

Feel free to add branding to this document to make it align with the team's documents. This is only a rough guideline as an example. Appendices can vary too but be sure to include info on your team finances to meet the award guidelines.

***FIRST* Robotics Competition**

Team XXXX

Business Plan



Mission Statement:

Please briefly indicate what you believe to be the “driving engine” of your team. Your mission should be clear and concise. It should represent to any reader exactly what your team strives to accomplish.

Team History and Growth:

Please briefly highlight where your team is from and how your team has grown and/or manage turnover with emphasis on the past 2 years.

Organizational Structure:

Please detail how your team operates and how you continue to grow your program with emphasis on the next 2 years.

Risk Analysis:

Please describe how your team deals with risks and opportunities. Also describe your team's strengths. Consider using a SWOT Analysis to show this.

Marketing:

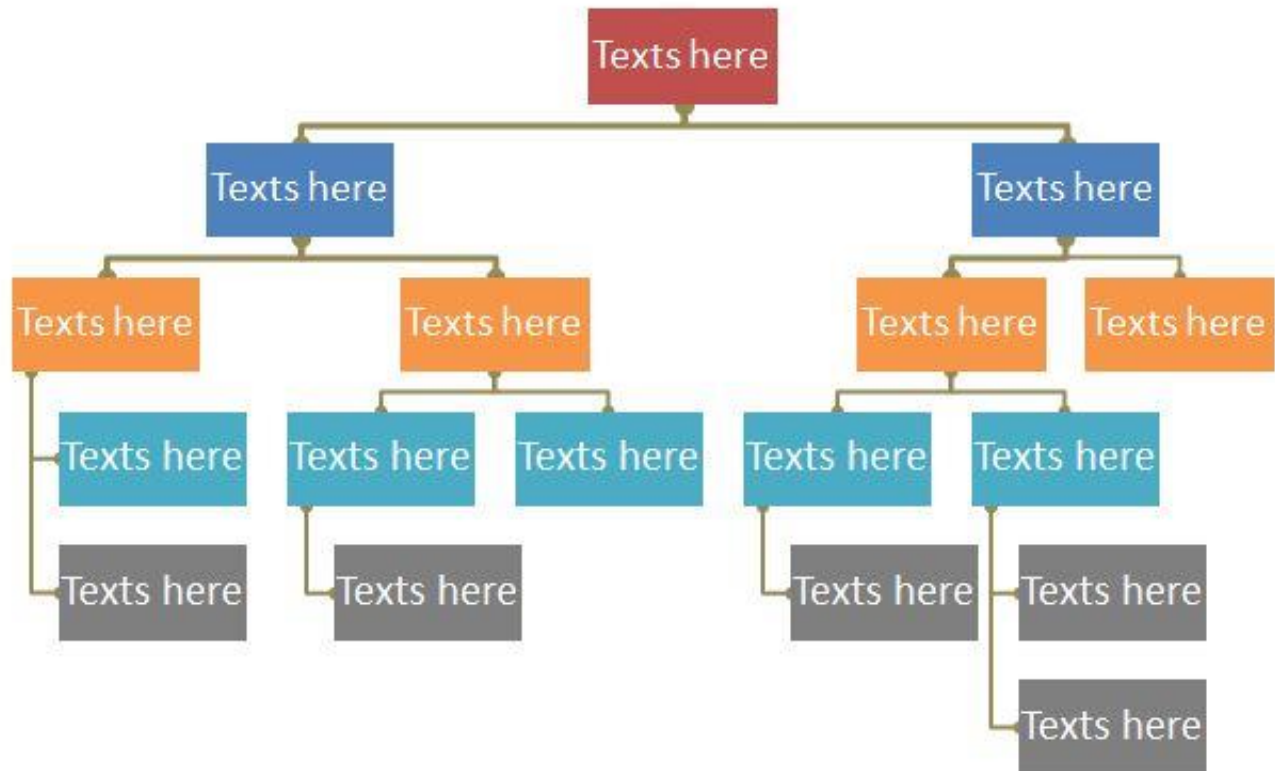
How do you get your team/brand out there?



Financials:

Please include information on team finances (include details on income statement and balance sheet as an appendix). How is your team funded and how do you budget? Please also briefly highlight your relationship with your sponsors and how you recognize them.

Appendix 1 – Organizational Chart



Appendix 2 - SWOT Analysis

Teams SWOT Analysis

Strengths (+)

Talk about what your team is good at, your unique assets and resources and how your positive attributes are perceived by others.

Weaknesses (-)

Talk about improvements your team needs to make to continue for years to come. List any resources your team lacks, and how these negative attributes might be perceived by other team members.

Internal Factors

Opportunities (+)

List doors that are currently open to you. List opportunities you can capitalize on. How can your team's strengths create new opportunities for other teams.

Threats (-)

List any items that could prevent your team from continuing. Identify your team's weaknesses.

External Factors

Appendix 3 - Financials

Income Statement

Revenues		
	\$ XXXX.XX	
	\$ XXXX.XX	
	\$ XXXX.XX	
Total Revenues:		\$ XXXX.XX
Expenses		
	\$ XXXX.XX	
	\$ XXXX.XX	
	\$ XXXX.XX	
	\$ XXXX.XX	
	\$ XXXX.XX	
Total Expenses:		\$ XXXX.XX
Net Income		\$ XXX.XX

Balance Sheet

	2019	2020
Assets		
	\$ XXXX.XX	\$ XXXX.XX
	\$ XXXX.XX	\$ XXXX.XX
	\$ XXXX.XX	\$ XXXX.XX
	\$ XXXX.XX	\$ XXXX.XX
Total Assets	\$ XXXX.XX	\$ XXXX.XX
Liabilities		
	\$ XXXX.XX	\$ XXXX.XX
	\$ XXXX.XX	\$ XXXX.XX
	\$ XXXX.XX	\$ XXXX.XX
	\$ XXXX.XX	\$ XXXX.XX
	\$ XXXX.XX	\$ XXXX.XX
	\$ XXXX.XX	\$ XXXX.XX
Total Liabilities	\$ XXXX.XX	\$ XXXX.XX