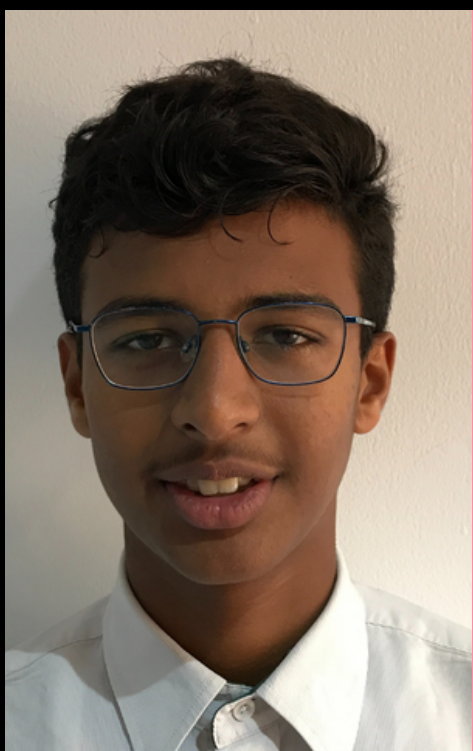


HERMES RACING ENTERPRISE PORTFOILO

THE TEAM



Vansh Aggarwal
Team and Project Manager

Jonathan Halkin
Chief Design Engineer

Symhon Borres
Marketing and Sponsorship Manager

Aaron Benson
Production Engineer

Roberto Sottili
Graphic Designer




Riccardo Spada
Aerodynamics and Design Engineer

Skills

Collaboration 
 Problem Solving 
 Leadership 




Vansh is our team manager. He is a determined person and is our problem solver. Vansh guarantees that the atmosphere within the team is always positive. He always has good advice to help us produce excellent work. Vansh worked closely with everyone on the team, to ensure we all were efficient.

Skills

Onshape 
 Simscale 
 Innovator 

Jonathan is a crucial team member. He's hardworking and is a remarkable teammate. He's an extremely innovative team member and as our chief design engineer. Jonathan worked very closely with Riccardo to develop our car on Onshape and Simscale. They bounced ideas of each other.

Skills

Communication 
 Creativity 
 Problem Solving 

Symhon is an important member of the team. He spent days, contacting companies to help us in our mission - and sponsor us. He thinks quickly and with creativity solves the teams complex problems. He worked very closely with Roberton in creating and showcasing the team.

Skills

Ideas 
 Resourceful 
 Collaboration 


Aaron is an essential member of the team. He's persistent and always brings outlandish ideas onto the table. He's perceptive and a jokester. He's a perfectionist with our cars. Worked closely with Roberto and Jonathan, to have our team's branding present on the car and to keep the car concepts as intended.

Skills

Creativity 
 Communication 
 Canva 

Roberto is creative and our encourager. Through our hardships, he always made sure to remind us of our final goal, to win! He makes eye-watering designs for the teams identity. Worked very closely with the entire team to guarantee our team identity is visually excellent and easy to recognize.

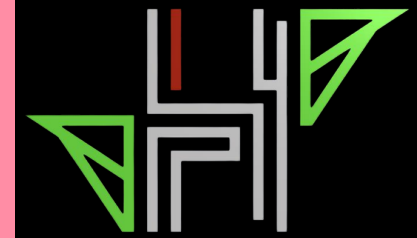
Skills

Communication 
 Adviser 
 Professionalism 

Riccardo is innovative and professional. He has helped Hermes Racing stay professional through each encounter. He is extremely knowledgeable at STEM. Worked closely with Jonathan on creating our Team Car, as well as finding engineering innovations, we could use.

Riccardo S.

PROJECT MANAGEMENT



RESOURCE MANAGEMENT

Resource	When	Availability
Laptop	Every Thing	Everyday
Team Members	Afterschools	Everyday
	Car and	
3d Printers	Display	Everyday
Onshape	Car Creation	Everyday
Simscale	Car Testing	Everyday
Canva	Marketing	Everyday
	Communicat	
Micosoft Teams	ion	Everyday
Instagram	Marketing	Everyday
Wix	Website	Everyday
Tiktok	Marketing	Everyday
Youtube	Marketing	Everyday
	Video	
Imovie	Marketing	Everyday
CnC Router	Shaping Car	Everyday

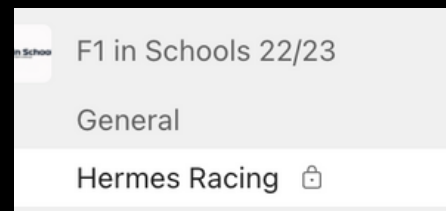
In our second week of the process, we created a resource table. This allowed us to brainstorm websites and machines that we needed throughout our process. This allowed us to determine the resources that we might need.

MANAGEMENT THEORY

our management theory throughout the process, was systems theory. We had set up systems for every task. We never let one person work on one task alone. We believed that two heads are better than one. This allowed us to not be stressed from our work, both from school and F1. It allowed us to be accountable for our own tasks but we always had each other.

COMMUNICATION

We used a plethora of communication tools, to communicate with each other throughout the process. The most common form was on our Microsoft Teams Channel, where daily messages would come through. This gave us an accessible medium of communication. We also relied on meetings weekly, in real life, and online to help us progress.



RISK ASSESMENT

In our first meeting as an official team, we had done a risk assessment. This was done as such, when we ended up facing the problem, we would know the level of risk. As well as what reaction we should partake in to solve the problem. This allowed us to identify potential risks earlier in the project, then be surprised by the risk. We looked through each task, to identify potential risks.

ISSUE

PREVENT

PRIORITY

Not being able to get Sponsors

Try a plethora of methods to acquire sponsors

VERY HIGH

Team Member Absent Long

Distribute similar task between two people

MEDIUM

Not Meeting Deadlines

Create a system the makes them accountable

HIGH

Not doing work at all

Create a system the makes them accountable

MEDIUM

Work dissappears

Create folders and store them on the team drive

VERY HIGH

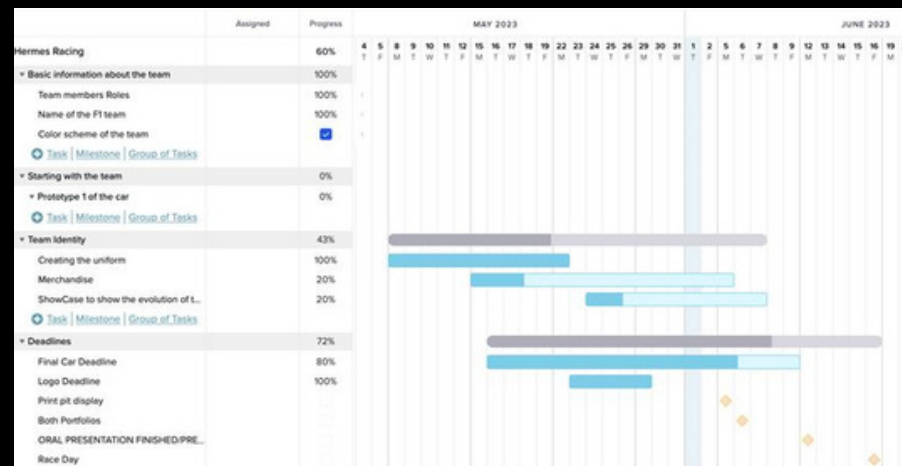
Work is not High-Quality

A person will review the work

HIGH

TIME MANAGEMENT

To guarantee, that we were using our time well, not wasting time, and leaving everything till the end. We set up a plan, that was extremely brief but helped us have a prospect deadline. We set deadlines on our team's channel, reminding every day, to complete our tasks. To give us sufficient time, to accomplish high quality work.

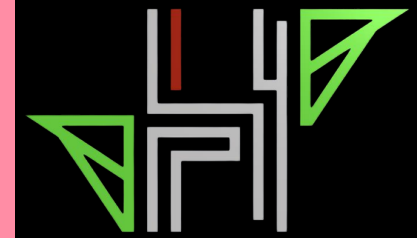


FINANCE MANAGEMENT

Money Received (AED)	2750
Money Spent (AED)	2218
Money Left (AED)	532
Outgoing	Amount(aed)
Uniform	560
Spray Paint	200
F1 Blocks	180
SLA printing front and rear wing	160
Donating	100
Merchandise	300
Pitdisplay	400
Portfolio	100
Website	188
Stickers	30

When creating our finance management, we have decided to do realistic budgeting. We wanted to spend the least amount of money, while still being able to acquire high quality. We underestimated the cost of certain elements, such as the uniform. We predicted of 700AED, but ended up only spending 560AED. As well as the unexpected generosity of sponsors in financial backing.

TEAM IDENTITY

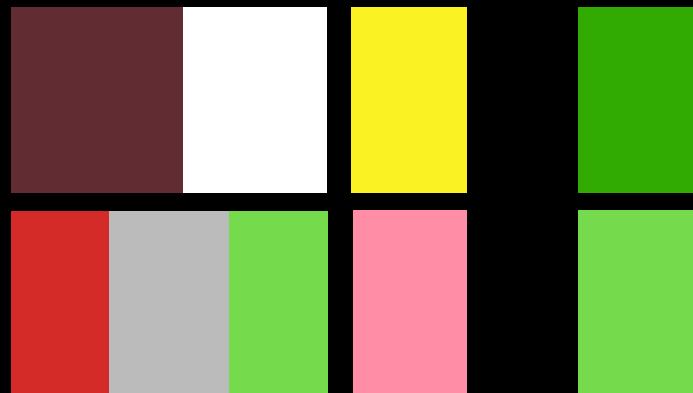


TEAM NAME

Hermes Racing embodies the qualities of speed, agility, and precision inspired by the Greek god Hermes. Like the swift messenger of the gods, our team delivers unrivaled performance on the racetrack. With innovation and strategic prowess, we race to victory, leaving a trail of excellence in our wake.

COLOR SCHEME

We had an enduring journey to finding the perfect color scheme that represented the team's admiration. We eventually settled with a pink, black, and green, scheme, we wanted to be unique and recognizable.



TEAM LOGO

Our logo went through massive development as we couldn't find a symbol that fully represented Hermes Racing.



This was our logo for a while, but we felt it wasn't unique and us.



This was an idea, but our team branding wasn't fully represented in the logo.



This logo represents Hermes Racing with an H and wings - speed.

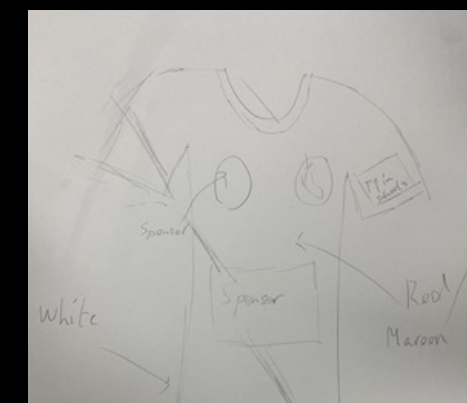
TEAM VISION

At the beginning of our journey - we had created our team vision, where we expect to be at the end. We took this vision as a goal and helped shape the team's identity. Our team vision - "The final goal, is to win, but we want to promote sustainability and gain and improve personal skills while having an amazing experience. We took this vision and applied it to our mentality. In every interaction and every collaboration, we always reminded ourselves about our team's vision. The team's identity was shaped by our team vision.



TEAM UNIFORM

This final uniform design was configured to fit within our team identity. We ended up going for a sports shirt texture, as it helped us represent one of our sponsors. The design fully represents the uniqueness of our team identity and fully represented our sponsors.



Design 1: 5/10

This was our first idea for our uniform. This was the basis of our future uniform mockups. We didn't end up going with this format, as we had felt that our sponsor weren't being represented as well as we had wanted.



Design 2: 7/10

This was our second idea, and we opted to go toward a polo shirt as it seemed professional. We had almost gone for this plan - but we backed out as we felt the uniform was too basic, and didn't showcase the team's brand fully.

PARTNERSHIP & TEAM BUILDING



PACKAGES

Sponsorships are the oxygen tank of Hermes Racing, it helps us massively in our work and mentality. We had begun our search for a sponsor by creating a sponsor document with packages. We offered a range of packages, a hierarchy of packages, that we felt were suitable for our needs, and that also companies would be willing to purchase. We used our estimated project cost to determine the value of each package.



BENEFITS	ULTIMATE* (1,000AED)	DIAMOND (700AED)	PLATINUM (400AED)	GOLD (300AED)	SILVER (250AED)	BRONZE (60AED)
TITLE SPONSOR	APPLICABLE	NOT APPLICABLE	NOT APPLICABLE	NOT APPLICABLE	NOT APPLICABLE	NOT APPLICABLE
ADVERTS FROM COMPANY	APPLICABLE	APPLICABLE	APPLICABLE (3 MAX)	NOT APPLICABLE	NOT APPLICABLE	NOT APPLICABLE
Company Logo Placed in/on Spots	Preferred Spots (Car, Display, Social, Uniform, etc)	Preferred Spots (Car, Display, Social, Uniform, etc)	Preferred Spots (Car, Display, Social, etc)	Car, Website, Portfolio, & Display	Website & Portfolio	NOT APPLICABLE
Social Media Posts	APPLICABLE	APPLICABLE	APPLICABLE (10 MAX)	APPLICABLE (5 MAX)	APPLICABLE (3 MAX)	Announcement of Partnership
Entitlement to Online Model Car and Portfolio	PORTFOLIO AND MODEL CAR	PORTFOLIO AND MODEL CAR	ONLY PORTFOLIO	NOT APPLICABLE	NOT APPLICABLE	NOT APPLICABLE

SPONSOR PROBLEMS

The absence of sponsors was a significant barrier to our work. The most extensive advice regarding sponsors we had gotten was to aim for companies that each member has an inner contact with—we didn't have any contacts. We recognized sponsorship's critical impact in igniting our aspirations as we worked to progress in our work—months passed without a breakthrough, however, this didn't stop us. It helped all of us develop our communication skills. We didn't let anything stop us, our perseverance finally paid off after numerous phone calls, pitches, and unceasing efforts. Our acquisition of their first sponsor was a crucial turning point. This had given us much-needed financial support and allowed us to execute our ideas.



REACTION TIMES

Entering F1 in Schools, we had all known that reaction time was crucial during racing. During our visit to the Yas Marina Circuit, we were able to practice and test our reaction times, in the same condition but not situation. Since then, over the months, we have all been improving our reaction times. Overall we can determine that Jonathan has the best average.



Name	Time
Jonathan	0.24
Vansh	0.254
Roberto	0.242
Aaron	0.249
Symhon	0.269
Riccardo	0.29

PARTNERS



"We handcraft iconic donut perfection! Heroically made donuts, with a ton of love put into the donuts" Here-O Donuts was our last partnership, and they joined on the Ultimate Package. They have given a lot of support on the marketing and financial side.



"People and planet, we combine the impact of strategic consultancy with creative agency magic to make our planet a better, more prosperous place." We wanted to partner with a company, that focuses on improving the environment of the world. They are extremely generous partnership!



"TN Sports Wear offers a wide range of customizable sportswear products" We wanted to partner with a local business, to create our uniforms, to help promote their company to a large audience. They were helpful in the design and manufacturing of our uniform.

YAS MARINA CIRCUIT TRIP

Earlier in our journey, we were given the chance to visit the Yas Marina Circuit during the 2022 post-season testing. This had given us the chance to see F1 cars on track, but more importantly to further learn and understand more about F1 in schools. We came out, learning how the racing works, and gained advice from, Mr. Peacock. This was an enriching excursion for the team, as we were able to bond as a team.

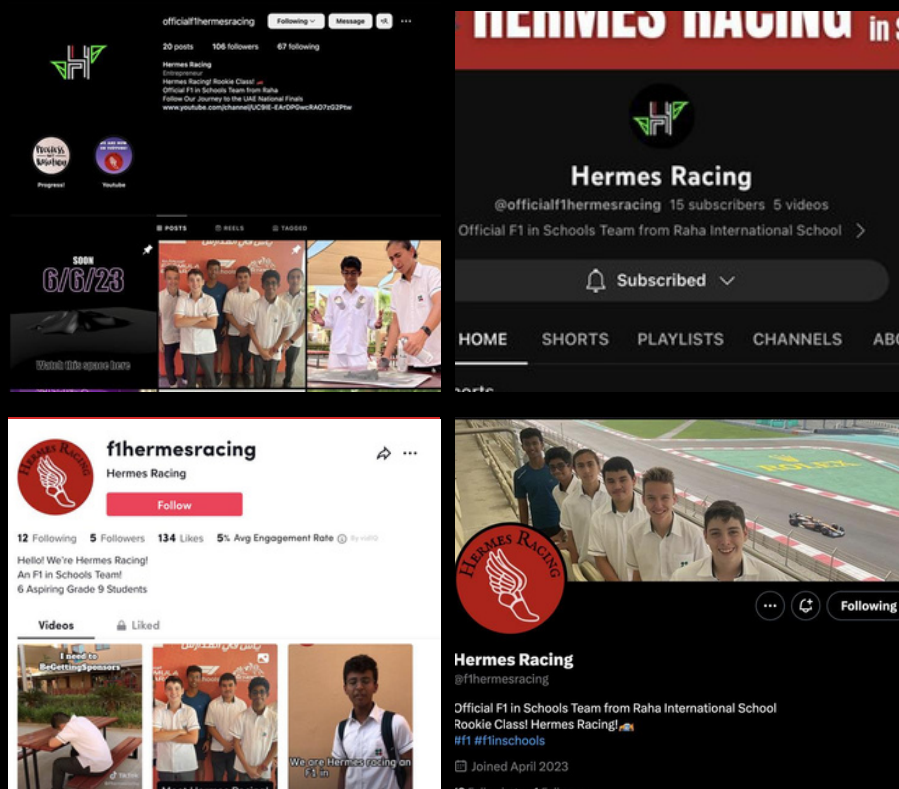


MARKETING



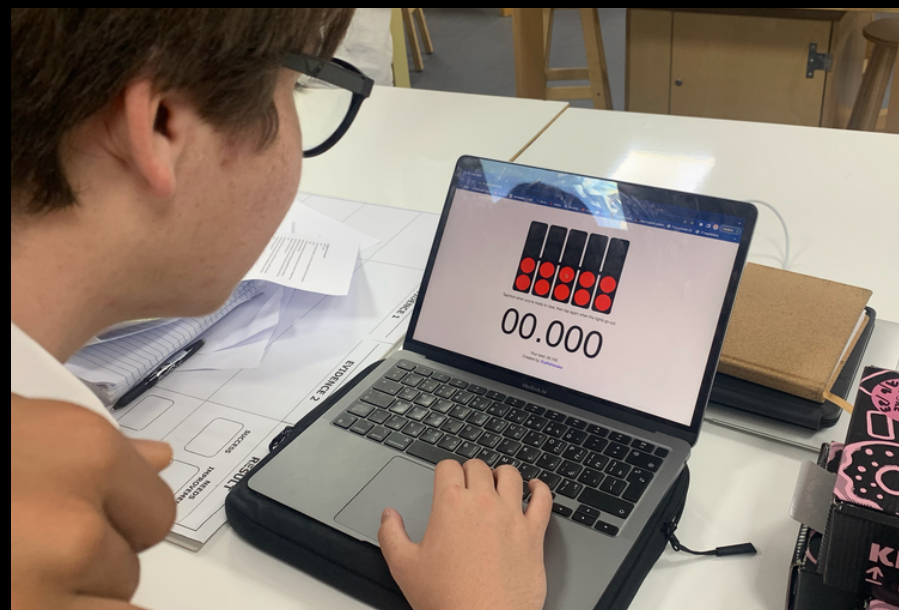
SOCIAL MEDIA

We used social media as our main source of marketing. We used four mediums of social media, Instagram, Youtube, Tiktok, and Twitter. But as a team, we chose to focus on Instagram as we felt, we could reach a bigger audience that all the other social media, platforms.



EVENT/COMPETITION

After acquiring, our partnership, with HERO Donuts, we immediately knew that we wanted to held a competition, where the winner would be getting donuts. We thought, what better way, then to promote our sponsor with promoting F1 in Schools as well. We held a reaction time competition - where the top 3, would win donuts, it was a successful event!



TEAM DOCUMENTARY

Our marketing manager decided to create a team documentary, that would showcase our journey in video format. From the beginning of the year, till race day. This would give everyone a chance to see the behind the scenes of Hermes Racing, and their journey to the national finals.



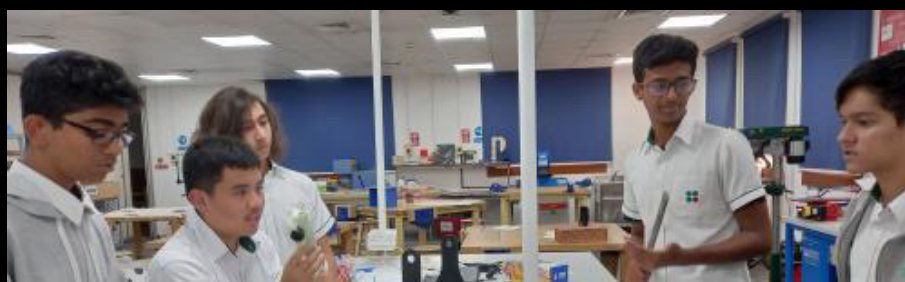
MERCHANDISE

We designed a range of Merchandise, to promote our team's identity. We didn't fully create everything that we intended and outlay our merchandise plan, but we have future plans to execute all of our merchandise plans. We want to further promote our brand and give our sponsors a return on their investment.



TEAM COLLABORATION

We talked with Operation Raptor, a professional team, from our school. They gave us tips and advice from their rookie experience, it helped us avoid mistakes that could have been costly. They also gave us advice over our current progress



WEBSITE

Our graphic designer and marketing manager collaborated together to create our team's official website! We would be able to showcase our work to a broader audience.

