



# **8159 Golden Horn**

*2019-2020*

*Business Plan*

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## *Mission Statement*

The task of 8159 Golden Horn is to develop ourselves in the field of science and technology, while science plays a role in the spread of technology and while doing social projects, to develop ourselves in this journey and then to inspire all young people in our country. We think of our team as a whole, where every member of the team can develop themselves and reveal their special ideas and creativity. We also aim to represent our country well as the only Turkish team in Los Angeles where we will compete, while properly promoting Istanbul as the city where we all live, and especially around Golden Horn and the estuary where we take our name.

## *Team Summary*

We are Team Golden Horn, a rookie robotics team made up of students from different schools who have united under the roof of "STEAM". The team consists of 14 students and 4 mentors. Our aim is to spread our knowledge and interest for technology and science.

## *Why Golden Horn ?*

As a rookie team from Turkey, Istanbul, we wanted our name to represent where we came from. So, we named ourselves "Golden Horn" which is a historical region in Istanbul.



## Team Facts

Team Name	Golden Horn
Team Number	8159
Rookie Year	2020
Location	Ataşehir, Istanbul, Turkey
Number of students	14
Number of mentors	4
Engineering Coach	Berkecan Sakallı 5+ years experience with FRC
Sponsors	Adakan Vakfı, NETAŞ, TemSA, Enocta, Eylül Tekstil, Hedef İnşaat, Arkel
Awards	Highest Rookie Seed - 2019 Mersin <i>Off-Season</i>

## Our Goals

- **Short Term Goals:**

- ✓ Win Rookie All Star Award
- ✓ Finish projects which we planned
- ✓ Show beauties of Istanbul with Golden Horn Documentary
- ✓ Help organization of Mersin Off-Season

- **Long Term Goals:**

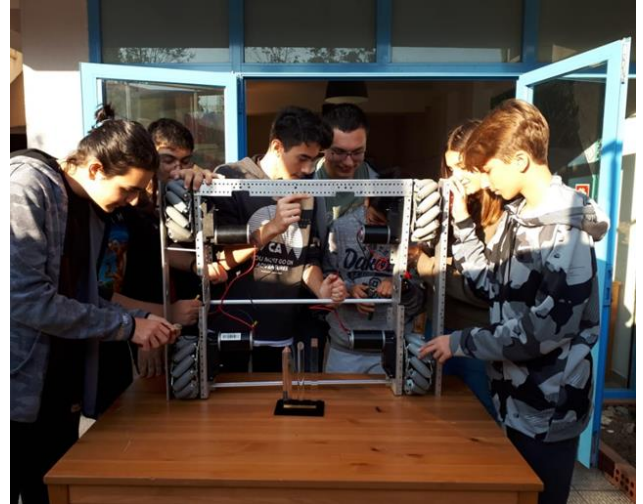
- ✓ Development of team members in “STEAM”
- ✓ Spreading *FIRST* and STEAM’s values
- ✓ Unite more people under the roof of STEAM



# Program Benefits

## *For Students:*

- A quick gate to the world of technology
- Development of team spirit
- Wide understanding of STEM
- An opportunity to explore new destinations via FRC tournaments
- A real life model of science subjects taught in school
- Development of engineering skills
- “The only organization where competing is so fun”
- A way to enter the happiest society of science lovers
- An opportunity to meet new people and interact with new cultures



## *For Mentors:*

- Having an important impact on society
- Raising the engineers of future
- Having fun while doing the work you love
- Being a part of the prestigious society of FRC

## *For Sponsors:*

- Gaining new customers
- Making new networks
- Getting to know your future employees starting from a young age
- Gaining a good reputation





# Community Projects

## ● Golden Horn Documentary

- We, as the Golden Horn team, decided to introduce the source of our name which is a beautiful and historical place in Istanbul with the documentary we filmed.

## ● FRC Wikipedia Turkish Translation (17.02.2020)

- In Wikipedia, there is no explanation of FRC in Turkish language and as a team from Turkey, we decided to translate it in Turkish and with that, we became the team in our country, Turkey, that formed a FRC Wikipedia page in our own language, Turkish.

## ● "Geleceğe Nefes" Project (11.11.2019)

- We contributed to "Geleceğe Nefes" (Breath For Future) project by planting a tree on behalf of our team.

## ● Recycling Project with Gültepe Robotics (15.02.2020)

- We get in together with Gültepe Robotics and made a campaign for our world. We used plastic bottle caps, recycled them and turned them to things which are more useful and also important like bowls for animals.

## ● Tema Donation (23.02.2020)

- On behalf of all teams that attending to the Los Angeles regional, as the "Golden Horn" team, we planted saplings by the TEMA foundation and contributed to our future.



## ● Conference with LCW employees' children (21.12.2019)

- We did a conference with LCW employees' children in which we introduced our team, talked about FRC process and our goals. With the help of this conference, we succeeded one of our main goals, which was to inspire children at a young age and to introduce them to science and technology.

### Wikipedia Turkish Translation



- **Decorating Our Robotic Workshop (28.12.2019)**

- We prepared Christmas and New Year decorations with 6-8 year old children and adorn our robotic workshop. We not only decorated, but also introduced FLL and taught basics of circuits to them

- **EV3 with NETAŞ**

- With the activity we organised for the children of the employees that work in the compound "NETAŞ", which is one of our sponsors, the children get to know the FRC process and how fun it is to be a part of the world of science and technology.

*Golden Horn Documentary*



*Conference with LCW employees' children*



## *Engineering Projects*

- **GameX 2019 Event Horizon (05.09.2019-08.09.2019)**

- In September 2019, we not only helped in the organization of GameX Off-Season, we also hosted it. 24 teams competed in this organization.



*After Kick-off Meeting*

- **Mersin Off-Season 2019 (18.10.2019-20.10.2019)**

- We attended Mersin Off-Season, which again we helped in the organization of, when we were only founded 1 month ago. In this Off-Season, we won the "Highest Rookie Seed Award". 44 teams competed in this Off-Season.

- **Code Raiders FLL Team (16.02.2020)**

- We gathered FLL teams under the roof of technology and engineering with the activities, the lessons and the games we organized for them. As a result, we succeeded to be an inspiration by instilling this love of robots.

- **After Kick-off Meeting (05.01.2020)**

- After Kick-off, we organized meeting for rookie and veteran teams in our workshop. We talked about rules, strategies and preparations. 6 teams attended this meeting.



*GAMEX 2019 Event Horizon*



*CODE RAIDERS FLL Team*



# Team Communication Methods

## Whatsapp

We mostly contact through Whatsapp, since we find Whatsapp very useful. We have a variety of groups which are divided by the parts of the team (mechanical, electronic, PR, etc.) In these groups we talk and get in touch with each other in any type of situation or a topic. We also use whatsapp to motivate, and have fun by talking from there.



## Google Drive

We use Google Drive to reach every document or data that belongs to our team. We made sure everyone is in our common drive, thus with that every team member uploads their data and everything that will be useful for our team. This makes it even more practical to be a simple and a good team.



## Discord

Discord is a great place for our team members to chat in a more fun way. In discord, we have our team's own server. In this server we make meetings, video chats, voice chats when we can't meet. It is a great way to connect with each other and also other FRC teams as well.

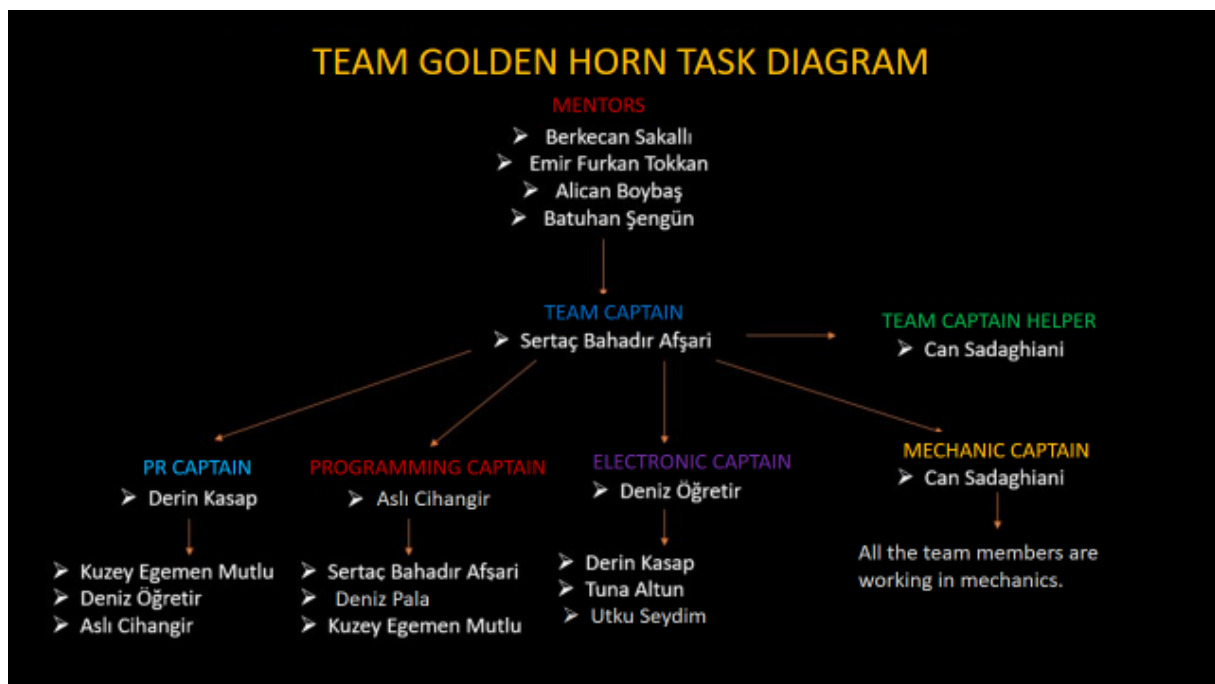
## Google Calendar

Google Calendar is our electronic calendar which we use to plan our meetings and lessons. Our PR team controls our calendar and every team member catches up and knows what to do or when an event, meeting or a lesson is going to happen.

## Organizational Plan

- ❖ **Team Captain:** Rules the team and gives orders/tasks to team members, and makes sure the tasks are finished before the deadline.
- ❖ **Safety Captain:** Knows safety rules very well, organizes and checks the enforcement of safety rules.

- ❖ **Scout:** Communicates with other teams and takes notes to use the information other teams have given, also introduces their team to other teams.
- ❖ **PR:** Actively engages with the team's social media and makes the team visible for everyone also arranges sponsorship meetings.
- ❖ **Mechanic:** After the tasks are given, makes designs/drawings and form the mechanics of the robot with the informations they have. They use Autodesk Fusion 360 to design robots.
- ❖ **Electronic:** Sets up the electrical parts of the robot and makes it work properly
- ❖ **Programming:** Programs the robot.
- ❖ **Human Player:** Takes place on or off the game court according to the game rules of that year
- ❖ **Driver / Co-Driver:** Controls the robot using controllers.



# Marketing Strategy

## Targets and Goals:

- **Students in our schools:**
  - Spark an interest in STEAM, be participant in *FIRST* competitions and other organizations.
- **Students in elementary and middle schools**
  - Spark an interest in STEAM, tell what is *FIRST* and amuse them with science and technology.
- **Parents**
  - Inform them about what the team is doing, mentor the team, support the team and find sponsors for the team.
- **General Public**
  - Promote educational robotics programs and their benefits, support programs in their community, spread programs to new communities.

## Methods:

- **Instagram:**
  - We use Instagram to share what we are doing, our plans, our announcements, our joy and our will to spread science through the world. In addition, this app also helps us to meet and get in touch with other teams.
- **Website:**
  - Our website is one of our most important communication ways through internet, since it makes our team very discoverable. We share our resources in here.
- **Twitter**
  - We use Twitter to share what we are doing and our announcements.
- **Facebook**
  - We use Facebook to share what we are doing, our plans, our announcements.
- **LinkedIn**
  - We use LinkedIn to share what we are doing and communicate easily with our sponsors.

- **Media**

- We do interviews with media such as TV channels, newspapers and magazines for spreading *FIRST* values and our projects. We believe that lots of students will tend to science and technology thanks to this method.



## SWOT ANALYSIS





# Contingency Plan

<b>Risk</b>	Statement of the Risk item
<b>Likelihood</b>	(Probability) What is the “probability” of the risk occurring 3 High Greater than 50% chance 2 Medium Between 25% and 50% chance 1 Low Less than a 25% chance
<b>Impact level</b>	If the event occurs, what is its impact to the team? 3 High Major disruption to the team 2 Medium Reduced participation in FIRST events 1 Low Minor impact, reduced activity level
<b>Risk Score</b>	1-9 likelihood (Probability) x Impact Score Higher scores require increased attention 9 Key risks (RED) - Critical and Require Significant Attention 4-8 Major Risks (YELLOW) - Require Action and Management 1-3 Minor risks (GREEN) - Require some Action but are Lower Importance
<b>Impact on team</b>	Basic Description of what the impact to the team would be
<b>Action</b>	Actions the team is taking to alleviate the occurrence of the risk, or to minimize the impact if it does occur

## **Risk: Loss of sponsors**

**Likelihood:** 3 High

**Impact level:** 3 High

**Risk Score:** 8 Major risk

**Impact on team:**

- Money for traveling and accommodation is lost

**Solution**

- Find more sponsors
- Travel and stay in a place with the least possible price

## **Risk: Loss of team mentors**

**Likelihood:** 1 Low

**Impact level:** 3 High

**Risk score:** 7 Major risk

**Impact on team:**

- Loss of experience and knowledge
- Loss of a role model

**Solutions:**

- Hire a temporary mentor from the team

## **Risk: Economic Inflation**

**Likelihood:** 3 High

**Impact level:** 3 High

**Risk score:** 7 Major risk

**Impact on team:**

- Loss of sponsors
- Not being able to ship the robot
- Not being able to travel to the place of the competition

**Solutions:**

- Find more sponsors
- Travel and stay in a place with the least possible price

## **Risk: Robot breaking down**

**Likelihood:** 1 Low

**Impact level:** 3 High

**Risk Score:** 8 Major risk

**Impact on team:**

- Robot might not work during the competition which may cause loss of points in-game
- Loss of effort

**Solution:**

- Have backup parts for the fragile parts in the robot

## **Risk: Injury in workplace**

**Likelihood:** 1 Low

**Impact level:** 2 Medium

**Risk Score:** 3 Minor risk

**Impact on team:**

- Loss of a team member

- Loss of help for the team

**Solution:**

- Make the dangerous places in the workplace less sharp and heavy.
- Keep all students training on safe work practices and inform them about the consequences

## **Risk: Flights being cancelled**

**Likelihood:** 1 Low

**Impact level:** 3 High

**Risk Score:** 9 Key risk

**Impact on team:**

- Flying to the destination of competition would be more expensive to fly indirectly.
- We might not arrive to the competition on time

**Solutions:**

- Fly indirectly to the destination

## **Risk: Loss of team members**

**Likelihood:** 1 Low

**Impact level:** 3 High

**Risk Score:** 7 Major risk

**Impact on team:**

- Loss of help for the team

**Solution:**

- Other team members can get more jobs to be done

## **Risk: Robot parts getting damaged during transportation**

**Likelihood:** 2 Medium

**Impact level:** 2 Medium

**Risk Score:** 3 Minor risk

**Impact on team:**

- More work on the robot to do before the competition

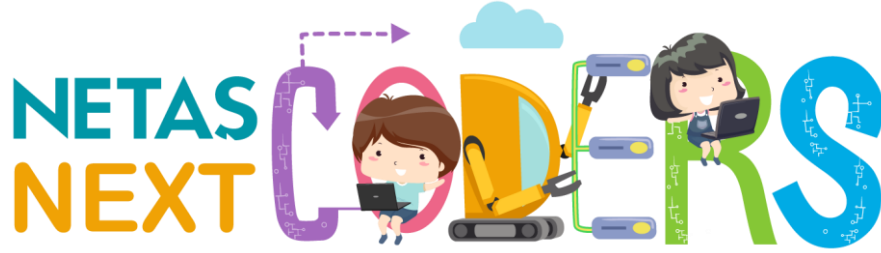
**Solution:**

- Bring extra parts with us to use in case fragile parts get damaged



**MEAV**

MUSTAFA  
ENVER ADAKAN  
VAKFI



**HEDEF**  
İnşaat Yatırım ve Ticaret A.Ş.