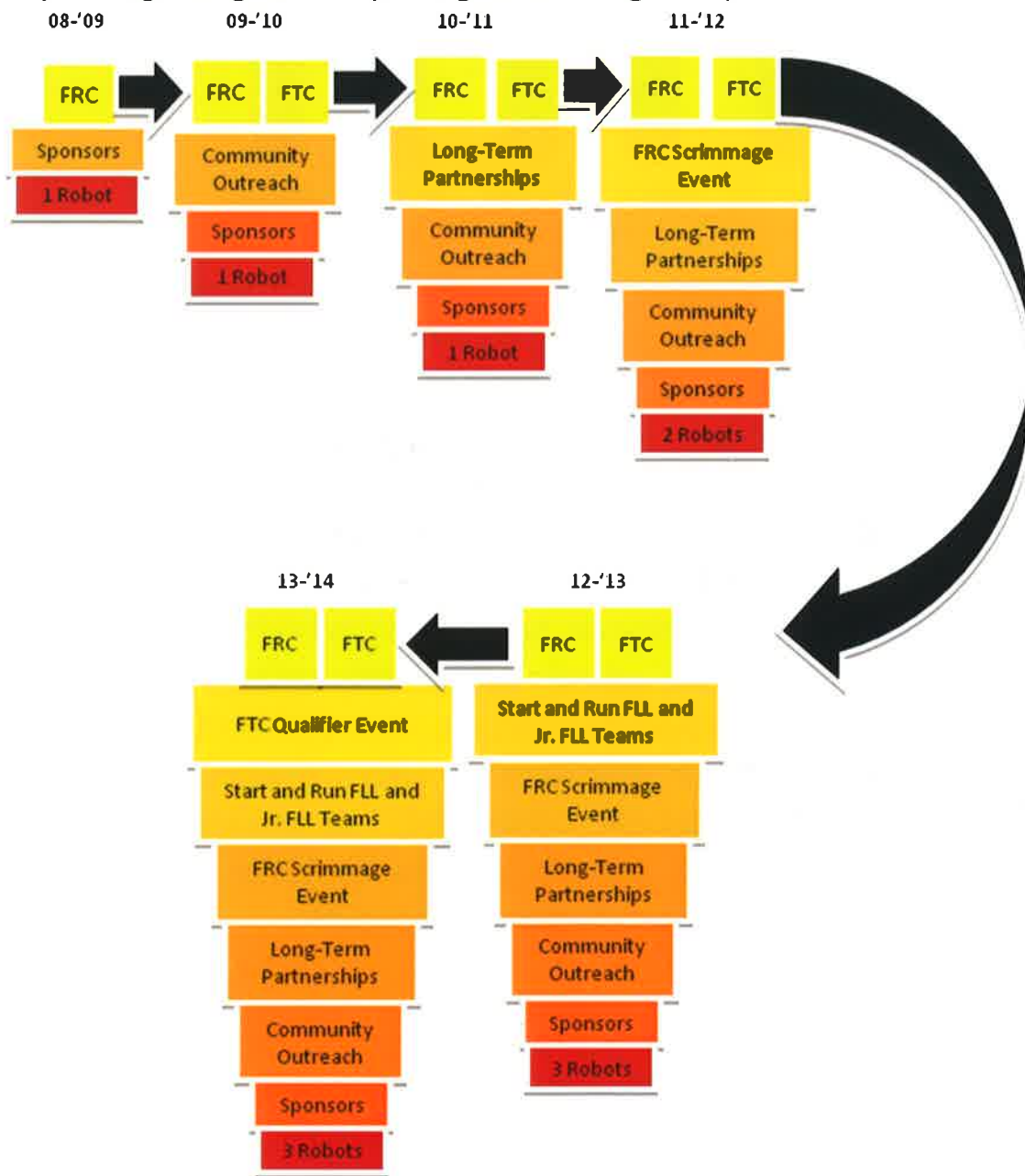
Last year, Cougars Gone Wired made it the furthest of any Colorado team in the past. We made it to the semifinals in our division in St. Louis and were on the way to going further; unfortunately last year’s robot, dubbed Sebastian, died a valiant death on the game field when one of the Jaguar motor controllers failed. Prior to this, we received the Imagery award at the Kansas City Regional and made it to the semi-finals in the same competition. In the Colorado Regional in Denver, FIRST Team 2996 made it to finals and won the Colorado Regional Chairman’s award. At the same event, we were chosen as the Colorado Wildcard.



# Tracking Growth

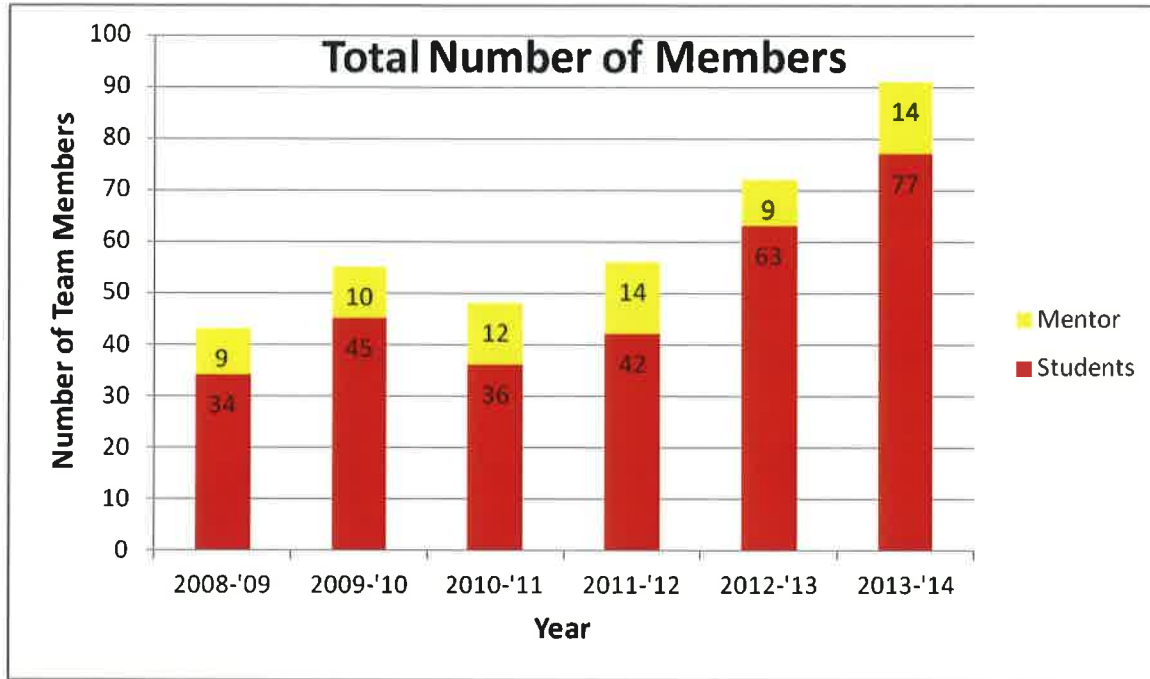
## Team Growth at a Glance

As a FIRST Robotics team who wants to be the best we can be, we make growth and improvement a priority. Over the past six years, we have studied the habits of sponsors corporations and other FIRST Robotics teams in order to expand our boundaries and raise the bar. FIRST Team 2996 has come a long way since year one by setting new goals and putting new strategies in place.





## Team Size and Recruitment

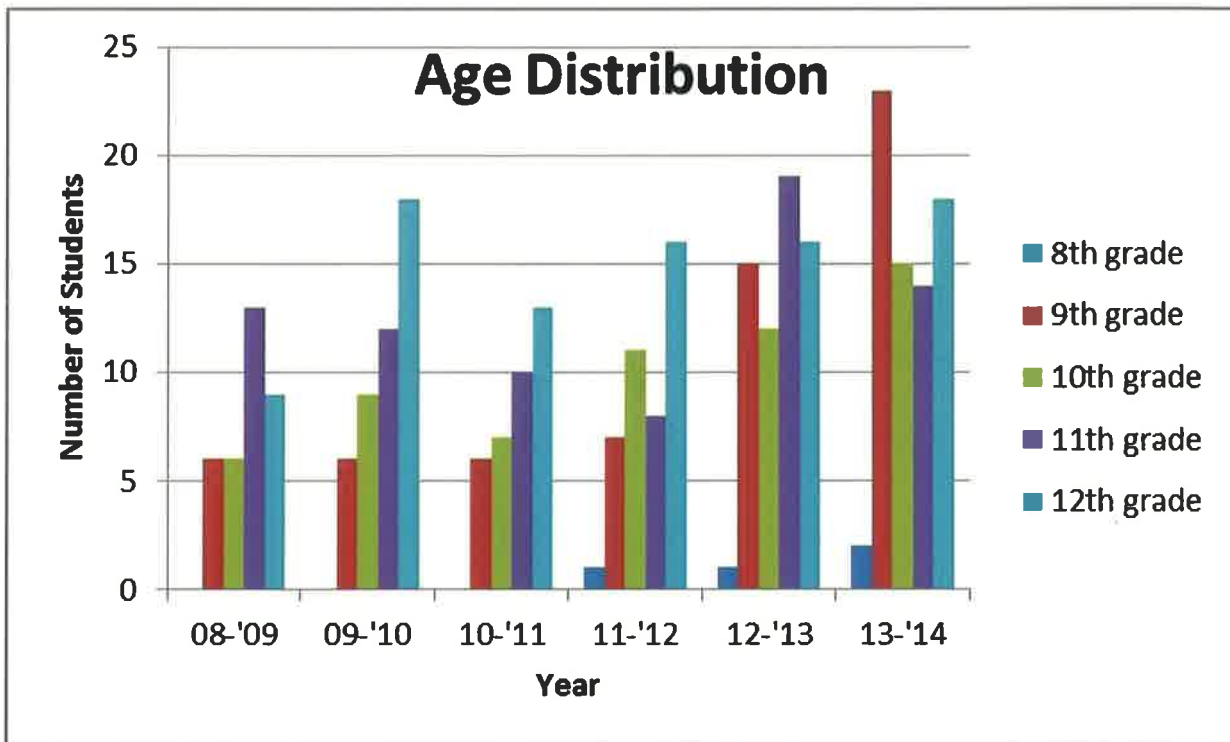
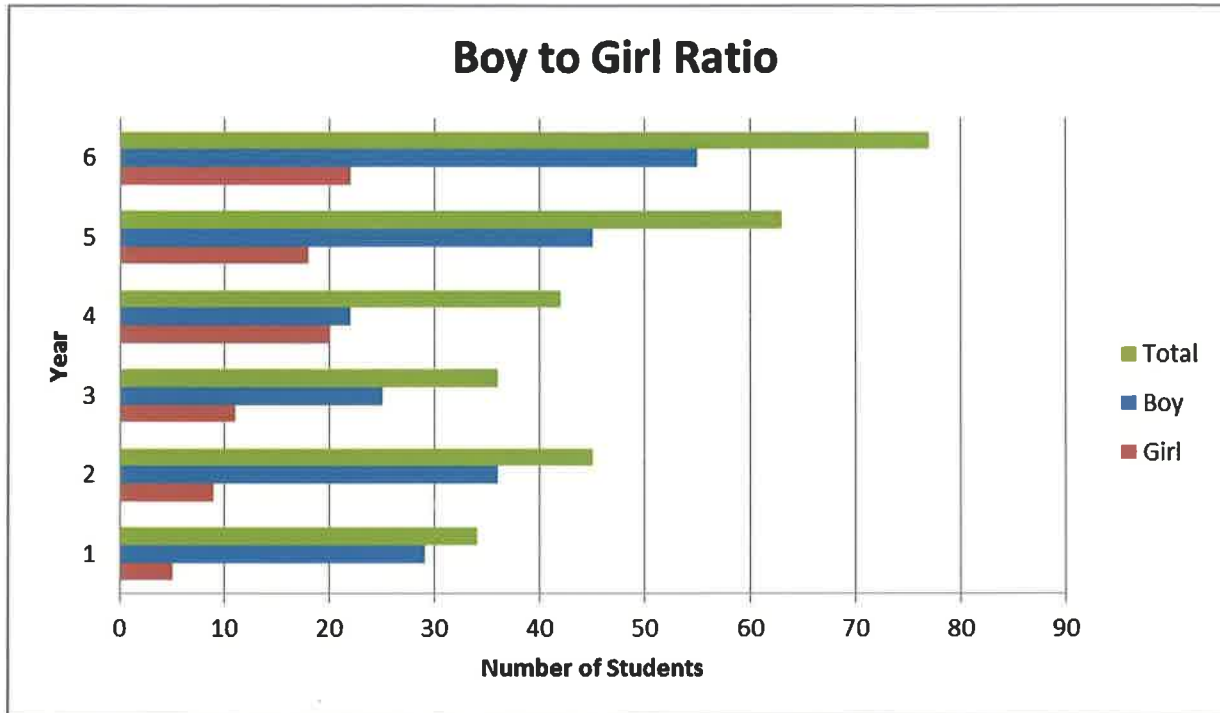


Over the past six years that Cougars Gone Wired has been in operation, we have gradually increased the number of people that are involved in STEM and the FIRST program. Within our team we have managed to increase our team size by 126% since our first year through our efforts to recruit at Coronado High School's registration days, community events such as Cool Science and the What If? Festival, and word of mouth. Within the community we have increased FIRST involvement by reaching out to elementary schools and middle schools to start Jr. FLL and FLL teams. Over the past six years we have started 12 Jr. FLL teams and 5 FLL teams in our community. FIRST Team 2996's various demonstrations throughout the community has generated interest in STEM and FIRST Robotics and we plan to continue to generate an interest in our immediate community and beyond.



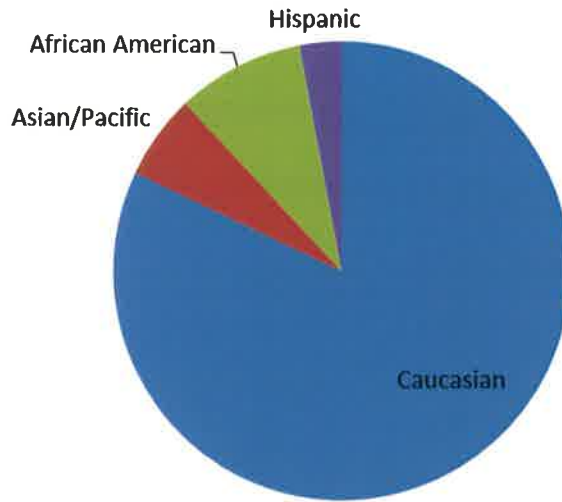


## Team Diversity

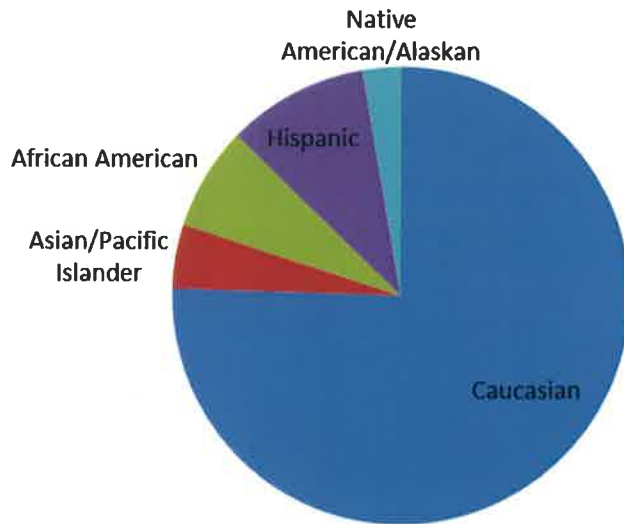




### Ethnicity Percentage 2008-'09



### Ethnicity Percentage 2013-'14

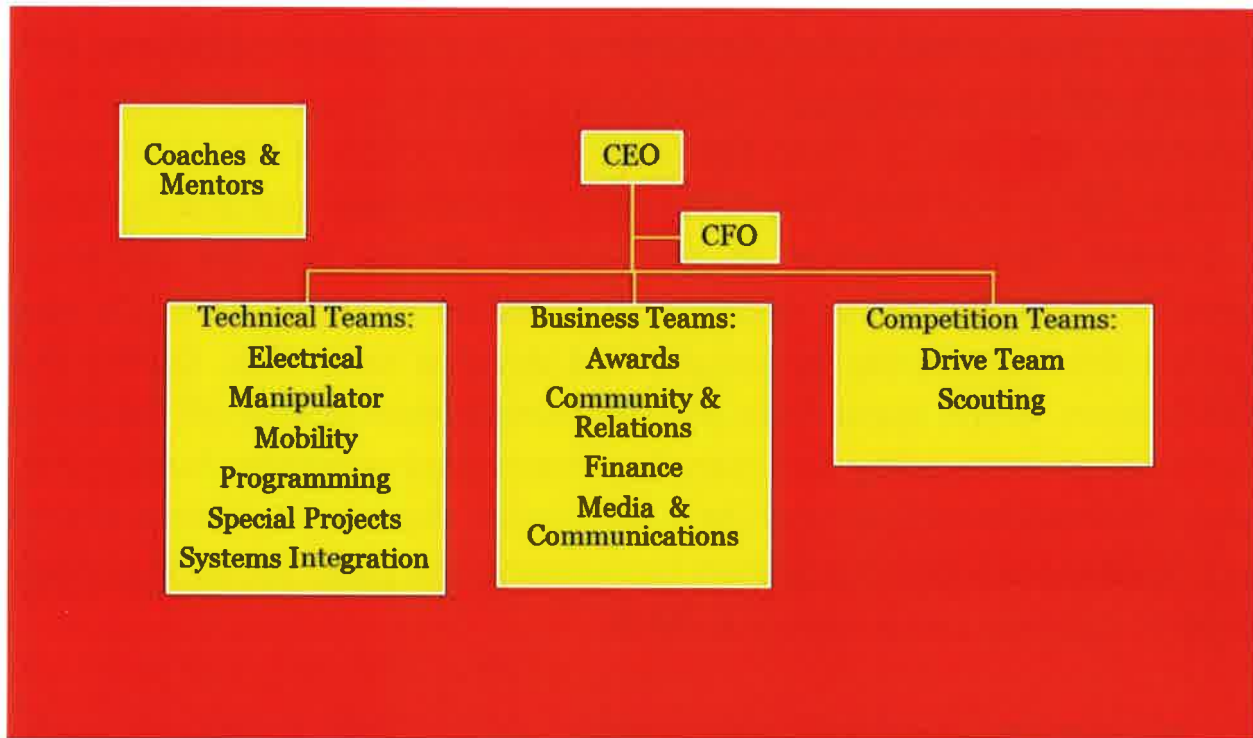


## Operational Plan

Cougars Gone Wired strives to maximize our efficiency in both the Off-Season and the Build Season. FIRST Team 2996 is structured similar to a business. We have a Chief Executive Officer (CEO), a Chief Financial Officer (CFO), and Vice Presidents (VP) for each technical and business sub-team. The efficiency of this model allows for the optimum specialization of work to improve the abilities of the team while also having the opportunity to acquire and develop new skills. During the Off-Season, which spans from the last competition to Kick-off, business teams begin scheduling and planning community outreach, fundraising, and other opportunities. During build season, the team follows a critical yet flexible path that transforms based upon the goals set by the team, such as building more than one robot.



## Team Structure & Student Leadership



### Student Leadership

FIRST Team 2966 maintains a strictly student-lead policy to encourage students to take advantage of the full experience that FIRST has to offer. Instigated by Head Mentor, Mr. Bryce McLean, the “hands off” robot policy on our team has paved the way for unbreakable student-mentor relationships and encouraged the rapid team growth that Cougars Gone Wired has experienced the past six years. FIRST Team 2996 believes that the FIRST experience is first and foremost a chance to learn and grow. Protecting student enthusiasm and passion for STEM remains our highest priority.



## Team Structure

Every member of the team is required to be a part of both a business sub-team and a technical sub-team. This policy not only ensures even distribution of tasks to build the robot, it creates an environment that encourages personal growth and a well-rounded member.

## Leadership Positions & Requirements

Each sub-team, business and technical, is led by a VP who must ensure that his/her sub-team's goals are performed well and on time. VPs are required to attend team meetings at least 90% of the time and be present for VP meetings outside of whole team meetings. Additionally, the Scouting competition sub-team has a VP who undergoes the same process and has the same expectations as the business and technical VPs. The top layer of leadership consists of the CEO and the CFO. While the CFO is responsible for managing the team's budget and communicating effectively with sponsors and the community, the CEO guides and manages the actions and responsibilities of the VPs.

In order to obtain a student leadership positions, each student must go through an application process that is very similar to the process of applying for a job. Each student must submit a student transcript, a resume, and a cover letter to the panel of mentors. After the submission of the required materials, each student gets individually interviewed by the mentor panel. The mentors then decide who is best fit for each position. The leadership selection process occurs annually. Members in leadership positions exemplify good role model characteristics.





## *Job Descriptions*

**Chief Executive Officer – CEO** – Provides direction and leadership toward the achievement of the team’s philosophy, mission, and strategy, and oversees the entire project. The CEO must look for ways to optimize team performance and effectiveness while ensuring that deadlines are met and good team work and communication is present. To do this, the CEO makes decisions based on the time frame and priorities of the project and acts as the project manager during the build season. The CEO is responsible for running all team meetings and being the spokesperson for the team at all events.

### **Business Sub-Team Leadership Positions**

**Chief Financial Officer – CFO** – The CFO is the VP of the Finance sub-team, responsibilities include finding new sponsors, organizing presentations to potential sponsors, and looking for new fundraiser opportunities. The CFO is also the main contact for companies and organizations and works closely with the CEO. The CFO is responsible for updating and submitting the team’s business plan for the Entrepreneurship award.

**Awards VP** – The VP of the Awards sub-team is in charge of making sure the team is eligible to receive awards, deciding what awards to apply for, and overseeing all the work that needs to be done for each award (such as the Chairman’s essay). Is also responsible for making sure all award submissions are turned in on time and are a positive representation of the team. The Awards VP works closely with the Community Outreach VP to make sure all events are documented for later awards submissions.

**Community & Relations VP** – The VP of the Community & Relationships sub-team is responsible for finding and deciding which service and outreach projects the team should do, organizing participation, motivating the team to attend events, and contacting the media to get event coverage. If the CEO cannot be present at an event the Community Outreach VP will act as spokesperson for the team.

**Media & Communication VP** – The VP of the Media and Communications sub-team is tasked with maintaining and updating the website and maintaining media and social sites- YouTube, Picasa, Twitter, and Facebook. Other responsibilities include sending out regular correspondence to team members and updating the team calendar. The Media VP is responsible for preparing the awards submission for the Media and Technology Award.



## Technical Sub-Team Leadership Positions

**Electronics VP** – The VP of the Electronics sub-team is in charge of designing the electronics board, battery holder and wiring the robot. Also responsible for making sure the electronics can handle the loads being placed on it by the motors and other output devices. Responsible for maintaining the batteries at competition and making sure a fresh, fully charged battery is in the robot before every match. Works closely with programming to make sure all I/O devices are installed and running correctly.

**Manipulator VP** – The VP of the Manipulator sub-team controls and oversees the design and construction of all sections of the robotic manipulator design including game piece manipulation, hanging, and field access devices needed to complete the strategy decided by the team.

**Mobility VP** – The VP of the Mobility sub-team is responsible for overseeing the design and fabrication of the drive train for the robot. Other responsibilities include teaching each team member the different drive trains and wheels, communicating with other sub-teams as to what the space limits are, knowing what the chassis is composed of, and helping with the overall assembly of the robot. Mobility also works with systems integration on bumper design and fabrication.

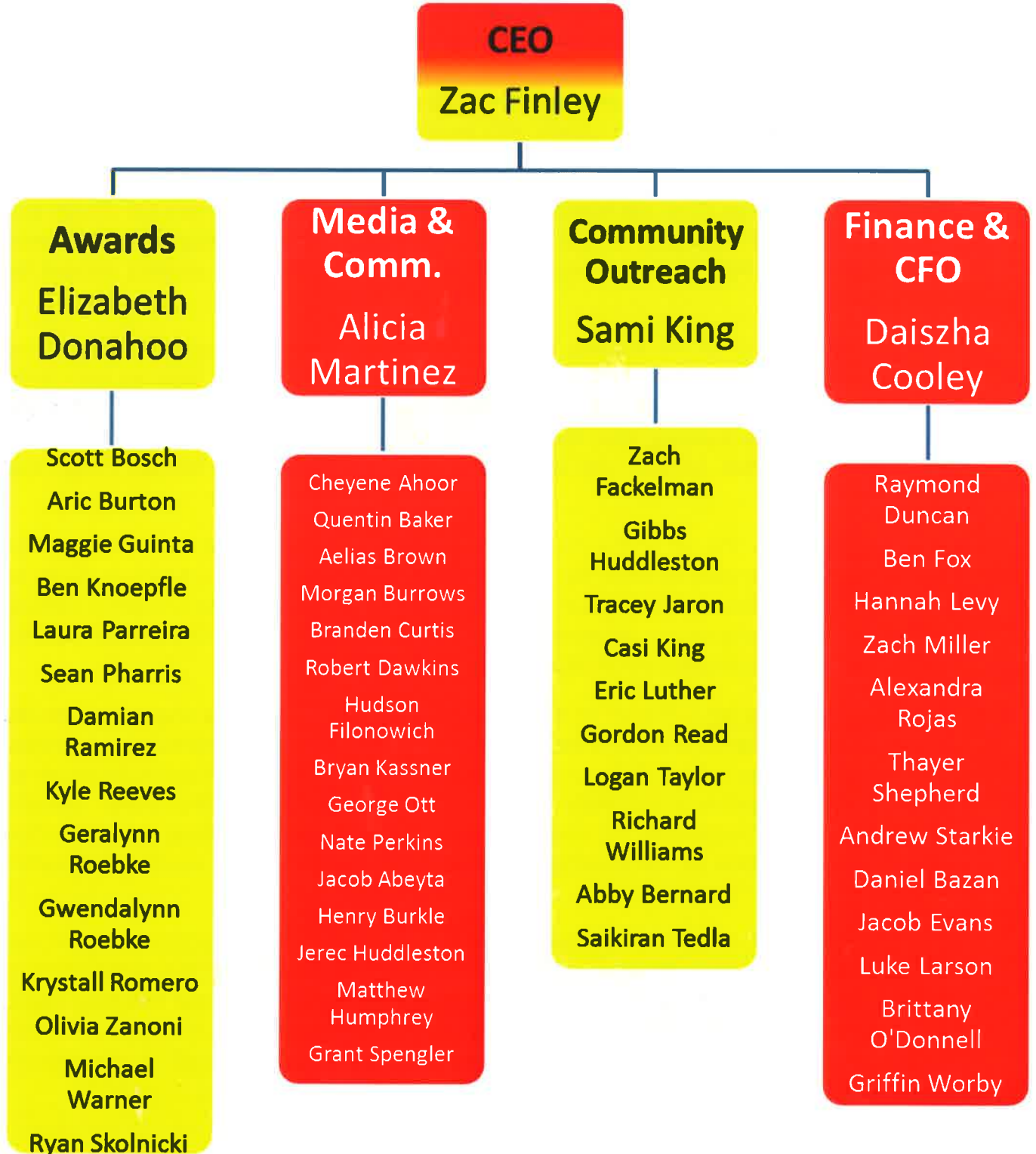
**Programming VP** – The VP of the Programming sub-team is responsible for overseeing the programming of the robot to meet the strategy decided upon by the team. Also is in charge of teaching new students how to program using LabView and working with them to write working teleoperated and autonomous programs for the robot. Other responsibilities include working with electronics to determine which inputs and outputs are needed.

**Systems Integration VP** – The VP of the Systems Integration sub-team is responsible for the communication between teams and ensuring that all of the sub-teams' systems work together. Other responsibilities include CADing the final design in Autodesk Inventor and making sure all systems come together successfully in the CAD design before building starts. Systems integration is also responsible for communicating with the company doing our fabrication making sure they have all the drawings and information needed for an accurate fabrication process.

**Special Projects VP** – The VP of the Special Projects sub-team is the head Safety Captain and must oversee the team's safety procedures and proper use of equipment. Other responsibilities include directing the Special Projects team as it builds the practice field and monitors supply use. Special projects is responsible for building and running the field for the annual pre-ship scrimmage and is responsible for the design and assembly of the team's pit at competitions along with the organization of the pit materials to and from competition.

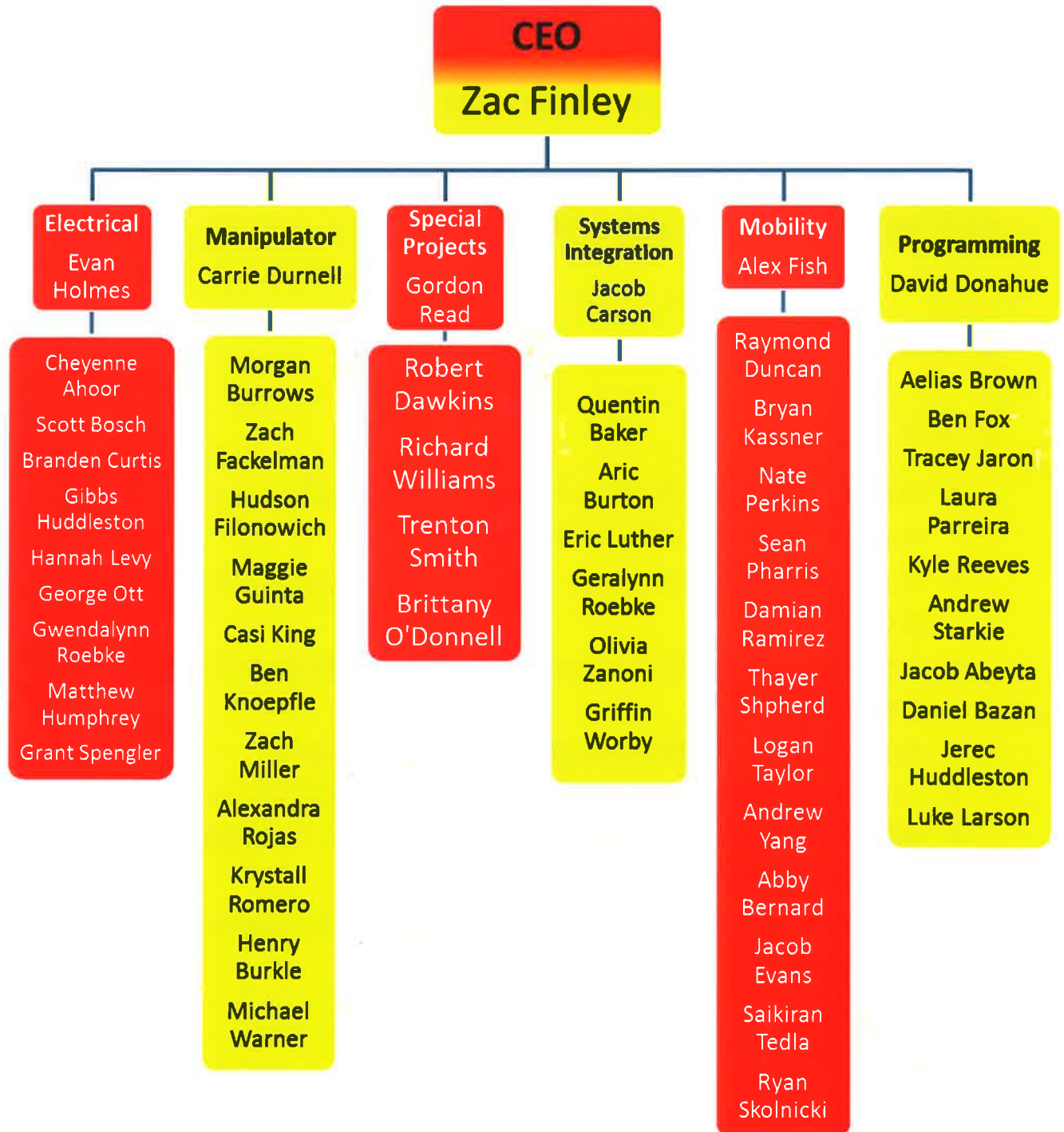


## Business Sub-Team Breakdown





## Technical Sub-Team Breakdown





## *Off-Season Planning*

Between the months of April and January, the team is focused on growing and developing. This period is used for building and maintaining relationships within the community, raising funds, participating in community events, and making connections between team members to strengthen the team as a whole. Each business sub-team focuses on one aspect of the Off-Season.

### **Business Sub-Teams Tasks:**

#### Community

- Maintain relationships with various organizations to ensure continued community service projects.
- Form new relationships to increase future community service projects
- Organize events with organizations to promote the team, STEM, and FIRST
- Assist in the recruitment of new team members
- Form and grow relationships with other FIRST teams
- Increase the media presence of the team in newspapers, news stations, and on the radio
- Find and communicate possible events to the team and community





## Media and Communications

- Design and maintain an intuitive, attractive website useful for sponsors, potential and existing, other FIRST teams of all levels, and others interested in FIRST or the team
- Document information and events for book-keeping purposes
- Create and maintain a constant social media presence on Facebook, YouTube, Twitter, and others
- Publish relevant information
- Produce physical media such as t-shirt designs and signs for events
- Keep team calendars up to date

## Awards

- Plan Awards submissions for the year
  - Chairman's
    - Complete submission content
    - Compile team history into various forms of documentation
    - Prepare team for judging process at competitions
  - Media and Technology
    - Assist Media and Communications in the writing and submission of the marketing strategy plan
  - Woodie Flowers
    - Lead in the writing of the award to meet standards



## Finance

- Work to determine the fiscal goals for the year
- Contact existing sponsors to renew relationships
- Schedule presentations to maintain existing partnerships
- Schedule presentations to recruit new sponsors
- Plan and organize fundraisers
- Complete the Business Plan for the Entrepreneurship Award

## Technical Sub-Teams Tasks:

- Train up and coming members in the skills necessary for build season

## Analysis

Changes made this year:

- Media and Community team changes to better reflect the goals of the Media and Technology Award
- Media and Technology team places increased importance on You Tube and creates an unofficial video team to update the You Tube channel and assist with the Chairman's video
- Community team changes to focus more on solely community events due to an increased workload

Areas of Improvement:

- Increases level of community and FIRST activity
- Increased activity in STEM and FIRST events
- Better at getting required tasks done before build season
- More online presence
- Increase in multitasking abilities
- Increase communication of tasks to be completed



## *Build Season Planning*

Both business and technical teams work constantly to complete required business and community events, as well as build three robots (prototype, practice, and competition bot) during the six week build period. During this time there is an increased emphasis on the technical side aspect of the team. Usually the CEO uses Microsoft Office Project to manage time; however due to the lack of access to the software this year the CEO kept everybody on schedule and meeting deadlines by reallocating people, changing work hours, and making decisions with the VP's without Microsoft Office Project as a tool.

### **Business Team Sub-Team Tasks:**

#### Community

- Maintain existing relationships within the community

#### Media and Communications

- Document events during the build season
- Keep the calendar up to date
- Prepare submission for the Media and Technology Award
- Maintain website and social media presence

#### Awards

- Submit entries for Chairman's award, Entrepreneurship Award, Woodie Flowers Award, and Media and Technology
- Create Chairman's presentation and video



## Finance

- Look for potential sponsors
- Organize student-run presentations
- Plan fundraisers
- Write Entrepreneurship Award Submission

## Technical Sub-Teams Tasks:

### Electrical

- Assemble or build required electrical components
- Work with Systems Integration to determine the required electrical components for other sub-teams

### Programming

- Write the code to allow the robot to function
- Write autonomous for competition

### Manipulator

- Design, test, and build the portion of the robot that allows for points to be scored

### Mobility

- Design, test, and build the chassis and drive train according to the requirements of the particular game



## Systems Integration

- Combine each sub-team's design into a functioning robot
- CAD the components and send them to be machined by our sponsor, VERTEC

## Special Projects

- Build game pieces for a full playing field to practice driving the robot
- Organize and run the Southern Colorado Pre-ship Scrimmage
- Plan and create all the materials for the pit.
- Oversee safety in the shop and at competition

## Analysis

Changes made this year:

- Increased hours for the entire team
- Increased workload in the number of events run
- Removed the Animation technical sub-team

Areas of Improvement:

- More work completed off the robot
- Awards submissions completed sooner than previous years
- Can: increase communications between sub-teams
- Can: increase the speed and efficiency of work done on the robot





## *Competition Season Planning*

Business and Technical teams are still working diligently during this time period; however, competition season breeds a need for a drive team and a scouting team, both of which fall under the Competition sub-teams category. Only the Scouting sub-team has a VP who undergoes the same process of selection as the business and technical VPs. The drive team consists of a driver, coach, human player, and manipulator.

### Competition Sub-Teams Tasks:

#### Scouting

- Compile match data
- Analyze match data
- Effectively communicate with other teams
- Scouting VP works closely with the drive team

#### Drive Team

- Communicate with other teams
- Help repair the robot
- Communicate effectively during matches
- Study the penalties and rules
- Troubleshoot the robot and game strategy

## Building Bonds

Cougars Gone Wired (CGW) aims to be a role model for other teams and to introduce STEM to youth through demonstrations, mentoring, and volunteering.



*The top seeded alliance at the Colorado Regional-  
2996, 3807, and 399.*

We have shined the light on STEM by demonstrating our robots at schools and events throughout our community. Through our demonstrations and presence at community events we educate people about FIRST, STEM, and our team.

CGW is a team dedicated to giving back to the community that has given so much to our

team. When our community faced The Waldo Canyon and Black Forest fires, we rallied together to volunteer at several rehabilitation events.

To recruit members we have a booth at Coronado's school registration to spark interest in robotics and our team. We also host an annual picnic to allow new and potential members to bond with current team members.

At the end of each season we have a celebration where we give unique awards to say goodbye to seniors and to thank mentors for their help.

As for sponsors we try to help them as much as they help us. One of the sponsors we work with closely is BPO Elks Lodge #309 who has hosted fundraising dinners for us. We in turn bus and serve tables when they need us, and they donate the night's tips to the team. At the end of build season we host a banquet to thank the sponsors and parents for their support.

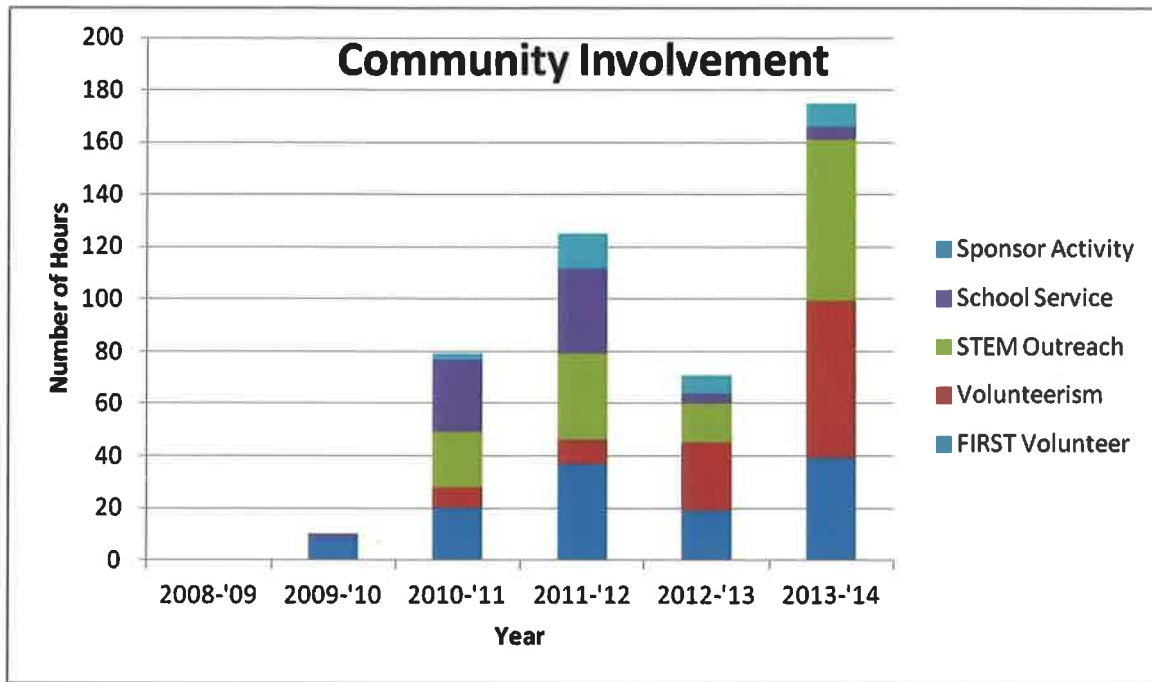
Building robots is an important part of Cougars Gone Wired but building relationships is what really matters and the relationships built in Team FIRST 2996 are bonds that will last a lifetime.



## Community Outreach

### 2013-2014 Community Involvement

<b>Community Involvement</b>	<b>Date</b>	<b>Hours</b>	<b>Category</b>
Waldo Canyon Rehab project	May 29, 2013	8	Volunteerism
El Pomar Boys and Girls Club demo	May 30, 2013	2	STEM Outreach
AHA Heart Walk Setup	May 31, 2013	3	Volunteerism
AHA Heart Walk Orientation	May 31, 2013	1	Volunteerism
AHA Heart Walk	June 1, 2013	5	Volunteerism
Flying W Ranch Tree Planting	June 12, 2013	6	Volunteerism
Care and Share	June 13, 2013 to June 16, 2013	18	Volunteerism
Space Center demonstration	June 15, 2013	5	STEM Outreach
Flying W Ranch at Waldo Canyon Fire Benefit Concert	June 26, 2013	4	Volunteerism
Black Forest Care and Share	June 27, 2013	12	Volunteerism
Ameribotics Iron Giant showing	July 9, 2013	5	STEM Outreach
Ruth Holley demo	July 18, 2013	2	STEM Outreach
Colorado College Ice Cream Social	July 19, 2013	5	STEM Outreach
CSSD11 Administrators presentation	August 1, 2013	1	STEM Outreach
Fountain Library Summer Reading Party	August 3, 2013	4	STEM Outreach
Jenkins Demo	August 13, 2013	2	STEM Outreach
Elks Lodge dinner	August 24, 2013	2	Sponsor Activity
What If? Festival	September 7, 2014	9	STEM Outreach
Susan G. Komen Race for the Cure	September 8, 2013	3	Volunteerism
GT Night at Russell MS	September 23, 2013	1.5	STEM Outreach
Madison Elementary Track Day	September 25, 2013	6	STEM Outreach
MESA Boat Regatta	September 30, 2013	4	STEM Outreach
Cool Science Festival	October 5, 2013	7	STEM Outreach
Homecoming Parade	October 5, 2013	2	School Service
Fall Festival	October 26, 2013	3	School Service
Explore Your Future 8 <sup>th</sup> Grade Career Fair	November 5, 2013	8	STEM Outreach
Southern Colorado FLL Regional	November 9, 2013	10.5	FIRST Volunteer
Jr. FLL Showcase	November 16, 2013	3	FIRST Volunteer
Colorado FLL Championship	December 14, 2013	11	FIRST Volunteer
FTC Qualifier Setup	January 24, 2014	3	FIRST Volunteer
FTC Qualifier	January 25, 2014	12	FIRST Volunteer
Sea Perch	February 8, 2014	7	Sponsor Activity
		175	Total



FIRST Team 2996 strives to give back to the community as they have given to us. A large portion of our success is attributed to the support of our community. After adjusting during our first year as a team, FIRST Team 2996 devoted some of our time to involve ourselves in community outreach. Our hours of community involvement grew exponentially between our second and third year; however, we experienced a sharp decrease in community involvement between our fourth and fifth year.

This season we devoted ourselves to increasing our level of community involvement. With the Colorado facing the devastating natural disasters such as fires and flooding, Cougars Gone Wired banded together to aid rehabilitation efforts. FIRST Team 2996 committed our team to over 30 hours of devastation relief work during the 2013-2014 season. Over the 2013-2014 season Cougars Gone Wired has completed over 170 hours of community outreach on average per member.



## Partnerships

### School District Bonds

For our 2013- 2014 season we have taken the initiative to become more visible within our school district. During the summer there were some issues we wanted to address with the districts technology policy that was interfering with the efficiency of our previous build seasons. Due to the fact that we have a very outspoken business team and articulate technical leadership, an appointment was made to meet with our superintendent, executive directors over the middle and high schools, and the head of the IT department. After meeting with them in mid-June they implemented the changes that we had suggested. Since then we have been a part of a not for profit ad campaign to bring in more students to our district that has been shown in our local movie theaters. The district also allowed us to be the only student organized team to speak at their Annual General Leadership Meeting. This meeting consisted of all district level department heads including food services. Even Coronado High School has graciously opened their doors to let us work in their shop and provide space to host our countless events that expand the outreach of FIRST in the Colorado Springs Community. Within Coronado High School we have formed a strong partnership with Student Council. They provide meals for the team on occasion and we support their fundraisers.



### Community Bonds

In the past six years Cougars Gone Wired has forged a sense of family between the team and the community. We showed the community our dedication and willingness to help out in times of need such as the Waldo Canyon Fire and the Black Forest Fire through our rehabilitation and flood prevention work. Beyond devastating times, we also work with organizations such as the American Heart Association to run community events. FIRST Team 2996 also invests in the youth of the community and aims to show them the power of STEM and overall education through demonstrations and presentations at local schools, libraries and educational festivals.



Care and Share  
Black Forest Fire 2013

### FIRST Bonds

FIRST Team 2996 stresses the values of FIRST, sportsmanship and cooperation. We invite other teams to participate in activities with us, such as our Mock Game and during build season we open up our practice field to other teams. Additionally, Cougars Gone Wired hosts an annual FRC Scrimmage to give teams an opportunity to test their robot and work with others. The 2014 Scrimmage was extremely successful with 18 teams in attendance from all over Colorado.

We also mentor Jr. FLL and FLL teams to inspire a love of STEM in the local youth. This year we started 7 Jr. FLL teams leaving the team with the creation of 12 Jr. FLL teams and 5 FLL teams since our team's founding. During the 2013-2014 season Cougars Gone Wired ran a Jr. FLL Showcase, volunteered at the FLL Regional Event, hosted an FTC Qualifier, and ran our annual FRC Scrimmage. FIRST Team 2996 upholds FIRST values through our community outreach as we strive to emulate the model of an ideal FIRST team.



Jr. FLL Teams  
2012-2013



### Cougar Kibble

Three years ago, Cougars Gone Wired parents decided to rally together and create what is now called Cougar Kibble.

Coronado High School is close to many restaurants and during the first couple years of FIRST Team 2996's existence it would be up to the students to decide what they were going to eat. Cougar Kibble's initial aim was to ensure the safety of team members by eliminating the need to go out to get food. Parents banded together to organize a meal program where families donate supplies for meals and others serve the meals. A balanced diet was one of the many benefits of Cougar Kibble.

Our parents have successfully fed our team of about 60 members every day of the build season including Saturdays for three years. Not only have the parents become more aware of what we are doing and become a strong support base for the team, we the team members are able to bond and socialize with a nutritious meal. This is helpful especially when the roads are bad and it becomes risky to be on the roads due to ice. Although, the initial purpose of Cougar Kibble was to ensure safety, it blossomed into a facet of the team's family atmosphere.

### Cougar Kibble Fueled by:





### Mentor Bonds

Over the years our team has been graced with dedicated mentors. The “hands off” robot policy has created an atmosphere where the relationships between mentors and members are vital to the spreading of knowledge and experience. The members not only learn from the mentors, but the mentors also learn from the members as they overcome challenges together. During Build Season, the mentors endure the long hours alongside the team and give up precious times with their families to be a part of the Cougars Gone Wired family. FIRST Team 2996 is extremely grateful for the guidance we receive and the bonds we forge with our mentors.

## FIRST Team 2996 Cougars Gone Wired

Would like to thank our benevolent and devoted mentors:

Mike Donahue  
Brian Fox  
Gary Hilty  
Camille Kemble  
Jory Maggard  
Bryce McLean  
Joshua Munson  
David Murphy  
Phil Royalty  
Morgan Sheperd  
Richie Vitraelli  
Lynne Williams  
Eric Williams  
John Wood

### Alumni Bonds

The team's family atmosphere allows alumni to feel welcomed as they come back to participate in community outreach, team meetings, and competitions. Alumni often come back throughout the year to mentor the team and to share the knowledge they have gained in college or the military. Many of our members go to Colorado School of Mines to study engineering and we have even had an alumni go to Stanford. One unique aspect of our team is the strength of the bonds formed between members, alumni, and mentors. We become a family and support each inside and outside of robotics.







## *Deployment of Resources*

FIRST Team 2996 utilizes resources for more than just building a robot; we also deploy resources to promote the FIRST ideology. Cougars Gone Wired inspires others by sharing our knowledge throughout our community. During pre-season, CGW built a homecoming float to raise awareness of FIRST in our school and the Colorado Springs community. Team 2996 also manned a booth at the Cool Science event held at the University of Colorado at Colorado Springs and at the "What If?" festival to engage children and encourage an interest in STEM and FIRST. Students from CGW mentor fourteen Junior FLL and FLL teams to help children build a foundation in engineering and an interest in pursuing an FRC team later in life. Moreover we provide financial assistance to the teams we mentor for tools and supplies in order to complete their FIRST experience. These funds come out of our team savings; however, seeing the love of STEM grow in their eyes makes the expense worth it.

In addition, Team 2996 encourages high school students who have never been involved in a FIRST program to participate in FTC to ensure that every student has a chance to develop the skills necessary to be successful in FRC. CGW also holds classes outside of regular team hours to educate members who are new to their sub-team or FRC. In these classes mentors work with VPs to teach fundamental and in-depth concepts in preparation for build season. We require members to be on both a business sub-team and a technical sub-team to promote a well-rounded experience that provides a wide range of "tools" for their future after FIRST.



## Financial Plan

To raise funds, FIRST Team 2996 participates in fundraising events and works with corporate sponsorships. The CFO and the finance team find potential sponsors and organize fundraisers.

To ensure the proper allocation of funds, the VPs of each sub team create a list of materials that need to be purchased. These lists are then taken to the CFO and the team coach to decide the validity of the request.

Corporate sponsors are our largest source of income. We find our sponsors through team connections. We then set up meetings with potential sponsors, and a presentation team, selected by the CFO, gives a pitch to initiate a relationship with the sponsorships. FIRST Team 2996 aims to make sponsors feel included as part of the Cougars Gone Wired family.



## Sponsors

# FIRST Team 2996 Cougars Gone Wired

would like to thank our sponsors:



National Association of Women in Construction

National Defense Education Program

Colorado Springs School District 11



United States Air Force Academy



Challenger Learning Center

Olson Heating and Plumbing



BPO Elks Lodge #309



Agilent Technologies

Northrop Grumman

Double M Concrete

Lockheed Martin



Spectranetics

Eon Studios

Honeywell



Fastenal

Aeroflex



Agilent Technologies

Vertec

MCAD



USAA



Colorado Springs  
School District 11



## Financial Statement

<b>Entrance Fees:</b>	
Utah Regional	\$4,000.00
Colorado Regional	\$5,000.00
Championship (tentative)	\$5,000.00
<b>Lodging:</b>	
Utah Regional Hotel	\$5,300.00
Colorado Regional Hotel	\$3,800.00
Championship Hotel (tentative)	\$7,500.00
<b>Transportation:</b>	
Bus for Utah	\$3,100.00
Bus for Championship (tentative)	\$7,000.00
<b>Build Season:</b>	
Robot Materials (Prototype, Practice, & Competition Robot)	\$5,300.00
Field Materials	\$1,400.00
Miscellaneous	\$2,500.00
<b>FTC:</b>	
FTC Qualifier	\$3,000.00
FTC Team 3635	\$1,700.00
<b>Community Outreach:</b>	
FIRST Outreach	\$400.00
Local Outreach	\$300.00
<b>Total Cost (excluding Championship)</b>	<b>\$35,800.00</b>
<b>Total Cost (including Championship)</b>	<b>\$55,300.00</b>

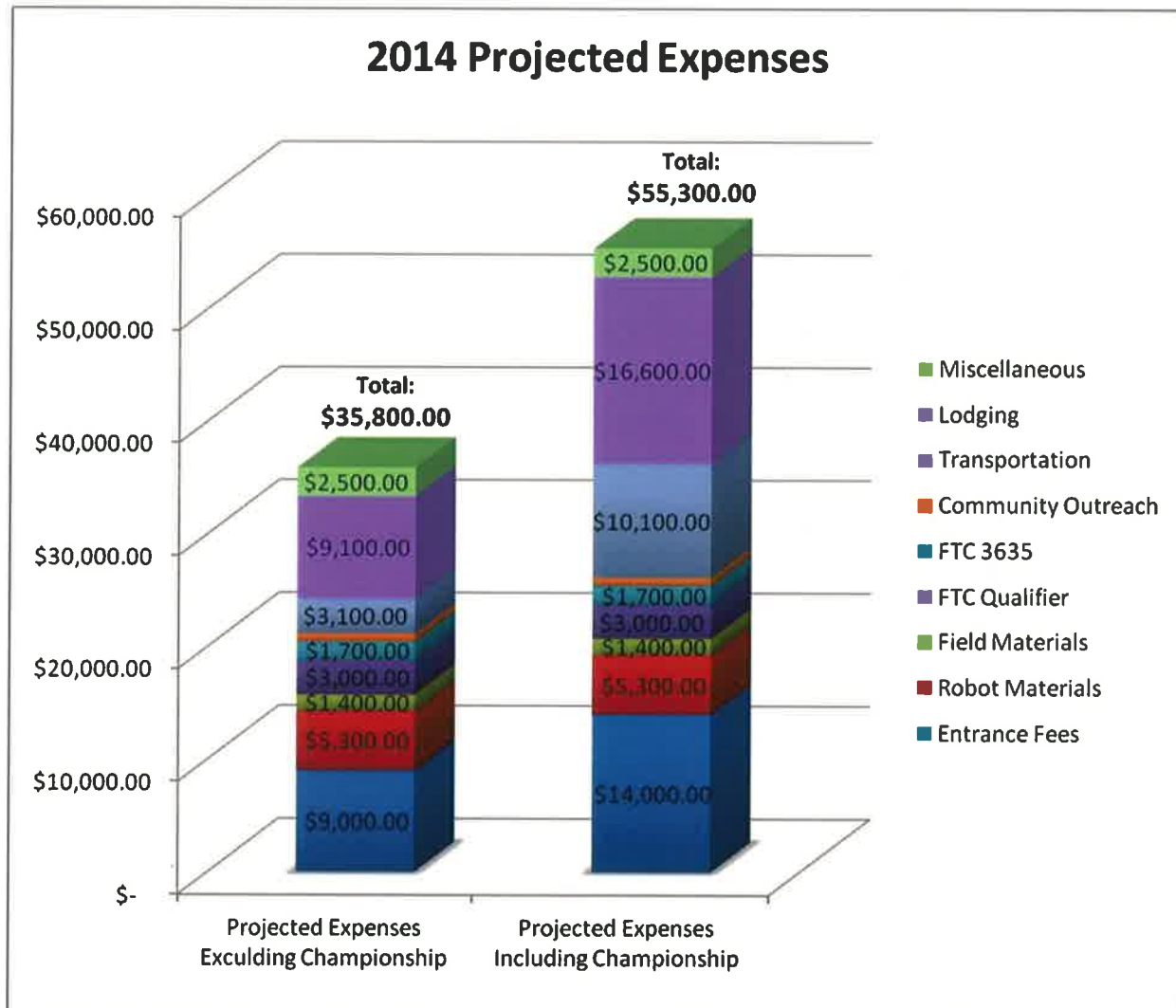


### *Funds Raised*

Each year Cougars Gone Wired strives to raise approximately \$5,000 to \$8,000 as a team through fundraisers. For the 2013-2014 season we tried something new and only did fundraisers that did not require financial investment. We partnered with a local haunted house to sell tickets and received a portion of the proceeds. In addition we sent out donation request letters to family and friends. Students also served food and bused tables at dinners hosted by the Elks Lodge, where we earn tips that go toward the team.

As of the beginning of March the team has raised approximately \$34,000 with the help of our gracious sponsors and our fundraisers. This total excludes student fees that go toward Regional Events.

### *Projected Expenses*







## *Financial Analysis*

As FIRST Team 2996 began our sixth year, we realized that maintaining sponsor relationships and gaining new sponsor support would be crucial to our success after receiving funding cuts due to the state of the economy. We tried to do fundraisers that required little to no investments in order to avoid major financial risks during a time where funds are limited. So far these efforts have allowed the team to raise the approximate amount of funding necessary for the team excluding expenses associated with the Championship Event.

Despite the challenge of a suffering economy, the team has managed to host an additional FIRST event and build three robots with limited funds. In the future we hope to obtain enough funding to effectively run the team and to invest more in the community. Cougars Gone Wired will continue to reach out to companies and organizations to form partnerships that bring us closer to our goal. Through the bonds already formed with our sponsors we hope to show the community and other organizations that sponsorship mean becoming part of the Cougars Gone Wired family. We will create an innovative and effective method to directly communicate with our sponsors and supporters and improve our marketing to make the donation process more convenient.



## Future Plans

Throughout the next three years, FIRST Team 2996 hopes to not only maintain the same standard of excellence, but also to raise the bar each year.

We intend to improve by becoming even more involved in community activities and by spreading Junior FLL, FLL, and FTC to more schools. Another objective of ours is to raise the percentage of team members who regularly participate in community outreach.

Due to the large size of the team, we also want to implement more team building activities to continue to create unbreakable bonds. Additionally, we will focus on helping new team leaders and new members adjust to their positions.

Sponsorship means more to us than just the monetary aspect, it means being a part of Cougars Gone Wired, and we like to welcome every member of our team. CGW will reach out to more corporations and organizations and obtain a closer relationship with our sponsors.

To assure we keep our values, we will continue to participate in community outreach programs such as library demonstrations, the Susan G. Komen Race for the Cure, and Care and Share. We will show good sportsmanship and encourage other teams, keeping the FIRST environment amicable. Team 2996 will continue to be a family and foster growth within our team, our community, and FIRST.



## Analysis

### Strengths

- Mentorship
- Team Size
- Reputation
- Facilities Accessibility
  - Wood Shop
  - Auto Shop
  - Community Room

### Weaknesses

- Funding
- Varying degrees of commitment
- Acquiring New Sponsors
- Training

### Opportunities

- Spread STEM in a community fascinated by STEM
- Schools interested in STEM and FIRST
- Organizations aiming to get involved with STEM and education

### Threats

- Sponsorship Cuts
- Economy's affect on sponsor resources
- Loss of student interest

As a result of the sound foundation put into place by the founders of FIRST Team 2996, we have an array of strengths that prove to be assets to the team. However, there is always room for improvement and there are always many opportunities to be seized. Cougars Gone Wired aims to be vigilant of threats that jeopardize the team's sustainability and to work to transform our weaknesses into strengths.



## *Aspiring to Reach Higher*

